



Social Entrepreneurship Class for Sustainable Development: Training Health Cadres as Post-Pandemic Catalysts

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Abstract. The COVID-19 pandemic has had a major impact on the community's economy, especially on economically vulnerable families. PT United Tractors Tbk responded by launching the Berdaya Bersama Social Entrepreneurship Class, a CSR initiative aimed at empowering POSYANDU/POSBINDU cadre mothers through social entrepreneurship training to increase their economic independence and social capacity. This research uses a mixed method approach with a case study method to evaluate the effectiveness of the program in building participants' social entrepreneurship skills and its impact on their business and social networks. Based on Pierre Bourdieu's social capital theory, the program leverages trust, social networks and collective norms to strengthen social capital among participants, which can eventually be converted into economic capital through sustainable micro-enterprises. The results showed that the program succeeded in improving participants' knowledge and skills, as evidenced by the increase in pretest and posttest scores in some classes. The analysis also showed that the program strengthened the participants' social capital by creating a network that supports collaboration and economic empowerment in their community. The program contributes to the achievement of several Sustainable Development Goals (SDGs) targets, including poverty reduction, gender equality, decent work and economic growth, and sustainable development.

Keywords: Community, Development, Social Capital, SDGs, Social Entrepreneurship.

1 Introduction

The COVID-19 pandemic, which lasted from January 2020 to May 2023, has had a broad and profound impact globally (Dinkes Aceh, 2023). Not only does it impact public health, but also many other aspects of life, including the economy, education, and social life. In response to the pandemic, the Indonesian government implemented the Large-Scale Social Restrictions (PSBB) policy. This policy aims to limit the movement and interaction of people to suppress the spread of the virus. However, PSBB also resulted in significant restrictions on economic, educational and social activities. While educational institutions shifted to distance learning, businesses were

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forced to close or operate with limited capacity (SMERU, 2020). This creates new challenges and changes the way society interacts and operates. Thus, the COVID-19 pandemic has fundamentally changed the face of Indonesian society.

By the end of May 2020, COVID-19 had triggered a financial crisis that had widespread impacts on households and businesses, with many people starting to feel the effects first-hand. The pandemic came unexpectedly and caused people's income streams to come to a sudden halt. Many have lost their jobs and their income has dropped dramatically. Efforts to change professions or find new sources of income have yielded only limited results. For example, in a study conducted by the SMERU Research Institute in a village in Bali, a chicken supplier who was previously able to sell around 800-1,000 kg of meat per day, during the pandemic could only sell around 100-200 kg per day. This amount was only used up within three to four days. As a result, his income dropped significantly from around IDR 500,000 to IDR 600,000 per day to around IDR 100,000 per day. Other respondents in this study were workers who decided to return home because they experienced layoffs and did not see job opportunities in their overseas places (SMERU, 2020). Many companies, both MSMEs and large companies, are forced to lay off their employees without providing full wages or even no wages at all. Laying off employees is a common step taken by companies with the aim of reducing operational costs. This is done to maintain business continuity in the midst of an uncertain situation due to the COVID-19 pandemic.

The economic impact of the COVID-19 pandemic has led to a spike in unemployment in Indonesia. A study conducted by a team of researchers from the SMERU Research Institute shows that the number of unemployed people will increase by 2.3 million people as many companies reduce their number of employees by laying off workers due to declining revenues. This condition creates serious challenges for the national economy and Indonesian society as a whole (SMERU, 2020). Many individuals who lose their jobs face difficulties in fulfilling their daily needs, especially for those with families. This has the potential to increase poverty levels and social instability in the community. In addition, increased unemployment can affect people's purchasing power, thereby also impacting the viability of small and medium-sized enterprises.

The reduction in family income due to salary cuts and layoffs due to the COVID-19 pandemic has caused many families in Indonesia to experience a significant drop in income. In this difficult situation, many housewives are trying to help their husbands by finding ways to supplement their family income. They try to develop new businesses, whether it's from their hobbies, skills, or opportunities that arise. Today's technological advancements and easy access to the internet provide great potential for online small business development. Housewives utilize online platforms to market their products, reach a wider market, and interact with customers directly. By utilizing social media and e-commerce, they can not only sell their products, but also build brands and communities around their businesses. This is an important step in strengthening the economic resilience of families amid the challenges faced due to the COVID-19 pandemic.

