

Poverty Alleviation Efforts Through Socialpreneurship in Gorontalo

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Article Info	Abstract
Received : 2022-09-20 Accepted : 2022-10-27 Published : 2023-01-31	This research to reveal efforts in poverty alleviation through the involvement of socialpreneurs in Gorontalo by using descriptive qualitative methods. This qualitative research has an exploratory and meaningful approach to social phenomena that actually occur. For standard determination of informants, researchers used purposive sampling technique. In this study, researchers will conduct deep interviews as a basic stage of data collection for socialpreneurs in their involvement in poverty alleviation in Gorontalo. The results of this study indicate the magnitude of the role of entrepreneurs in supporting socialpreneurship programs. This is evidenced by the fact that every entrepreneurial activity that is carried out always involves a social environment program. Several Micro, Small and Medium Enterprises (MSMEs) in Gorontalo always work together to hold a socialpreneurship program to help economic growth in Gorontalo. Several forms of socialpreneurship activities carried out by MSME actors in Gorontalo include reducing the use of plastic materials, distributing food staples assistance, and opening employment opportunities as well as helping to develop entrepreneurship in the form of resellers.
Key words: poverty; entrepreneur; socialpreneurship	

INTRODUCTION

Economic development is none other than government control, the government's efforts in poverty alleviation have also been proven by the existence of several government assistance programs that are realized periodically such as direct cash assistance (BLT), food and food assistance, free schools, and free health facilities for the poor. but the efforts that have been made have not had a bright spot to reduce the number of poor people, especially in Indonesia. Referring to the Central Statistics Agency, the number of poor people in Indonesia experienced a downward trend from 1999 to 2010 which had an impact on urban and rural areas. However, does this data indicate that Indonesia has truly recovered from poverty, given the existence of multidimensional poverty measurements so that the definitions and sizes vary. According to Rizqiah and Sofyan (2021), the trigger for the emergence of social problems that have not been completely resolved by the government makes people try to take active and strategic steps through business activities to solve social problems.

In Gorontalo province categorized as the top 5 regions with the most poor people in Indonesia. Poverty is one part of the priorities that must be resolved in each period of government. Poverty alleviation is directed at reducing the burden on the poor and fulfilling the basic rights of citizens properly through inclusive, equitable and sustainable development to realize a dignified life. Poverty reduction efforts are declared effective if they show indications of a decrease in the number of poor people, an increase in the level of individual income, and the strengthening of people's purchasing power.

LITERATURE REVIEW

Efforts to solve social problems using the Socialpreneurship approach are an extraordinary new breakthrough. This has been proven from various socialpreneurship practices implemented in several countries such as Singapore, Africa, Kenya, and several other countries. socialpreneurship) to achieve social welfare in their country (Nur, 2020). The role of these

socialpreneurs can be a future strategy for poverty alleviation. Shanti dan Nunuk (2021) Competencies and talents must be immediately transformed into resources to prepare the community for change. Thus, it requires a commitment from government and society to increase their capacity for innovation and creativity in response to the increasingly rapid pace of globalization. In Gorontalo, in particular, by investigating work programs involving social entrepreneurship, it can boost economic growth.

Line Of Poverty

Central Bureau of Statistics Poverty Line (GK) is the sum of the Food Poverty Line (GKM) and the Non-Food Poverty Line (GKNM). People who have an average monthly per capita expenditure below the poverty line are categorized as poor people (Yesi, 2020). The causes of poverty are divided into several dimensions that cause poverty, including:

1. Poverty caused by Globalization.
2. Development-related poverty.
3. Social Poverty.
4. Consequential Poverty.

The economist Prof. Nurske put forward the concept of a cycle of poverty which is referred to as a vicious cycle of poverty which can be described as follows:

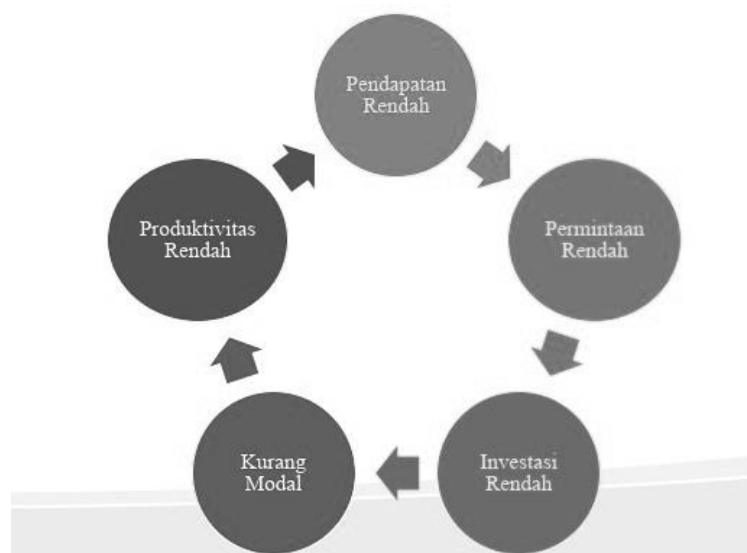


Figure 1. The Vicious Circle of Poverty

Based on the picture above, the vicious circle of poverty is a collection of components that influence each other so that it has an impact on a situation where especially developing countries such as Indonesia experience many problems to achieve optimal economic growth and development (Multifah,2011).

