

GOVERNMENT PARTNERSHIP SOCIAL ENTREPRENEURS IN POVERTY ALLEVIATION

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Abstract

The ASEAN Economic Community (AEC) has an influence on the Indonesian state, one of which is its influence in the economic field. With the AEC providing opportunities for people to be more creative and innovate such as by carrying out social entrepreneurship activities, which social entrepreneurship is a good opportunity for the community to face the AEC 2015. Social entrepreneurship is considered as a solution in an effort to accelerate the reduction in unemployment and poverty. This is none other than because social entrepreneurship offers advantages over just creating jobs. One of the goals of social entrepreneurship is to overcome the problem of poverty. The problem of poverty is a condition where a person is unable to fulfill his basic needs such as food, clothing, shelter, education, and proper health. The purpose of this study is to find out whether social entrepreneurship can help the government in poverty alleviation. This study uses a qualitative approach, a qualitative approach is a way of researching to reveal problems by describing and explaining phenomena in the present that occur in accordance with the facts in the field, so as to produce data that is poured into a scientific paper. The results of the study explained that in the face of the ASEAN economic community (AEC), the government must prepare everything. This was done so that the people of Indonesia were not surprised and could follow the flow of the AEC. In dealing with MEA, the government can hold social workers (*social work*) as *socioworkpreneur* in carrying out social entrepreneurial practices one focus is on community empowerment, not only the problem of opening employment but rather towards growing self-reliance of the community members means growing mentality and attitude as entrepreneurship itself.

Keywords: *Social Entrepreneurship, Poverty Alleviation, Socialwork preneur*

1. Introduction

The ASEAN Economic Community was launched at the end of 2015. Whether we realize it or not, the AEC will be strongly associated with increasingly intense competition in the Southeast Asian region. Even though the AEC is ideally designed to benefit all ASEAN member countries, President Joko Widodo on several occasions explained that the AEC is a competition between countries, and needs to be prepared for the Indonesian people to face the AEC that is in front of their eyes. The question is, will Indonesia be the joint winner with the other ten ASEAN members or will Indonesia be just a market? Quoted from www.tribunnews.com.

The Government of Indonesia through the Minister of Manpower Regulation (Permenaker) No. 35 of 2015 which revised Permenaker No. 16 of 2015 concerning Procedures for Accepting Foreign Residents on October 23, 2015, which one of the points eliminates the need to speak Indonesian, it became one of the steps of the Jokowi government to facilitate investors so that it is expected that many investors can invest in Indonesia, but the concern that arises is in the revision of the Permenaker Number 16 of 2015, the government has also removed the obligation for TKA to be able to speak Indonesian. Thus, foreign workers are now more flexible to have a career in Indonesia. Secretary General of the

Confederation of Indonesian Trade Unions (KSPI) Muhammad is concerned that, with the revocation of the provisions restricting foreign workers, many foreign workers do not have the expertise to enter and work domestically. <http://www.kontan.co.id>

Quoted from bisniskeuangan.kompas.com related to Permenaker, namely in the revision the government abolished article 3 which requires companies to recruit ten Indonesian workers (TKI) each to recruit one foreign worker (TKA). With the enactment of the Minister of Manpower Regulation (Permenaker) No. 35 of 2015, Indonesian workers must increasingly be prepared to compete with workers from outside. Moreover, Indonesia is still struggling with cheap labor but minus competency, so it can be said that it will be very difficult to compete with workers from outside.

According to the authors, the implementation of the AEC has two advantages in terms of manpower (*human resources*) and employers, meaning that in terms of manpower there will be competition and competition in competence and expertise, which is expected to trigger our workforce to be able to develop their abilities and creativity better. Labor is the basic solution of the problems of the ASEAN economic community. The role of labor in producing to distributing products and services will be important. Whereas from the entrepreneur side, it will provide greater opportunities in marketing their products and of course it is demanded to further improve the quality of products and also for certain products to follow the market's will, for example fashion. And actually like two sides of money that can not be separated and are expected to work together so that we do not become guests in our own homes.

Labor competition will be tighter ahead of the 2015 MEA but if we become an entrepreneur it will be a good opportunity for more open marketing and it will require creativity and innovation. Looking at these threats and challenges is one of the reasons for the need to develop an entrepreneurial spirit.