In response to this condition, PT United Tractors Tbk through their Corporate Social Responsibility (CSR) program, launched an initiative to help develop businesses run by mothers, especially those who are POSYANDU and POSBINDU cadres assisted by their company. The program not only aims to provide financial support, but also to

build the entrepreneurial capacity of the mothers so that they can be economically independent. With the spirit to build sustainable business skills, this program is named “Berdaya Bersama”. Berdaya Bersama is a coaching and mentoring program that focuses on social entrepreneurship for mothers of POSYANDU and POSBINDU cadres fostered by CSR PT United Tractors Tbk. This program aims to improve the economic independence and social welfare of the community in dealing with the impacts caused by the COVID-19 pandemic. Through intensive training and mentoring classes, the women are expected to develop their businesses sustainably, create new jobs, and have a positive impact on their communities. With this initiative, it is hoped that a stronger and more sustainable entrepreneurial ecosystem will be created in the community. This is an effort to support Sustainable Development Goals (SDG's) number 1 (No Poverty), 5 (Gender Equality), 8 (Decent Work and Economic Growth), 10 (Reduced Inequality), and 17 (Partnerships for the Goals).

2 Literature Review

This research seeks to examine the role of the POSYANDU/POSBINDU cadre community and the PT United Tractors Tbk company in an effort to support sustainable development, as well as economic and social independence after the COVID-19 pandemic through social entrepreneurship classes using the Social Capital theory proposed by Pierre Bourdieu. This theory explains that according to Bourdieu, social capital is a resource owned by individuals or groups connected in a network, both in formal and informal relationships, and provides mutual benefits between the two. In simpler terms, social capital is a relationship that connects individuals and community groups that has a positive impact on each party involved. According to Bourdieu, this relationship does not just appear, but is formed through interactions, both consciously and unconsciously, thus creating a long-lasting relationship. Pierre Bourdieu's theory of social capital refers to the concept that individuals have access to various resources (capital) that can strengthen their social position in society (Bourdieu, 1986). Social capital specifically refers to the value that individuals or groups derive from the network of social relationships they have over the years.

Bourdieu defines social capital as the collection of resources that people can access through their social relationships, such as support, influence, trust and information within social networks. This social capital relates not only to the number of social relationships one has, but also the quality and depth of those relationships. Someone with a strong and close-knit network can gain greater opportunities and access to resources than those with little or no network. Pierre Bourdieu does not view resources in society as social capital alone, but sees social capital as one type of capital that, along with economic capital and cultural capital, plays an important role in the social structure of society. One of Bourdieu's main contributions is his idea of inter-capital conversion, in the sense that social capital can be transformed into other forms of capital such as economic capital and cultural capital (Bourdieu, 1986). For example, through strong enough social relationships between individuals or groups, one has the possibility to gain access and opportunities to better and profitable jobs (economic capital) or access to higher or better quality educational institutions (cultural capital). The stronger and wider a person's network, the more likely they are to have access to exclusive social

opportunities and resources, such as employment opportunities, political support, or access to good education (Bourdieu, 1986).

Bourdieu sees that social capital also plays a role in social reproduction, which is the tendency for social positions to be passed down from generation to generation. In his view, families or community groups that have extensive and stronger social networks tend to maintain their social status by providing exclusive access to the next generation (Bourdieu, 1984). Thus, social capital serves to strengthen the structure of social hierarchy. On the other hand, social capital also requires “investment”, such as involvement in organizations, communities, or social activities that aim to expand and strengthen existing relationships. In other words, social capital is a form of capital that individuals or groups can utilize to influence their position in society. Bourdieu emphasized that social capital not only supports individual welfare, but also maintains the existing social structure in society and makes it one of the important aspects in understanding the dynamics of power and inequality in society. (Bourdieu, 1984).

