

## Sociopreneurship model, through sustainability entrepreneurship training for women's groups Study of matching fund program in Jatisari village, Lumajang District Indonesia

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### ABSTRACT

The purpose of this research is to study the phenomenon of the idea of social entrepreneurship in the business sector at Dfanda Rotan UMKM. The method used is to conduct observations and interviews with informants who own MSMEs and community members of the women's group who have joined the Dfanda Rattan business. The results obtained show that the emergence of entrepreneurial social attitudes for entrepreneurs is influenced by the factual conditions faced by businessmen. Businesses that depart from zero point have been felt by business people so they feel the joys and sorrows. The development of market demand is answered by raising workers in a community empowerment scheme with women's groups in their villages, so that synergy is built. This condition was finally able to answer industrial problems and social disparities in the region.

**Keywords :** Sociopreneurship, MSMEs, Empowerment.

### 1. INTRODUCTION

Entrepreneurs develop in harmony with the progress of civilization that changes the way humans view the environment that changes, for example, economic growth is not always parallel to people's welfare. This gap is an issue that seems to never end. This condition has made many people take the role of carrying out various social activities to reduce this gap. This action arose out of a sense of social concern to participate in solving the problem of poverty. For example, for example, when an entrepreneur looks at his surroundings, there are still welfare conditions that are contrary to what the entrepreneur is experiencing in terms of economic welfare. Finally, he is moved to invite the group the community joins in its business, this is where a mutually beneficial symbiosis occurs, and indirectly it also reduces the poverty gap. This social phenomenon, being a medium, raises caring people who are moved in their hearts to take part in solving social problems in society. These people certainly have motivation, intentions, ideas and goals so that social problems in society get solutions in forming a more prosperous society.

Business challenges in small business activities are increasingly complex. Small businesses are faced with a situation of how to bring their business to maintain its existence. These challenges can come from external and internal, which is the business environment we are facing. This condition is then addressed by the small business to react and put it into plans and actions.

One of the challenges faced by small businesses is the market aspect, where product fulfillment is not sufficient. In this position, there is actually a high market opportunity, it's just that small businesses have not been able to meet large amounts of demand. This should be captured as an opportunity, but can turn into a threat, when competitors take market fulfillment.

Dfanda rattan, as a small business entity that focuses on the creative industry sector in Jatisari village, Tempeh Lumajang district, is one of the small business entities experiencing this problem. External environmental conditions that affect the continuity of the entity's business, are not fulfilling market demand, due to the problem of labor shortages. Dfanda small business has addressed this obstacle by recruiting productive women in the environment around the business location. This activity is carried out through a matching fund assistance program. The program is a program scheme from the Indonesian government through the Ministry of Education and Culture in collaboration with universities. Based on this phenomenon, the authors will conduct a study of how the impact of implementing sociopreneurship through entrepreneurship training.

Social entrepreneurship or sociopreneurship was introduced in the 1970s. This is done to overcome social problems that arise on an ongoing basis. The character who played the role of Joseph Banks in the book *The Sociology of Social Movements*, this term is used to describe the use of managerial skills to overcome social problems and overcome challenges in the business world (Ebrashi, 2013). According to him, people who feel moved in implementing the vision and mission, ideas and ideas in social are social entrepreneurs. This term is a trigger for the idea of a new direction with new ideas and a combination of visions, creativity as a means of finding solutions to various problems that arise. In social entrepreneur activities, he is a professional, pragmatic, visionary person from

community-based initiatives as a means of finding innovative solutions to solve problems faced by society, especially the poor and marginalized. According to (Catford, 1998) that social entrepreneurs usually apply in different spaces, for example in other projects, where the ideas they build are not simply acts of power, but expressions of value and creativity. A community-based social entrepreneur, often starts as a part-time volunteer himself. In addition, Sociopreneurs are executives who have vision and are able to align motives with profit motives without sideways in seizing market opportunities.

According to (Nenzhelele, 2014) a social entrepreneur is a person who is close to social problems with an entrepreneurial spirit and business acumen. This means that personally, social entrepreneur is a combination of individuals who are energetic, persistent, confident with the ability to provide inspirational encouragement so that other people are involved in their activities (Yatminiwati et al., 2021). Social entrepreneurs have a role as agents of change in the social sector, with the mission of creating and maintaining social value, recognizing and taking advantage of new opportunities to carry out missions, and engaging in sustainable innovation (setyobakti et al., 2020).

## 2. METHOD

This study is intended to find out and analyze the extent of implementing sociopreneurship and how it impacts business sustainability for partners and target women's groups. The process to get this answer was carried out in a qualitative way by collecting data by direct interviews. This study was carried out after the implementation of the program on business owners and program participants who became the target group, namely women's groups. The interviews were conducted in stages, starting with the business owner, in this case Dfanda Rotan, then to the target group of partners.

