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Community Empowerment Through Social Entrepreneurship Implementation: A Literature Review

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Abstract: The problems with social entrepreneurship are scarce resources, ignorance, and inadequate government assistance. The literature review strategy was used in this investigation. The study's findings suggest that social entrepreneurship training and network building help communities build the information and abilities needed to grow their enterprises, as well as dependable relationships and increased access to resources. Through social entrepreneurship, communities can also become more financially independent, make more money, and become economically self-sufficient.

Keywords: Empowerment, Community, Social Entrepreneurship

INTRODUCTION

Empowering communities through the implementation of social entrepreneurship becomes crucial in addressing the economic and social challenges faced by many societies (Moridu, 2023). There are still many communities living in low economic conditions and facing various social issues such as poverty, unemployment, and lack of access to basic services like education and healthcare. Traditional approaches to community development sometimes fail to provide sustainable and equitable solutions. Empowerment programs that solely focus on financial assistance or job skills training often do not yield significant long-term impacts. Consequently, social entrepreneurship has proven to be a successful strategy for addressing economic and social issues affecting communities. To create long-term social impact, social entrepreneurship blends commercial concepts with social objectives. In the implementation of social entrepreneurship, several challenges to community empowerment may arise. One common issue is resource limitations. Communities interested in engaging in social entrepreneurship may struggle to access sufficient funding, adequate infrastructure, or skilled labor.

These limitations can hinder their business development and hinder their economic self-sufficiency. Additionally, lack of awareness and knowledge about social entrepreneurship is also a prevalent issue. Not all communities have a sufficient understanding of the potential and benefits of social entrepreneurship (Rahim, 2019). This

lack of awareness can lead to a lack of interest in or understanding of how social entrepreneurship can be a tool for economic and social empowerment. Through successful education and campaigns, efforts should be made to enhance community awareness and knowledge of social entrepreneurship. Lack of government support is also a problem in community empowerment through social entrepreneurship. Strong government support and policies that support social entrepreneurship are crucial in promoting its development. However, in some cases, a lack of government support can hinder the development of social entrepreneurship ventures and have broader impacts. Scalability challenges also pose problems in social entrepreneurship. Some social entrepreneurship initiatives may be difficult to expand or widely adopt due to resource limitations, untested business models, or a lack of access to broader markets. Low scalability can hinder the growth and impact that social entrepreneurship can achieve.

Additionally, social entrepreneurship businesses often face challenges in achieving long-term financial sustainability. Business models focused on social impact often struggle to secure sufficient funding or achieve adequate profits to sustain operations (Indrawijay, 2020). Innovative and sustainable strategies are needed to address these challenges. The last challenge is social and cultural change. Some social entrepreneurship initiatives may face challenges in changing existing societal mindsets, habits, or cultural norms. Social and cultural change often requires time and sustained effort. Sensitivity and collaborative approaches are needed to address these challenges. Despite the challenges of community empowerment through social entrepreneurship, it is important to recognize and address these issues to enhance the positive impact that social entrepreneurship can achieve. With collaborative efforts between communities, governments, and various other stakeholders, these issues can be addressed, and social entrepreneurship can become an effective tool for improving quality of life and community well-being.

Communities can develop their businesses and create jobs for themselves and others by receiving financial support and entrepreneurship training. Additionally, by actively involving communities in decision-making procedures and the implementation of social programs, social entrepreneurship can also enhance social bonds among communities. To better understand how social entrepreneurship can be used to improve community welfare and address complex societal issues, research on community empowerment through social entrepreneurship is crucial (Veronica, 2023). With a better understanding, community empowerment programs can be designed and implemented more effectively and sustainably. In the context of sustainable and inclusive community development, this research can contribute to developing strategies and policies that can enhance overall community welfare. Based on the background above, the author is interested in discussing "**Community Empowerment Through Social Entrepreneurship Implementation (Literature Review Study).**"

The problem statement of this research is based on the exposition provided in the background above as follows:

1. How can the implementation of social entrepreneurship empower communities to enhance economic self-sufficiency?
2. What are the impacts of implementing social entrepreneurship on the improvement of quality of life and welfare of the involved communities?