Various studies on social capital have been conducted. These studies can be used as comparison material in the research researched by the author. The first study is titled *The Role of Social Capital on the Business Sustainability of Burjo Traders in Salatiga* by Pandi (2016) which uses a qualitative approach to analyze the business sustainability of Burjo traders in Salatiga through the perspective of social capital. The focus of this research lies on how social capital contributes to the existence and business resilience of Burjo traders in Salatiga. The results showed that social capital is formed through interactions and transactions that occur between Burjo traders and their buyers, which then results in a relationship of mutual trust. This trust then develops into kinship ties or social networks that are mutually agreed upon, thus contributing to the existence of the Burjo business. This study illustrates the important role of social capital as a link between social and economic aspects in the lives of Burjo traders in Salatiga. This social interaction directly affects the sustainability of the business, where the Burjo traders' actions such as building trust with customers are the main factors that strengthen the existence of their business.

The second research with the title “Entrepreneurship in the Perspective of Bourdieu's Capital Theory” aims to analyze the role of capital in the entrepreneurial process, especially how different types of capital such as economic, cultural, social, and symbolic contribute to the success of an entrepreneur. The main focus of this research is the factors that influence a person to start and run a business through the perspective of social capital. Using Bourdieu's capital theory approach which categorizes capital into several types. The results show that social and symbolic capital play a significant role in the success of a business. Social capital facilitates access to networks, resources and information, while symbolic capital such as reputation and good name help entrepreneurs to be recognized in the eyes of society. In addition, the study showed that a lack of symbolic capital can prove to be a bottleneck in the entrepreneurial process and negatively impact the reputation and performance of the firm in the long run.

The next research, entitled “The Role of Social Capital as an Effort to Develop MSMEs in Batu Merah Village, Ambon City” aims to understand the role of social capital in supporting and developing Micro, Small and Medium Enterprises (MSMEs) in Batu Merah Village, Ambon City, Maluku Province. This research focuses on how elements of social capital such as trust, networks, and social norms can encourage MSMEs to survive and compete in a competitive local market. This research uses a

qualitative approach with a descriptive method, where data is collected through observation, interviews with randomly selected informants, and documentation. This research is based on the social capital theory proposed by Putnam, which emphasizes the importance of trust, norms, and networks in strengthening social interactions. The results show that social capital plays an important role in the development of MSMEs in Batu Merah Village. Trust between MSME actors enables stable business relationships through the practice of lending capital or stocking goods. Established social networks also facilitate information exchange and resource access, while social norms help maintain order in trade transactions and interactions. With strong social capital, MSMEs in these villages are better able to adapt and survive competition, as well as increase income through solidarity and cooperation among traders.

From these various studies, no one has discussed the role of social capital according to Bourdieu on the social network formed between POSYANDU cadres and the company through social entrepreneurship classes created and organized by the company.

3 Method

This research was prepared using a mixed method research approach, which is an approach that combines quantitative and qualitative methods. According to Prof. John W. Creswell, mixed method research is an approach used to investigate issues related to behavior, social, and health by collecting and analyzing quantitative and qualitative data comprehensively in order to gain a deeper and more thorough understanding (UPI, 2021). This research uses the case study method, which aims to explore in-depth understanding through a detailed description of the case that is the focus of the research. A case study is research conducted in depth on individuals, groups, organizations, programs, or certain activities over a period of time. The purpose of this approach is to get a comprehensive and in-depth picture of a group entity under study (Rahardjo, 2010). This research uses data based on primary data sources collected by the author during the social entrepreneurship class. Data in this study were obtained through observation, field notes, pre-test & post-test test results and documentation. The population in this study were mothers of POSYANDU/POSBINDU cadres who were assisted by PT United Tractors Tbk.

4 Result and Discussions

4.1 Implementation of Berdaya Bersama Social Entrepreneurship Class

The social entrepreneurship class organized by CSR PT United Tractors Tbk is entitled Berdaya Bersama. This class is a social entrepreneurship coaching for POSYANDU/POSBINDU health cadres assisted by PT United Tractors Tbk. This program aims to improve their economic independence and social welfare. Berdaya Bersama mentoring and training with mentors was held online 5 times and offline 9 times, in the span of August-December 2022. Before the online class begins, there is a selection for all applicants through interviews. Then there is another selection for online

participants who can qualify for the offline class stage through monitoring and evaluation sessions. After the offline class, participants who pass will present their business in front of the online jury to further qualify for the final stage. Then participants who enter the top three and other participants who qualify for the final stage will get business capital from PT United Tractors Tbk.

Characteristics of Class Participants

A total of 114 people registered for this program, but 36 people passed the online class stage. Below are the characteristics of participants who passed the online to offline classes.