According to Wibowo 2015 "Entrepreneurship is the first aspect of the concept of social entrepreneurship. This shows that social entrepreneurship would not exist without entrepreneurship. According to Paul C Light (2008) in Wibowo (2015) that social entrepreneurship is built from four aspects, namely: 1). Entrepreneurship; 2) Ideas/ideas; 3) opportunity/ opportunity and 4). Organization.

Simply stated, Hery Wibowo (2010) divides entrepreneurship into two big dimensions, namely the mindset and the method of action. Mindset, regarding our perspective of something, optimism, never giving up, initiative, innovation, and others. The pattern of actions deigns with a way to carry out entrepreneurial activities themselves in production management, marketing strategies, finance etc.

Bill Drayton (founder of the Ashoka Foundation) as the initiator of social entrepreneurship emphasized that there are two key things in social entrepreneurship. First, there is social innovation that is able to change the existing system in society. Second, the presence of individuals with vision, creative, entrepreneurial spirit (entrepreneurial), and ethics behind these innovative ideas. Hulgard (2010) summarizes the definition of social entrepreneurship more comprehensively: "Social entrepreneurship can be defined as" the creation of a social value that is produced in collaboration with people and organizations from the civil society who are engaged in social innovations that usually imply an economic activity".

The comprehensive definition above provides an understanding that social entrepreneurship consists of four main elements namely social value, civil society, innovation, and economic activity.

1. *Social Value*. This is the most typical element of social entrepreneurship, namely creating tangible social benefits for the community and the environment.
2. *Civil Society*. Social entrepreneurship generally comes from the initiative and participation of civil society by

optimizing existing social capital in the community.

3. *Innovation*. Social entrepreneurship solves social problems in innovative ways, among others by combining local wisdom and social innovation.
4. *Economic Activity*. Successful social entrepreneurship in general by balancing social activities and business activities. Business / economic activities are developed to ensure the independence and sustainability of the organization's social mission.

The attention of social entrepreneurship globally gained momentum when Muhammad Yunus won the 2006 Nobel Peace Prize for pioneering the development of microcredit and social business (Grameen Bank). His expertise in managing Grameen Bank and empowering the poor in Bangladesh has opened millions of eyes to the global community about the importance of social entrepreneurship. Muhammad Yunus is considered capable of empowering the poor through unsecured loans. What Grameen Bank developed was to empower financially disadvantaged people. As a result, thousands of workers are able to be absorbed, and millions of others feel indirect impacts resulting in an economic *multiplier effect* with the growth of New Small and Medium Enterprises (SMEs).

According to Luthfidestianto, quoted from Kompasiana.com about social entrepreneurship solution poverty in Indonesia, namely Passion of social entrepreneurship in Indonesia began to grow, it is marked by the rise of seminars / workshops / on social entrepreneurship, social entrepreneurship study centers which in some campus, and the formation of the Indonesian Social Entrepreneurship Association (SCAI) on November 16, 2009. The above phenomenon shows that many people believe that social entrepreneurship is one of the solutions that are indispensable for overcoming social problems in Indonesia.

A social problem is a mismatch between elements of culture or society, which endangers the lives of social groups. If the case of clashes between elements that exist may cause interference relationship social as

shakiness in the lives of a group or community. Furthermore, not only spread, this movement has also been able to have a positive impact on community members (Wibowo, 2015). And as it is said Skoll (2009: 3) in (wibowo, 2015) that ke wirausahaan social have an impact on society, such as improving access to healthcare for the poor, encourage peace area conflict, helping farmers out of poverty and others. Furthermore, Skoll (2009: 3) explains that this movement is the antithesis of social and political-based development programs that tend to impose a *top down* on the community.

Social entrepreneurship emphasizes its efforts from the beginning by involving the community by empowering the financially disadvantaged people and skills to jointly move their business to generate profits, and then the results of the business or profits are returned back to the community to increase their income. Through this method, social entrepreneurship is not only able to create a lot of jobs, but also creates a *multiplier effect* to drive the wheels of the economy, and create social welfare.

