

EXPLORING SOCIAL COMMUNITY NETWORKS FOR THE ADVANCEMENT OF SOCIAL ENTREPRENEURSHIP

Benedicta Evienia Prabawanti^{*1}, Rizal Syarief^{*}, Meika Syahbana Rusli^{*}, Dwi Purnomo^{*}

^{*}Faculty of Economics and Business, Atma Jaya Catholic University of Indonesia
Jl. Jend. Sudirman No.51, Jakarta 12930, Indonesia

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Abstract: Various social problems have motivated more and more people to find solutions to these social problems. The purpose of this research was to 1) identify social community movers; 2) they are identifying social business fields that develop in social communities; 3) identify the location of social community-based social entrepreneurship. The method used in this research is descriptive research; data collection in this study was carried out through observation, interviews, and distributing questionnaires. The sampling technique used snowball sampling, which involved identifying and taking samples from existing community members, then used to identify and recruit relevant new members. The results of the community mapping carried out in this study can be used to help the community to empower the community through social entrepreneurship. Community mapping allows social entrepreneurship actors to understand regional characteristics, determine work areas, and establish partnerships or collaborations with parties that support community empowerment programs.

Keywords: community mapping, social entrepreneurship, community empowerment, snowball sampling, community networks

Abstrak: Permasalahan sosial yang beragam membuat semakin banyak masyarakat tergerak untuk mencari solusi bagi permasalahan sosial tersebut. Tujuan penelitian ini adalah 1) mengidentifikasi penggerak komunitas sosial; 2) mengidentifikasi bidang usaha sosial yang berkembang pada komunitas sosial; 3) mengidentifikasi lokasi kewirausahaan sosial berbasis komunitas sosial. Metode yang digunakan dalam penelitian ini adalah penelitian deskriptif, pengumpulan data dalam penelitian dilakukan dengan cara observasi, wawancara, dan penyebaran kuesioner. Teknik pengambilan sampling menggunakan snowball sampling, dimana Teknik ini melibatkan identifikasi dan pengambilan sampel dari anggota komunitas yang sudah ada, yang kemudian digunakan sebagai sumber untuk mengidentifikasi dan merekrut anggota baru yang relevan. Hasil dari pemetaan komunitas yang dilakukan dalam penelitian ini dapat digunakan untuk membantu masyarakat untuk melakukan pemberdayaan masyarakat melalui kewirausahaan sosial. Pemetaan komunitas memungkinkan pelaku kewirausahaan sosial untuk memahami karakteristik daerah, menentukan area kerja, dan menjalin kemitraan atau kerjasama dengan pihak-pihak yang mendukung program pemberdayaan masyarakat.

Kata kunci: pemetaan masyarakat, kewirausahaan sosial, pemberdayaan masyarakat, snowball sampling, jaringan komunitas

¹ Corresponding author:
Email: benedicta.ep@atmajaya.ac.id

INTRODUCTION

Social community mapping collects and analyzes information about the social, economic, and environmental characteristics of social communities. This mapping aims to understand the needs and challenges faced by social communities; This mapping can also assist in identifying potentials that can be developed for the benefit of the social community. In the context of social entrepreneurship, community social mapping is critical as part of creating programs, products, and services that are effective and relevant to the needs of society (Mair et al. 2006). Ermy et al. (2021) wrote that community mapping has a vital role in building social entrepreneurship that is sustainable and has a social impact. Community mapping helps social entrepreneurs understand the characteristics of the community, social conditions, and the environment in which they operate. In addition, community mapping also enables social entrepreneurship to identify relevant social problems and create targeted solutions. This is reinforced by other research stating that community mapping is essential for developing sustainable social entrepreneurship (Misra & Mondal, 2021).

According to research conducted by Jamilah et al. (2019) revealed that it is necessary to classify (map) stakeholders to show the role of leaders in social entrepreneurial organizations. The results of the stakeholder analysis can be used as a reference and input for developing social business models for social entrepreneurs that involve many parties, especially the public or communities. Furthermore, the authors analyzed previous research to find gaps in earlier research related to community mapping. They tried to fill the gaps in the research conducted. The following is a table of prior studies:

Based on the results of previous research, it can be concluded that previous studies related to community and community mapping found that community mapping needs to be done, especially for individuals and communities who will start carrying out community empowerment activities in the form of social entrepreneurship. No research explicitly describes the results of community mapping in one or several areas to identify who are the community's social driving figures, identify areas of social business that are developing in social communities and identify social community-based social entrepreneurship

locations. The results of previous research revealed that community mapping needs to be done to identify resources and environmental conditions before carrying out social entrepreneurial activities. On this basis, a gap was found to fill the gap in previous research, which aims to assist the community in planning community empowerment programs to solve existing social problems through the identification results obtained from this study.