Table 1. Age Frequency Distribution of Online Class Participants.

Age Group	Frequency	Percentage
20-30	1	2,78%
31-40	12	33,33%
41-50	13	36,11%
51-60	7	19,44%
Over 61	3	8,33%

The health cadres assisted by UT who passed stage 2 of the Berdaya Bersama program or passed to the online class stage were 36 people in total. Based on this data, it can be concluded that the majority of POSYANDU/POSBINDU cadres who passed the stage 2 selection of the Berdaya Bersama program have an age range of 31-40 years and 41-50 years with a percentage of 33.33% and 36.11%.

Table 2. Frequency Distribution of Provincial Origin of Online Class Passes.

Provincial Origin	Frequency	Percentage
DKI Jakarta	1	2,78%
Sulawesi Utara	12	33,33%
Kalimantan Timur	13	36,11%
Riau	7	19,44%
Kalimantan Tengah	3	8,33%
Kalimantan Barat	1	2,78%
Sumatera Utara	3	8,33%
Lampung	1	2,78%
Kalimantan Utara	1	2,78%

The health cadres assisted by PT United Tractors Tbk who passed the stage to the online class of the Berdaya Bersama program were 36 people in total and came from several provinces in Indonesia. Based on the data, it can be concluded that the majority of

POSYANDU/POSBINDU cadres who registered for the program came from DKI Jakarta province with a percentage of 50%.

Table 3. Age Frequency Distribution of Offline Class Pass Participants.

Age Group	Frequency	Percentage
20-30	0	0,00%
31-40	5	38,46%
41-50	4	30,77%
51-60	3	23,08%
Over 61	1	7,69%

The participants of the Empowered Together program who passed the offline training and mentoring stage were 13 people. Based on this data, it can be concluded that the majority of cadres who qualify for the offline training and mentoring stage have an age range of 31-40 years, namely 5 people with a percentage of 38.46%.

Table 4. Frequency Distribution of Provincial Origin of Offline Class Passes.

Provincial Origin	Frequency	Percentage
DKI Jakarta	9	69.23%%
Sulawesi Utara	1	7.69%
Kalimantan Timur	1	7.69%
Kalimantan Tengah	1	7.69%
Riau	1	7.69%

The majority of health cadres assisted by PT United Tractors Tbk who passed the offline training and mentoring stage came from DKI Jakarta province with a total of 5 people, while the other four provinces amounted to 1 person.

Overview and Analysis of Class Participants' Knowledge

This study used pretest and posttest methods to measure changes in participants' knowledge. These figures provide an overview of the participants' knowledge before and after the intervention. In addition, the difference between the pretest and posttest scores (gain score) is also very relevant to show how much improvement occurred due to the intervention. The materials provided in this social entrepreneurship training and mentoring class include:

Online Class.

1. Class 1 (Fundamentals of Social Entrepreneurship)
2. Class 2 (Starting a Business from Zero by Optimizing the Social Business Model Canvas)
3. Class 3 (Implementation of BMC and Financial Planning)
4. Class 4 (Business Analysis Using PDAC and SWOT Methods)

5. Class 5 (Utilization of Digital Marketing)

Offline Class.

1. Class 1 (Practical Business Plan Creation)
2. Class 2 (Financial Planning Practice)
3. Class 3 (Invoice Practice and Simple Business Design)
4. Class 4 (Marketing Strategy Practice through TikTok and Capcut Applications)
5. Class 5 (Community-Based Business Development Assistance)
6. Class 6 (Business Collaboration Practice and Assistance)
7. Class 7 (Business Marketing Strategy Practice and Assistance)
8. Class 8 (Making Pitch Deck/Business Presentation Using Canva Application)

Table 5. Distribution of Cadre Knowledge Before and After Implementation of Online Classes.

Class	Mean PreTest	Mean Posttest	Gain Score	p-value
Kelas 1	55.65	74.78	19.13	2,78%
Kelas 2	50.00	56.25	6.25	33,33%
Kelas 3	71.3	80.00	8.70	36,11%
Kelas 4	74.29	76.19	1.90	19,44%
Kelas 5	66.32	87.37	21.05	8,33%

The table above shows the mean pretest and posttest scores, the difference between them (gain score), and the p-value for each class. Class 1 showed a gain score of 19.13 and a p-value of 0.001 indicating that this improvement was statistically significant, demonstrating the success of the intervention in improving learning outcomes. Similarly, Class 5 recorded the highest gain score of 21.05 and a p-value of 0.000, which also indicates a highly significant improvement.

