

# Making Social Entrepreneur In Multi Cultural Community

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**Abstract**— Various tribes live in Indonesia. The specialty of Indonesia is *bhineka tunggal ika*. This has the meaning of “different but still one”, different tribes, languages and religions, different cultures and beliefs, different levels of welfare and income. Some come from the upper economic class, middle economic class and lower economic class or can be called as poor people. Socio entrepreneurs grow and thrive behind the diversity, both culturally and economically. Socio entrepreneur is expected to be a cure for a disease that is said to be poverty.

**Keywords**—Poverty, multicultural society and socio-entrepreneur

## I. INTRODUCTION

Indonesia is famous for its many tribes. There are more than 300 ethnic groups or ethnic groups in Indonesia, or exactly 1,340 ethnic groups according to the BPS census in 2010. Java is the largest tribal group in Indonesia with 41% of the total population [1]. The two largest tribes are Java (41 percent of the total population) and the Sundanese (15 percent of the total population). These two tribes originate from the island of Java, the island with the largest population in Indonesia covering approximately sixty percent of the total population of Indonesia. When combined with the island of Sumatra, it accounts for 80 percent of the total population. This is an indication that the most important population concentrations are in western Indonesia. The most densely populated province is West Java (over 43 million inhabitants), while the most populous population is the province of West Papua in eastern Indonesia (with a population of only 761,000 people). The national motto of Indonesia 'Bhinneka Tunggal Ika' (meaning different but still one in Old Javanese) reflects the diversity of ethnic, cultural and linguistic varieties that can be found within the borders of the world's largest archipelago country. Indeed, if we imagine an adherent of animism or Christianity meeting with a Muslim from Aceh there is more difference - in terms of religion, clothing, lifestyle, tradition, language - between these two people than there are similarities.

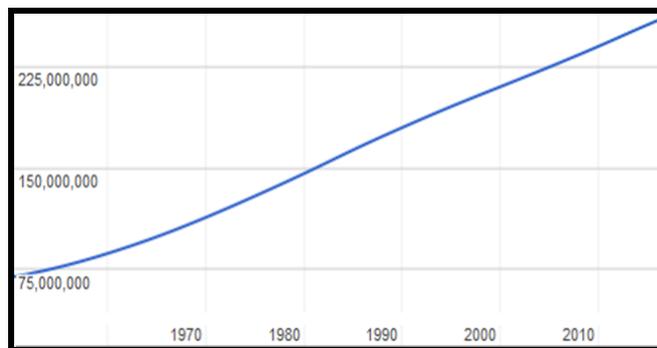


Fig 1 Indonesia Population

Source: World Bank and Central Bureau of Statistics (BPS), 2016

According to the UN projection by 2050 two-thirds of Indonesia's population will live in urban areas. Since 40 years ago Indonesia is undergoing a rapid urbanization process so now slightly more than half the total population of Indonesia lives in urban areas. This process shows a positive development for the Indonesian economy because urbanization and industrialization will make the growth of the economy more advanced and make Indonesia a country with middle income level upwards. In the diversity of Indonesian population, there is also a diversity of income levels due to urbanization and industrialization. The community will have middle and upper middle income levels down or fall into the category of the poor. And this poverty is not dominated by one ethnic group, but almost all ethnic groups in Indonesia fall into the category of the poor.

Here comes the role of a socio entrepreneur. This is because social entrepreneurship (socio entrepreneur) is a creative alternative solution because it is not only oriented to mere profit but also society welfare. Through social entrepreneurship, Indonesia's economic problems can be overcome a bit. Because with this, the community will be directly involved in becoming a businessperson and the profits will be returned to the community to be developed. Its long-term goal, social entrepreneurship can help communities become more financially independent and not necessarily dependent on government policies that tend to be only artificial sweeteners, such as subsidies and cash transfers.