Poverty Alleviation Efforts

In terms of the government's role, various programs and policies have been carried out to spur economic growth, but this does not necessarily solve the social problem comprehensively. Basically, the government can do many things to solve social problems because of its ability to access and manage resources (Solikatun, et.all.,2014). However, in reality this is not the case because there are several reasons that involve the ineffectiveness of this poverty alleviation program being carried out.

The problem of poverty is one of the social phenomena that this nation and state still has to solve and the problem is getting more complex day by day (Agustang, et al. 2020). Failure to solve social problems is not only experienced by the government, but also government partners, namely the private sector and civil society organizations (Solikatun, et.all, 2014). Assuming that Corporate Social Responsibility (CSR) aimed at business actors is still ineffective because in practice there is abuse, namely seeking personal gain for the company (Syaakir, 2017). This is

evidenced that the company is doing good things to the community even though the contribution given is only small because the goal is to get a positive image through the publication of the activities carried out (window dressing).

According to Mey Susanti (2021) one of the solutions to poverty alleviation and effective world movement is entrepreneurship. Efforts to solve social problems using an entrepreneurial approach are an extraordinary breakthrough.

Socialpreneurship

Socialpreneur continues to develop until now, but conceptually, the definition of social entrepreneurship is still under debate. This is because social entrepreneurship is derived from the "old" entrepreneurial paradigm or is a stand-alone field of study. Ahmad, et al (2022) stated that sociopreneur is one type of business actor that needs to be supported in order to increase the number of business actors who can contribute to reducing the unemployment rate, as according to the Director of Market Development of the Directorate General of Binapenta & PKK of the Ministry of Manpower for the last five years recorded experiencing the decline where the largest contribution of the decline in unemployment came from the growth of socio-enterprise in Indonesia, namely the unemployment rate decreased to 5.3% or 6.8 million over the last five years.

According to some experts, socialpreneurship is still relatively weak in business entrepreneurship, the definition is still unclear. However, this concept has been widely used in understanding the study of entrepreneurship in relation to poverty alleviation. Social entrepreneurship is an extension of the meaning of entrepreneurship that has been historically leveraged as an economic generator, especially in solving social problems (Ratnawaty, 2021).

The definition of poverty in the past few decades has shifted from poverty which was previously defined only as access to economic incapacity, such as aspects of income, expenditure, or assets/factors of production (Nur, 2020). Poverty is a classic problem that has existed since mankind existed until now there has been no specific formula for handling poverty that is considered accurate and perfect so that it must be continuously developed (BPS, 2022). The World Bank in 2002 divided poverty into four main dimensions, namely lack of opportunity, low capabilities, low level security, and low capacity. Poverty is also associated with limited social, economic, and political rights, causing vulnerability, deprivation, and powerlessness (BPS, 2022). The World bank and the Asia Development Bank (ADB) set the category of poor if the level of expenditure is less than US \$ 2 PPP per person in a day (Diah, 2017)

Poverty is usually seen as a condition where a person, family, or community group experiences deficiencies, especially in terms of the low quality of socio-economic life experienced on a daily basis. Conceptually, poverty can be explained through poverty theories, including cultural poverty, which means that the condition of poverty experienced is not a congenital condition, this condition is caused by an inability to deal with poverty in a long time. Second, structural poverty is poverty due to economic and political structural factors, meaning that the economic and political structures are not in favor of certain community conditions, causing obstacles to access to economic resources, such as employment and participation in development. Third, natural poverty, namely poverty occurs due to the absence or scarcity of economic resources, inputs from production factors in the form of capital, land, human resources in this case regarding the quality of education and geographical location related to where a community lives.

Faisal Kurniawan (2018) states that the concept of sociopreneurship emphasizes not only seeking profit, but also having to provide social impact and be oriented to the surrounding environment. The next competency in sociopreneurship is that entrepreneurs must continue to innovate new things, but still pay attention to social (people), economic (profit) and environmental (earth) elements.

METHODS

Data

The methods of the research uses descriptive qualitative data. Qualitative research is an exploration and meaning of social phenomena that actually occur (Herdiansyah, 2010). In this study, researchers will conduct deep interviews as a basic stage of data collection for socialpreneurs in their involvement in poverty alleviation in Gorontalo.