In contrast, Class 2 only experienced a gain score of 6.25, where the p-value of 0.126 indicates that this difference is not significant. Class 3 recorded a gain score of 8.70 with a p-value of 0.086, indicating that although there was an improvement, it was not significant enough. Class 4 only showed a gain score of 1.90 and a p-value of 0.733, indicating no significant change.

Overall, the results of this analysis show that the interventions implemented in Class 1 and Class 5 were successful in significantly improving participants' learning outcomes. Whereas Class 2, Class 3, and Class 4 showed less satisfactory results. This finding indicates the need for further evaluation of the learning methods used for classes that did not show significant improvement.

Table 6. Distribution of Cadre Knowledge Before and After Implementation of Offline Classes.

Class	Mean PreTest	Mean Posttest	Gain Score	p-value
Kelas 1	71.67	85.00	13.33	0.002

Kelas 2	91.67	91.67	0.00	1.000
Kelas 3	52.73	74.55	21.82	0.003
Kelas 4	80.00	83.64	3.64	0.341
Kelas 5	55.00	85.00	30.00	0.000
Kelas 6	78.33	90.00	11.67	0.152
Kelas 7	90.91	96.36	5.45	0.277
Kelas 8	78.33	60.81	-17.52	0.191

The table above presents the results of learning in offline classes by comparing the pretest and posttest scores of eight different classes. Class 1 showed a gain score of 13.33 with a p-value of 0.002, indicating that this improvement was statistically significant. Class 3 also showed significant improvement by producing a gain score of 21.82 and a p-value of 0.003. Class 5 recorded the highest gain score of 30.00 with a p-value of 0.000, indicating a highly significant increase from an average pretest of 55.00 to a posttest of 85.00.

In contrast, Class 2 experienced no change, with the same pretest and posttest mean of 91.67 and a gain score of 0.00, and a p-value of 1.000, indicating no significant difference. Class 4 and Class 6 showed p-values of 0.341 and 0.152 respectively, meaning there was no significant improvement, despite Class 4 recording a gain score of 3.64 and Class 6 of 11.67. Class 7 with a gain score of 5.45 and a p-value of 0.277, showed that the improvement was also not significant. Finally, Class 8 experienced a decrease in learning outcomes with a gain score of -17.52 and a p-value of 0.191.

Overall, the results of this analysis show that the intervention was successful in significantly improving learning outcomes in Grade 1, Grade 3 and Grade 5. However, Grade 2, Grade 4, Grade 6, Grade 7 and Grade 8 showed less satisfactory results, especially Grade 8 which experienced a decrease in learning outcomes. This finding highlights the need for an in-depth evaluation of the learning methods applied in classes that do not show significant improvement, as well as adjustments to strategies for classes that experience a decline.

After the online and offline classes were completed, Berdaya Bersama held a one-on-one mentoring program for the women, from which six participants were selected for the final judging. The data of the participants who qualified for the final judging is as follows:

Table 7. Age Frequency Distribution of the Final Stage Participants.

Age Group	Frequency	Percentage
20-30	0	0,00%
31-40	2	33.33%

41-50	1	16.67%
51-60	1	16.67%
Over 61	1	16.67%

Based on this data, it can be concluded that the majority of cadres who qualify for the offline judging stage have an age range of 31-40 years, namely 2 people with a percentage of 33.33%.

Table 7. Frequency Distribution of Provincial Origin of Final Stage Passers.

Provincial Origin	Frequency	Percentage
DKI Jakarta	5	83.33%%
Kalimantan Tengah	1	16.67%

The health cadres assisted by PT United Tractors Tbk who passed to the offline training and mentoring stage mostly came from DKI Jakarta province with a total of 5 people, while there was one person who passed but came from Central Kalimantan province. So that the final stage of judging is carried out in a hybrid manner.