## II. LITERATURE REVIEW

Basically, the problems that occur in the community occur because of a reciprocal relationship that occurs because of the process of social interaction. As we have seen, social interaction is divided into two, namely social associative and dissociative social. Social interaction that is associative can cause normal social symptoms so that the result will become regularity in the life of society. While social interaction is dissociative can give social symptom that is not normal (pathologist) so causing social disorder (disintegration). In sociology, these social phenomena are called social problems. Social problems occur because of the elements in a group of people who are not functioning normally, thus resulting in difficulties in meeting the needs of his life. Ultimately, social problems mean something that happens in real life (*das sein*) does not go according to expectations (*das soillen*) in social life [2]

Social problems arise due to the striking difference between the value in society and the reality that exists. The existence of various phenomena in the community can cause social problems. However, not all phenomena in society can be called a social problem. According [3] social problem is a mismatch between the elements of culture or society, which endanger the lives of social groups. If there is a clash between the elements, it can cause social relations disorders such as shakiness in the life of groups or communities.

Social problems might be grouped into four types of factors. The first factor is economic factors. They include poverty, unemployment, etc. The second is Cultural factors. They comprise divorce, juvenile delinquency, etc. Thirdly, it is Biological factors. This involves food, residence, self-defense, etc. Last, it is Psychological factors. This type can incorporate neurological disease, deviant sect, etc.

Blumer (1971) [4] says that what is meant by social problems is a condition that is formulated or expressed by an influential entity that threatens the values of a society that affect most members of society and the condition is expected to be addressed through activities together. An entity can be a general conversation or the subject of reviews in the media, like television, internet, radio and newspapers. So who decides that something is a social problem or not, is a society which is then disseminated through an entity. And severity of social problems that occur can be measured by comparing the ideal and reality something that occurred [5]. An example is the problem of poverty can be defined as a low standard of living, namely the existence of a level of material shortages in the number or class of persons than the general standard of living prevailing in the society concerned [6]

And to facilitate observing the social problems, Stark (1975) divides social issues into 3 kinds: (1) conflict and inequality, such as: poverty, inequality, conflict between groups, sexual harassment and environmental problems. (2) Deviant behavior, such as: drug addiction, mental disorders, crime, and juvenile delinquency and violence association. (3) Human development, such as: family problems, elderly, population (such as urbanization) and sexual health. One of the main causes of social problems is the fulfillment of the

needs of life [7]. This means that if a member fails to meet the needs of his community and he will likely commit a crime and violence. And if it lasts more massive, it will cause a very damaging impact such as social unrest. This is also supported by the opinion Merton and Nisbet that the social problem as something that is not accidental but rooted in one or more of the neglected needs of the community [7].

By using a more universal assumption of the "ladder needs" of Maslow can be used that is essentially human need physiological needs, sociological, affection and self-actualization, although people differ from one another related to how to meet their needs. Because an individual is basically a result of "building" a culture where individual's growth [8]. Hadley Cantrill [8] conducted research in 14 countries by asking the hopes, aspirations and the base of happiness to the people in 14 countries including Brazil, Egypt, India, the United States and Yugoslavia. The result is that almost all respondents stated that the factors which rank top of economic associated with hopes, aspirations and happiness when compared with other elements.

A symptom can be said to be a social problem if: The source of social problems is the result of social phenomena in society, Community concerns and social issues, Value system and improvement of a social problem, The presence of a party that implements a social phenomenon depends on the characteristics (characteristics) of the community, Real social problems (manifest social problems) and hidden social problems (latent social problems), Value system and improvement of a social problem. Because of the social problems that exist in the midst of a very diverse society.

## III. RESULT AND DISCUSSION

Poverty is a situation where there is an inability to meet basic needs such as food, clothing, shelter, education, and health. Poverty can be caused by the scarcity of basic needs fulfillment, or the difficulty of access to education and employment. Poverty is a global problem. Some people understand this term subjective and comparative, while others see it in terms of moral and evaluative, and others understand it from an established scientific standpoint, etc. [1] Poverty is understood in different ways. Its main insights include:

- A description of the material shortage, which usually includes daily food needs, clothing, housing, and health services. Poverty in this sense is understood as a situation of scarcity of basic goods and services.
- An overview of social needs, including social isolation, dependency, and inability to participate in society. This includes education and information. Social isolation is usually distinguished from poverty, because it includes political and moral issues, and is not limited to the economic sphere. This image of poverty is easier to overcome than the other two.
- A description of the lack of sufficient income and wealth. The meaning of "adequate" here varies widely across the political and economic parts of the world. The description of this can be overcome by searching

for a profit object outside the profession halally. Exceptions where the institution where they work prohibits. All description of poverty above covers all the poor in Indonesia. Both Poor material and poor access.

