



Social Entrepreneurship Business Canvas Model (Case Study of Andalas Sepakat Unit Waste Bank, Andalas Village East Padang Subdistrict Padang City Indonesia)

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Abstract: Social entrepreneurship is a form of entrepreneurship that has the concept of business and innovation for social or community interests. Social entrepreneurship is an activity and process to discover, define, and take advantage of opportunities to increase social value by creating new ventures or managing existing organizations innovatively. This research aims to describe and design the form of the Social Entrepreneurship Business Canvas Model of Andalas Sepakat Unit waste bank. This research uses a descriptive method with a type of case study research. The data used have primary data obtained from the results of the interview. The data analysis used was qualitative. The research results have received a social entrepreneurship business canvas model with nine elements that offer product or service innovation to optimize the region's potential and the possibility of the farmer community solving social problems. The products and services provided include maggot, waste cooking oil, Eco enzyme, solar biodigester (a valuable technology for processing food waste), and waste recycling.

Keywords: Business Canvas Model, Social Entrepreneurship, Waste Bank.

1 Introduction

Social entrepreneurship is an exciting phenomenon to discuss. Social entrepreneurship is a term derived from entrepreneurship, the merger of two words, social and entrepreneurship [1]. Social entrepreneurship has characteristics that are not much different from traditional entrepreneurship, such as innovation, risk, and being proactive in new ideas or businesses [2].

Social entrepreneurship is not a new phenomenon [3] and is increasingly becoming more relevant. Social entrepreneurship is also becoming more self-sufficient and innovative, although more effort is required to build social entrepreneurship-related innovation theory [4] [5] [6] [7]. As an entrepreneurial discipline, social entrepreneurship has a distinct focus on transforming society, creating social value, dealing with social problems, and improving society [8] [9] [10] [11].

Each social entrepreneurship activity must have its model based on its field of business. A social entrepreneur is essential for him to know his current business model and

needs to develop it and continue to adapt to the changing business environment. Business models simplify complex business realities into key elements that are easy to create. Before starting a business, people are generally familiar with a business plan or feasibility study. However, the business plan is detailed even though many assumptions must be proven. Now, the presence of the Business Model Canvas (BMC) concept that Osterwalder politicized helps entrepreneurs understand their business plans.

In his book *Business Model Generation*, [12] created a simple and easy-to-understand framework to describe our business, namely the Business Model Canvas. Business Model Canvas is a business model poured into visual images and divided into nine aspects: customer segments, value propositions, channels, customer relationships, revenue streams, essential resources, essential activities, key partners, and cost structures. The image of the Business Model Canvas can be seen in Fig. 1.

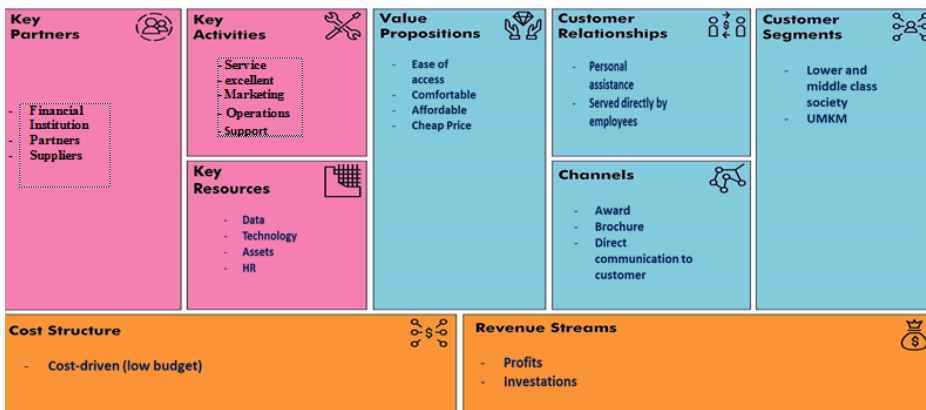


Fig. 1. Business model canvas.