The problem for social entrepreneurship actors is that they must maximize community mapping to obtain information regarding the community's needs, hopes, and concerns. To carry out community empowerment activities through social entrepreneurship, social entrepreneurship actors must identify the local potential that can be developed for the benefit of the community, such as natural resources, local skills, or local wisdom, Nicolls & Cho (2015).

Referring to the problems and gaps of previous research, this study conducted community mapping with the aim of 1). identify the social driving figures of the community, and 2). identify areas of social business that thrive in social communities 3). Identify the location of social community-based social entrepreneurship.

METHODS

The research method used in this study is descriptive. This method was chosen because this method can help researchers to provide an overview and carry out analysis related to the conditions or characteristics of the community. Data collection to complement this research was carried out by conducting in-depth interviews with five actors or founders and co-founders of ongoing social entrepreneurship. The questions were related to community empowerment activities, how to invite members of the surrounding community to join the community, and how they position themselves as individuals and as a community in social entrepreneurship activities. The results of the in-depth interviews were compiled and coded to help the authors gather the questionnaire questions that would be submitted to the selected respondents. To support researchers in getting answers to questions that have been collected from the results of previous in-depth interviews, the authors propose the following conceptual frameworks.

The explanation for the conceptual framework in Figure 1 is as follows: This research is case study research that observes the role of community mapping in shaping social entrepreneurship and uses data obtained from respondents who filled out the form to answer questions related to community mapping. In this study, community mapping identifies, describes, and maps various aspects of the community, such as resources, potential, location, and multiple types of social entrepreneurship businesses. Community empowerment in the framework of thinking above helps to answer who are the actors and stakeholders in the community, the commission carried out for the community and the environment, the location where community empowerment is located, and what types of social enterprises are developed in community empowerment programs. The answers obtained through these four things are an overview that can be given to researchers about social entrepreneurship, an entrepreneurial practice that aims to create positive social change through innovation, collaboration, and community empowerment. Using existing thinking concepts, the authors carry out research stages starting from:

- a. Designing a research questionnaire, the questions posed in the questionnaire were taken from the results of in-depth interviews conducted previously and then arranged into seven questions. The questions asked are questions about the distribution of the area where the community is located, the involvement of members in the community, the gender of the community members involved in it, the profile of the community organizer or initiator, the number of members involved in the community followed by the respondent, the business fields run by the community, and the area/territory in which the community operates. These questions were prepared to obtain answers that could be used as a comprehensive picture of the social entrepreneurship community being mapped.
- b. Distributing questionnaires, in this study, questionnaires were distributed using the snowball sampling technique. The questionnaire was initially allocated to five respondents who had been interviewed previously to help find other respondents who fit the criteria required by the researcher to fill out the questionnaire provided. The snowball sampling technique is used in research because this technique involves identifying and taking samples from existing community members, which are then used as a source for identifying and recruiting new, relevant members.
- c. Data collection, the data collection process was carried out from September 2022 to October 2022. The data obtained from the Google form contains information according to the needs of researchers to be used as an analytical tool in conducting community mapping.
- d. The last part is data analysis; data analysis is carried out by paying attention to the themes or patterns that emerge from the answers given by the respondents. The author identifies relevant information related to the actors and stakeholders in the community, the empowerment carried out to the community and the environment, the location where the community empowerment is located, and what types of social enterprises are being developed.

RESULTS

The COVID-19 pandemic allowed social entrepreneurship to develop rapidly in Indonesia. The significant impact on the economy, especially in Indonesia due to the pandemic, requires people to think creatively and innovatively to rise from the economic downturn. The food, agriculture, livestock, fisheries, creative industries, health equipment, logistics, and digital sectors are industrial sectors that have great opportunities to develop during the COVID-19 pandemic. In addition, current and future entrepreneurial trends are slowly shifting towards social entrepreneurship trends. This was revealed by Guntur, Chairman of INTANI, at Media Indonesia in 2020.