Participant Observation Results

In entrepreneurship, of course, it is not an instant process because it involves the ability to understand business and make the right business decisions based on the experience and knowledge that participants have as owners. This is certainly a fundamental that must be realized by participants that in business requires an entrepreneurial mindset such as the ability to analyze competition, test products, manage finances, an entrepreneurial mindset that is practiced in everyday life and administrative skills along with business branding which is very related. From the joint evaluation in class during the material, participants agreed that analyzing their business problems, the businesses that are being run by the majority of participants occupy ladder number one in the five entrepreneurial ladders that they must pass to become successful social entrepreneurs. This is based on the fact that the participants' work as traders has not been equipped with fundamental entrepreneurial knowledge.

In addition to the need to have entrepreneurial knowledge, there are internal factors that can affect the running of the business. These non-entrepreneurial factors include age, education level, and technology mastery. During the class, the participants, who were mostly 31-50 years old, understood the material well, as shown by their active interaction and responses in the Zoom chat column and in the classroom to the mentor's questions. Despite having experience in entrepreneurship, some participants sometimes rejected new methods because they felt they had tried similar steps before, even though the application had not been based on the right theory. The young age of the participants also made the process of understanding the materials and tasks slower, especially since many participants attended the class while trading.

The majority of POSYANDU/POSBINDU cadres have a high school education, so the social entrepreneurship material presented is not a topic they often learn on a daily basis. This triggered a high level of enthusiasm during the learning, which was evident

in the interactive discussions and active Q&A. The increase in pretest and posttest scores indicates an increase in participants' cognitive abilities. However, this cognitive understanding takes time to absorb, so many participants suggested more time for discussion and Q&A in the satisfaction survey. Participants' daily lives as business owners tend to focus on practical skills and have not utilized their skills.

Digital marketing is a strategy used by businesses to expand consumer reach through digital platforms such as social media and websites. Although Berdaya Bersama program participants have used social media such as WhatsApp, Facebook, and Instagram to sell their products, they still lack an understanding of effective marketing strategies on social media. Most of them only post their products without a strategy to attract customers, as they rarely receive training on this.

In some classes, the material taught was something new to the participants, such as the practice of financial statements, compiling SBMC, creating content design in Canva, and compiling presentation material (pitch deck) in Canva. Therefore, it was a little difficult for the participants to understand and practice the material in a limited time.

4.2 Linkage of Berdaya Bersama Social Entrepreneurship Class with Sustainable Development Goals

The Social Entrepreneurship Class Program called Berdaya Bersama was designed with objectives that are in line with several targets in the Sustainable Development Goals (SDGs), namely SDG 1 (No Poverty), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), SDG 10 (Reduced Inequality), and SDG 17 (Partnerships to Achieve Goals) (Bappenas, 2020). The program focuses on entrepreneurship training that aims to empower the participants, who are mostly POSYANDU cadre mothers, to have business skills that can support the economic improvement of their families and communities. As such, the program not only helps individuals develop business capabilities, but also plays an important role in reducing poverty (SDG 1) through more sustainable income generation. This class is an effort to support the economic recovery of the Indonesian people after the COVID-19 pandemic. The nearly three-year pandemic has worsened the economic conditions of Indonesians at various levels, especially for low-income families and women involved in small or informal businesses.

Post COVID-19, the need to create new economic opportunities in the midst of narrow employment opportunities has become increasingly urgent, especially for women who are economically and socially affected. The program aims to empower participants and play a role in reducing poverty (SDG 1) by providing entrepreneurship training for POSYANDU/POSBINDU cadre mothers, who are expected to utilize their new skills to support and improve their household and community economies. Through these skills, participants are expected to build new sources of income, helping to reduce reliance on external aid or formal employment that is difficult to access in the post-pandemic situation. By owning their own business, they can be more economically independent and able to deal with the financial challenges often faced by families vulnerable to poverty.

The pandemic has shown how important income diversification is and the business skills taught in this program, including financial management, marketing strategies, and

digital marketing through social media are expected to help families build more stable and resilient sources of income. This will lead to a more sustainable increase in family income.