|  | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016  |
|--|------|------|------|------|------|------|------|------|------|-------|
| <b>Kemiskinan Relatif</b><br>(% dari populasi) | 16.6 | 15.4 | 14.2 | 13.3 | 12.5 | 11.7 | 11.5 | 11.0 | 11.1 | 10.9* |
| <b>Kemiskinan Absolut</b><br>(dalam jutaan)    | 37   | 35   | 33   | 31   | 30   | 29   | 29   | 28   | 29   | 28*   |
| <b>Koefisien Gini/<br/>Rasio Gini</b>          | 0.35 | 0.35 | 0.37 | 0.38 | 0.41 | 0.41 | 0.41 | 0.41 | 0.41 | 0.40  |

\* Maret 2016  
Sumber: Bank Dunia dan Badan Pusat Statistik (BPS)

Fig 2. Statistics of Poverty and Inequality in Indonesia

In 2016 the Indonesian government defines the poverty line with per month (per capita) of Rp. 354,386 (or about USD \$ 25) which thus means very low standard of living, also for the understanding of the Indonesian people themselves [9]. The table above shows a slow and consistent decline in national poverty. However, as the Indonesian government uses the uncertain terms of the definition of the poverty line, it appears that the picture is more positive than it actually is. The classification of poverty is based on a certain standard by comparing the income level of the person or family with the level of income required to meet the minimum basic needs. Based on this criterion it is known to be absolute poverty and relative poverty. Absolute poverty is those who are not able to meet the minimum basic needs, while the communities included in relative poverty are those who have the ability to meet the minimum basic needs but relatively they are still below the average income of the surrounding community.

But if we use the poverty line value used by the World Bank, which classifies the percentage of Indonesians living on less than USD \$ 1.25 per day as those living below the poverty line (in other words poor), then the percentage of the table above will not appear accurate because its value as raised a few percent. Furthermore, according to the World Bank, if we calculate the number of Indonesians living on less than USD \$ 2 per day the figure will increase even more sharply. This shows that most Indonesians live almost below the poverty line. More recent reports in the Indonesian media informed that about a quarter of Indonesia's population (about 65 million people) live just above the national poverty line [9].

Social Entrepreneurship lives and thrives in the community with various cultural backgrounds. They understand that poverty is not only dominated by one particular tribe. Poverty struck all societies from various cultural backgrounds. Entrepreneurs or good entrepreneurs are entrepreneurs who are able to read the needs of their customers, and are able to find opportunities in many doors and opportunities, so gain

profit. Social Entrepreneurship really understands that. If the business entrepreneur's success is measured by the profit or income, then the social entrepreneur's success is measured by the perceived benefits of society. A simple understanding of Social Entrepreneurship is someone who understands social issues and uses Entrepreneurship's ability to make social change, especially in the areas of welfare, education, and health (healthcare). Social Entrepreneurship tries to serve untapped markets, eliminating gaps in welfare, education, health, demographics and job opportunities. Social Entrepreneurship is not actually an institution or organization formed by a private company and a government agency. However, a business is purely engaged in social community. Social entrepreneurs initially have a core of empowerment in the field of community that is generous and voluntary. Social entrepreneurs do not emphasize the profit-making business, and if there is profit it is not the main purpose and its value in say small. In short, the main core is the empowerment and mutual benefit.

So the point is Social Entrepreneurship arises in the midst of society to bring goodness for society itself, including poverty alleviation problems. Poverty is a community disease that must be cured. And that's what Social Entrepreneurship means.

IV. CONCLUSION

It is expected that Socio-preneurs who grow and develop from the community can see opportunities and take advantage of these opportunities into something useful for poverty alleviation. Socio-preneurs are able to see the plurality that occurs among the poor in Indonesia. Thus, Socio-preneurs might create jobs that can raise the degree and quality of their lives. And the government should be more supportive of Sosiopreneur with policies that favor the community, such as facilitate access banking / funding, access to bureaucracy and access marketing to create new jobs

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