

Strengthening Community-Based Sociopreneurship in Supporting Sustainable Development in Indonesia

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Abstract:

Strengthening sociopreneurship is one of the solutions to overcome social and economic problems faced by people in Indonesia. The community is a forum that is expected to be able to carry out sociopreneurship through various creative activities that support the resolution of social and economic problems that exist in the community. The social and economic problems faced have hampered the Indonesian government in achieving national goals. Social and economic problems such as poverty, unemployment, high crime rates, and various other problems require active community involvement through community communities. The discussion in this study focuses more on strengthening sociopreneurship through community communities in supporting sustainable development in overcoming poverty problems which are also related to various other problems such as unemployment and other social problems. The research was conducted using various literature or reference approaches and conducting analysis according to the context of the discussion that is focused on strengthening community-based sociopreneurship in supporting sustainable development in Indonesia. Specifically, the discussion will look at how sociopreneurship plays a role in overcoming social challenges such as poverty and other social challenges. The research discusses sociopreneurship using a descriptive qualitative approach. Literature exploration techniques are carried out by obtaining data from books and journals related to sociopreneurship. The results of the study show that strengthening sociopreneurship is greatly influenced by many factors so that it can overcome social challenges. The implementation of strengthening sociopreneurship should not only involve students but also requires the involvement of communities in the community. Strengthening sociopreneurship is very dependent on understanding the potential of human resources and natural resources so that it is in line with the concept of sustainable development.

INTRODUCTION

Community participation is one of the pillars of sustainable development in Indonesia, alongside the government and the private sector. Indonesia's vast population can create various problems, but on the other hand, it can also be a potential that can be utilized to support the achievement of national development goals. Therefore, strengthening communities through existing communities requires serious attention to play a role in addressing social and economic issues. The main issue is the persistently high levels of poverty and unemployment, which have impacted various other issues, necessitating community involvement through sociopreneurship. Community involvement in supporting the achievement of community welfare requires creativity for sociopreneurship activities to run effectively and efficiently, and requires other preparations.

Supporting community readiness in addressing poverty, unemployment, and other issues requires improving the quality of life. This includes improving education, health, and economic development by strengthening community competencies. This is consistent with the assumption that 80% of a country's future success is determined by the quality of its human resources, not its abundance of natural resources. Therefore, serious attention is needed to improve the quality of human resources within communities. A country's natural resources only contribute 20% to future progress and the achievement of national goals. This demonstrates that strengthening human resource competencies within communities must be carried out seriously and extensively.

Higher education institutions are expected to produce alumni who can contribute to solving economic and social problems through the strengthening of socio-entrepreneurship. Socio-entrepreneurship serves as a turning point in recognizing various anomalies in national and state life. Indonesia's abundant natural resources are not in line with the realities of life in Indonesia, as evidenced by high rates of poverty, unemployment, and other problems. This also highlights the issue of equitable development, which hinders efforts to strengthen or develop socio-entrepreneurship in supporting better social and economic life for the community.

In the context of village governance as a development priority in Indonesia, it requires

government attention as the functions that must be carried out in government administration include: development functions, coaching functions, and community empowerment in a broad sense. Village funds provided as a national policy require more serious management that includes not only physical but also non-physical development. Thus, strengthening sociopreneurship as one of the opportunities in efforts to improve the welfare of the wider community needs to be a government priority in advancing sociopreneurship at the village government level. Furthermore, efforts are needed that lead to improving the quality of sociopreneurship management in improving community welfare as an answer to the problem of poverty faced. (Ulumudin, 2018)

Literature review

Understanding Sociopreneurship

Sociopreneurship is something that still requires development efforts to address social and economic issues. This aligns with community empowerment, which is expected to generate innovation in utilizing the potential of natural and human resources with a creative vision. Social innovation is expected to provide social innovation in addressing poverty (Siregar & Yusri, 2022).

Sociopreneurship is a derivative of entrepreneurship, linking entrepreneurial development to various other factors. This includes the development of entrepreneurship within sociopreneurship, which differs from entrepreneurship itself. Entrepreneurship education has also become a development in higher education, with the hope of producing a generation capable of continuing its role in advancing economic independence through entrepreneurship. Efforts to develop entrepreneurs are also part of supporting or accommodating societal and cultural diversity. The ethnography of each region requires a place in its development, allowing for the involvement of each region. In the context of higher education, this can be incorporated into the curriculum, as has been done in many universities. (Maydiantoro et al., 2021)

Human Resources Quality

The quality of human resources or the human development index can be seen through the quality of services in the health sector, which includes three things: vaccination to stimulate immunity that forms antibodies against measles, immunization against measles or the measles-rubella vaccine, and child nutrition. Furthermore, in the education sector, it includes: intelligence, school participation, and higher education. Meanwhile, economic indicators include: the strength of funds collected through banks or government institutions, savings or community income, and the quality of the workforce.