Social entrepreneurship is considered as a solution in an effort to accelerate the decline in unemployment and poverty. This is none other than because social entrepreneurship offers advantages over just creating jobs. Social entrepreneurship has with employees who are partners but also the wider community. Entrepreneurship is one solution. Social entrepreneurship is precisely the recipe. Social entrepreneurship reflects the movement from the bottom up. This movement reflects the proactivity of community members not to wait for their needs to be met by the government. Social entrepreneurship also reflects the potential of the younger generation to move with their own idealism, without having to be bound by rules and dictated by other parties. So, it is appropriate if this movement needs to be popularized and cultivated, because it has been proven to reduce various types of social problems. The pattern of handling social problems has proven to be increasingly integrated / merged with business schemes, becoming a movement that has two blades, namely the business and

social eyes. With the development of this movement, it is hoped that more and more new businesses will grow that are not only concerned with profit, but also the social benefits that can be given. www.indonesiaberpikirpositif.com

As a social workerpreneur, must be *empowered* and qualified in science and if you look at the level of learning then as a *socialworkpreneur* must already exist at the level of " *creating* " which has the power of reason and has the ability to create something new based on the results of analyzing and evaluating. A *socialworkpreneur* moves and acts using a two-lens glasses namely *Person in Environment and Strength based approach* where each individual is influenced by their environment and each individual has the power to overcome the problem so that we as social workers act as agents of change who have the mindset of " *unreasonable people* " not only blame the government but participate in development because actually development is not only the domain of the government, we believe that the government has tried to do the best in development but has not reached all the people so that not all of our people enjoy the results of development because the ongoing development is too focused physical development is less 'human' development so that many community members feel that they have not been touched by the development itself (Wibowo, 2015).

Therefore we as *socioworkpreneur* must participate as part of development efforts not only top down but also bottom up. (whether we will become partners in development or as complementary opposition). Entrepreneurship in Indonesia can be said to have not developed rapidly, it seems that people in Indonesia have not been able to give up their agrarian style and there are still many types of workers so they are reluctant to innovate to create jobs, but in recent years Indonesian people have begun to be optimistic and more creative by developing their businesses in various fields both conventional and online.

In the Era of President Jokowi really provided ample scope for people with an

entrepreneurial spirit. The government is trying to encourage the development of creative industries into strategic sectors that are able to play a greater role in the national economy in terms of contributions to GDP, job creation, and exports. A number of policy breakthroughs have been made, including prioritizing the development of the creative economy in the 2015-2019 National RPJM and the creation of the Creative Economy Agency as an institution that will oversee the development of the creative economy specifically through:

Presidential Regulation Number 72 Year 2015 concerning Amendment to Presidential Regulation Number 6 Year 2015 concerning the Creative Economy Agency has reclassified the creative industries sub-sector from 15 sub-sectors to 16 sub-sectors, namely architecture; interior design; visual communication design; product design; film, animation and video; photography; craft; culinary; music; fashion; application and game developer; publishing; advertising; television and radio; performing Arts; and fine arts.

The Creative Economy Agency has the task of assisting the President in formulating, establishing, coordinating, and synchronizing creative economic policies in the fields of application and game developers, architecture, interior design, visual communication design, product design, fashion, film, animation, and video, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts, and television and radio. In carrying out the tasks referred to, the Creative Economy Agency carries out functions:

1. Visual communication, product design, fashion, film, animation, and video, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts, and television and radio;
2. Design and implementation of creative economy programs in the fields of application and game developers, architecture, interior design, visual communication design, product design, fashion, film, animation, and video, photography, crafts, culinary, music, publishing, advertising, performing arts, art visuals, and television and radio;

3. Coordinating and synchronizing planning and implementing creative economic policies and programs in the fields of application and game developers, architecture, interior design, visual communication design, product design, fashion, film, animation, and video, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts, and television and radio;
4. Providing technical guidance and supervision over the implementation of creative economic policies and programs in the fields of application and game developers, architecture, interior design, visual communication design, product design, fashion, film, animation, and video, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts, and television and radio;
5. Implementation of coaching and providing support to all stakeholders of the creative economy in the fields of application and game developers, architecture, interior design, visual communication design, product design, fashion, film, animation, and video, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts, and television and radio;
6. Implementation of communication and coordination with State Institutions, Ministries, Non-Ministry Government Institutions, Regional Governments, and other related parties; and
7. The implementation of other functions assigned by the President related to the creative economy.

