

Digital Press Social Sciences and Humanities

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Program

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Proceeding of Non-Formal Education International Seminar 2021

Alim Harun Pamungkas, Jamaris, Solfema (eds)

Student Development through Social Entrepreneurship Program

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Abstract

The Entrepreneurship Development Program is a program designed by Padang State University with the target of students who have been entrepreneurs before. The students developed their business paradigm towards social entrepreneurship. The research method uses a qualitative approach with a case study design with informants and data sources are students at the Padang State University. The results of this study indicate that the purpose of the program is to complete the commercial business orientation (profit) that has been carried out during the social orientation (benefit). Student entrepreneurs come from two types of businesses, namely culinary businesses and convection businesses. The selection of tenants is based on the digital-based entrepreneurial activities they run. This means that tenants use digital platforms in their business activities.

Keywords

social entrepreneurship, digital, students

1 Introduction

Universitas Negeri Padang (UNP) is actually a public institution with the responsibility to encourage growth and improve living standards in the community. Therefore, one of his dharmas is community service. This Dharma is manifested in the skills of students and graduates to participate in community building. Mainly in terms of overcoming existing social problems.

The social inequality is a social problem that occurs in society. Economic inequality is something that occurs as a result of economic activity. Economic inequality is the beginning of various social problems, such as unemployment, youth dropping out of school, divorce, and cases of domestic violence, even crime and terrorism. Economic disparities arise due to economic activity. However, this problem can also be overcome through economic activity as well, namely with socially based economic activities. Social entrepreneurship is its form.

The Social entrepreneurship is a concept that needs to be introduced and developed to university students at UNP. The following is a conceptual summary and examples of successful social entrepreneurship. Social entrepreneurship is an entrepreneurial activity that is carried out, not only to pursue profit, but also as a solution to social problems that the government has not been able to overcome (Sofia, 2015; Tenrinippi, 2019). Meanwhile, social entrepreneurship is an entrepreneur with a social orientation who has the ability to view social problems that are being faced by the community (Rijal et al., 2018; Widiastuti & Margaretha, 2011). Then try to create alternative solutions that are innovative for the long term. Innovations in terms of social entrepreneurship, some are even able to change the social structure of society (social change), both in the fields of social welfare, education, and health care (Yudha & Dusturiya, 2018).

Although socially oriented, social entrepreneurship does not fully carry out social activities that are non-profit oriented. However, it also does not fully carry out economic activities as is done like entrepreneurs in general. A company measures its success from financial performance (profit). Meanwhile, social enterprise measures its success from the benefits felt by the community. That is, social entrepreneurship on the one hand is a social organization, and commercial organizations on the other, so that social entrepreneurs apply commercial business strategies to overcome social problems (Mahfud et al., 2020).

In terms of goals, if a commercial enterprise aims to maximize profit, and a social organization aims to carry out a social mission, then a social enterprise is created to achieve both. From the beneficiary's perspective, commercial organizations provide benefits to consumers through the purchase of products/services according to market mechanisms. While social organizations, beneficiaries can get it for free. But, social enterprise, beneficiaries can get in both ways, either paid or free. It's just that, if you pay, maybe consumers can get it at a cheap price, because of the subsidy. For example, a restaurant in Austria called Deewan which runs its business mechanism with the concept of "eat as much as you can and pay as much as you can". Another example, a tutoring for street children in Malang City, East Java, which applies a fee of IDR 5,000 or even free for each student arrival. This kind of thing, of course, can be held by UNP students who have a background as an LPTK campus (ex-public institute of education).

In terms of the workforce, commercial companies are called employees, and in social organizations they are called volunteers. Meanwhile, in social enterprises, called employees, only generally receive salary compensation with different procedures from commercial companies. In terms of access to funding for commercial companies, business capital is obtained from equity participation or credit, and in social organizations funding is obtained from donations/grants. While in social entrepreneurship, funding can be obtained in various ways. There are several things that become challenges in the development of social entrepreneurship. First, funding. Funding activities in social entrepreneurship can be done with bank loans, government assistance, crowdfunding, and donations from philanthropic sources (people who give their time and energy to others). Second, quality human resources. The resources involved, of course, are those who have an interest and a calling. Third, the legal aspect, related to responsibility and accountability. In commercial companies, accountability to shareholders, to social organizations, accountability is not only to shareholders, but also to stakeholders in this case are staff or volunteers, donors or sponsors, beneficiaries, customers, suppliers, communities, even the Fourth government, government support, until now there is no law as an umbrella for social entrepreneurship activities. Whereas the government clearly needs social entrepreneurship to help solve existing social problems.