The Business Model Canvas is a business model that describes how a business should work; companies create, deliver, and capture value. In the Business Model Canvas, there are nine blocks consisting of Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. One of the business models that can be used to evaluate the business model that is being run is the Business Model Canvas (BMC) or what is also called Business Model Generation, which is a strategic tool that can be used to see what kind of business is being or will be run [13]. A business model canvas is an approach to see business development opportunities starting to be implemented in Indonesia [14].

By knowing the current business model, companies can evaluate the business model for future improvement and improvement. Business model improvement can fill the gap by providing several alternative business models that can be outlined as future programs. Business model mapping is a fairly popular business model mapping method with the business model Canvas approach. The Business Model Canvas is an analytical tool for describing, visualizing, assessing, and transforming business models. Business Model Canvas is also a promising and easy-to-use analytic tool for stakeholders to map,

analyze, and discuss the company's situation according to the nine elements of the Business Model Canvas quickly.

Based on the description above, the purpose of this research is to map and evaluate the Social Entrepreneurship Business Canvas Model (Case Study of the Andalas Sepakat Unit waste bank, Andalas Village, East Padang District, Padang City, Indonesia).

2 Methods

This research was conducted at the Andalas Unit waste bank, which has a form of social entrepreneurship. Business located at Jalan Andalas No.91 D RT 02 RW 04, Andalas Village. The research was conducted in May-June 2022. Data used in this study were primary data and secondary data. The Preliminary data have been obtained with the questionnaires and interviews. The questionnaire was aimed at the perpetrators of the Andalas Unit waste bank. In addition, this research also collected data from key informants, namely stakeholders such as the Andalas village community, leaders of the Andalas unit waste bank, and members of the Andalasb unit waste bank.

To achieve the objectives of this research, the data analysis used is with the design of the business canvas model. Firstly the business canvas model has to be mapped, namely, business elements consisting of Key Partnerships, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segments, Cost Structures, and Revenue streams. For more clarity, the indicators to be observed in each segment are presented in Table 1. The problems of elements have been identified, and then after issues of segments are found, it is continued with problem-solving and policy changes that need to be made to solve the problem. Then, the model will be built and analyzed qualitatively.

Table 1. The data identification table is to be observed.

No	Topics of observed data	Observed Indicators
1	Key Partnership	a. Partners owned by the business b. Suppliers owned by the business
2	Key Activities	a. activities that need to be done to meet the customer segment b. activities carried out to meet revenue streams
3	Key Resources	a. The primary physical resources that the business has b. human resources owned by the business
4	Value Propositions	a. the added value offered to customers b. Customer needs to be offered to customers
5	Customer Relationship	a. Types of business relationships with customers b. The purpose of the business is to maintain relationships with customers
6	Channels	a. channels used to reach customers b. channel functions used by ventures
7	Customer Segments	a. customer segments that are targeted by the business b. customers segments who are important customers / main customers of the business

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|---|-----------------|---|
| 8 | Cost Structure | <ul style="list-style-type: none"> a. All costs incurred by the business b. resources with the highest cost in the business model of the enterprise c. Activities with the most increased cost in the business model of the enterprise |
| 9 | Revenue streams | <ul style="list-style-type: none"> a. Sources of the company's revenue stream b. The highest source of income streams |
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3 Results and Discussion

3.1 Introduction and Understanding of Regions

Village Name/Nagari/ Kelurahan : Andalas Village
 Subdistrict : Padang Timur
 Regency/City : Padang City
 Province : West Sumatra
 Nation : Indonesia

The resources owned to carry out the village development work program. First, the description of human resource capital (description of the composition of the population according to education and livelihood), based on observations that have been made, shows that human resources in Andalas Village have an average livelihood of traders and employees of government agencies. Second, namely the description of social capital (description of social solidarity activities of residents, such as teamwork and work sharing), based on observations that have been made in Andalas Village, the people who lived there have a high social spirit. The proof is that the waste bank community in Andalas Village encourages people to participate by paying positive attention to the waste bank. Social capital clusters proved to be more dominant than BMC clusters in determining alternative empowerment. Participation in social networks, which is one element of social capital, is the key to generating solid social capital so that integrated entrepreneurship with social capital and, in turn, solid human capital will be able to improve the lives of people economically [17] [18] [19].