Data Analysis

The data analysis method used in this research is descriptive method, to reveal poverty alleviation efforts through socialpreneurship in Gorontalo. There are three stages that need to be done in analyzing qualitative data, namely:

1. Data reduction
2. Data Exposure
3. Conclusion Drawing

RESULTS

Results

The results of this study indicate the magnitude of the role of entrepreneurs in supporting socialpreneurship programs. This is evidenced by the fact that every entrepreneurial activity that is carried out always involves a social environment program, in general the term socialpreneurship is increasingly known in this mineral era, where business actors do not only focus on the profits they will get but they also focus on social missions. Several Micro, Small and Medium Enterprises (UMKM) in Gorontalo always synergize to hold socialpreneurship programs to help economic growth in Gorontalo. Several forms of socialpreneurship activities carried out by UMKM actors in Gorontalo include reducing the use of plastic materials, distributing aid in the form of food assistance, and opening up employment opportunities and helping to run entrepreneurship in the form of resellers. The following is the social entrepreneurship model applied by UMKM actors in Gorontalo in the form of the Fee Service Model:



Figure 2. Data

Source: *Processed Data.September 2022*

DISCUSSION

As a result of the COVID-19 pandemic, people must continue to innovate in creating new jobs. In this study, the term 'social entrepreneurship' refers to entrepreneurship carried out with a social or environmental mission and reinvesting the profits of its business in a significant portion for the development of these missions. According to Hempri and Yanti (2017) The creation of Sociopreneurs departs from the existence of regional and community conditions that are squeezed in meeting needs and increasing global challenges.

As a form of support for the implementation of social entrepreneurship in Gorontalo, several Micro, Small and Medium Enterprises (UMKM) in Gorontalo always work together to organize socialpreneurship programs to help economic growth in Gorontalo. Especially in Gorontalo, many business actors have implemented socialpreneurship, this is evidenced by one coffee shop owner whose address is at Jl. Prof. Dr. H.B Jassin Gorontalo City shows his concern for the social environment of the community with the vision of "drinking coffee while doing charity" where they take 10% of the profits from selling swiftlet coffee and they will distribute it to orphans and poor people. This activity has been going on since the opening of this coffee shop and apart from that, they openly recorded the donations distributed, quite a lot of people helped donate and did not hesitate to give more.

Social Enterprise

The phenomenon of inequality is an enemy of global society, many community initiatives have been carried out to overcome inequality caused by "social emptiness". This initiative is called a social enterprise. Generally, in the form of business models initiated by individuals with social goals. Many social enterprises describe themselves as "vehicles for social change", with the aim of improving the quality of the community, environment and future generations. Although the nature of each social enterprise has the same value, the form is different. The difference can be seen from the business model, core business, industrial sector to social issues that are the focus.

The business side of a social enterprise is complementary rather than the social, environmental and impactful side to the next generation. Financial gain tends to be seen as a way of sustaining social enterprise. Social entrepreneurship keywords that are often mentioned in the literature include change agents, social values, sustainable innovation, and financial sustainability. The existence of socialpreneurship in Gorontalo is like a breath of fresh air for the Gorontalo regional government which this strategy is one solution to overcome poverty.

Social Service

Social service activities aim to help individuals, groups, or community units so that they are able to meet their needs, which in the end they are expected to be able to solve the problems they face so that they return to their social functions. Social service activities carried out by UMKM actors in Gorontalo by making a retail system for the products they sell, so that the beneficiaries of social services do not need to provide capital to do business, this activity can be the right solution to form an independent economy. for individuals and community groups. In addition, by providing employment opportunities for non-productive housewives to still be able to earn an income.

Market

A business entity will definitely focus on increasing production so that it can achieve profit targets. Based on this research, UMKM actors who implement social entrepreneurship do not experience any obstacles to their sales, even with the application of social entrepreneurship, this results in increasing market demand because it involves retailers (resellers) who continue to increase market value for products owned by MSME actors. . In addition to getting empathy from consumers, consumers also do not hesitate to participate in socialpreneurship activities.

Profit

The application of social entrepreneurship is not an obstacle for business actors in Gorontalo, even though this activity will affect the value of income, but this does not happen to MSME actors in Gorontalo. Income is increasing, employees continue to grow, and one of these

socialpreneurship activities they can run simultaneously, one of which is providing business opportunities for people who have limited capital so they are entrusted to do promotions via social media or peddle these products to stalls and shops and are given profits. of the sale. This can be said as one of the business strategies to increase sales so that increased profits can still be achieved and socialpreneurship activities continue to run.

CONCLUSIONS AND SUGGESTIONS

Conclusion

The findings from the results of the study can be concluded that one solution to solve social problems that have an impact on people's concerns in general can be solved through socialpreneurship. Socialpreneurship can control poverty and can produce outputs that have an impact on socio-economic life so that poverty is easily overcome, welfare is achieved, and the sustainability of company life also increases.

The realization of the implementation of Socialpreneurship is assessed through four aspects, namely, social enterprise, social service, market, and profit. These four concepts can be interpreted that basically MSME actors do not only provide short-term assistance, or are only used as consumables. Rather, these four concepts are based on assistance for non-productive human resources to become productive and financially independent human resources.

Suggestion

For further research, it is recommended to indicate the outcomes resulting from socialpreneurship with the main focus being the progress of the achievement of the benefits received and the human value obtained from the implemented socialpreneurship activities. In addition, this research can be used as community service, especially to support the business interests of people who are less productive so that special assistance will be a solution for the community to be economically independent.

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