An example of a successful social enterprise is the Grameen Bank in Bangladesh which was founded by Muhammad Yunus (Nobel Prize for Peace in 2006). He developed a microcredit for the poor who had difficulty obtaining loans from the Bank. The concept developed by Grameen Bank has disbursed loans of up to 1.5 USD/20 billion per day with a return rate of up to 98% (Bateman, 2014; Hossain, 2013). There has been an increase in the number of entrepreneurial students. Entrepreneurship in question is of course a business activity carried out, either online, or offline in general. This is in line with the trend of digitalization in trading business practices that we are currently experiencing, especially during the Covid-19 pandemic, in the last one year (Zhao, Fang; Collier, 2017). The rise of online commerce, whether originating from entrepreneurs or industry, has accelerated changes in the model of entrepreneurship. As well as data which shows that there is an increase of around 500% in digital business activity in Indonesia today and drives the trade value of almost 400 trillion rupiah. This figure places Indonesia as the number one country in the ASEAN Region (Charlesworth, 2018).

2 Methods

This type of research is a qualitative research with a case study design. According to Moedzakir (2016), qualitative research is a type of research that is carried out in natural settings or conditions, uses inductive analysis, focuses on meaning according to the perspective of the participant (not the researcher), and plays the role of the researcher as a data collection instrument. Sources of data used in this study were students of the State University of Padang. Data was collected through interviews and observations, using procedures in the qualitative method as proposed by Miles and Huberman, namely: (a) data reduction by collecting data and sorting the data obtained; (b) data is displayed based on the research focus, (c) conclusions and verification.

3 Results and Discussion

In the Entrepreneurship Development Program that was held, students who had previously been entrepreneurs developed their business paradigm towards Social Entrepreneurship (Bazan et al., 2020). This aims to complement the orientation of the commercial business (profit) that has been carried out so far with the social orientation (benefit). Student entrepreneurs selected as tenants come from two types

of businesses, namely culinary businesses and convection businesses. The selection of tenants is based on the digital-based entrepreneurial activities they run. This means that tenants use digital platforms in their business activities. Through this program, tenants are encouraged to contribute socially through their commercial activities (Raharja & Natari, 2021; Sofia, 2015).

The tenants who are the targets of the program (1) are given reinforcement for the use of digitalization in business development and (2) are encouraged to develop businesses (profit orientation) while increasing social participation (benefit orientation). This means that tenants have needs that must be met (problems), namely in relation to the challenges faced in building a digital-based social enterprise (Zebua et al., 2021).

3.1 Problems in Implementation

The problems (needs) faced in this program are as follows. First, funding in developing a business towards Social Entrepreneurship. Although funding to build a social enterprise can be done in various ways, such as banking credit, crowdfunding (contributions), or sponsorship, this is not something that is easy for tenants to do for several reasons (Rijal et al., 2018; Widiastuti & Margaretha, 2011). For example, banking regulations or limited sponsorship funds from business programs provided by the government. Second, the formation of networks to build a Social Enterprise. As new entrepreneurs, tenants are faced with relationship or network constraints in building a business. In the commercial business that they have done, building a network is still very difficult, especially by building a social business that is not solely profit-oriented. Third, the use of digital platforms in increasing business income. This is a necessity in today's online era (Raharja & Natari, 2021; Zebua et al., 2021). Online shopping is not something foreign. For tenants, the use of digital platforms is not something new. However, upgrading the skills and developing knowledge of tenants in the effective use of digital platforms is absolutely necessary. Specifically to prepare for the creation of a socially oriented business platform (Assidiqi & Sumarni, 2020).

3.2 The Strategies to solve problems

Based on the research conducted, it is known that alternative solutions to entrepreneurial problems are in the form of training and mentoring towards the creation of innovations in the form of digital social entrepreneurship. Tenants will be provided with an understanding of increasing digital-based business profits and developing business benefits for the community and/or other entrepreneurs (Assidiqi & Sumarni, 2020; Tenrinippi, 2019).

Short-term efforts are efforts made by the organizers with a target of the first one year. During this period, student entrepreneurship development activities towards digital social entrepreneurship were held in the form of: (1) giving donations; (2) assistance in the management of donation funds; (3) digital-based business networking training; (4) creation of a pilot website; (5) digital access training; and (6) assistance in the use of digital platforms for business development and reorientation (Raharja & Natari, 2021).

Student entrepreneurs selected as tenants come from two types of businesses, namely culinary businesses and convection businesses. The selection of tenants is based on the digital-based entrepreneurial activities they run. This means that tenants use digital platforms in their business activities. Through this program, tenants are encouraged to contribute socially through their commercial activities. In addition, the organizers also set a standardization of selection that takes into account the ease of access between proposers and tenants. The selection is carried out as follows: (1) the selected tenants are students who have a strong commitment in doing business as indicated by the business processes that are being carried out since 2020; and (2) the selected tenants are students who have basic skills in information technology, use of Microsoft Office, and accounting; and (3) submit a business proposal to the organizer (Raharja & Natari, 2021; Rijal et al., 2018; Sofia, 2015; Zebua et al., 2021).