Third, the description of the natural resource capital (land, rivers, valleys, hills, mountains, beaches), based on observations made in Andalas village, there is agricultural land where agricultural land is underutilized and abandoned. Then, there is a river flow around the highway of Andalas village. Fourth, namely the description of the capital of facilities and infrastructure (roads, bridges, irrigation, electricity), based on observations made in Andalas village, some highways are always filled with vehicles and pedestrians. Around the road's edge, some people sell various goods by opening shops. Then, in Andalas village, there is also a bridge that connects the highway with the river flow below. For the bridge, there is still no damage. Fifth, based on observations made in Andalas Village, BNI Bank is a financial capital center in the Andalas Village area.

3.2 Introduction and Understanding of Community and Society

The community used as a field observation is the Andalas Sepakat Unit Waste Bank community. This community is categorized as a community of agricultural processing micro-enterprises. This community is located in Kampung Sumbu Gadang, Andalas Village, East Padang District, Padang City, Indonesia.

Social media used to learn more about this waste bank can be seen on Instagram @kampung.ecoenzym_andalas. The chairman of this waste bank and the owner of this waste bank is Mr. Syaifudin Islami. The vision of this waste bank is the realization of a community that cares for the environment and community-based waste management. The purpose of the waste bank is to help handle waste management, make people aware of a healthy, neat, and clean environment, and turn waste into something more practical with economic value.

The mission of the waste bank is as follows:

1. We empower the community to care about the environment and preserve natural resources.
2. Together with local governments to implement and realize sustainable development programs.
3. Socialize community-based natural disaster management programs.
4. Cooperate with all parties engaged in the environmental sector.
5. It is the Protection and preservation of biodiversity, scarce flora, and fauna.
6. Cooperate with all parties in the management up to the waste bank method.

The work program of the waste bank is as follows:

1. Eco enzyme
2. Solar biodigester
3. Recycling
4. Maggot
5. waste cooking oil

This waste bank has 120 members, all of whom have contributed to developing the waste bank until now. These members have innovations from various products produced by the waste bank. The resources owned to run the waste bank work program are as follows:

1. Description of human resource capital: Education of the Andalas Sepaka Unit waste bank members is junior high school, high school, and S1. The livelihood of the population is farmers, MSMEs, and employees.
2. Description of social capital: The social capital of this community is quite good. It can be seen by the existence of mutual aid activities that are routinely carried out at least one time a month.
3. The description of community natural resource capital: land capital used to manufacture Eco enzymes.
4. Description of capital facilities and facilities: This community has capital facilities in waste bank offices and Maggot houses.
5. Description of financial capital derived from waste banks through CSR (Corporate Social Responsibility) Bank Nagari.

The benefits felt by members/farmers after joining this community are seen in social, environmental, and economic aspects. The perceived social benefit is establishing

friendships, adding familiarity, and sharing information about eco-enzyme making, oil processing, waste processing, and maggot cultivation. In terms of the environment, the benefits obtained by members are that waste does not accumulate, the atmosphere becomes clean, and household waste is. From the economic aspect, there is a savings system in the waste bank where people collect trash in their respective homes, and then it will be weighed and recorded by my mother's waste bank savings, which can later be cashed.

Organizations and institutions that cooperate with waste banks:

1. Nagari Bank, as a provider of funds.
2. Pawnshops, as providers or converts to community waste savings in the form of gold.
3. DLH, as a waste management performance checker.
4. The BWSS V (PU) team, this collaboration is related to marketing the results of sorting office waste with Eco office principles.

