

SOCIAL ENTREPRENEURSHIP (A CASE STUDY OF ROEMAH ENTREPRENEUR)

Putri Fajrin and Bambang Rudito
School of Business and Manajement
Institut Teknologi Bandung, Indonesia
Putri.Fajrin@sbm-itb.ac.id

Abstract. Entrepreneurship is key driver of economic condition of a country. One important role that entrepreneurs play is creating job opportunities. The increased employment level will mitigate or reduce poverty levels and economic disparities and increase the per capita income all of which are indicators of economic development. This final project is to analysis is about social entrepreneurship (a case study of roemah entrepreneur). The model used assess participation, observation, and interview. This models explain about impact to the member of Roemah Entrepreneur, impact to the surrounding community, corporate social responsibility, community development, community empowerment, and social entrepreneurship. To find the data researcher abreasting activity of Roemah Entrepreneur in Kiaracondong, Bandung and interview with staff and member from Roemah Entrepreneur.

Keyword : Corporate Social Respontability, Community Development, Social Entrepreneurship

Introduction

Sum of entrepreneur in Indonesia is 1,56%, but the standard of it for developed countries is 2% every provinsi has importan role to achive 2% . One of provinsi is west java that has larges society in Indonesia, because of that to create work place base on data of BPS, unemployment in west java in 2013 is 1.833.643 people and in 2014 increase around 1.843.591 people base on comparizen from 2013 until 2014 increase around 9984 people. There for wet java still needs many entrepreneur. One the solution is establised Roemah Entrepreneur. Roemah entrepreneur is an organization provides no-formal education to Bandung people for training skill and knowledge, that established by Mr. Cecep Hermawan.

Literature Review

Definition of Corporate Social Responsibility

Corporate Social Responsibility is concerned with what is- or should be – the relationship between global corporations, governments of countries and individual citizens. More locally the definition is concerned with the relationship and the local society in which it resides or operates (eBooks at bookboon.com).

Definition of Community

Community is both empirically descriptive of the social structure and normatively toned. It refers to a unit of society as it is and to aspects of that society that are valued if they exist and are desired in their absence (Greer and Minar, 1969, p. 9)

Community Development

Community Development is focused on two broad objectives, namely to achieve physical targets such as material improvement of the community e.g. schools, hospitals, roads etc. The second objective of community development is on activities that will build the community through improving the individuals and making them the builders of their community and architect of their own well-being. Community development therefore aimed at developing the people through improvement in the conditions of their local communities. Community Development is "the process

of organizing and/or supporting community group in their identification of important concerns and issues, and in their ability to plan and implement strategies to mitigate their concerns and resolve their issues" (Labonte, 2007, p.90).

The concept of community development consists of three categories, those are: Community Relation, Community Service, and Community Empowering

1. Community Relation

Community relation is an action taken which related to the building of trust and understanding through communication and information between the corporate the local community and information between the corporate and the local community (Rudito, 2003).