The term Creative Economy began to be heavily discussed since John Howkins, wrote the book "*Creative Economy, How to Make Money From Ideas*" Howkins defines Creative Economy as an economic activity where the input and output are ideas, or in one brief sentence that the essence of creativity is an idea. Of course the intended idea here is original work and can be protected and accounted for by IPR. As Winston Churchill, the Prime Minister of the United Kingdom in the era of World War II predicted that "the Kingdom of the Future is the Kingdom of Mind" (Ivan, Felipe 2015) .

Because many countries do not have developed natural resources based on creative economies such as Japan, Korea and Singapore. The more depletion of *tangible assets* , the Indonesian people must begin to look *intangible assets* based on creative economy. One form of creative economy-based social entrepreneurship is Gojek, where he offers a star up (ojek based online), Nadiem (Gojek's co-founder) claims that his business is a socialpreneur genre, which is an effort to seek profit but by moving social lines as elements The main thing is that the business is looking for social-minded profit because he wants an efficient and effective motorcycle taxi driver to do his job, which in turn increases the motorcycle taxi driver's income. He also wants to help ojek consumers to make their productive time efficient in the midst of the time-consuming congestion problem in Jakarta. "Money can go in and out of our pockets, but time, once wasted, will just disappear," he said meaningfully, www.konfrontasi.com .

1.1 Definition of Poor and Poverty

The definition of poverty according (eriyatno: nadjikh, 2002) is the inability of a person to meet his basic needs, such as food, clothing and shelter. Furthermore, poverty in modern nature also involves the inability of families to provide health, children's education, and social activities. While poverty can be defined as a situation or circumstance condition that causes a person or a family received the title of the poor, because it is there a sional, the extent to m iskinan may vary over time and vary according to the style of life (*life style*) community at location or expanse of certain regions (eriyatno: Nadjikh, 2002).

Of course poverty is a word that is avoided as far as possible. This is a condition that is close to weak access to education, health and others. Poverty is also often used as a scapegoat for crime and so on. Therefore, there is no end to the studies and discussions on poverty reduction, indonesiaberpikirpositif.com . Studies on poverty is very interesting to study as one of the forms of problems of social and search for solution that can be used and developed in tackling poverty.

2. Method

Qualitative approach according to Sarwono (2011: 17) is: "Qualitative approach emphasizes the meaning of reasoning, the definition of a particular situation (in certain contexts), more researching matters relating to daily life" In qualitative research all data obtained from a condition or phenomenon that occurs in everyday life will be meaningful. Data collection techniques using documentation studies and field studies. Documentation studies are indirect data collection techniques which are used to collect data through documents, archives, newspapers, articles, journals and other written materials related to research problems. While the field study consists of in-depth interviews and non-participant observation.

3. Result and Discussion

Entrepreneurship is one solution. Social entrepreneurship is precisely the recipe. Social entrepreneurship reflects the movement from the bottom up. This movement reflects the proactivity of community members not to wait for their needs to be met by the government. Social entrepreneurship also reflects the potential of the younger generation to move with their own idealism, without having to be bound by rules and dictated by other parties. So, it is appropriate if this movement needs to be popularized and cultivated, because it has been proven to reduce various types of social problems. The pattern of handling social problems has proven to be increasingly integrated / merged with business schemes, becoming a movement that has two blades, namely the business and social eyes. With the development of this movement, it is hoped that more and more new businesses will grow that are not only concerned with profit, but also the social benefits that can be provided.

The city of Bandung, one of the cities that spawned creative industry people, one of them with culinary tourism, where people flocked to fill a vacation to Bandung, one of the attractions is culinary, from the scale of cafes or restaurants to street vendors, where we can choose according to ability. In addition there are also shopping tours such as Cibaduyut shoe centers, teak binong

knitting centers, one area based on *one village one product* (OVOP), based on this it can be said to be reasonable if the Bandung City GRDP shows that the contribution of the trade sector, hotels and restaurants by 41.55%, this shows that the city of Bandung as one of the cities that stretch its entrepreneurship is real, as well as more and more social entrepreneurial activities such as saung udjo, wangsa jelita etc.