In addition, the Berdaya Bersama program also promotes gender equality in society (SDG 5) by providing opportunities for women to be actively involved and more independent in economic activities, as well as increasing their awareness of the potential of entrepreneurship that can support the household economy. The training not only offers material on the technical aspects of business, but also teaches skills that enable participants to face economic challenges in a more purposeful manner because of the knowledge and skills they already have. By engaging in this program, participants are not only equipped with the knowledge to increase their financial independence but also strengthen their position within their families and communities, thus contributing to a more inclusive and equitable economic recovery. By training women in social entrepreneurship skills, the program opens up equitable opportunities for them to engage in economic activities. This can gradually reduce economic disparities between vulnerable groups and the rest of society. This is closely linked to SDG 8, which targets the creation of decent work and economic growth, by providing participants with relevant skills to support their business activities amid the development of the digital economy. The pandemic accelerated the shift of the economy towards digitalization and resulted in digital skills through social media becoming increasingly important. This program is in line with SDG 8 by providing skills that can be directly applied to expand the reach of small businesses through digital platforms. This is evident from the training and mentoring materials that also focus on digital marketing.

In addition, the program contributes to the reduction of economic inequality (SDG 10) by opening up access to training to those who may not have previously had the opportunity or support in developing a business. The participants are not limited by educational background and regional origin, demonstrating Berdaya Bersama's commitment to supporting women in Indonesia to have economic independence and social welfare. In addition to improving their knowledge and skills, participants were also encouraged to build social networks and form partnerships that could potentially expand their business opportunities. This effort is in line with SDG target 17 on partnerships to achieve common goals. Therefore, with this community-based approach, the Berdaya Bersama Social Entrepreneurship Class seeks to serve as an important platform for inclusive sustainable economic development and make a significant impact on improving the welfare of local communities.

In addition, this program is also an example of collaboration between the private sector, namely PT United Tractors Tbk and local communities, namely POSYANDU/POSBINDU cadres. Through this partnership, participants can utilize the resources provided by the company through training, mentoring, and business capital for participants who pass the judging. This collaboration strengthens social networks in community development through economic empowerment and social capacity building.

4.3 Shared Empowerment Social Entrepreneurship Classes According to Bourdieu's Social Capital Theory

According to Pierre Bourdieu's Social Capital theory, social capital is not just a social network, but a collection of resources that individuals or groups can obtain through the social relations they already have, and provide mutual benefits between the two. Bourdieu defines social capital as one of the three main forms of capital, which significantly affects the social position of individuals in society in addition to economic capital and cultural capital. Social capital in Bourdieu's view lies not only in the number of relationships, but also in the quality, depth and benefits that can be generated from these relationships. In other words, social capital creates the potential that gives individuals access to opportunities, support or other resources within their networks. In the context of the Berdaya Bersama Social Entrepreneurship Class, the women who participated in the program are part of an existing and previously built community, namely POSYANDU and POSBINDU. The social capital possessed by posyandu/posbindu cadres and the networks they build during the training provide significant benefits to themselves and the community. This social capital strengthens their social and economic position by enabling cadres to benefit from the relationships formed in the program.

Bourdieu mentions that trust is one of the key components of social capital that can encourage deeper social engagement. In this program, the trust aspect is the main foundation of the social network that is built. This trust is formed through intensive interactions among the cadres, mentors, facilitators and the company. Participants support each other and share their entrepreneurial experiences and knowledge during class. This is what strengthens the bonds between individuals in their community. This trust not only creates solidarity, but also builds a foundation that enables collaboration to grow the business, such as through mutual promotion of each other's businesses or sharing important information on marketing strategies. This is of great benefit to participants as it expands their social networks and opens up access to greater opportunities. The trust built within these networks creates sustainable social ties, which, according to Bourdieu, strengthens the network itself and facilitates access to economic resources and other opportunities in the future.

Norms and collective action are also important aspects in the social network that is built. Bourdieu emphasizes that social norms in the network strongly influence the actions of individuals in it, even able to direct behavior that supports common interests and goals. In the Berdaya Bersama Social Entrepreneurship Class program, norms to support each other, share skills, and exchange entrepreneurial experiences encourage collective action that strengthens social capital among participants who are both POSYANDU/POSBINDU cadres. This collective action can be seen from the cooperation that exists to help each other in developing their respective businesses. This can be seen in the classroom and WhatsApp groups between mentors and participants. This kind of collaboration creates a conducive environment for cadres to share resources, be it knowledge and even potential customers. The social norms built into this network strengthen the social network and direct efforts that are in line with the program's goal of improving the economic and social welfare of the cadres.

