

Society's Economic Empowerment by Social Entrepreneurship (Emerging Awareness and Ability to Manage Unused Goods)

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Abstract: *The present study is a part of introduction of dissertation, discussing economic empowerment by social entrepreneurship. Social entrepreneurship is one of the solutions to solve social problems in society. Several problems which commonly occur in any regions such as education, economic, and social problems. The present study discuss the way economic resources empowerment is built through social entrepreneurship. Economic empowerment is meant to be an effort to mobilize the resources in order to develop economic potential and motivate society's productivity to increase economic resources in their surroundings. By social entrepreneurship movement in managing resources it is expected to reduce unused goods. In a long run it will solve the more serious problems, less dependency to the companies, and create society independence in economic. The social entrepreneurship of managing unused goods will be implemented in Sumbawa Barat in order to empower the society, increase domestic economic value, and increase the income of the society.*

Keywords: *Economic empowerment, Social Entrepreneurship, Manage unused goods*

I. Introduction

Nowadays, education, social, and economic emerge as global problems, not only in Indonesia but also in other countries face the common problems. In Indonesia, these problems emerge in most of regions. It arises people's awareness to make a difference. They contribute creative and innovative ideas to be developed in order to solve the problems. However, most of the ideas end up with no action for the implementation technique of the idea. As a generation, the author argues that it is not the time for the people to depend only on their government to solve the problems emerged.

Several groups of certain societies contribute their ideas and opinions into books. However, many of the ideas have no actions. It should be taken into real life since those brilliant ideas will be more beneficial and received by society in order to develop the innovation. Innovation and action will be easily accepted by the society rather than a piece of paper.

Social Entrepreneurs is a movement initialing with an idea, then arranging plans and obtaining actions. This movement will be beneficial for the society. Social Entrepreneurs and its method become more popular for those who have awareness in solving social problem and may get income from the action. Social entrepreneurs execute the ideas on what they called as social problem whether it is local, region, or national and global. Social entrepreneurship movement should be beneficial not only for the performers but also for empowering the society. Most of the profit will be reinvested too support social mission.

As a new region, Sumbawa Barat faced with several problems such as education, healthcare, and social. Those problems may seem harmless but with no appropriate action it will lead to the more serious problems. It requires empower touch to deal with the problems regarding to environment and resources. The abundant resources of Sumbawa Barat cannot be fully beneficial and people tend to be indifferent so that the people prosperity does not undergo significant different. They might seem prosperous but prosperity in indifference. The indifference is also occurs in managing existing resource, they let the garbage and illegal mine waste pollute their surroundings. To survive many of the people prefer being illegal mine workers, fisher, and labors.

According to the explanation mentioned above, the researcher thinks that it is required to empower societies economic by social entrepreneurship. The activity includes managing economic resources in order to reduce the garbage. It related to corporate social responsibility which is considered by society as an effort to solve any social problem so that the managing of unused goods is fully given to the corporate responsibility. The problem will be more serious if the people do not take any actions to solve such problems.

II. Economic Empowerment

Economic empowerment is a resource mobilization to develop economic potential in order to increase the productivity of society, therefore the productivity of natural and human resources around the society can be improved. From several perspectives, economic empowerment is the ownership strengthening of production factors, strengthening of distribution and marketing ownership, strengthen society to get high income, and strengthen society to get information, knowledge and skill, which have to be done in multi aspects, from the

aspect of the society or from the aspect of the regulation. (Kartasasmita, 1996)