Social entrepreneurship, or sociopreneurship, requires highly qualified human resources, meeting the demands of regional, national, and global development. This also aligns with the concept of development, ensuring that communities, in a broader sense, can play a significant role or participate in fostering independence amidst urban expansion and capitalism, particularly among large capitalists. Through community-based initiatives, it is hoped that sociopreneurship development will be more effective and efficient, resulting in positive economic change. Sociopreneurship will also strengthen the community's economic independence and provide a high market value for the communities they form. Human resource development can also be achieved through outreach activities, self-development initiatives for residents, and increased community economic capacity. (Ihwanny & Budiman, 2023)

Human resource development aligns with regional development efforts by leveraging the region's potential. A region's development is largely determined by the quality of its human resources, thus requiring serious attention in its development efforts. As previously stated, abundant natural resources do not guarantee the well-being of its people unless they are based on strengthening human resources. This applies to development in both rural and urban areas. (Sinaga, 2024)

Poverty

The issue of poverty is related to the low or limited access to health services and education, which exacerbates the problem. The sociopreneurship approach is one way that can be used to overcome social challenges by strengthening human resource competencies,

which is expected to produce social innovation. The issue of poverty has been a long-standing problem and (Tenrinippi, 2019) has faced difficulties in producing effective social entrepreneurship or sociopreneurship. Sociopreneurship entrepreneurs are expected to support the value of superiority for the community, which still requires strong support from universities. Meanwhile, the character of sociopreneurship itself is not solely oriented towards profit but still considers the interests of the community in supporting increased economic development in the community (Sofia, 2015).

Sociopreneurship is expected to provide a breakthrough in addressing social problems by innovatively utilizing both human and natural resources to improve community well-being. The application of sociopreneurship is crucial because it not only seeks profit but also provides social solutions for the poor. This aligns with Bill Drayton's (1980) statement, which initiated the founding of the Ashoka Foundation sociopreneurship initiative. As it develops, sociopreneurship can be implemented by individuals within society or within communities (Lobubun et al., 2022).

Sociopreneurship is a necessity to increase the capacity of marginalized communities to survive the expansion of big cities and capitalism. Strengthening sociopreneurship aligns with community-focused development, particularly in strengthening the local economy. Sociopreneurship activities also align with capacity building and community competency development for economic growth. Utilizing local resources is also part of strengthening sociopreneurship, which can be achieved by prioritizing residents' potential and enthusiasm for self-development (Ihwanny & Budiman, 2023).

Sustainable development

To support sustainable development, sociopreneurship remains a crucial area of focus, in keeping with current developments and changing times. Current challenges include poverty, low levels of education, and various other issues. Developing sociopreneurship is expected to provide solutions to address these social issues by prioritizing innovation and collaboration. Local wisdom and religious values must be ingrained in society as it fosters a sociopreneurship ecosystem. One of the fundamental values that reinforces sociopreneurship is a sense of social responsibility, a responsibility bestowed upon companies to support

activities or programs for the wider community. Through the religious values inherent in sociopreneurship development, the orientation of sociopreneurship development will not be solely profit-oriented but also inherently embedded in social values. (Rifai, 2020)

To develop sociopreneurship, as is the case with current challenges, strengthening the systems that support global trade is crucial. Supporting sustainable development requires financial management support, including support for superior products that support sociopreneurship. Supporting the concept of sustainable development requires strengthening competitiveness and other capabilities or competencies. Furthermore, supporting sustainable development requires innovation as the key to achieving sociopreneurship success.

Discussion

1. The concept of sustainable development aligns with the momentum towards Indonesia Emas 2045, which also marks the 100th anniversary of Indonesia's independence, which is predicted to make it the 7th or 8th largest country in the world. This aligns with the demands of the active role of society, which is crucial for success in achieving national goals. The forms of anomalies or paradoxes that occur in the life of the nation and state in Indonesia, which require strengthening the competencies of community communities, are:
2. The availability of rice as a staple food, the increase in the price of staple foods such as rice which has increased while the government stated that rice in the Indonesian Logistics Agency (BULOG) has a surplus, has shown an anomaly as stated.
3. Income inequality is so vast that purchasing power is very low, reflecting the community's weak position in terms of participation in development. Inequality, or the Gini ratio, in 2025 was 0.375, according to data released by the Central Statistics Agency (BPS, 2023).

