

The Role of Social Entrepreneurship Through Economic Empowerment of Island Communities

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Abstract

This research aims to reveal the role of entrepreneurship in community empowerment on Kulambing Island, Pangkep Regency. Social entrepreneurship is understood as an approach based on collaboration, innovation and creation in creating economic activities that support improving community welfare. This research uses a qualitative approach with descriptive methods, involving 9 informants selected through purposive sampling techniques. The research results show that the role of social entrepreneurship, such as making Moringa leaf chips, doi-doi cakes, managing dried fish, and women's schools, has succeeded in empowering communities and creating new economic opportunities. Collaboration between society, government, business and non-governmental organizations is an important factor in overcoming resource challenges and social change. These findings confirm that social entrepreneurship has a significant role in reducing social problems, improving the quality of life, and contributing to sustainable development.

Keywords: *Social Entrepreneurship, Economic Independence, and Community Economy.*

INTRODUCTION

Poverty is a critical challenge in the realm of economic development, especially in developing countries, such as Indonesia (Singgalen et al., 2022). Community empowerment through social entrepreneurship is one of the solutions to overcome the problem of poverty, by creating jobs and increasing the income of the local community (Ratno et al., 2020) Through the



strategic use of local resources and the inherent potential in the community, the role of social entrepreneurship emphasizes not only the pursuit of financial benefits, but also the improvement of social welfare and community well-being (Kusumastuti & Juwono, 2022).

Not only that, cooperation between the government, the private sector, and non-governmental organizations is very meaningful to produce an ecosystem that supports the development of social entrepreneurship. (Alzate et al., 2024) characterizes social entrepreneurship as "an activity that is innovative, opportunity-oriented, resource-intensive, and creates value that can occur within or within the non-profit, business, or government sectors". Social entrepreneurs are usually able to show the quality of courage to take risks, adaptability, and focus on impact measurement. Initiatives like this are carried out to reach various sectors, including health, education, culture, and socio-economic (Moridu et al., 2023; Darwis et al., 2021).

According to Solihah et al., (2022) "Community empowerment is an effort made by the community, with or without the support of outsiders, to improve their lives based on their own power, through efforts to optimize power and increase their bargaining position, in other words, empowerment must place the power of the community as the main capital and avoid external engineering that often kills the independence of the local community".

Paradise (2014) stated that the economic empowerment of the island community through the role of Social Entrepreneurship is one of the effective strategies to overcome poverty. Utomo (2015) Defining social entrepreneurship not only creates revenue growth prospects, but also fixes various social problems at the same time. Entrepreneurship is an economic empowerment movement that emphasizes the role and participation of the community in the process. Saragih (2017) stated that as a result of their participation in these activities, more people became economically empowered.

Furthermore, the goal of the role of social entrepreneurship lies in the marginalized lower economic class society. Supriandi & Priyana (2023). This reflects a commitment to addressing social discrimination and providing better opportunities for disadvantaged island communities. With priority on marginalized groups, social entrepreneurship plays an instrumental role in stimulating inclusive growth and reducing social disparities. This method provides opportunities for previously neglected or considered inferior islanders to engage in economic and social development, Palesangi (2012).

Social entrepreneurship is not only a business model, but also a movement that aims to bring positive change to the most needy groups, thereby building a broader and sustainable foundation for social welfare (Ria & Digdowiseiso, 2023). Where social enterprises must apply the concept of corporate social responsibility (CSR) by focusing on the impact of sustainable development programs that include social development policies, economic development, and environmental protection, known as the Triple Bottom Line concept, Dewi & Rosilawati (2020).



Through this concept, entrepreneurs can carry out their business activities while still paying attention to the social and environmental conditions around them.

The central role of social entrepreneurship is predicted to have a greater impact if it is equipped with education and skills training that can help develop hard skills and soft skills. This is because the findings of the study show that the management of Education and Training programs can strengthen the role of social entrepreneurship at the stage of planning, organizing, implementing, coordinating, and supervising the sustainability of community empowerment programs (Parasmita et al., 2022).

In the context of Kulambing Island, especially Mattiro Ulung Village, social entrepreneurship can play an important role in empowering the local community. Kulambing Island is geographically isolated because it is located far from the mainland (Dewi & Rosilawati, 2020; Lestari, 2017), but has great potential for marine resources. The people in the Kulambing Island area have a low level of economy and welfare. With the role of social entrepreneurship in community empowerment programs, it is hoped that it can create jobs and improve the welfare of the people of Kulambing Island. Antonius (2020).