The concept of economic empowerment by Sumodiningrat (1999) can be stated briefly as follows: (a) democratic economy is an economy held by society. Economy which is held by society is national economy which is based on the society's potential and power extensively to run their own economy; (b) economic empowerment of society is an effort to make a strong, big, modern, and competitive economy in the right market mechanism. Because the problem of democratic economy development is from the structure, economic empowerment of society should be done through structural changes; (c) structural changes meant is the change from traditional economy to modern economy, from weak economy to strong economy, from subsystem economy to market economy, and from dependent to independent. The steps of structural change, including : (1) resource empowerment allocation; (2) institutional strengthening; (3) mastery of technology; and (4) human resources empowerment; (d) empowering democratic economy is not only by improving the productivity, giving the equal business opportunity, and give capital injection as a stimulus, but also a good teamwork and partnership between the one who is successful and not successful and developed yet; (e) the regulations in the economic empowerment of society are: (1) giving bigger opportunity or access to production assets (especially capital); (2) strengthening transaction position and partnership of business in democratic economy, so the subject is not only as price taker; (3) education and health service; (4) strengthening small industry; (5) promoting new businessmen; and (6) spatial equalization; (f) society empowerment activity including: (1) improving the access of venture capital assistance; (2) improving access of human resources development; and (3) improving access to the facilities and infrastructure which support the social and economy of the local society.

Seen from the operational, the idea of empowerment has two tendencies: first, primary tendency, process tendency which gives or switches some of the authority, power, or skill to the society individuals to be more useful. This process can be completed with an effort to build material asset in order to support their independence through organization; and the second, secondary tendency, tendency which emphasize on the process of stimulating, pushing or motivating individuals in order to have ability to decide his/her life choice through dialogue. (Sumodiningrat, 2002). Society enforcement is a concept of economic development summarizing social values. This concept reflects the new paradigm of development, which is "people centered, participatory, empowering, and sustainable" (Chambers, 1995). This concept is more than to fulfill the basic needs or provide a mechanism of safety net to prevent poverty. Recently, many of them are developed to find alternatives of the concept of growth in the past. This concept is developed by experts and practitioners to find what's called by Friedman (1992) as alternative development, which requires inclusive democracy, appropriate economic growth, gender equality and intergenerational equity. (Kartasasmita, 1997)

An effort of empowering people can be seen from three perspectives, which are; (1) enabling, creating atmosphere which enables the potential of society to be developed. Here, the starting point is the idea that every person has potency which can be developed. It means that no person is useless because he or she would have been extinct he/she is so. Empowerment is an effort to build the potency, to push, motivate, and arise the awareness of the potency they have and an effort to develop it; (2) empowering, strengthening the potency of society. It requires better steps, more than creating climate and atmosphere. It includes the real steps related to provide input, and give access to any opportunity which will make society become useful. Empowerment does not only involve the individuals of society, but also the institutions. Embedding modern cultural values such as hardwork, economical, openness, and responsibility is the main point of empowerment as well as the renewal social institutions and their integration to the development activities and the role of society. The most important thing is the improvement of society's participation in decision taking related to the society. Therefore, society empowerment is related to the stabilization, civilizing, and the practice of democracy; (3) empowering also means protecting. In the process of empowering, the one who is weak should not be weaker due to the less ability in facing the strong one. Therefore, protecting and taking side to the weak is required in the concept of society empowerment. Protecting the weak does not mean that they don't interact with others. It will make the weak become weaker. Protecting should be seen as an effort to prevent unbalanced competition, and exploitation of the strong one to the weak one. Society empowerment doesn't make the society become dependent to any charity program because basically everything that we have should be gained by our own effort (which result can be exchanged to others). Therefore, the final goal is to make the society become independent, building the ability to make a better life continuously. (Sumodiningrat, 2000)

Three sides of empowerment above are very important and should be done comprehensive-integrally, empowerment with enabling, empowering or as the process of protection. It will influence the society to utilize the economic potencies they have well.

III. Social Entrepreneurship

1. Entrepreneurship

The translation of a word related to entrepreneurship is creativity, innovation, and good at reading opportunity. According to Ciputra (2008), entrepreneurship is an ability to change garbage and waste into gold. Garbage and waste here contains deep philosophical meaning. Garbage and waste here is identical with useless things which should be discarded, while gold is an object which shows high values. Entrepreneur's skill is converting useless and wasted things to be useful things. It means that entrepreneurship is not only the usual action in creating and innovating.