The potential for the development of social entrepreneurship in the city of Bandung, supported by, among others, through: (1) The relatively large area of the city of Bandung, allowing city residents to easily move from one location to another with various modes of transportation, (2) The number of intellectuals is increasing with the city Bandung as an educational destination city, (3) The number of public spaces (such as parks) continues to grow, making it possible for city residents to share thoughts, interests and ideas. The presence of more and more public space, also increases the activity space of the practice of social entrepreneurship itself, (4) Stretching the younger generation who are very creative and cannot stand to remain silent (5) The increasing number of middle class who have enough income, making it possible to build activities tertiary and caritas
<http://sociostartupindonesia.org>

And no less important, according to the writer, is the leadership style of the current mayor of Bandung, which really provides space for increased entrepreneurial activities in the city of Bandung, and he is also one of the young generation with many creative ideas and a bit of anomaly - it can be said so in the way he built the city of Bandung. For example, by building a lot of parks and green open spaces that for some people are considered not to touch the root of the problem, but maybe in an unusual way it actually makes another color in the development of the city of Bandung. This can be seen by the number of green open spaces and city parks that allow for a lot of interaction between people and can be increasingly giving the formation of communities that give birth to positive ideas and do not let the citizens of Bandung each

be engrossed in their world, but see the reality at the same time opportunity.

Enterprise social it must be innovative, social value that does not have to be physical but there is awareness of the public. In addition, social entrepreneurship must mix methods of mindset integration according to other, use of resources is not a resources, but according to social worker preneur, it becomes a resource.

As a social work preneur in carrying out social entrepreneurial practices, one focus is on community empowerment, not only the problem of opening up employment opportunities but rather towards growing an independent attitude of the community which means growing mentality and attitude as entrepreneurship itself.

For example, the Nalacity Foundation, which is a social entrepreneurship organization, was established as a form of caring for the marginal women of leprosy ex-sufferers in Sitanala, Tangerang. Nalacity empowers these marginalized communities to produce handicrafts in the form of headscarves. The products will be sold in Jakarta, and the profits will be used again to increase the income of the people in Sitanala. The multiplier effect also occurs, mothers who are beneficiaries of the Nalacity program increase their income. And they can support his family. In fact, now they can save money to have other businesses such as; agriculture, animal husbandry, and other business. Nalacity Foundation's Chief Executive Ficer (CEO) Yovita Salysa Aulia said, if becoming an entrepreneur is the dream of many people, it would be wiser if the business being undertaken could have wide-reaching benefits for the community. Therein lies the most important benefit of social entrepreneurship, because social entrepreneurship is not just employing, but empowering, www.kompasiana.com.

Looking at the examples above, it can be said to look at Indonesia's vast territory with its diverse population and thick cultural culture, Indonesia urgently needs a lot of *ocoworkpreneur* to participate in and develop an advanced and developing

Indonesia towards the era of modern society. As Rostow said in his book *The Stages of Economic Growth* in (Suwarsono, 1994) that there are five stages of economic development that starts from traditional society, then preconditions take off, take off and end at the stage of society with high mass consumption. In this case Rostow explained that when economic growth was autonomous, the stage of growth maturity was reached then it would soon be followed by rapid expansion of employment opportunities, increased economic income, increased consumer demand, and the formation of a resilient domestic market.

3.1 Ideal SWP

Forced to modern without looking at local wisdom, and ideally what kind of SWP practice?. To become an SWP we have to have characters like, for example, altruism, attitude or mental empowerment, not powerless. The basis is entrepreneur, ideas which involves three aspects, namely overcoming social problems, the basis is entrepreneur, ideas which involves three aspects, namely overcoming social needs and growing social potential, opportunities, and finally organization. In the current era which is full of facilities and supported by technology, there are many ways and media to introduce social entrepreneurship, one of the ways there must be an element of marketing, because in carrying out social entrepreneurship activities need to be done professionally so that the sustainability of the business can be maintained and directed. In the context or principle of social entrepreneurship looking for profit that benefits, that is to look for profits for the benefit of others, because as a socioentrepreneur there is the spirit and soul of altruism.