Social problems arising from the covid19 pandemic provide ample space for the community to think creatively and innovatively to solve these problems. Community empowerment activities are activities that can be carried out as a way out of overcoming social issues. Community empowerment can work well if there is precise planning regarding work programs or activities to be carried out as activities for the community. The purpose of planning to develop activities is to determine how the plan will involve related community elements, especially community elements that will later become the target group for empowerment. The identification process and collection of information are part of the planning, which can later be used in the community mapping process.

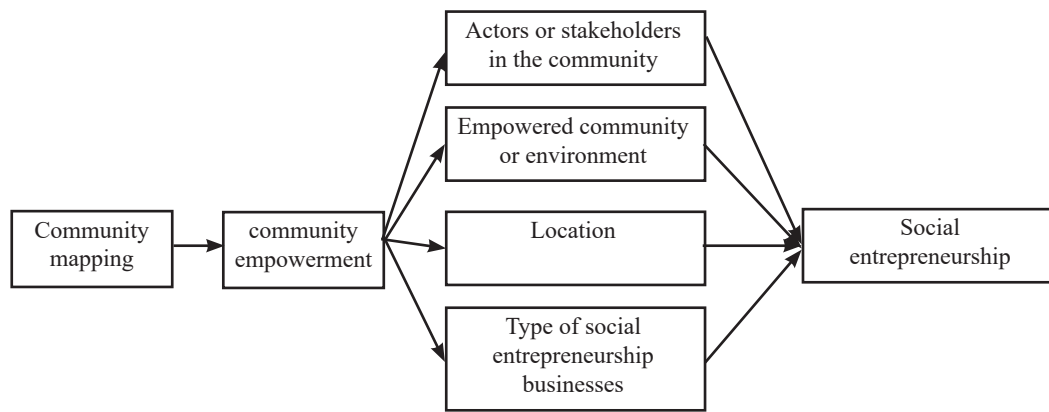


Figure 1. Research framework

Zahra & Shulman (2010) revealed that a critical factor in social entrepreneurship is involvement through innovative approaches in the form of business to provide services or empower people who are part of the social community. Perkins (2013) states empowerment is “the process of increasing personal, interpersonal, or political power so that individuals, families, and communities can take action to improve their circumstances.” Empowerment usually starts with increasing one’s self-esteem. Increasing self-esteem here is how a person can make money, complete assigned tasks, acquire new knowledge and skills, and receive recognition, trust, and respect from others. Combining all the above is also part of increasing self-esteem for individuals as the primary beneficiaries.

Empowerment within the community of social entrepreneurship actors will affect forming a collective identity. These empowering activities can lead to a tendency to act and influence the environment, and research results show that ethnic minorities are more empowered. They have formed a trade union to organize social activities and advocacy work. They also provide equal opportunities for people to participate, promote equal opportunities and community participation, and empower their groups, Grimes et al. (2010).

Community mapping is an integral part of social entrepreneurship. The purpose of doing community mapping is to find out the role of the community in social entrepreneurship, based on the opinion expressed by Winda on the social enterprise platform (PLUS). It is stated that the basis of forming a social enterprise is to provide benefits to specific communities that aim

to solve the social problems they face. Every social enterprise has its way of involving the target community that wants to be assisted in its social enterprise. The method refers to the role the social enterprise wants to form in the intended target community. There are five community roles consisting of:

1. The Role of the Community as a Producer.

As a social enterprise actor, you can involve communities that will be assisted or empowered as producers. Providing a role as a producer helps the community to have jobs. Giving the role of a producer to the community is one of how social entrepreneurs create new jobs. Innovation and creativity make me produce products with high selling value and an impact possible.

2. The Role of the Community as a Consumer.

The second form of community role is as a consumer. This role invites the community to use the products or services produced by social enterprises. Using products produced by social enterprises is expected to impact better environmental changes, lifestyle changes, ways of thinking, and others.