Entrepreneurship is not identical to trade anymore, but also including the ability to build and develop a business with initiative and risk to get profit. (Gordon, 2010). There are several important elements in the definition above, they are: (1) courage to build new business with full responsibility, work hard, maintain the value, achieve the dreams, and do the new and different ideas ; (2) master the functions of management such as planning, organizing, leading, and controlling; (3) have an initiative to act immediately, be brave, and be sure of everything they will do; (4) do not afraid to take a risk, by leaving the comfort zone to be innovative and creative; and (5) profit which is an indicator of the health of a business. (Kaswan & Akhyadi, 2014)

Based on the explanation above, entrepreneurship can be defined as an ability to develop available resources by minimizing the risk to get long term profit.

2. Social Entrepreneurship

There are some definitions about social entrepreneurship which are written by some experts and researchers. The main point of social entrepreneurship is empowerment, social and non profit. Several definitions show that social entrepreneurs are motivated to achieve some goals desired by society. They are the creation of social wealth (Dees, 1998; Reis, 1999; Mort et al 2002; Mair dan Marti, 2006; Peredo dan McLean, 2006; Martin dan Osberg, 2007) , solving the social problems (Fowler, 2000; Schwab Foundation, 2005; Tan et al, 2005), social justice (Thake dan zadek, 1997), or solving the certain social problems (Drayton, 2002; Alford et al, 2004; Said Business School, 2005).

Social entrepreneurship is an effort which have social mission but it uses business as the media. Social entrepreneurship is the practice of entrepreneurship which aims to the maximum social usefulness. Practice of social entrepreneurship attracts many people from academics, government and practitioners after victory. Yunus (2003) develop a bank from the poor. Social Entrepreneurship Movement changes the idea that social activity cannot be combined with business activity. It is a paradigm change that an organization can have social mission with the help of business activity (dual value).

Generally, definition of social entrepreneurship is related to the utilization of opportunity to the social change. It doesn't concern on the maximization of personal gain. Social entrepreneurship is also called as society empowerment or social (Tan, 2005). Social entrepreneurs are reformers or revolution on social sectors who try to solve the problems from the root. The countermeasure can be done systematically and continuously. Innovation which is created solve the root of problem by developing social mission in education, health, economy, and environmental art

Social Entrepreneurship is an effort from individuals or group who can give innovative solution to to solve social problems by changing the system, giving solution and influencing the society to make a change. At first, the action is done on a local scale, but it is expected to be developed in a larger scale. Innovations which are developed are the solutions of problems by a simple way but can make new opportunity. The social mission which want to be achieved is the most crucial social problem. Social entrepreneurs influence the change of paradigm and behavior to be more ideal, change the system to be better and the distribution of problem solving.

The characteristics of social entrepreneurship activity according to Moss and Lumkin, cited by Pate and Wankel, (2014): First we view social entrepreneurship is process of creating value by combining resources in new ways. Second, these resource combinations are intended primarily to explore and exploit opportunities to create social value by stimulating social change or meeting social needs. And third, when viewed as a process, social entrepreneurship involves the offering of services and products but can also refer to the creation of new organizations". The main point is explained as follows: (1) creating a value by identifying the problem in society's life, giving solution by integrating the resources, meaning that social entrepreneurship creates a valuable thing for the entrepreneurs themselves or other people. Entrepreneurs can increase the bid value to the society by increasing the economic benefits. Creating a value requires resource and integrating value and resources appropriately to implement their business plan; (2) Exploring and exploitation the opportunity to do a change and fulfill the social needs. Entrepreneurship skill is tested by changing the opportunity to be reality. A small opportunity they have will be the beginning of a success; and (3) Goods and services offer, creating a new organization. The offer meant is the base to build a profitable relationship between the entrepreneur with the society. The offer can be in form of service, goods, experience, or ideas.

Social entrepreneurship is an innovative initiative to empower the society. Social business can be in

form of social entrepreneurship but not all of social entrepreneurship is in form of social business. The profit sharing of social business is not based on deviden system anymore. The profit of business is not shared to the investors but it is invested again to support long term goal of a company to help the poor and solve problem in environment. The innovative initiative is the form of innovation which is developed, while the social mission is solving the problem of society and environment.