From the discussion above, the researcher is interested in studying "The Role of Social Entrepreneurship in Community Empowerment on Kulambing Island, Mattiro Ulung Village, Pangkep Regency".

RESEARCH METHODS

In this study, a qualitative research method is used, an approach that according to (Sigit Hermawan & Amirullah, 2021), involving data collection, analysis, and interpretation. The purpose of this study is to explore the role of social entrepreneurship in the economic empowerment of the Kulambing Island Community, Pangkep Regency. The data sources of this research include primary and secondary data. The purposive sampling technique was used to identify research informants. Purposive sampling is a strategy that uses certain criteria to identify informants with certain characteristics. Primary data was collected from local village offices, community leaders, BUMdes, and entrepreneurs. The informants who are the primary sources of data include village heads, community leaders, BUMdes managers, and MSME actors. Secondary data was obtained from village office report documents on MSME actors, as well as previous studies. The steps of data analysis of this study begin with data reduction, followed by data display, and finally with drawing conclusions. (Nisa & Anwar, 2020; Paulangan et al., 2022; Rahman, 2023).

RESULTS AND DISCUSSION

Results

The Role of Social Entrepreneurship

The role of social entrepreneurship can be interpreted as an effort to formulate new



resolutions that not only provide economic benefits, but also have a beneficial influence on the social order. The role of social entrepreneurship on Kulambing Island serves as the main driver in community empowerment. Activities carried out, such as making moringa leaf chips, cakes *Team-Team* (money), and dried fish management, not only provide a source of income, but also improve people's skills and knowledge. According to Dees (1998) Social entrepreneurship focuses on the creation of social and economic value through innovation, and this is evident in practice on Kulambing Island, where these initiatives have succeeded in improving the welfare of the community. Community involvement in every stage of the entrepreneurial process increases a sense of belonging and responsibility, thereby strengthening the social bonds between them.

Based on the results of an interview with Ibu Siti, a local business actor, she stated: "This activity not only helps us economically, but also makes us more aware of the importance of protecting the environment." So that in terms of the role of social entrepreneurship, it plays an important role in encouraging social and economic change. Initiatives such as making moringa leaf chips and *doi-doi* (money-money) cakes, not only provide jobs, but also educate the public about sustainable production practices. This also helps empower the community's economy, because MSME actors hope that their businesses can provide wider benefits for the people of Kulambing Island, such as opening new business opportunities for the community, helping to maximize the potential of the community to be more empowered, have a business or job, be independent, and earn income.

Social entrepreneurship also encourages collaboration between MSME business actors. In an interview with Mrs. Ratna, one of the moringa leaf chip entrepreneurs, she explained: "We often share information and experiences with each other. This makes us stronger as a group". This collaboration helps create a network that supports sustainable business development, so that increasing income in entrepreneurship can efficiently meet the economic needs and welfare of the community.

From the observation results, this social entrepreneurship activity is not only profit-oriented, but also creates a significant social impact. Existing programs help increase public confidence in running a business. As Dani, a young man involved in making dried fish, revealed: "I feel more empowered. This business gives me the opportunity to be independent". So that community economic empowerment can be encouraged due to the existence of a supportive surrounding culture with a shared commitment to realize a sustainable economy.

Communities also show an increase in social engagement thanks to social entrepreneurship. Their participation in community activities and local decision-making is increasing. "Now we gather more often to discuss important issues," said Mr. H. Abdul Rasyid, a community leader. This shows that social entrepreneurship can build solidarity among community members. Good participation will strengthen the solidarity of the community as a whole, because they feel part of the community.



Social entrepreneurship on Kulambing Island is also a means to overcome existing social problems. Through the initiatives carried out, the community can reduce dependence on external assistance. Mr. Joko, the village head, added, "We want the community to be able to stand on their own feet. Social entrepreneurship helps us achieve that goal."

In a broader sense, this study illustrates that social entrepreneurship is not only beneficial to the local economy, but also drives beneficial social transformation. This approach is in line with the findings, Dees (1998) about the importance of innovation in creating social value. The involvement of various stakeholders, including governments and non-governmental agencies, also strengthened the success of this initiative. Synergy between various parties is needed to create an environment that supports social entrepreneurship. "We are very grateful to the government for supporting this program," said Mrs. Indotang, reflecting the general gratitude among business actors.