Furthermore, in the medium term, student entrepreneurship development activities towards digital social entrepreneurship are held in the form of: (1) giving donations; (2) assistance in the management of donation funds; (3) digital-based business networking training; (4) establishment of a business network between tenants; (5) digital access training; (6) assistance in the use of digital platforms for business development and reorientation; and (7) website development. meanwhile, in the third year, student entrepreneurship development activities towards digital social entrepreneurship were held in the form of: (1) giving donations; (2) assistance in the management of donation funds; (3) digital-based business networking training; (4) establishment of business networks with NGOs; (5) digital access training; (6)

assistance in the use of digital platforms for business development and reorientation; and (7) development of smartphone-based digital social entrepreneurship applications.

In the short term and long term, the selection is carried out by involving the tenants of the previous year in the selection process. Especially for students who are interested and have the same type of business as tenants in the previous year. This is done to obtain prospective tenants who have sufficient potential, interests, basic competencies, and skills to manage profit-oriented commercial businesses that carry out a benefit-oriented social mission towards the realization of digital social entrepreneurship innovation (Tenrinippi, 2019).

3.3 The Activities in the program

Based on the results of the selection of participants, it was found that the tenants participated in three categories of activities, namely: (1) receiving donations; (2) training; and (3) assistance which is explained as follows. First, giving donations. This activity is intended to encourage the acceleration of business development and reorientation for the realization of Digital Social Entrepreneurship. Donations to tenants go through the following stages (1) submission of a business reorientation proposal towards a social enterprise and its sustainability efforts; (2) giving donations; and (3) assistance in the use of donation funds to ensure that donations received by tenants are useful/effective to increase business income and develop social benefits.

Second, training. This activity is aimed at increasing the knowledge and skills of tenants. There are several trainings held during the implementation of the entrepreneurship development program. In general, the training activities are carried out through the following stages. At the preparation stage, there were two activities that were participated in by the participants, namely (1) orientation and socialization, this activity was a meeting between program organizers and tenants with the aim of explaining the objectives, materials, and learning process of the training; and (2) preparation of training, at this stage, program organizers make preparations in the form of coordinating the determination of the day, time, and training strategy. After that stage, the program organizing team contacted the resource persons and then compiled an assessment of the training participants.

At the implementation stage, it is known that the training is carried out, either online or offline based on the results of an agreement between the program organizing team, tenants, and resource persons. Meanwhile, based on observations made, the learning materials used in the training are in accordance with the objectives of the entrepreneurship development program and are presented to tenants with an adult learning approach based on discussion, brainstorming, practice, and simulation. Furthermore, at the evaluation stage it was found that (1) the evaluation of the learning outcomes of the tenants in the training was carried out directly by the resource persons; and (2) evaluation of training resource persons is carried out by tenants/trainees based on aspects of mastering the material and providing motivation, teaching systematics, learning methods used, ability to facilitate tenants, how resource persons respond to questions and suggestions; and (3) evaluation to the program organizing team is carried out by tenants/training participants regarding aspects of the organizing team's readiness in carrying out the mentoring role, tenant satisfaction with services and collaboration with organizers, and availability of learning media during training.

Third, assistance. This activity is carried out in general after the training program is carried out to determine the extent of the tenants' success in participating in the program, This is also done to replace and complement the shortcomings of the delivery of training materials during the program period, so that the organizers can ensure that the goal of creating innovation in the form of Digital Social Entrepreneurship can be realized.

4 Conclusions

The entrepreneurship development program is organized by Padang State University for students who have been entrepreneurs before. These students are called tenants and are included in this program to develop their business paradigm towards Social Entrepreneurship. Tenants have needs that must be met, namely related to the challenges faced in building a digital-based social enterprise. The needs of the tenants who participate in this program are: (1) funding in developing a business towards social entrepreneurship; (2) the establishment of a networking to build a social enterprise; and (3) the use of digital platforms in increasing business income. Alternative solutions to entrepreneurial problems carried out by program organizers are in the form of training and assistance towards the creation of innovations

in the form of digital social entrepreneurship. Tenants will be provided with an understanding of increasing digital-based business profits and developing business benefits for the community and/or other entrepreneurs. Based on the results of the selection of participants, it was found that the tenants participated in three categories of activities, namely: (1) receiving donations; (2) training; and (3) assistance.

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