3. Form of Social Entrepreneurship

There are several forms of social entrepreneurship: (a) **community-based organizations**. This kind of organization is created to solve certain problem in community such as provide educational facilities for poor children and social homes for homeless children and so forth. Usually, financial support is obtained from alms, perpetual charity, and donation. To run the organization, volunteers (professionals, teenagers, society) are recruited to give a service. Sometimes, religious organizations do this kind of social entrepreneurship. These organizations are very dependent to the support of local society (b) **Socially responsible enterprises**. This social entrepreneurship is in form of a company which do commercial business to support the social business. It builds two organizations at once. One organization is profit and the other is non-profit. Some of the profit which is obtained from profit organization is aimed to support the social business; (c) **Socio-economic or dualistic enterprises**. This kind of social entrepreneurship is in form of commercial company, which runs the business based on social principles. For example, company which recycles household waste, organization which hires special people, and microcredit for villagers. Grameen Bank is one example of this activity. (Tan, 2005)

Those three forms of social entrepreneurship above are efforts of the society and company to solve social problems around the society.

4. Difference of Social Entrepreneurship and Business Entrepreneurship

Usually, people relate the term of entrepreneurship to business entrepreneurship which aims to do innovation to get personal wealth. Therefore, business entrepreneurship should be distinguished from social entrepreneurship (Boschee and McClurg, 2003): (a) usually, business entrepreneurship does responsible actions as well, such as: donate some money to non-profit organizations, refuse to be involved in a particular kind of business, use environmentally and practically friendly, and treat the employees well. Social entrepreneurs do more than that, they try to solve the root of the social problem. They get income by doing those missions, for example hire people who have physical or mental disability, poor people, people who have particular social problems (prostitutes, street children, homeless people), sell things or service which can be used to solve social problems (produce things to help special people, bank for the poor, social homes, vocational training centers, education for marginalized groups); (b) The success of a business entrepreneurship is measured from the financial (company's value, profit of stakeholders). Meanwhile, the success of social entrepreneurship can be measured from the income and the social. The financial of a good company can be seen from the continuous funding that keeps the sustainability of the organization. The financial profit is used to enlarge the scale of activity; it is not shared or given to the stakeholders. In social entrepreneurship, the social problems are expected to be solved or at least minimized.

5. Characteristics of Social Entrepreneurship

The characteristics of social entrepreneurship consists of : (a) functioned as the agent of social change. It adopts mission to create and maintain social values, such as identifying and obtaining social values to actualize the mission, doing innovative process continuously, doing anything bravely without limitation of resources they have, and increase accountability of constituent they serve and the result; (2) creative and innovative. Creative refers to build new ideas, while innovation is an action to solve problems by using those new ideas. Therefore, creativity is a starting point of every innovation. Innovation is a hardwork following the creation of idea and usually involves many people with various skill but they complete each other; (3) discipline and work hard. A businessman performs his/her activity carefully, responsibly and persistently, even he/she faces difficult challenge. Running social organization is not easy. Obstacle which often comes up such as identifying the root of social problem, getting the society to pay attention and participate, obtaining money for capital, expressing ideas, and developing the program. The whole problems above are not obstacle but a challenge that need to be solved by discipline and persistency; (4) altruism, which holds principle that every individual is responsible to help and serve each other. The goal of this action is society's prosperity. Social businessman should have this characteristic because all of his/her action is caused by his/her willingness to solve social problems. Money is not the main goal. (Dees, 2001)

The touch of social (positive mindset which is combined with business strategy which is full of innovation for social goal) can be the main instrument in the local tradition conservation to avoid foreign culture which is not appropriate with the norms and values believed by society. Mindset and social entrepreneurship strategy is required to make the conservation become more innovative due to the young's lifestyle nowadays.

IV. Discussion

The involvement of commercial company in social activity is the practice of social responsibility of the company. The result of observation shows that the company has social involvement (for example CSR) to decrease any social risks, especially society's refusal to the company's existence. Moreover, corporate social responsibility program is related to the social performance and company's profit.

Social entrepreneurship and corporate social responsibility have many similarities. Both of them are business which aims to solve social and environmental problems. However, there are some important differences in concept, goal, structure, target, and profit regulations. Approach of social entrepreneurship will be more appropriate to be used in society economic empowerment in unused goods management.