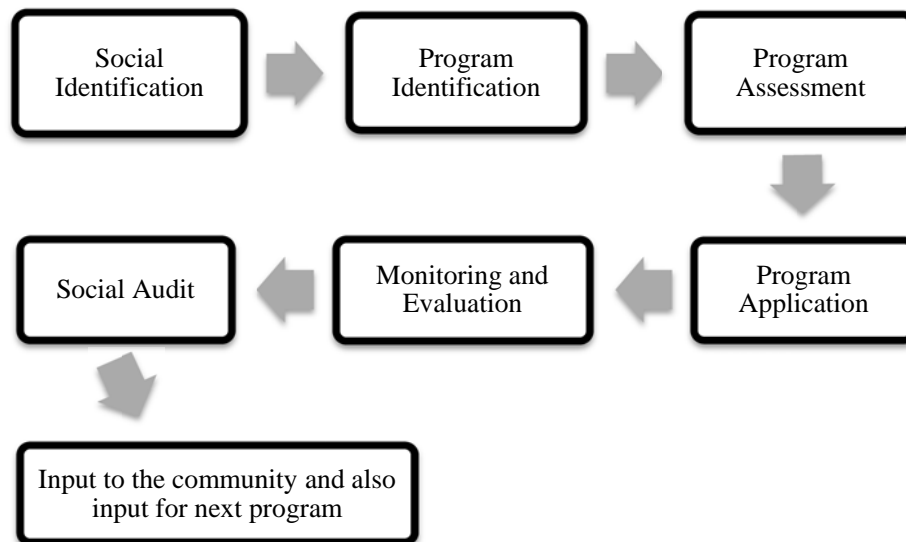
2. Community Service

Community Service is a corporate service to fulfill the public needs, the action can be carried out by building health, transportation, religion, or learning infrastructures, water resource, or other thing that could enhance the local society (Rudito, 2003). A service that can meet the needs of one of them as transportation , water resource , education or something that can be petrified local community.

3. Community Empowerment

Programs that related to the local development by giving more access to the society to support their independent ability such as, organize a local trade organization, and other small business enterprise. The task of the corporate here are to be given an advanced access on other to keep its sustainability (Rudito, 2003).

Step of Community Development

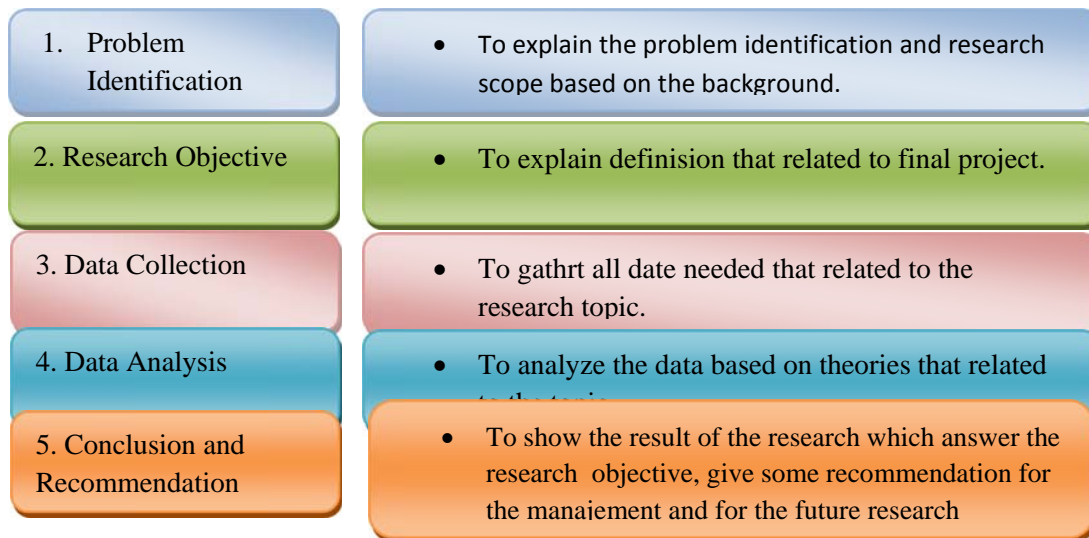


Social Entrepreneurship

Social entrepreneurship is process of experimenting ideas, establishing innovative social organizations, having clear social out comes and impact, performing activities to achieve the social outcomes and impact, working on the social organizations growth.

Methodology

In this research, the author uses five steps of process to bring out a good result of research



Data Colletion and Data Analysis

Data Collection

Roemah Entrepreneur is community development that is formed as a non-formal education organization for labor and Small Medium Enterprises initiated by the citizens to be a solution in building the entrepreneurial spirit in running the program. Programs Roemah Entrepreneur, the first are Training Expertise (Design Graphic, Mechanic, Welding, Screen Printing), the second Training Consulting Business. Roemah Entrepreneur haved project are Bandung Creative Youth Contest, Fostering Student AIESEC, and give scholarship to the member. Roemah Entrepreneur works closely with Universities of Bandung, Manufacturing Polytechnic, STT Telkom, Honda, and existing Business Owners in Bandung. Roemah Entrpereneur recruiting members in ways such as: Socialization through electronic media television, radio and posters.