Referring to the problem statements above, the objectives of this research are:

1. To discover information related to how the implementation of social entrepreneurship can empower communities to enhance economic self-sufficiency.
2. To discover information related to the impacts of implementing social entrepreneurship on the improvement of quality of life and welfare of the involved communities.

METHODOLOGY

This research study employs the Literature Review method. Literature review is a methodical procedure involving the collection, assessment, and summarization of relevant literature related to the subject of study or research problem (Sugiyono, 2019). The steps in conducting a Literature Review include: Determining the Purpose and Scope of the Literature Review, Searching for Information Sources, Selection and Evaluation of Sources, Analysis and Organization of Information, Writing and Structuring the Literature Review, and Editing and Revising the material written until it is suitable for public consumption.

RESULTS AND DISCUSSION

Results

This research study focuses on literature review. A search was conducted on Google Scholar, yielding 5 articles most relevant to the author's study. The review of these 5 articles is as follows:

Table 1. Related Article Review

Article Identity	Method	Findings
Darwis, R. S., Saffana, S. R., Miranti, Y. S., & Yuandina, S. 2021. Kewirausahaan Sosial Dalam Pemberdayaan Masyarakat. <i>Jurnal Pekerjaan Sosial</i> 4(2)	Literature Review	Activities that support social entrepreneurship throughout the development phase. Social entrepreneurship in community empowerment includes two components: offering entrepreneurial training and building networks to reach media partners that can assist these projects.
Indriyani, W. A., Saripah, I., Akhyadi, A. S. 2021. Pemberdayaan Keluarga Melalui Kewirausahaan Sosial Berbasis Lingkungan. <i>DIKLUS: Jurnal Pendidikan Luar Sekolah</i> 2(5)	Qualitative	Empowerment of the community can be achieved through social entrepreneurship programs. The family is an essential social unit that can act as the foundation for the process of community empowerment. Therefore, family empowerment programs can be implemented using the seven-component system approach. Since societal issues like environmental degradation can be turned into movements for social action and family empowerment, social entrepreneurship programs provide a way to solve these problems.
Achmad, W. 2024. Pemberdayaan Masyarakat Melalui Kewirausahaan Sosial: Membangun Kemandirian. <i>Co-Value: Jurnal Ekonomi, Koperasi & Kewirausahaan</i> 14(9)	Qualitative	Social entrepreneurship has a favorable effect on both social and economic growth. Organic waste management, alternative education in rural areas, and environmental initiatives are examples of social entrepreneurship initiatives that strengthen communities and create new employment opportunities. In order to effectively address issues like resource scarcity and shifting societal norms, multiple stakeholders—including communities, governments, corporations, and non-governmental organizations—must collaborate effectively. The results of this study demonstrate that social entrepreneurship can greatly alleviate social problems, produce income, and

Article Identity	Method	Findings
<p>Hasanah, B., Sururi, A., Prananda, D. P., & Noval, A. M. 2022. Kewirausahaan Sosial: Partisipasi Masyarakat dan Evaluasi Dampak Sosial Ekonomi. <i>Jurnal Administrasi Publik</i> 28(3)</p>	<p>Qualitative Descriptive</p>	<p>enhance community welfare, making it a feasible tool for promoting sustainable development.</p> <p>Individual motivation to participate, individual mental and emotional involvement in group activities, and individual accountability towards group activities in reaching goals have all demonstrated effective achievements through the participation of social entrepreneurship MSME actors. Furthermore, the socio-economic influence within the framework of social entrepreneurship has generated the ability and independence to initiate commercial ventures. The results of the research show how crucial it is to have the Serang City government's support as well as policies that can both represent the social values of entrepreneurship in a sustainable way and accommodate economic opportunities.</p>
<p>Amanah, S., Baliwati, Y. F., Khasanah, D. U., Apriwani, S., & Ramadhan, D. N. 2023. Kewirausahaan Sosial Mendorong Pemberdayaan dan Kesejahteraan Keluarga. <i>JMM (Jurnal Masyarakat Mandiri)</i> 7(1)</p>	<p>Direct observation</p>	<p>Regarding social entrepreneurship, the participants' comprehension of PHBS (Healthy and Clean Living Behavior) and B2SA (Basic Needs Menu) grew by 32% and 72%, respectively. The quality of communication between PKK members and managers has increased. The elements of PKK's social entrepreneurship that have improved are its willingness to make sacrifices, commitment, persistence, and harmonious interpersonal interactions.</p>

