

# Community Empowerment Based on Social Entrepreneurship

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## ABSTRACT

This study aims to identify social entrepreneurship in the empowerment of the community of Ice Cream Village, as well as the impact on society of the community empowerment program of the Ice Cream Village. The data analysis methods used in this study were data collection, data reduction, data presentation, and data verification. The results of study showed that social entrepreneurship in community empowerment of Ice Cream Village was seen from 4 elements: social value, civil society, innovation and economic activity. In addition, social entrepreneurship has an impact on economic, social and environmental fields. Considering many of Tamanharjo Village community members who are unemployed, the social entrepreneurship in Tamanharjo Village is realized. Thus, social entrepreneurship is very helpful to people in Tamanharjo Village.

**Keywords:** *social entrepreneurship, impact, unemployment*

## 1. INTRODUCTION

One way to address social problems, which is of great concern to developing countries including Indonesia, is to develop social entrepreneurship or called social entrepreneurship popularly. As a relatively newly developing field, there will be a number of different opinions on so-called *social entrepreneurship*. Social entrepreneurship, according to Hulgard (2010) [1], is the creation of social values by working with others or organizations involved in a social innovation usually implying an economic activity.

The application of *social entrepreneurship* is shown by, among others, the establishment of Ice Cream Village. Ice Cream Village was established because of the potential of residents of RT 02 RW 03 Tamanharjo Village, Damean Village, Singosari Sub-District, who are able to produce ice cream, both modern ice cream and traditional ice cream. In addition, it is also because there are some people of Tamanharjo Village who become unemployed, so that social entrepreneurship in Tamanharjo Village is realized. This ice cream village aims to empower the community to improve the economy of the community. The founder of This Ice Cream Village is Mr. Rohmad Basuki.

Tamanharjo Village became an Ice Cream Village. Starting from his unique idea to promote ice cream made by his friend, finally Mr. Rohmad Basuki dabbled to make ice

cream by himself. Initially, one of Mr. Rohmad Basuki's friends quitted an ice cream factory, and then his friend made his own ice cream and sold it himself. However, his homemade ice cream did not sell. As his ice cream did not sell, Mr. Rohmad Basuki bought it and asked him to teach how to make it.

With his expertise in *online marketing*, then he sold the ice cream through social media. It turned out that the market's response to his ice cream was pretty good. After that, Mr. Rohmad Basuki also taught the community around his residence. Along with his wife, he managed to educate womens with coral cadets who can produce creative ice cream. So many residents made ice cream in the hamlet that the village called *Kampung Es Krim* (Ice Cream Village). This also has impact on the social changes experienced in *Kampung Es Krim*.

Nur Firdaus (2014) in his research stated that social entrepreneurship plays a real and important role in solving social problems. Social value creation and innovation are the main instruments in social entrepreneurship. Social goals with the impact of community power are a value important to social entrepreneurship practice. However, Irma Paramita (2015) [2] stated that economic progress in Indonesia itself still leaves a number of social and environmental problems. Certainly the role of the surrounding community is indispensable to help the government deal with a number of such issues. The roles of the surrounding community can play are related to *social*

*entrepreneurship* activities, doing a business activity that can help solve social problems.

In addition, Rifa'i et al (2017) [3] stated that social *entrepreneurship* is defined as an individual founding a company aiming to solve social problems or to influence social change based on society. Imron Mawardi (2014) [4], in his research, stated that Pondok Pesantren Sidogiri Pasuruan implements social entrepreneurship i.e. by making innovation in the establishment of internal and external social entrepreneurial institutions.

This research is important to do because it can dig up the Ice Cream Village program as an effort to empower the community at Tamanharjo Village by describing social entrepreneurship in the community of Kampung Es Krim and crediting its impact of the community empowerment program on the community of Kampung Es Krim in Tamanharjo Village. Therefore, the research is needed on "Social entrepreneurship in Empowering the Community of Ice Cream Village in Tamanharjo Village Malang Regency." So it can be known how to empower the community through the Ice Cream Village program.