3.3 Identify Problems of Farmers' Regions, Communities, and Households

Andalas village can be categorized as an urban area. After making observations, the hope for Andalas village is that the roads around the farmer community area can be improved and the community members better arrange the area around the waste bank so visitors can feel comfortable.

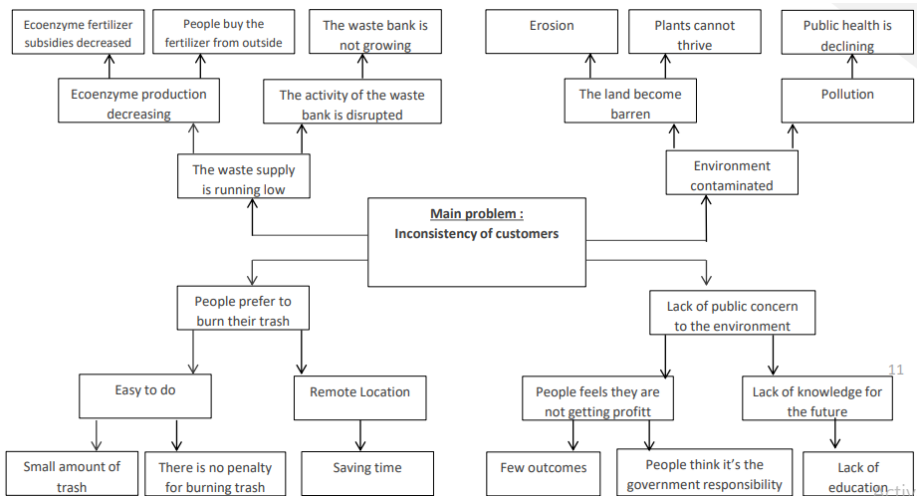


Fig. 2. Analysis of problem trees from farmer regions and communities.

The problem that exists in Andalas villagers is the conditions of geographical. There are still many vacant lands that still need to be utilized. The surrounding community maintains the natural resources, as evidenced by the river flow, which is still clean and beautiful. The culture of the Andalas village community is that it is easy to blend in with new people, and the community consists of hardworking and creative people. The

participation of the Andalas community in the building program is relatively high. It can be seen from the community that implements the mutual aid system and the existence of a waste bank community that encourages community participation. The service of the officials in this area is also good and structured (Fig. 2).

Problems at the community level. The condition of the community's social capital is mutual aid, which is only held once per month. This community owns the land for the manufacture of Eco Enzyme. Financial Capital only comes from the CSR of Bank Nagari and capital facilities in the form of waste bank offices and maggot houses (Fig. 3).

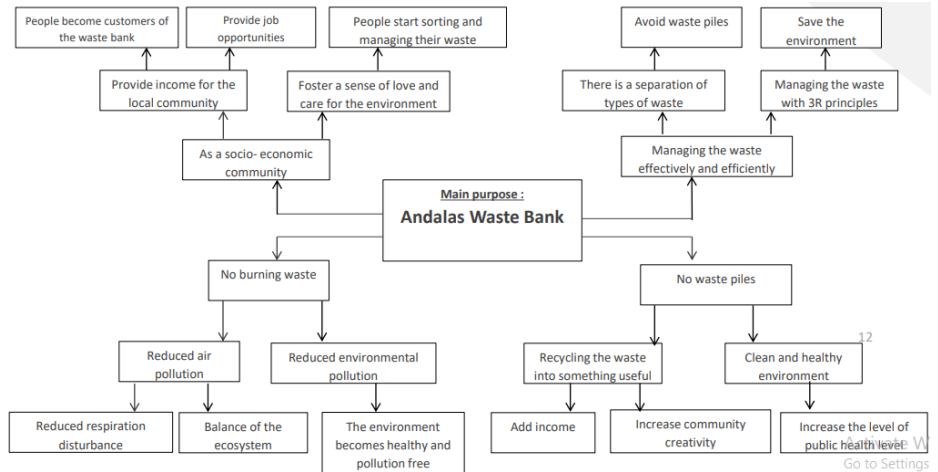


Fig. 3. Analysis of Tree Objectives from Farmer Regions and Communities.