In this case, if you look at marketing 3.0, lifting the concept of marketing into the arena of aspirations, values, and human spirit. Where many companies that practice marketing 3.0 have a mission, vision and greater value to contribute to the world, the company tries to provide solutions to deal with problems in society, and this is in line with the spirit of social entrepreneurship that

is not focused only on profit but also benefits (benefits for the benefit community). In developing a social entrepreneurship business we must understand what is offered to customers, who are we targeting (consumers), then one of the convenience to map it is by adopting a *business model canvas* so that it is expected to be better targeted. Because basically building entrepreneurship alone is not easy especially social entrepreneurship.

Again, the function of social workers is to eradicate social problems, meet social needs and develop social potential, and the government's efforts to eradicate poverty have become the main agenda in development in each period of government whether direct or indirect and statistically the results are good, but because of the economic and political crisis so that the impact of the economic crisis is felt and has had consequences on the increasing number of poor people and unemployment. So that the practice of social entrepreneurship is very reasonable to be developed by adopting and reflecting on past experiences, the practice of entrepreneurship must be emphasized on the human aspect (entrepreneurial mentality and altruism attitude), so that it does not rely on the government alone but we as citizens become other componets in development. Entrepreneurship seems to be a universal medicine that can cure all business and socio-economic ills. (eriyatno, najidkh 2002).

3.2 Rules of Social Entrepreneurship

The *11 Rules of Social Entrepreneurship* in the practice of social entrepreneurship developed by Hery Wibowo is important because it will be very helpful when social workers move and build social entrepreneurship and start with our attitude and mentality as a *Social Entrepreneurship*. 11 These rules are more specific and lead to the formation of characters such as, altruism, attitude or mental *empowerment* rather than *powerless*, and thus, it is expected that by having a mental attitude in *11 Rules of Social Entrepreneurship*, character *building* will be formed which can certainly move activities optimal social

entrepreneurship. The *11 Rules of Social Entrepreneurship* are as follows:

3.3 First rules "Giving is better than receiving"

By doing social entrepreneurial activities we actually empower others and themselves by giving, we actually accept the meaning that by carrying out social entrepreneurship activities means we also help others to have a better life. Make yourself and others powerless and not give up on fate or life

3.4 Rule 2 "The best creatures are the most frequent and the most eager to provide benefits for others

The point is the spirit of social entrepreneurship that is an effort to utilize mental entrepreneurs (ie innovative mentality, hard work, dare to take risks, etc.) for the greatest benefit to the community, for example what was done by Mohamad Yunus with Grameen Bank or Gories Mustakim with Asgar The young. By doing social work entrepreneurial activities, we really try to spread the benefits to others. Because useful life is how much we benefit the environment and the people.

3.5 Rules 3 "Help People to Help themselves"

By doing social entrepreneurship activities, we really give other people the opportunity for people to help themselves, the intention is as a social work one approach that is with a *strength based approach* which sees that each individual, community, group or country has the power to be able to solve the problem itself. *Strength Based* Figure John Poulin said that: 1) every individual, group or country has the power to solve their own problems; 2) Trauma, abuse, illness, life experience may be painful so it causes injury, but it becomes a challenge and opportunity; 3) There is no upper limit to the capacity to grow and change; 4) the best way to serve clients is to collaborate. Here it can be interpreted that we help people but by giving them a way out by using the power that is in themselves and does not depend on us. There is a term to give the fishing line instead of the fish.

3.6 Rule 4 "It is we not only me

By doing social entrepreneurial activities, we truly build cooperation and coordination with others. The point is that one of the main aspects of social organization is mission, because mission states a clear definition and communication of the direction of activity of each organization, having a mission. Mission, providing leaders, donors of funds, customers and all parties involved in the organization, a clear understanding of the goals and reasons for its establishment (Dees, et al, 2001: 19). Therefore mission is very important for an organization, including those engaged in the realm of social entrepreneurship. Mission is the brain of the organization that provides an understanding of why people need to work together towards a common goal.