Data Analysis

Impact of Roemah Enterepreneur To The Members

Roemah Entrepreneur opened the second period in a year in January and in July. In all recruiting Roemah Enrepreneur get more than 15 people. Duration in one period is 6 months: 3 months of theory class and 3 months of practice class. Impact members in the training in Roemah Entrepreneur is getting facilities for training, staff Roemah Entrepreneurs given skills and knowledge, members gain experience working as during training members get rations to practice for 2 months and monitored by staff Roemah Entrepreneur, members get links.

Impact project from Roemah Entrepreneur :

- Fostering Student AIESEC

Foreign students who come to Indonesia aims to study the economy and business management in Indonesia and share knowledge about language english to staff and members Roemah Entrepreneur. Indirectly staff and members participate Roemah Entrepreneurs learn to speak english, gain knowledge about the economy and the management of the respective country of AIESEC students

- Bandung Creative Youth Conctect

Roemah Entrepreneur held business planning competition to the public, especially young people in Bandung and specially to members of Roemah Entrepreneur. Impact is felt by the members who

participate in the competition are able to exclude ideas in the form of a business plan, have a sense of responsibility to lead the business, and mental training the members to appear in public.

- Give Scholarship

Roemah Entrepreneurs collaboration with one of the Universities in Bandung to provide scholarships to members Roemah Entrepreneurs who are willing and determined to go to school to a higher level. Impact for the member are by members grantee is more eager to achievement, thinking to help others people.

Impact of Roemah Enterepreneur To The Community

- **Corporate Sosial Respontability**

Based on the results of the obeservasi social entrepreneur focused on roemah repontability due to the circumstances of unemployment which is increasing every year. The owner take the initiative to make many programs involving citizens of bandung as the subject. With the training that give staff Roemah Entrepreneur for free aiming to train ability in order to prevent the increase of the unemployment rate and capable of creating jobs. It is also strongly supported by the Government of the city of Bandung in West Java and the Government due to the two instasi have the same goal, namely to create 100,000 jobs in the period 2013-2018, so this acts as Roemah Entrrepreneur organizations that help realize the Mission of Government. To run programs that have been prepared by Roemah Entrepreneur spending comes from the owner and contributor.

- **Community Development**

In a social responsibility to improve education in Jl. Ibrahim Ajhi no 125, Kiara Condong, Bandung City. Roemah Entrepreneur have programs, desain graphic program, mechanis program, welding program, screen printing program, and develop Small Medium Entrepreneur (SMEs) program. From any program member will be given the facilities classroom theory and classroom practice, and than Roemah Entrepreneur will also make study to the existing Industries in Bandung. In running programs aimed improving education and work practice in Kiara Condong. However, based on the explanation from Mr. Cecep (Interview on 18 December, 2014), this organization want to creates members who have skill and knowledge from the training that has been provided by Roemah Entrepreneur, so they can give contribution to the industries that require employees. Roemah Entrepreneur run a proses, the proses is called community development consisting of three catagories, there are **community relation, community service, community empowerment**.

1. Community Relation

Community relation is an action taken which related to the building of trust and understanding through communication and information between the corporate the local community and information between the corporate and the local community (Rudito, 2003). In the catagory of community relation, Roemah Entrepreneur contribute to corporate to the Bandung goverment interm of seaching the coach, so that can make a good relation between Roemah Entepreneur with the Bandung goverment.

2. Community Service

Community Service is a corporate service to fulfill the public needs, the action can be carried out by building health, transportation, religioin, or learning infrastructures, water resource, or other thing that could enhace the local society (Rudito, 2003). In running the community service, Roemah Entrepreneur contribute to provide a building that will be used to accomodate the learning process in Programs Roemah Entrepreneur. Roemah Entrepreneur provides land area 504 M², building area, 823 M², spacious room 50 M². Facilities such as mechanic tools, screen print tools, etc. The staff Roemah Entrepreneur also provide qualified coach.

3. Community Empowerment

Programs that related to the local development by giving more access to the society to support their independent ability such as, organize a local trade organization, and other small medium entrepreneur. The task of the corporate here are to be givent an advanceed access on other to keep its sustainability (Rudito, 2003). In this programs, Roemah Entrepreneur more focuses on community empowerment.