## 3. RESULTS AND DISCUSSION

Dfanda rattan is a small business entity whose activities focus on the creative industry of making woven synthetic rattan. The business is located in Jatisari Lumajang village. Sociopreneur, which became the idea of a business owner, began when he found a situation that befell his business, namely a market problem, where the business could not meet more demand, in accordance with production capabilities. This situation is a dilemma, because the fulfillment of this production is not in line with the condition of small businesses, where they do not have enough manpower, as conveyed by Wahyudi as a business owner.

"The business that I have been running in recent times has actually experienced good development, as evidenced by increasing market demand, but unfortunately we have not been able to fulfill all of them, I regret this, because surely these opportunities will be taken by our competitors, and what I am worried about is will eventually defeat us"

The conditions presented indicate that there is a symptom that initiates the emergence of ideas related to business development. An entrepreneur will think of something that can encourage the sustainability of his business. This situation then gave rise to the idea as a form of social entrepreneurship by involving the potential that exists around the location of the business. Wahyudi further conveyed as follows;

"I thought about this problem, and I saw a phenomenon in my business environment. Where the portrait of inequality is still occurring, I finally thought of inviting mothers to join by becoming business partners, this can help increase income which supports the family economy"

The phenomenon of economic inequality that is seen by business people towards their environment, encourages them to act not only to solve their business problems, but also to think by empowering the surrounding community so that not only one problem can be solved, but more than that (Anas, 2019).

The concept developed by small businesses is by building partnerships with universities in 2021 as advisors and companions. This activity begins with: 1) recruiting community members from productive women's groups, the reason is that they have time and do not interfere with their husband's activities as the main breadwinner, 2) provide training, 3) provide assistance with simple materials and tools, 4) carry out technical assistance for activities making handicrafts, 5) accommodating sales proceeds.

As of March 2022, there are 15 members of the women's group who have joined. Each of them has become a partner for dfanda's small business, and is increasingly skilled and enthusiastic in carrying out activities. The impact on increasing the family's economy is increasingly felt, and gets support from the family. Rohimah, one of the members who is also the group leader, stated as follows;

"I thank Dfanda for giving us the opportunity to join his business, and I am grateful that my friends and I can have activities and not just be idle at home"

The program is run by Dfanda Small Bisnis, through training and mentoring. The training provided is in the form of training on motivation, skills and management. Through this training activity the main key is to provide an understanding, especially a perspective on business and how to run it both in terms of skills and management (Premand et al., 2016). The training was held at the village hall, for 3 weeks tentatively. One member of the Murkayah participants stated the benefits of the training.

"This is the first time I received a complete training. I got entrepreneurial insight, and I was trained by Dfanda on the technicalities of making synthetic rattan crafts, as well as being taught how to manage business finances"

The aspect of sustainability in sociopreneurs is an indicator of success. One aspect that supports sustainability is the extent to which the benefits are obtained and felt by the target group (Ahmed et al., 2022). According to Rohimah, the group head stated that the implementation of the program, which had taken place from 2021 to March 2022, provided direct benefits from additional income.

"Since joining the partnership program with Dfanda small business, the direct benefit is that my friends and I have received additional income. Of course this provides a little relief for our household burden. We see the potential for continued activity, because Dfanda has provided a mutually beneficial cooperation scheme for us, by becoming a partner, and so far it has been going well"

Entrepreneurship education will have an impact on new entrepreneurs (Ebrashi, 2013), when properly designed and planned in a sustainable manner. Curriculum design that is in accordance with the expectations of learning outcomes and post-activities that are accompanied periodically will be able to have a good sustainable impact (Burch et al., 2019) (Hermanto et al., 2019).

Based on the data above, it can be concluded that the process of emergence of sociopreneurs can occur due to a small business environment. Critical awareness and the idea of sociopreneurship emerge when looking at a situation that has become an initial problem for small businesses. The next critical awareness is a phenomenon of economic inequality between entrepreneurs and the community around the business location. This combination is then designed in such a way as to give rise to a sociopreneurship model based on local values. This sociopreneur concept means developing, following different conditions and situations at certain times and situations and in different cultures (Catford, 1998).

Another factor that drives a sociopreneur is the driving environment. Universities as consultant partners are able to provide encouragement to entrepreneurs so they can take action after jointly conducting a study of the business environment itself (Setyobakti, 2021) (Setyobakti, 2017). This means that in this case the implementation of the idea will be stronger after getting advice from other parties, which will strengthen the confidence to take social entrepreneurial action.

#### 4. CONCLUSION

Success in business for small businesses is the goal of carrying out business activities. Not a few of the business actors in this sector, are those who not only have a high spirit of business, but also have a high sense of sensitivity. This is driven from the initial conditions that they felt, how they felt when they were in a less secure condition, to the conditions of success that were achieved. Sociopreneurship is a new spirit, where the success achieved will be more meaningful when we are able to achieve it together. The emergence of a social spirit in entrepreneurship is an important aspect as social capital that will be able to help the development of the small industrial sector or MSMEs in developing together.

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