Finally, the results of this study show that the role of social entrepreneurship on Kulambing Island, Pangkep Regency has an impact on the economic independence of the community.

Economic Empowerment of the Kulambing Island Community

The economic empowerment of the people of Kulambing Island is very important, because it generates new jobs and increases household income. This entrepreneurial activity is carried out through collaboration with various stakeholders, including the government, non-governmental organizations, and local companies. This collaboration resulted in successful synergies in dealing with various obstacles such as limited resources and resistance to behavior change, (Bornstein & Davis, 2010)

Through the launch program of the island women's school, a collaborative activity of the Community Empowerment Study Foundation (YKPM), a partner of the Women's Ship Institute in the "Gender Wath" program with the Pangkep Regency government, aims to introduce the Island Women's School which has been formed as a result of critical cooperation between the government and civil society organizations, in a launch that illustrates part of the government's recognition that women on Kulambing Island have a opportunities to improve their skills and knowledge, which in conclusion can expand their involvement in the family economy. According to Adisa et al., (2021) Women's empowerment can alleviate poverty and encourage economic growth. These findings also reflect the principles of the Sustainable Development Goals (SDGs), specifically the goals of gender equality and poverty alleviation.

Based on the results of observations, the economic empowerment of the people of Kulambing Island has shown significant results. Where the program implemented for the manufacture of local products, such as moringa leaf chips, *doi-doi* cakes (money), and dried fish, not only provides income economically, but also strengthens the local cultural identity of the local community. Where in this case, it is strengthened by Mrs. Lani's statement, namely: "By producing



typical food, we feel proud of our own culture."

In terms of health and well-being, the local products produced also contribute to a healthier diet. As agreed, Mr. Lukman (Village Head): "By producing healthy food, we not only get income, but also maintain public health". This is in line with the principle of sustainability which is the focus of social entrepreneurship. With the right economic empowerment and continuous support from stakeholders, it will be possible to realize an economy based on social entrepreneurship.

DISCUSSION

The Role of Social Entrepreneurship

This study found that social entrepreneurship has a considerable impact on the economy and social life of the people of Kulambing Island. (Arifin & Satiadharma, 2023). Based on the findings of the study, it can be said that the dimension of the role of social entrepreneurship not only shows economic value, but also as a medium of social transformation, as evidenced by the orientation of its actors who are not only profit-oriented, but also involved in various social activities to help overcome socio-economic problems in society.

Initiatives such as making moringa leaf chips and cakes *Team-Team* (money) not only increases people's income, but also shows innovation in utilizing local resources. This approach reflects the concept of "*Social Bricolage*" mentioned by Saporito & Coombs (2013), where communities use the resources that exist around them to create innovative and sustainable solutions.

This is in line with the findings Darwis et al., (2021), which found that social entrepreneurship activities at the individual level can reduce the unemployment rate by providing jobs, while at the group level it can reduce the poverty level in the community. According to Hasanah et al., (2022), as part of the initial stage of building trust, social enterprises invite government officials and other well-known people to the community to support their programs, which can strengthen social capital among social entrepreneurs, their teams, and the community.

The success of the social entrepreneurship role program on Kulambing Island is also driven by close collaboration between various stakeholders. This collaboration is in accordance with the "*Quadruple helix*," where the private sector, government, communities, and academia work together to create innovative solutions to social problems, Carayannis et al., (2022). In this regard, the role of the government and non-governmental institutions is very significant in providing training and start-up capital for local entrepreneurs.

Social entrepreneurship activities are considered to be able to play a role in overcoming social problems, especially poverty. Constantly evolving ideas and innovations enable social entrepreneurship activities to bring about change for those in need of financial assistance.



Schumpeter defines entrepreneurship as "creative destruction" (Hasanah et al., 2022). This shows that social entrepreneurship comes from creativity, which is the most important source of innovation. According to the findings of the study, social entrepreneurship activities can help alleviate poverty. Entrepreneurship contributes significantly to overcoming poverty and improving people's welfare.

In addition, the findings of this study also support the view, Hasanah et al., (2022) about the role of social entrepreneurship in overcoming complex social problems. For example, limited access to formal education and resources on Kulambing Island has been successfully overcome through girls' school initiatives. The program not only improves women's skills, but also empowers them to play a more active role in the family economy, according to research conducted by, Palesangi (2012) about social entrepreneurship and women's empowerment.