1. Empowering Society Economy by Managing Unused Goods

West Sumbawa Regency is new regency located in the west of Sumbawa Island. West Sumbawa Regency is one of regencies which receive CSR from CV. Newmont Nusa Tenggara. As a new regency, there are a lot of problems that need to be solved, starting from education, health, economy, and social. One of social problems which need to be solved intensively is about garbage. For the other area, this problem might be simple but it will be serious if it is not managed from the beginning. Society relies on the government's help to solve this problem. This problem is reputed to be solved. CV. NTT has given a help and donation as a solution of the problem by CSR they receive. The donation is in form of container and truck to carry the garbage away. It might cause a new problem for the long term. Household waste only can be moved to TPA, it is piled up without any solution. Society should not rely on the CSR, because the company has a contract and they will not work there forever. One day, there will be no resource left because it is already used by the company everyday. It means that company's help for the society is over as well.

In this writing, we concern on the empowerment of economic resource management. The empowerment which is used recently is the garbage management. Garbage management helps to reduce the volume of garbage, but it will be more efficient if before becoming garbage, the economic resources within the garbage is managed well, so the garbage which will be produced is minimized. In the data shown in the writing of Matthew Glachan, CV Danone has reduced the material in their bottle production from 42 gram to 32 gram.

This regulation significantly reduces 25% of the amount of garbage within 10 years. If it is done by every individual in every family, the amount of household waste will be reduced as well.

The management of economic resource which comes from household requires more attention because household waste is a pile of unused economic resource which will be garbage. It will be accumulated and cause other social problems. Most of garbage comes from household. Society will be empowered easier by managing household waste because it does not require particular skill. If the management is done well, society will not only learn how to manage effectively, but they also will be empowered economically. The management will create new chain which creates economic value. By managing household consumption resources, society will get additional income without expense much money for a long time. It also helps society to improve their main production, which is agriculture. Gradually, dependency on the company and government's help will be reduced.

The results are the improvement of prosperity in macro and the sustainability of the environment, avoided from natural disaster caused by indirect effects of human. Extensively, endemic species such as bird, partridge, and deer will be preserved.

2. Implementation of Social Entrepreneurship in Unused Goods Managements

Most of people in West Sumbawa Regency work as seasonal farmers, fishers, and workers (local, domestic, and international). They are very potential to be empowered to manage consumption garbage. The management starts from household, begins with using things efficiently and effectively, as less waste as possible. Not all of household waste is thrown right away. Some of them can be processed to be used again. For example, the left over vegetable can be used as fertilizer or cattle food. We can also make seed of fruit or vegetable that we often eat. Therefore, society will be more creative and innovative in managing unused goods. The management might involve two or more families, such as make a combination composer, make a canal of liquid waste together or manage a garden together. This management can be integrated with the strong traditional culture, which is "batulung" or mutual cooperation and help each other in every activity.

The first thing to do is gathering some people in neighborhood association. They are given a knowledge about empowerment, how to manage economic resource before it becomes rubbish and the mechanism. They are also taught about the mechanism of economic resource management efficiently, so it will not produce a lot of waste. The rubbish is the waste after having election process before the management process.

The teaching process will involve teacher, headman, public figure, and the functionary in that area. The activity can be held on Friday when tge people clean their village together, on Sunday, or on other holidays. This empowerment involves several aspects, which are clean, faith, and economy.

V. Conclusion

Social problems can be solved by individual, group (community), or company, in form of community-based organization, socially responsible enterprises, socio-economic or dualistic enterprises. Social entrepreneurship is one of solutions to solve social problems in the society. Economic resource empowerment can be built by social entrepreneurship as an effort to develop economic potentials and improve the productivity of the society to increase the value of economic resources around the society. Social entrepreneurship in resource management is expected to minimize the unused goods continuously. In long term, it will solve more serious problem, omit the dependency to company's role, and create society's independency in economy. In West Sumbawa Regency, the problem of rubbish is solved by CV. Newmont Nusa Tenggara. It can be solved by the CSR, but it requires society empowerment in unused goods management for the long term which is expected to be the new chain which produces economic value.

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