## 2. RESEARCH METHODS

This study was a descriptive research with a qualitative approach aiming to know the implementation of community empowerment programs of Kampung Es Krim, *social entrepreneurship* in the empowerment of the people in Kampung Es Krim, as well as the impact of the community empowerment program on the community in Kampung Es Krim. This research took place in Tamanharjo Village, Singosari District, Malang Regency, East Java. The data used in this study was primary data obtained directly from key informants and informants through *indepth interviews*, *obeservasi* and documentation. Informants were selected deliberately (*purposively*). In this study 12 informants were employed, consisting of 2 key informants and 10 community informants. Key informant and informant were selected based on the following criteria: *key* informant and informant have mastered and understood the data, information, or facts existing around the research site, as well as followed the training and implementation of the Ice Cream Village program.

The method of analyzing the data used in this study was an interactive model to describe the data or results of field notes qualitatively. Miles and Huberman's (2008) [5] interactive model, according to Sugiyono (2017) [6], consists of data collection, data reduction, data presentation, and data verification.

1. Data collection takes place at the time of the research.
2. Data reduction is done by summarizing, selecting the main things, focusing on what matters, and then looking for themes and patterns from the data obtained
3. The presentation of data is done by changing the results of reduction presented in the form of charts, tables, flowcharts, images and descriptions that are narrative.
4. Data verification was conducted by researchers beginning with drawing preliminary provisional conclusions that will change if no strongly supporting

evidence is found at the next stage of data collection. But if the conclusions presented at an early stage are supported by valid and consistent evidence when researchers returned to the field to collect data, the conclusions presented will be credible.

## 3. RESULTS AND DISCUSSIONS

### 3.1 Social entrepreneurship in The Empowerment of Ice Cream Village Community

*Social entrepreneurship* in empowering the community of Kampung Es Krim is seen from 4 (four) *elements*: *social value* for the surrounding community, *civil society* in the community, *innovation* conducted by the surrounding community, and *economic activity* for the surrounding community. The following is the description of each element.

#### 3.1.1 Social Value

Social values are the most distinctive element of social entrepreneurship to create real social benefits for community and environment [7]. Social values are the ones embraced by society about what is considered good and what is considered bad by society. Every social entrepreneur has their own values and approaches to the problems they want to solve.

Social values can motivate a person to realize expectations according to their role. Similarly, the people of Kampung Es Krim have brought their hope into reality. This social value can contribute a set of tools to directing the people of Kampung Es Krim to think and behave. Social values are not taken for granted at the beginning of birth, as experienced by the people of Kampung Es Krim. The value the system teaches comes from initiators and local communities. Every society needs a governing system or a kind of direction to tak action to develop a good personality in associating and interacting with the community.

#### 3.1.2 Civil Society

An entrepreneur who transforms the business environment, called a social entrepreneur, will act as an agent of change for the environment, seek for opportunities, find new approaches and create solutions to the better environmental change [8]. Social entrepreneurship generally comes from civil society's initiatives and participation by optimizing the existing social capital in the community [7]. Social entrepreneurship in Tamanharjo Village has an impact on the community environment. The ice cream village in the neighborhood is a highlight for the outside community.

The initiator must create a proper internal environment conforming to the expectations of the social

entrepreneurship process. This is because if the expectations of the initiator alone do not fit the purpose, this entrepreneurship can be said as failed.

**3.1.3 Innovation**

Innovation is a new invention different from the existing or familiar one. Social entrepreneurship solves social problems in innovative ways, among others by combining local wisdom and social innovation (Palesangi, 2013). An innovative person will always strive to make improvements, presenting something new/unique that is different from the existing one. Just like ice cream that is already famous everywhere, now the ice cream existing in Kampung Es Krim is no less famous. This is because the people of Kampung Es Krim have different innovations. Thus, more and more visitors come to Ice Cream Village every week.

In addition, not only people sell ice cream, but also there are other innovations such as selling peyek, toys and others. Innovation is also an important attitude to an entrepreneur. Entrepreneurs who always innovate in their business will be able to get profit and success. Innovation is the trait indirectly distinguishing entrepreneurs from ordinary people as well as entrepreneurs. An entrepreneur will always think about doing something different, unlike most people think and do. Innovations implemented in Kampung Es Krim can provide economic value to society.

**3.1.4 Economic Activity**

One of the important solutions that can drive the economic movement of the village is to develop social entrepreneurship for the villagers. A successful social entrepreneurship in general is achieved by balancing social activities and business activities. Economic business activities were developed to ensure the independence and sustainability of the organization's social mission [7]. The entrepreneurship and social entrepreneurship of the Ice Cream Village causes the community's economy to grow. Ice Cream Village is also established to improve the economy of the local community.