3.7 Rules 5 "Creating Capability"

By carrying out social entrepreneurial activities, we really build our thinking to be high, meaning that in the learning process or scientific level which consists of 6 stages of qualification. First *remembering* is the most basic learning stage. *Remembering* is like the process of reading and memorizing scientific material. The second stage is *understanding*, which means starting to try to understand the science that we are working on. The third stage is *Applying*, which is starting to practice the knowledge that has been read then memorized and then understood, so that from that understanding will then try to put it into practice. But social workers are not at this level, this is the operator level. While the Social Worker positions are those who have reached the scientific level as *analyzing* so that they are expected to be able to analyze phenomena which then dialectically with the next stage, namely *evaluating*, so that later they will arrive at the stage of being able to create *creating*. At this stage of *creating*, it is expected to produce something that would be useful to the community and have its own uniqueness that is uniquely presented in the ideas or ideas.

3.8 Rules 6 "Think Creative act innovative"

By doing social entrepreneurial activities, we really build our big habits not to let

negative habits grow. The point is basically that an innovation in trying is the ability to apply creative solutions to problems and opportunities to improve or to improve business performance. While creativity can be seen as the ability to develop new ideas and to find new ways of looking at problems and opportunities. The ability that is produced by creativity is the ability to make something new in its existence and is the formation of new ideas that are original and unusual or unique. The mindset of creative people is to think *out of the box*, and have an open mind and are free to approach things in new ways. Meanwhile, innovation is implementing creativity to something into a new combination that can produce. A social entrepreneur must have a strong drive and effort to strive to realize things that are solutive and innovative to solve social problems. His thoughts on the practice of social entrepreneurship, starting from the "feeling-think-life experience-empathy" about life, social problems, the desire to make life much better and others. That can be stated as a habitus of social entrepreneurship. An entrepreneur must not have a pessimistic attitude, but must always be optimistic, passionate and full of creative and innovative souls in him. Innovation is a way out of various problems by innovating, we can do efficiency and effectiveness. Innovation doesn't have to be expensive, innovation doesn't have to be complicated.

3.9 Rule 7 "Believe that if there is a will there is a way"

By carrying out social entrepreneurial activities, we truly build the results of our mindset depending on our efforts, meaning that an entrepreneur must not have a pessimistic attitude, but must always be optimistic, passionate and full of creative and innovative souls within him, with direct entrepreneurship, we will always be motivated to think of solutions and every day we are required to innovate, and innovation doesn't have to be expensive but it doesn't have to be complicated, any form of innovation that can provide clear benefits is very useful and continues to be developed with always being enthusiastic and optimistic with spirit for the benefit of the people.

3.10 Rules 8 "See the door of opportunities on each wall of barriers"

By doing social entrepreneurial activities, we really open our minds as wide as possible. It means that always seeing difficulties and obstacles as an opportunity to develop themselves. People with an entrepreneurship mindset are believed to be able to view problems as opportunities (problem as opportunity), not vice versa see opportunities as problems. They are also characterized by their ability to see the door (opportunity) on each wall, not to see the wall at each door (opportunity). Therefore, with this mindset, they are always ready to face challenges for the challenges to realize their hopes and dreams. This means that they are fully aware that there is no success (good money / position / position) that comes down from the sky.

3.11 Rules 9 learn from each other help each others

Social entrepreneurship is a long and climbing process. A number of readiness and capabilities are needed to be able to conquer it. Therefore, the process of sharing and sharing is a very important process. So in social entrepreneurship tactics " *we help each others* ".

3.12 Rule 10 Do not wait until everything is perfect but continue to work to achieve a perfect result. Doing social entrepreneurship, do not have to wait until everything is perfect, do not have to wait until all resources are complete. But keep on going, so that little by little all needs are met. This means that an SP works while continuing to improve it until everything is perfect *by process*.

3.13 Rule 11 Real sociopreneur, work for impact not for his fame

Good social entrepreneurs do not seek fame, but the ' *impact* ' they do. Social entrepreneurs are usually known after years of work and neglected, because sometimes the idea is considered strange and unusual, but they have a strong moral drive to realize what they aspire to, so that they will only get attention after what they have done has a positive impact for the community.

Although giving aid is a noble matter, empowering people seems to be a more noble activity.

4. Conclusion

SWP good to be developed especially era now is to support the government in the regulation and support the government looks at their institution/agency economics creative (Bekraf). Especially if it is linked to the demographic bonus that will be obtained by Indonesia so that it is certain that Indonesia has a potential young generation and is unlikely to be accommodated to become workers or work in government agencies. SWP is a solution that is very likely to be developed long term and is very promising.

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