Economic Empowerment of the Kulambing Island Community

This study shows that the economic empowerment of the people of Kulambing Island is proven in increasing the potential for economic welfare of the community. Programs such as moringa leaf chips making and dried fish management have succeeded in increasing income and creating jobs for local residents. These results are consistent with the view, Moridu et al., (2023) which states that social entrepreneurship can create economic opportunities in underdeveloped regions through social innovation.

One of the important aspects of economic empowerment through social entrepreneurship is the ability to create new jobs, after achieving success, motivating and contributing to society through services, ideas, energy, and talent in social activities. This is in line with the findings Hasanah et al., (2022), which states that the implementation of community economic empowerment programs has a positive impact on the community, as evidenced by an increase in income, an increase in community business productivity, and greater community independence. In the context of Kulambing Island, business activities initiated by the community not only provide jobs for residents, but also form a strong social network, thereby increasing community solidarity.

The women's school program, which is one of the pillars of social entrepreneurship on Kulambing Island, also contributes significantly to economic empowerment. The program provides practical skills to women so that they can participate more actively in the local economy. In line with research Assaf, (2024), women's empowerment through skills training can have a positive impact on poverty alleviation and gender equality. This demonstrates the importance of integration between social entrepreneurship and gender-based training programs to achieve sustainable outcomes. The Women's School has succeeded in changing the mindset of women on the island by providing encouragement and guidance about equality. Coastal women develop a courageous and confident attitude to speak because before this



program, coastal women on Kulambing Island often received inappropriate treatment from men (husbands). Women are considered less intelligent and unsuitable to occupy positions of power. Women's schools are then offered as a superior source of education and guidance for oppressed women.

In addition, the impact of social entrepreneurship on the family economy on Kulambing Island reflects the concept of "sustainable livelihoods" put forward by Bornstein & Davis (2010). By creating economic activities based on local resources and empowering communities, social entrepreneurship on Kulambing Island has succeeded in increasing the economic resilience of the community. This is especially relevant in remote regions that are vulnerable to global economic changes. Empowerment community involvement is essential to achieve the goal of maximum empowerment. Programs involving the community have several objectives, including ensuring that the assistance provided is effective in accordance with expectations and recognizing the capabilities and needs of the local community, as well as increasing community empowerment through experience in designing, implementing, and accounting for efforts to improve themselves and the economy.

However, there are challenges that must be faced in running social entrepreneurship on Kulambing Island. Challenges such as limited market access and limited natural resources can limit the growth of local businesses. Therefore, strong collaboration between local business actors, the government, and the private sector is urgently needed to expand market access and provide capital support for small businesses in the region (Saragih, 2017). Solving social problems through social entrepreneurship initiatives is an effective strategy to encourage economic innovation. In this situation, the role of government institutions and private parties who want to overcome social problems is very important in implementing social entrepreneurship programs. The corporate sector, which is very concerned about social issues, continues to strive to reach all levels of society through its social mission activities. In addition, the government's involvement in this issue is quite significant in the government's employment program, so it is the government's priority to alleviate social problems. The government has a strong enough position and authority to gain access to resources in the regional environment while providing authority through the policies it sets. This is a valuable asset for the government in terms of innovation, making it possible to update the existing Community system.

Overall, the types of activities that can be carried out in community economic empowerment through the role of social entrepreneurship include the establishment of various forms of creative MSMEs based on the potential of the community (handicrafts and food production) and encouraging the community to take advantage of various marine fish cultivation on Kulambing Island that they own to sell their crops or produce other goods from it. In essence, the type of social entrepreneurship business can be adjusted to the resources and potential owned by the community, so that people can improve their standard of living by utilizing existing



resources. Coupled with continued support from various parties, this initiative has the potential to be replicated in other regions facing similar challenges.

CONCLUSION

The role of social entrepreneurship shows that social entrepreneurship is not only about creating economic value, but also an effective way to carry out social transformation to improve people's welfare. Meanwhile, economic empowerment on Kulambing Island can increase income and create new jobs. By utilizing existing productive resources and creating new concepts, economic independence can develop. So it is necessary to involve the community in the sustainable development process and to optimize the role of social entrepreneurship.

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