3. The Role of the Community as a Business Partner.

When social entrepreneurs play a role in the community as business partners, they create new jobs for the community. The role of the community as business partners is like that of the community as producers. When the community acts as a producer,

they produce goods and services; when they become business partners, the district uses the resources they own to be used as a tool to carry out activities in social entrepreneurship. For example, in the tourism village community in Nglanggran Gunung Kidul. Community members there, in this case, the local community, act as business partners for the Tourism Village by providing homestay for visitors who come to the Tourism Village.

4. The Role of Community As a Supplier

The following community role is Community as a supplier. This role makes the community a provider of products, raw materials, or ready-to-sell goods. The economic activity carried out by social entrepreneurship is to provide a market or a place to sell community-owned products. Social entrepreneurship actors can also process production results for later resale. Ecodoe is one of the social entrepreneurs engaged in e-commerce. Ecodoe provides a market for existing MSMEs. Using the standards set by Ecodoe, MSMEs become suppliers for Ecodoe to provide souvenir products according to Ecodoe's market needs.

5. The Role of the Community as a Direct Beneficiary

In addition to the four roles mentioned above, social entrepreneurship actors can benefit the community directly from social enterprise activities. The meaning of the direct beneficiaries is that the community is directly involved in the social enterprise activities carried out, and they feel the benefits. An example of this community is Indonesia Mengajar, 1000 with teachers. Indonesia Mengajar and 1000 teachers invite individuals and communities to teach and share with children in remote areas while traveling and enjoying the beauty of nature and cultural diversity in various parts of Indonesia. Indonesia Mengajar and 1000 Teachers help children in remote areas to gain additional knowledge from teachers and volunteers who visit their sites so that these children receive the benefits of learning, knowledge, and skills from the activities carried out by Indonesia Mengajar and 1000 Teachers.

Community Mapping was conducted at the beginning of the study to determine the types of social entrepreneurship currently developing. In addition, community mapping is carried out to determine who initiates existing social entrepreneurship. One hundred twenty-six respondents filled out this initial research.

The following are the results of the respondent's answers to the questions distributed via the form. As many as 13% of the 126 respondents who filled out the questionnaire were men, and the remaining 87% were women. The one hundred and twenty-six respondents who filled out this were all members of the community empowerment community; as many as 6.3% of the respondents who filled in informed that they were the founders, leaders, or administrators of the community empowerment community. The remaining 9.7% were community members actively involved in empowerment programs and solving social problems surrounding them.

Respondent's Domicile or Residence

Based on the available data from the figure below, it was obtained that 48.4% of the respondents who filled out were domiciled in Greater Jakarta; the second largest number, namely, 32.5%, lived in Central Java Province. The remaining 19% lived in the Special Region of Yogyakarta. Information about the respondent's domicile in this study aims to ensure that the sample includes geographical variations relevant to the research object. Information about a home can also help researchers gain deeper insight into the social, cultural, or environmental factors that influence the community. This information can also assist in identifying specific patterns and trends that may apply to the geographic area of interest. In addition to information about respondents' domiciles, researchers can use them to divide respondents into relevant groups based on geographic regions, which can facilitate a deeper understanding of the differences and similarities between these groups.

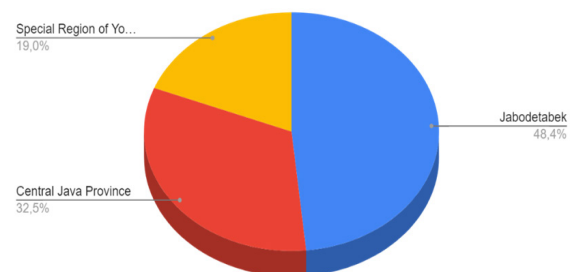


Figure 2. Distribution of Respondents' Domiciles

The following data that can be displayed from the results of community mapping is about their involvement in the community, the sex of the members who join the community, and the sex of the community organizers/initiators.

Respondents' Involvement in the Community

The following data collected by researchers related to community mapping is about respondents' involvement in the community. This question determines whether the respondent is actively involved in the community. The answers from 126 respondents were as much as 93.7%, or 118 respondents, were community members. In comparison, as many as 6.3% or eight respondents were founders, co-founders, or managers of social entrepreneurship communities. Mapping of the involvement of respondents is needed to obtain information about the participation of community respondents and assist in understanding the extent to which community members are involved in various aspects of community life. This information can also help identify the level of involvement and role community members play in community dynamics. Data on the respondents' participation also helps to identify the community's leaders or movers.