Source: Secondary Data, 2024

Discussion

1. The Implementation of Social Entrepreneurship Can Empower Communities in Enhancing Economic Self-Sufficiency

The implementation of social entrepreneurship has great potential in empowering communities and enhancing economic self-sufficiency. The following is a discussion on how the implementation of social entrepreneurship can empower communities to enhance economic self-sufficiency:

a. Training and Network Development

Communities need to receive training and skill development as part of social entrepreneurship. Through this training, communities can acquire the information and skills needed to develop businesses. Additionally, social entrepreneurship facilitates the formation of networks that can offer assistance and access to broader resources, such as mentors, investors, and media partners.

b. Community Empowerment

Community empowerment can be achieved through social entrepreneurship. Social entrepreneurship programs can be designed to actively involve communities in program implementation and decision-making. Communities can feel more in control and

accountable for their projects when they actively participate, thus enhancing economic self-sufficiency.

c. Job Creation

Social entrepreneurship programs often focus on specific social challenges, including organic waste management or alternative schools in rural areas. By addressing these issues, these initiatives provide communities with access to new job prospects. Communities can increase income and economic self-sufficiency by creating new job opportunities.

d. Collaboration and Partnership

Collaboration and partnerships among various stakeholders, such as businesses, non-governmental organizations, government agencies, and communities, are often crucial for the success of social entrepreneurship implementation. These partnerships enable the combination of various resources and expertise to achieve common goals. Strengthening community economic self-sufficiency can be reinforced through strong and enduring teamwork.

e. Government Policies and Assistance

One of the most important ways to advance sustainable social entrepreneurship values is through government policies and assistance. Governments can promote the growth of social entrepreneurship through policies, assistance, and incentives. Communities receiving this support may be able to develop their businesses and become more economically self-sufficient.

2. The Influence of Social Entrepreneurship Usage on the Improvement of Welfare and Quality of Life of Involved Communities

The welfare and quality of life of the involved communities will significantly improve through the implementation of social entrepreneurship. Here is the discussion on how the implementation of social entrepreneurship affects the welfare and quality of life of the involved communities:

a. Increased Access to Resources

Social entrepreneurship provides the involved communities with increased access to resources that can enhance their living standards. For example, entrepreneurship training equips individuals with the knowledge and skills needed to develop their businesses. Additionally, they have access to resources such as funding, mentors, and larger markets due to the networks created in social entrepreneurship.

b. Economic Empowerment

Social entrepreneurship offers opportunities for communities to become financially independent. Communities can improve economic well-being and financial independence by establishing their own businesses, which will increase income and reduce dependence on external assistance.

c. Improvement in Education and Health Quality

Communities can improve access to health and education resources through social entrepreneurship initiatives. Children in remote areas can receive high-quality education through alternative education programs created through social entrepreneurship. Additionally, community health projects that enhance quality of life—such as access to clean water or health education—can be developed through social entrepreneurship programs.

d. Social Empowerment

Communities actively participate in addressing the social issues affecting them through social entrepreneurship. This gives them a sense of accountability and

ownership over the improvements they make. Self-esteem and community confidence can be fostered through social empowerment, which will enhance their quality of life.

e. Social and Environmental Change

Social entrepreneurship often focuses on solutions to social and environmental problems. Through social entrepreneurship initiatives, communities can contribute to creating better social change and environmental sustainability. For example, through organic waste management programs or renewable energy, communities can actively contribute to preserving the environment and creating a better environment for future generations.

CONCLUSION

The study's findings indicate that, in addition to giving communities access to more resources and fostering supportive relationships, social entrepreneurship training and network development assist communities in gaining the information and abilities required to grow their enterprises. Social entrepreneurship has the potential to increase financial independence, revenue generation, and economic self-sufficiency for communities.

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