3.4 Creative Ideas and Social Innovation

Creative ideas at the village level:

1. Improving road access to make it easier to pass by.
2. Holding mutual aid activities around the area to clean up and repair waste bank assets.
3. Carrying mutual aid activities around the area to clean and repair regional waterways.
4. Find a fixed market or marketing for product innovation.

Creative ideas at the community level:

1. Apply innovations from counseling, such as standard oil, maggot, etc.
2. Make good use of maggot products to decompose household and factory processing waste.
3. Arranging waste bank production areas so that consumers are interested.

Creative ideas at the household level of farmers:

1. They were conducting training on processing standard oil and maggot so that the products produced would be more productive.
2. More actively introduce used oil products, maggot, etc.

Social innovation is a product or service that optimizes the region's potential and the farmer community's ability to solve social problems.

Social innovation in the form of products:

1. maggot
2. Common oil
3. Eco enzyme

Social innovation in the form of services:

- 3 Solar biodigester (helpful technology for the processing of food waste)
- 4 Waste recycling

3.5 Identification and Analysis of stakeholder roles

One of the social innovations that will be developed in the community is processing organic ingredients into Eco enzymes. The processing into eco-enzymes aims to minimize organic waste scattered in any place. The principle of selling Eco enzymes is social. In other words, it is not traded, but whoever needs it can ask directly to the thematic house of this Eco enzyme. Eco enzymes cannot be commercialized due to insufficient tools and materials. So, the manager of the Eco enzyme thematic house gives it free of charge, and if there are people who want to provide sincere assistance for the provision of Eco enzymes are welcome.

The principle of making eco enzymes is similar to the process of making compost. However, adding water as a growth medium so that the final product obtained is the preferred fluid because it is easier to use. Eco enzymes have many benefits, such as being used as a plant growth factor, a mixture of floor cleaning detergent, cleaning pesticide residues, and descaling and reducing the temperature of car radiators [15]. According to [16], the eco enzyme results from the fermentation of organic waste such as fruit and vegetable dregs, sugar (palm sugar, brown sugar, or cane sugar), and water. It is dark brown and has a characteristic sweet solid, and sour fermented odor. Ecoenzyme has multiple benefits. By using organic waste as raw material and then mixing it with palm sugar and water, the fermentation process produces O₃ (ozone) gas, and the final result is environmentally friendly cleaning fluid and fertilizer.

There is still a need for more desire from the local community to attend counseling and guidance events for technology to process Eco enzymes from organic materials. The researcher hopes to develop the technology process eco enzymes because it can increase people's income through the eco-enzyme entrepreneur.

Multi-party identification and its role:

- 1 Fellow communities (Farmer Groups, KWT, PKK, Tourism Awareness Groups, etc.): Padang City PKK, BSF Andalas Sepakat maggot House, Andalas Sepakat waste bank.
- 2 Village/Nagari/Kelurahan and Nomadic Communities: Andalas Village Community, Minang Nomads.
- 3 Students and Millennials of Village / Nagari / Kelurahan: Students of Andalas University, Millennial Generation of Andalas Village.
- 4 Colleges: Andalas University, Payakumbuh Agricultural Polytechnic.
- 5 NGOs and Social Organizations: Andalas University Volunteer School, Indonesian Waste Bank Association (ASOBSI)

- 6 Related Agencies/Governments/Research Institutes: Padang City Government, Padang City Environmental Agency, East Padang Sub-district, Andalas Village, Bhabinkamtibmas Andalas, Babinsa Andalas, LPM Andalas, RW 04 Padang Timur, RT I, RT II, RT III (RW 04) Padang Timur.
- 7 Private Companies/BUMN/BUMD: Nagari Bank, Andalas BUMDes.