Community empowerment programs that made Roemah Entrepreneur, are expected by some people who became the key person could change their lives for the better by practicing her skills to find a job so that unwitting unemployment will decline. Observation of the results, the authors see that Roemah Entrepreneur has succeeded in infreting spirit to the community in kiara condong to improve the quality of life in Bandung city through programs.

Social Entrepreneurship

The owner is activists who follow a variety of activities that can provide many benefits to others. He did not just think of his personal business but he is also incorporated in the Organization HILLSI (Himpunan Lembaga Pelatihan Seluruh Indonesia). He often performs with the local Office of coordination to discuss sustainability member Roemah Entrepreneur. Then often become visiting lecturer at the University of bandung, as well as discuss their collaboration with the patners of Roemah Entrepreneur. Indirectly the owner has the principle of a social entrepreneurship who printed some citizens of Bandung to be someone that can be received by some company or industry because of knowledge and skill which have been received during the period of training for free.

Advantages of Roemah Entrepreneur

Roemah Entrepreneur has several advantages, including:

1. Smart Loan

Programs that help participants to be able to follow the training program, which at the time the time of repayment is done when the members had succeeded in their business, and the payback period is based on the agreement with members.

2. Company/ Business Visit (Inspiring)

A program of visits to businesses or business corporation that has been successful in managing the business. Expected from this program expected can give ideas and inspiration for a great business to improve business training participants.

3. Expertise Social Responsibility

A program of motivation or enlightened by the business successful and expertise in the field, contain key success of their business experiences.

4. Easy To Get A Job

Guarantee easily get a job upon graduation program.

5. Qualified and Certificated

Participants guaranteed a good quality approval and certified by a certification body credible and competent.

6. Revolving Capital (Rolling Stock)

The rolling capital program to trainees who are newly generated or collected from program participants return that has been successful/ independent. Implication of smart loan program.

7. Link And Match

Distributed graduate training in accordance with the demands and needs of various industries or corporate.

8. Alumni Community- Based Maintenance

Graduate alumni will continue to be maintained and continually improved the quality of their efforts and communication skills.

9. 100% Guarantee Become Independent Entrepreneurs

A guarantee of success independent to trainees for participants to follow all stage so the training process. Remedial process program is one of the procedures that could be followed by a trainee.

10. Business Group

Inclusion of the participants or graduate training in business groups Roemah Entrepreneur partners.

11. Mess Available

Availability of accommodation training (hostel) for people from out of Bandung.

12. On The Spot Program

A training program was created/ designed in a place or community in accordance with the potential and resources of the area.

Conclusion and Recommendation

Conclusion

Based on observation, 80% members of Roemah Entrepreneur is unemployed. Some of members are in drop out when they were in the high school because they addicted in playing games online, after out from the school they do not have the skill to work in the companies/industries. But after attending in Roemah Entrepreneur the impact members attended training in Roemah Entrepreneur will facilitate access to members in finding work access, providing skills and knowledge that are useful in carrying out the work, provide and exciting experience from members, members gain experience working as during training members get rations to practice for 2 months and monitored by staff Roemah Entrepreneur, members get links.

Roemah Entrepreneur has a good influential impact in Bandung. The first views from the Government, the Government of West Java with the Government of Bandung has the same goal, that decrease unemployment and increase employment. Based on the fact of unemployment by 2014 in West Java to decrease. The second is seen in terms of citizens point of view, people who followed training in in Roemah Entrepreneur are in productive age. Roemah Entrepreneur collaboration with the goverment of Bandung can make a good relation between Roemah Entrepreneur with them.

Recommendation

Based on the conclusion, there are some recommendation improvemet for Roemah Entrepreneur :

1. Not only just ownernya that always promote Roemah Entrepreneur but better marketing team is also harder to promote Roemah Entrepreneur because there are still many people who do not know about the free training program like Roemah Entrepreneur.
2. For future research, aauthor will be likely to analyse the effective and efficient of community development, and community empowerment.

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