Village development can be improved through developing the village's economic potential and becoming a vehicle for rural communities to build themselves and their environment independently and participatively.

**3.2 Impact of Community Empowerment in Ice Cream Village**

The resulting impact can be classified into three categories: economic, social and environmental. The description of each of impacts resulting from the Kampung Es Krim program is as follows:

**3.2.1 Economic Impact**

An indicator of success in a development based on local potential is the economy. Moreover, the purpose of Ice Cream Village program is to improve the welfare of the community constituting a part of economic element. The economic impact resulting from the Kampung Es Krim program can be seen in table 1.

**Table 1.** Economic Impact

No	Before	After
a	There are some communities that are unemployed	No society becomes unemployed
b	Reduced employment	Rising employment
c	Erratic income	Revenue s increase

**a. Labor Absorption**

The absence of Ice Cream Village has a positive impact on the community around Tamanharjo Village through the absorption of labor. Automatically, the unemployment rate in Tamanharjo Village also decreased. The absorption of labor focuses on the youths and ladies (mothers) in Tamanharjo Village. It also focuses on one of the residents unemployed. The presence of Ice Cream Village also has an impact on the outside community, the seller of veils and ornamental plants. This is because the income of the outside community has increased compared with its previous sale outcome. This is because the quality of human resources based on knowledge related to social entrepreneurship and marketing is not widespread.

**b. Increase in the Job Opportunity**

The presence of Ice Cream Village caused many people to decide to follow bazaar and sell during the bazaar. It is also related to the impact as mentioned in point no. 1, labor absorption. The more the self employments are created by the initiator, the more the workforce will be absorbed.

**c. Increase in Revenue**

There are job openings that are able to absorb the workforce, so there is an increase in people's income. The increase in income is used as a leading indicator of the improvement in the welfare of the people of Tamanharjo Village, especially those who sell after this establishment of Ice Cream Village.

**Table 2.** Income

No	Income	Before (2017) (people)	Percentage (%)	After (2018) (people)	Percentage (%)
1	100.000-300.000	12	100	0	0

2	300.000-600.000	0	0	4	33,3
3	600.000-900.000	0	0	8	66,7

Table 2 shows that before the program Kampung Es Krim, the income of 100,000-300,000 can be found in 100% informant. This was because people's initial income comes from their husband only and some of them have small businesses. Then, the community thought of participating in the Kampung Es Krim program they think more profitable.

Public income of 300,000-600,000 is found in 33.3% of informants constituting the members of Kampung Es Krim community feeling that the program activities are planned better. This is because of the guidance of the Kampung Es Krim program. In addition, the community also has the consideration to continuously follow the Ice Cream Village program they think more profitable.

Public income of 600,000-900,000 also increases in 66.7% of informants in Kampung Es Krim. Income is earned on how the community is able to survive in participating in the Ice Cream Village program by means of innovation. Because of innovation, consumers will be interested in trying it, thereby increasing the income of people in Kampung Es Krim.

Overall, the economic impact resulting from the ice cream village program is that with the opening of jobs, there is also increased labor absorption. Based on this, it indirectly lowers the unemployment rate and also increases people's incomes. The development of Kampung Es Krim is one way to improve people's living standards to be better than ever. The development of tourist villages will also increase the source of people's income, and in turn will improve the welfare of community. Tourism can help improve the people's lives through financial aspects (Iorio & Corsale, 2010).

### 3.2.2 Social Impact

**Table 3.** Social Impact

No	Before	After
a	Lack of confidence	Increased confidence
b	Lack of communication	Increased communication
c	Less bravery to take risks	Taking risks bravely
d	Lack of leadership spirit	Rising leadership spirit
e	Lack of originality	Original increase

#### a. Increased Confidence

Confidence is a person's belief in all aspects of an advantage that a person has and that belief enables him/her to achieve his/her life goals (Judge, 2008). This includes confidence in his/her ability of dealing with an increasingly challenging environment and confidence in his decisions or

opinions. Similarly, in the case of Kampung Es Krim people, people's confidence increases. High confidence refers to several aspects of the individual's life, where they feel have competence, confidence, and capability and believe that they can do so because they are supported by experience, actual potential and realistic expectations of themselves.