One interesting aspect of Bourdieu's social capital theory is the concept of converting social capital into other forms of capital, such as economic capital. By having a strong and extensive social network with participants from many provinces in Indonesia, the POSYANDU cadres who participated in this training can utilize their social relationships to gain access to business opportunities, market information, and other

resources needed to run their businesses. This conversion of social capital into economic capital is reflected in their increased capacity to run their businesses sustainably, which can be seen in the collaboration efforts between individuals from different POSYANDUs. In this case, the social network formed through the program is not only a place to exchange information, but also a medium to improve the economic welfare of the participants. The social relationships built enable them to create new business opportunities, expand their customer network, and ultimately earn a better income. This conversion of social capital to economic capital strengthens Bourdieu's argument that social capital not only serves to strengthen social relations, but can also be utilized to gain economic benefits.

The social capital in this program also shows an effort to empower the community. Bourdieu argues that social capital has the power to influence social structures, both in individual and collective contexts. With a strong and extensive social network, POSYANDU/POSBINDU cadres not only support themselves personally, but also bring positive impacts to the wider community, especially their households and POSYANDU. Community empowerment occurs when all-women cadres acquire entrepreneurial knowledge and skills that enable them to become agents of change in their neighborhoods. They can share this knowledge with other community members who did not qualify for training or become positive examples of how women can contribute to the local economy. With their increased social and economic roles, these cadres are expected to drive positive change in the community. According to Bourdieu, social capital not only serves to achieve individual goals, but also plays an important role in driving social transformation at the community level.

In addition, Bourdieu's social capital theory emphasizes the importance of investing in social networks to expand and strengthen social capital. In this case, the Berdaya Bersama Social Entrepreneurship Class program provides opportunities for POSYANDU/POSBINDU cadres to "invest" in their networks through active participation in training and mentoring. Bourdieu sees this investment as a process to build a closer and mutually beneficial quality of social relationships. During the program, the cadres not only learn technical skills related to entrepreneurship, but also build close relationships with other participants and mentors. These interactions are a form of investment in social capital that will increase their chances of gaining access to economic capital in the future and expand support within the community as they are equipped with knowledge related to marketing and pitch decks. By participating in this class, the cadres can strengthen their position in the social network and increase their chances of benefiting from existing support and resources. Ultimately, this investment in networks not only impacts individual capacity building, but also enriches social capital that can be used to support the economic and social development of their respective communities as a whole.

Overall, the Berdaya Bersama Social Entrepreneurship Class became an effective platform to develop social capital among POSYANDU cadres through networks, trust, norms and collective action. The program demonstrates how social capital can be harnessed and optimized to support the achievement of economic and social welfare, as described in Bourdieu's theory. The trust and norms built strengthen relationships between participants, enabling them to support each other in entrepreneurship. In addition, through the process of converting social capital to economic capital, participants can utilize their networks to create economic value. In other words, this

program is a concrete example of how social capital built through networks can contribute to community empowerment and sustainable social transformation. The social capital built not only provides direct benefits to the individuals involved, but also has a long-term impact on the surrounding communities and social structures so that they can become catalysts for change in society to support sustainable development.

5 Conclusion

The Berdaya Bersama Social Entrepreneurship Class Program significantly contributes to the economic empowerment of POSYANDU/POSBINDU cadres assisted by PT United Tractors Tbk through a social entrepreneurship approach and sustainable community development. Through this training, the cadres not only gained knowledge and technical skills to develop businesses independently, but also increased their social capital consisting of trust, social networks, and collective action. Based on Bourdieu's social capital theory, the social capital formed in this community was able to be converted into economic capital that helped the participants achieve economic independence.

In addition, the program also shows that women's empowerment and the creation of business opportunities at the community level are highly relevant to the achievement of SDGs goals, especially in reducing poverty, supporting gender equality, and creating economic growth and inclusive social relations. The collaboration between PT United Tractors Tbk and local communities (POSYANDU and POSBINDU cadres) demonstrates the important role of multi-stakeholder partnerships in building a resilient and sustainable entrepreneurial ecosystem. The program serves as a community-based empowerment model that focuses on individual capacity building and social transformation that can be applied more broadly to achieve sustainable development.

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