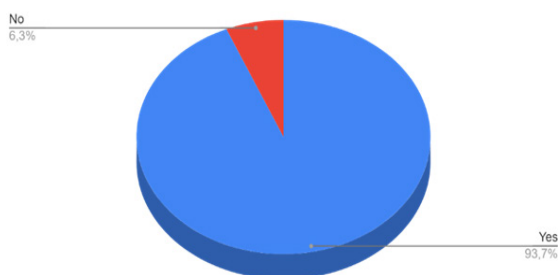


Figure 3. Involvement in the Community

Gender of Members Who Joined the Community

Information about gender helps in understanding diversity and representation in the community. Knowing the ratio between the number of men and women in a community can provide insight into a more complete demographic composition. Questions to obtain information about community mapping, namely questions about the gender of community members where the respondent joins. This question is to find out whether the community limits its membership to a specific gender or if they are open to accepting members of both male and female genders. The answers were that 59.5% of community members were women, and the remaining 40.5% were mixed (male and female).

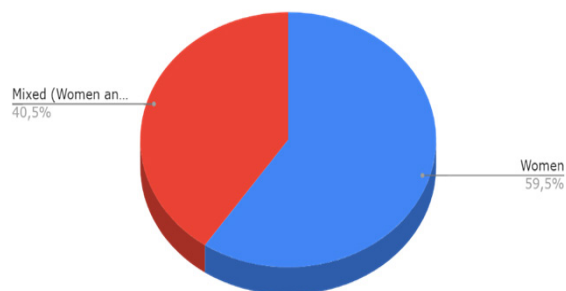


Figure 4. Gender Profile of Community Members

Community Activator/Initiator

In community mapping, it is essential to find out who is the mover or initiator of the community. The purpose of knowing who the mover or initiator of a community is is to understand the dynamics and goals of that community. In many cases, the initiator or initial mover of a community has a specific vision or plan to be achieved by forming the community. By understanding this vision and purpose, we can better understand why the community was formed and focus on activities and programs that align with that vision and purpose. Respondents who filled out the questionnaire provided information about community movers or initiators by giving the following answers: the profile of community activators or initiators was dominated by women 72.2%, while the number both men and women drive the remaining 27.8%.

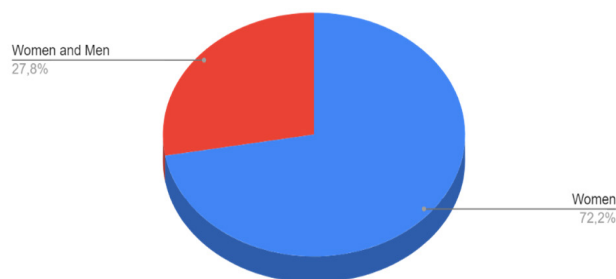


Figure 5. Profile of Community Activists/Initiators

Number of Community Members Joined

The next part is related to community mapping, which determines the community's number of members. Knowing the number of members of this community is to give an idea of how big or small the community is. This information can also help researchers understand the complexity and scope of community problems and the support and resources available to address these issues. Community mapping results show that 58.7% of community members are more than 50 people,

and 11.8% are less than or equal to thirty people. The number of community members is less than similar to ten, and fifty people have the same number, namely 10.3%. In contrast, 8.7% shows data on the number of community members where they join less than equal to twenty people.

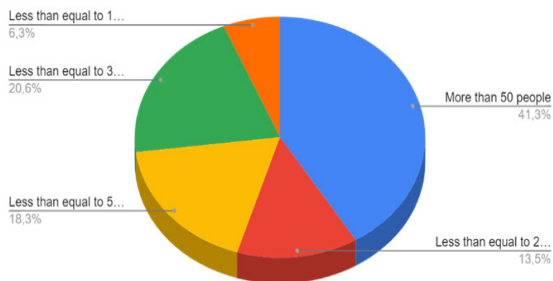


Figure 6. Number of Members in the Community

Field of Activities Carried Out by the Community

One important thing when doing community mapping is to find out what areas of activity are carried out by the community as part of the empowerment program. Figure 6 explains the results obtained from the respondents' answers. The results of the responses to the questionnaire regarding the types of business fields received information that the business fields that have the same value from the respondents' answers are the field of social entrepreneurship in the form of women's empowerment and community welfare, namely 42.9%. As for social entrepreneurship engaged in the environmental sector, the answer was 14.3%. What is meant by the field of community welfare refers to the context of social entrepreneurship referring to social business ventures that aim to improve the quality of life and welfare of the community. Community welfare covers various aspects of life, such as health, education, environment, security, and economic welfare. In the context of social entrepreneurship, social business aims to solve social problems in innovative, sustainable ways and positively impact society.