3.6 Social Entrepreneurship Canvas Model

Model social entrepreneurship canvas is seen from networking/ partners/ collaborations/cooperation, main activities, product/service/value-added offerings, customer relationships, customer/market segmentation, primary resources, distribution channels, cost structure, and amount of income (Fig. 4).

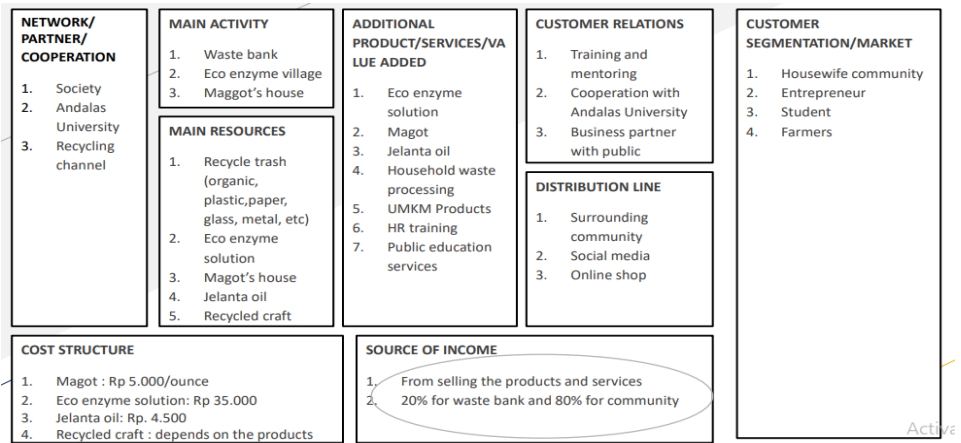


Fig. 4. Andalas sepakat unit waste bank business canvas model.

The main problem faced by the waste bank community is the inconsistency of customers in providing waste, which causes the supply of trash to be low. Some people are still careless about the environment and prefer to burn their waste, which can pollute the environment. This can be overcome by establishing a waste bank that aims to manage waste effectively and efficiently, reduce incineration, and avoid waste piles. To achieve this goal, the waste bank can offer several services, such as education services to the community, HR training, and household waste processing training. In doing business, of course, the waste bank must also consider its financial situation in the form of benefits that will be obtained, where waste banks can offer products of Eco enzyme solutions, maggots, standard oil, and recycled waste to be traded.

So, the main activities that the waste bank must carry out are waste recycling, making Eco enzyme solutions (Kampung Eco Enzyme), maggot houses, and waste cooking oil. The primary resource for making this product comes from community waste in the form of organic waste, plastic, paper, glass, metal, and other waste. Maggot can be sold for Rp. 5,000 / ounce, Eco enzyme solution for Rp. 35,000 and standard oil for Rp. 2,500-4,500, recycled waste can be priced up to Rp. 30,000, depending on the type of

craft. The product can be distributed through the surrounding community through word of mouth and social media. It can also be through online markets with market segments such as Housewives, breeders, young people, and lecturers.

4 Conclusion

The community used for the observation is Andalas Sepakat Unit waste bank, located in Sumbu Gadang Village, Andalas Village, East Padang District, Padang City Indonesia. The main problem faced by the waste bank community is the inconsistency of the customers, which causes the waste supply to be low. They are people who still prefer to burn their waste, which could cause the environment to be polluted. The main objectives of the waste bank community are a socioeconomic community to manage waste effectively and efficiently, minimize waste incineration, and avoid waste piles. From this problem, creative product ideas could be implemented into the community, such as Eco enzymes, waste cooking oil, and maggot innovations. Also, social innovation can be offered in the form of services, namely biodiesel (technology that is useful for processing food waste) and waste recycling.

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