Some specific social and economic issues to address various problems that require strengthening community through sociopreneurship programs are as follows:

1. Waste management is a serious problem in Indonesia because it has an impact on environmental damage that causes climate change or supports extreme weather. With Indonesia's demographic conditions, which have 17,000 islands and 38 provinces and a

population of 280 million people, it is certainly a major challenge in waste management to support environmental sustainability. This is one of the development agendas that must be achieved by 2030. The occurrence of environmental damage has caused problems related to flooding, environmental pollution, and destruction of aquatic habitats as well as other negative impacts caused by the lack of waste management. This requires community involvement as the largest part in supporting waste management through sociopreneurship programs.

2. Waste management in various regions in Indonesia can be addressed by strengthening communities that care about waste management for environmental sustainability. In accordance with Law Number 18 of 2008 concerning Waste Management, this can be done with the 3Rs (reduce, reuse, recycle) through waste banks established by the Ministry of Environment (Yuliwati & Yusmartini, 2022). This presents a strategic opportunity that can be utilized by communities in line with efforts to improve public welfare.
3. Education and Training: Current education in supporting the context of sociopreneurship is related to the need for paradigm improvements, which require a paradigm shift. This includes the current implementation of education, which places greater emphasis on strengthening competencies as part of the education system itself. Still related to education is the low work culture, which includes: work ethic, work discipline, effectiveness and efficiency, quality, and work productivity. Improving the quality of education is essential to supporting sociopreneurship, thereby strengthening community involvement in economic development to achieve community welfare. To support success in sociopreneurship, in-depth education and training are needed to strengthen human resources and improve the quality of communities in facing social challenges. The implementation of sociopreneurship education and training should not only be carried out internally within universities but also needs to involve community groups. (Singgalen & Sijabat, 2023)
4. Health: To support the strengthening of sociopreneurship, community health needs to be strengthened through treatment and prevention efforts. Without the support of good

community health, the development of sociopreneurship will be hampered. Through efforts to pay attention to development implementation, attention to public health is needed. Rural communities, with their geographical conditions, require policies that align with efforts to implement policies that support sociopreneurship. (Suarsih et al., 2017)

5. Poverty, the issue of poverty has caused polemic in Indonesia due to the difference in data provided by the Central Statistics Agency as an institution that has the authority to release information on data developments in Indonesia with data from the United Nations. Data from the Central Statistics Agency shows that per capita income is calculated at IDR 20,000 per day while the UN calculation is IDR 41,500 per day. This has shown a very large difference in the number of poor people, but based on the reality of life, the calculation of IDR 41,000 is more realistic. The difference in poverty criteria has shown that the calculation of IDR 41,000 shows the number of poor people at 194 million people, while the calculation of income (income per capita) of IDR 20,000 shows the population at 24 million people.

As is well known, poverty has been a persistent problem in Indonesia for a long time. Poverty is also linked to unemployment and other issues. In general, poverty is experienced by various countries, each with its own unique complexities. In the Indonesian context, human resource development efforts are essential, as they are key to successful poverty alleviation.

Closing

Conclusion

1. Based on the research conducted, it shows that community independence must be achieved through socio-entrepreneurship to achieve economic independence. This is necessary as well as an effort to address the problem of poverty, which remains significant, according to data obtained from the Indonesian Central Bureau of Statistics and the United Nations, which shows that by 2024, the number of people living in poverty will reach nearly 700 million.
2. The social and economic situation of the community still presents a paradox. This is evident in Indonesia's abundant natural resources, yet many people still live in poverty.

Therefore, community empowerment is needed regarding the quality of human resources, including education, health, and the economy, so that the community can compete and possess the basic skills to carry out socio-preneurial activities.

3. As a country that upholds religious values, especially Islam, it can serve as a foundation for developing socio-entrepreneurship, characterized by efforts to develop businesses that are not solely profit-oriented but also consider the interests of the wider community. The government must prioritize the economic well-being of the community, including supporting communities engaged in socio-entrepreneurship. This is also in line with the establishment of the Red and White Cooperative during President Prabowo's administration. However, to provide stronger support for involvement in supporting development, socio-entrepreneurship communities are needed.

Suggestion

1. Strengthening human resources requires multi-stakeholder involvement, making it a priority for various stakeholders, including government, business, and the private sector. This multi-stakeholder involvement requires organizational capacity in education management, ensuring that it is implemented by competent individuals.
2. Strengthening human resources needs to be done by linking it to skills or practical abilities so that the understanding that communities have is not only theoretical but becomes part that can be put into practice in the context of developing sociopreneurship or in other fields.

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