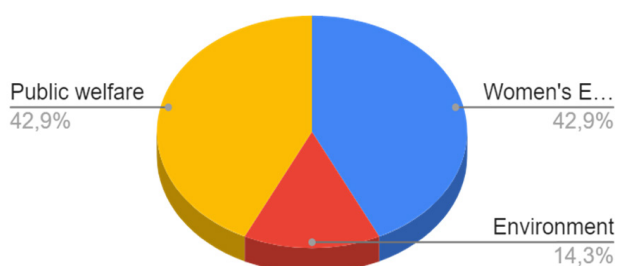


Figure 7. Fields of Community Activities

Community Movement Operational Area

Community empowerment activities' scope or operational area is essential in mapping the social entrepreneurship community. This is because the size or functional area will affect many aspects of community empowerment activities carried out by social entrepreneurship. Community mapping results from Figure 7 found that 52.4% of the community operates locally or in the area where the community is located. The findings from the operational areas of community movement show that 34.9% are active in regional areas, 8.7% are active internationally, and the remaining 3.2% are active nationally.

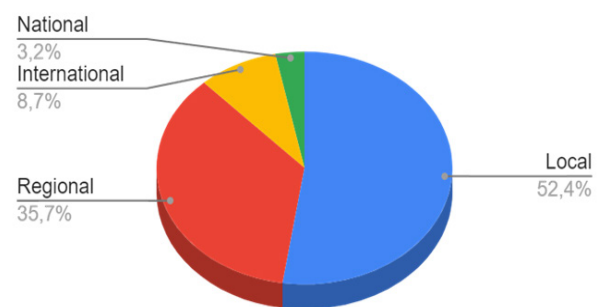


Figure 8. Operational Area

Managerial Implications

Community mapping is crucial and needs to be done to develop social entrepreneurship. Through understanding the characteristics and needs of the community in an area that is carried out by community mapping, social entrepreneurship can build appropriate and sustainable solutions to solve social problems faced by the community, Dees, J. G., & Anderson, B. B. (2006). The results of community mapping on the development of social entrepreneurship are 1. can obtain the necessary information to identify social problems; 2. Determine appropriate priorities and intervention strategies; 3. measure the impact of the implemented program.

This is important to ensure that social entrepreneurship benefits the target community. Related to this, actors and stakeholders involved in social entrepreneurship obtain much information that can be used to help them develop plans to develop communities engaged in social entrepreneurship. Information obtained through community mapping also allows the government, financial institutions, non-governmental

organizations, and financial institutions to discover social entrepreneurship's existing condition. Various current information from the results of community mapping provides access for social entrepreneurship to get assistance and funding that is useful for empowered communities and social entrepreneurship already running.

The results of community mapping are related to knowledge about the scope or operational area where the community operates, which is helpful for social entrepreneur activists or actors to identify the most pressing social problems for immediate solutions by utilizing existing resources in the environment where the community develops. Information about the scope or area of operation can help plan programs that suit community needs and identify strategic partners who can work together to build community empowerment activities.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results of community mapping show that most of the areas carried out as part of social entrepreneurship are community welfare. In this section, it has been answered that the growth of the social welfare sector in social entrepreneurship aims to achieve a double bottom line. It is namely achieving sustainable profitability while providing a significant social impact. Thus, social entrepreneurship becomes a business model that combines profitability and social responsibility, solving complex and sustainable social problems.

Recommendations

For the research results from community mapping to be more complete and to find out more about the development of social entrepreneurship in an area, further research is needed. This research can be continued by further analyzing sites with more social entrepreneur activists or actors. Learn more about community welfare programs developed to build impactful social entrepreneurship. Researchers can also explore the availability of existing resources in the area or scope where social problems live.

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