

Social Entrepreneurship Growth Model among Tanjungpura University Students in Supporting the *Smart Village* in West Kalimantan Province

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Abstract

This paper aims to describe the profile of villages in West Kalimantan Province and then design a synergistic model in the growth of solopreneurs in supporting the smart village 4.0 program in West Kalimantan Province. The approach used in this research is a qualitative approach. The type of this research is a case study (case study). The collection of data and information needed for the purposes of analysis is carried out by means of: 1) documentation studies; 2) field observations; 3) interview technique and 4) focus group discussion (FGD). The development of sociopreneurship, especially among the younger generation, is very important considering that Indonesia, including in West Kalimantan Province, has a population with a very high productive age. This population of productive age will certainly have a very good potential if it can be managed and directed to support development programs in West Kalimantan Province, especially the 2031 village development program into smart villages (Desa 4.0) which is the flagship program of the West Kalimantan Provincial Government. The young generation of West Kalimantan, especially students at Tanjungpura University, who are increasingly aware of technology and innovation will spur the progress of renewable resources based industries that are widely available in villages. By utilizing relevant technology, it will spur the emergence of creativity and innovation so that it can become a competitive advantage. Therefore, it would be better to combine sociopreneurship with digital start-ups into one form of subject with the student creativity program (PKM) and the Holistic Village Development and Empowerment Program (PHP2D) as outputs in the lecture.

Keywords

social entrepreneurship; smart village; growth model



I. Introduction

Sociopreneurship (social entrepreneurship) is a very interesting phenomenon today because of its differences with traditional entrepreneurs who only focus on material benefits and customer satisfaction and their significance to people's lives (Utomo, Hardi: 2014). Social entrepreneurs see problems as opportunities to form a new business model that is beneficial for empowering the surrounding community. Hibbert, Hogg, and Quinn (2005) reveal that social entrepreneurship is the use of entrepreneurial behavior that is more oriented towards achieving social goals and does not prioritize profit, or the profits earned are used for social purposes.

Research on social entrepreneurship has been conducted by Penny Rahmawati, Dyna Herlina Suwanto and M. Lies Endarwati (2012) with the title "Development of character education learning methods through social entrepreneurship (*Sociopreneurship*).". The results of his research indicate that social entrepreneurship can be used as a learning

method in character education. So, through the results of his research, the researcher suggests that to make social entrepreneurship subjects one of the methods in forming students. Another study was conducted by Muliadi Palesangi (2011) with the title "Indonesian Youth and Social Entrepreneurship". From the results of this study the researchers concluded that social entrepreneurship is an alternative to overcome social problems in the form of unemployment, poverty and environmental damage. Bill Drayton (founder of the Ashoka Foundation) as the initiator of social entrepreneurship emphasized that there are 2 (two) keys to social entrepreneurship, namely: 1) social innovation that is able to change the existing system in society; and 2) the presence of individuals who are visionary, creative, *entrepreneurial* and ethical behind these innovative ideas.

The development of *sociopreneurship*, especially among the younger generation, is very important considering that Indonesia, including in West Kalimantan Province, has a population with a very high productive age. Based on the results of the 2020 population census, the population in West Kalimantan Province is 5.41 million people, plus the annual population growth from 2010-2020 is 2.04% with the productive age population is 70.68% and the percentage of the elderly population is 7.93%. Not only that, the composition of the population of West Kalimantan also reached 1.38% *pre boomers*, 9.70% *boomers*; 20.29% Gen X, 29.95% Gen Z, 27.23% millennials and 11.47% Post Gen Z.

This population of productive age will certainly have a very good potential if it can be managed and directed to support development programs in West Kalimantan Province, in particular the 2031 village development program into a *smart village* (Desa 4.0) which is the flagship program of the West Kalimantan Provincial Government.

Villages that have various renewable resources include: agricultural, plantation, forestry, livestock, fisheries and marine products, of course, if managed properly, can be a source of economic revival during this pandemic. Utilization of technology and innovation is indispensable for planting, harvesting, processing, packaging, storing, marketing, distributing, including managing finance for *renewable resources based on the industry* and its upstream sector. The young generation of West Kalimantan, especially among UNTAN students, who are increasingly aware of technology and innovation will spur the progress of *renewable resources based industry* and its upstream sector. Currently, the world is moving more and more intensively towards digitalization, and *renewable resources based industries*, including the upstream sector, need to utilize them as much as possible. By utilizing relevant technology, it will spur the emergence of creativity and innovation so that it can become a *competitive advantage*.

Therefore, a synergistic model is needed in the growth of solopreneurs among UNTAN students in building 4.0 villages in West Kalimantan Province. This paper aims to describe the profile of villages in West Kalimantan Province and then design a synergistic model in the growth of solopreneurs in supporting the smart village 4.0 program in West Kalimantan Province.