#### b. Increasing Public Communication

Social impact is also related to communication. This is because before ice cream village program in Tamanharjo village, communication between community members was poor. Some of them even never communicate with each other, making them not knowing each other. In addition, the Ice Cream Village became a reunion place for friends who have not met for a long time.

#### c. Taking Risk Bravely

The risk to entrepreneurs is not an obstacle to success but a challenge. Risk-taking in the entrepreneurial sphere can be interpreted as a decision-making action based on good and bad consequences that may be inflicted in the future in order to advance a business [9]. Risk-taking in Kampung Es Krim always takes into account the decisions to be taken carefully. Risk-taking is closely related to confidence. The greater the confidence in self-ability, the greater is the confidence in influencing outcomes and decisions, and the more prepared are they for trying what others think fraught with risk.

#### d. Increasing Leadership Spirit

Successful entrepreneurs are also successful leaders. Similarly, the initiator in Kampung Es Krim can also be referred to as a leader. It can be said that leaders must seek for opportunities, gather resources (materials, people, technology and capital necessary to carry out activities, set goals both for themselves and for others, and lead and guide others to achieve goals. Leadership is defined as an attempt of influencing interpersonal persons through the communication process to achieve one or more goals [10]. As a leader, they must be responsible with what will happen to Kampung Es Krim in the future.

#### e. Increasing Originality

Originality is the ability of thinking and acting freely and the quality to become something new. Originality has high innovation and creativity, is flexible and can have and has an extensive business network [11]. The people of Kampung Es Krim begin to increase Originality by means of innovation in the manufacture of ice cream in order to be sold out. Originality occurring grows from within the people of Kampung Es Krim.

### 3.2.3 Environmental Impact

**Table 4.** Environmental Impact

No	Before	After
a	Lack of clean	Improved

	environment	environmental hygiene
b	Quiet environment	Crowded environment

#### a. Clean Environment

A clean environment is an environmental impact resulting from public awareness of environmental hygiene. The clean environment will also make the village comfortable. In addition, it also makes visitors visiting the Ice Cream Village feel at home

#### b. Crowded Environment

The development of the growing Ice Cream Village will affect the increasing number of visitors or consumers. This is due to changes of internal factors including better ice cream starting from packaging, shelf life, varying flavors, and healthier production of ice cream because it uses fresh raw materials only without chemicals at all. Considering this, the environment in Tamanharjo Village becomes crowded with the visitors who keep coming.

## 4. CONCLUSION

Based on the results of the research done, it can be concluded that:

1. The implementation of the community empowerment program of Kampung Es Krim in Tamanharjo Village consists of three activities: planning, implementation and evaluation. The planning of the Ice Cream Village program in Tamanharjo Village has a form of activity including preparation, socialization and training planning. The implementation of the community empowerment program of Kampung Es Krim in Tamanharjo Village has a form of activity involving training and information related to marketing. Evaluation of the community empowerment program of Kampung Es Krim in Tamanharjo Village is conducted in some activities: *monitoring* and evaluation.
2. *Social entrepreneurship* in empowering the community of Kampung Es Krim is seen from 4 elements: *social value*, *civil society*, *innovation* and *economic activity*. *This social value* can contribute a set of tools to direct the people of Kampung Es Krim in thinking and behaving. *Civil society* in Tamanharjo Village has an impact on the community environment. *Innovation* implemented in Kampung Es Krim can give economic value to its people. *Economic activity* in Kampung Es Krim was developed to ensure the independence and sustainability of social mission.
3. The economic impact of the Ice Cream Village program in Tamanharjo Village includes labor absorption, the increased number of job opportunity, and the increase in income. The social impact of Ice Cream Village program in Tamanharjo Village is to increase the public awareness of cleanliness and to improve community communication. The environmental impact of Ice Cream Village program in Tamanharjo Village includes a clean environment and a crowded environment.

The recommendations given are:

1. As an initiator, the implementation of community empowerment of Kampung Es Krim must remain to be well maintained and continued. In addition, hopefully the enthusiasm of the community is growing.
2. As a society, innovation in producing ice cream should be improved further so that the number of visitors or consumers increases weekly, and thereby it can increase people's income.
3. Further researchers are recommended to explore the power of the people of Kampung Es Krim as well as the factors influencing the power of people in Kampung Es Krim.

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