II. Review of Literature

2.1 Review Social Entrepreneurship Growth Model

Gregory Dees (1998), a professor at Stanford University and an expert in the field of social entrepreneurship states that social entrepreneurship is a combination of a great passion for social mission with discipline, innovation, and persistence as is commonly accepted in the world business. Social entrepreneurship activities can include activities: a) that do not aim for profit, b) conduct business for social purposes, and c) a mixture of the two objectives, namely not for profit and for profit, but for social purposes. Something

similar to the opinion of Dees (1998) above is also found in the notion of social entrepreneurship formulated by the Schwab foundation, a foundation that is engaged in efforts to encourage social entrepreneurship activities. In its website, it is explained, social entrepreneurs create and lead organizations, to generate profits or not, which are intended as catalysts for social change at the system level through new ideas, products, services, methodologies, and changes in attitudes. Social entrepreneurs create hybrids that use business methods, but the end result is social value creation.

According to Marisa SB Seran (2019), social entrepreneurship is a very good theory to apply in managing a sustainable business. Because one of the indicators in social entrepreneurship is to see all resources that are not valuable into something that has economic value. One example is to see humans not only as objects but as subjects in the implementation of all activities. Through social entrepreneurship, every economic problem that exists in an area can be solved little by little. Because through this method, the community will be directly involved in becoming business actors and the profits will be returned to the community for development. The long-term goal is that social entrepreneurship can also participate in helping people become more independent in terms of the economy and not always depend on government policies, such as subsidies and direct cash transfers.

Skoll (2009:3) states that social entrepreneurship has had an impact on society, such as increasing access to health for the poor, promoting peace in conflict areas, helping farmers out of poverty and others. Furthermore, Skoll also explained that this movement is the antithesis of a socio-political-based development program that tends to impose a *top-down* on the community. Providing an understanding that social entrepreneurship is also explained by Hardi (2014) who describes 4 (four) main elements namely *social value, civil society, innovation, and economic activity*:

- a. *Social Value* is the most distinctive element of social entrepreneurship, namely creating real social benefits for the community and the surrounding environment.
- b. *Civil Society*. Social entrepreneurship generally comes from the initiative and participation of civil society by optimizing the existing social capital in the community.
- c. *Innovations*. Social entrepreneurship solves social problems in innovative ways, among others, by combining local wisdom and social innovation.
- d. *Economy Activities*. Successful social entrepreneurship generally involves a balance between social activities and business activities.

2.2 Development of Rural Areas

Rural areas based on Law Number 6 of 2014 concerning villages are defined as areas that have the main activity of agriculture, including natural resource management with the structure of the function of the area as a place for rural settlements, government services, social services and economic activities. Rural area development based on Permendesa No. 5 of 2016 aims to accelerate and improve the quality of services, economic development, and/or empowerment of rural communities through a participatory approach by integrating various policies, plans, programs and activities of the parties in the designated area.

In order to strengthen the achievement of village and rural area development targets, the government has developed the Developing Village Index (IDM) which classifies villages into five statuses, namely: (1) very underdeveloped villages; (2) underdeveloped villages; (3) developing village; (4) developed villages; and (5) independent village. The classification of village status based on the IDM is also aimed at strengthening efforts to facilitate support for village advancement towards independent villages. In Figure 2, you can see the three dimensions contained in IDM.



Source: Building Village Index Book (2015: 6)

Figure 1. Three Dimensions of IDM

Independent village based on Permendesa No. 2 of 2016 concerning IDM is an advanced village that has the ability to carry out village development to improve the quality of life and life as much as possible for the welfare of rural communities with **social resilience, economic resilience, and ecological resilience in a sustainable manner**. Thus, in realizing an independent village, a development strategy is needed. A village must be able to reach all dimensions of village life, namely social, economic, and ecological or environmental dimensions that give way to sustainable village development that is closely related to village values, culture and characteristics. The Ministry of Villages and PDT RI in the IDM Book (2015: 6) have developed a flagship program based on three approaches which are referred to as the pillars of the village to build Indonesia, namely:

- a. The wiradesa community network is the pillar in strengthening human quality by increasing opportunities and choices in the efforts of villagers to uphold their rights and dignity, as well as increasing their welfare, both as individuals, families and collectives of villagers;
- b. The village economic granary is a pillar related to the development of potential resources in the village that can be converted into an economy which involves the presence of capital, economic organization, added value and economic prosperity; and
- c. The cultural circle of the village is Village development. Social movements do not depend on individual initiation, do not depend on incentives, but rather on cultural vocations. Based on the cultural circle of the village, the village development movement must be carried out because of collectivism, in which there is togetherness, brotherhood and awareness of wanting to make changes collectively.

III. Research Method

The approach used in this research is a qualitative approach. There are 2 reasons why this research uses a qualitative approach. **First**, this research is related to management science, where management science is not a "value-free" discipline, that is, activities related to management science are highly dependent on certain values, norms, culture and behaviors that occur in an environment/ community. If the environment is different, the management style and approach used can also be different.

The type of this research is a case study (*case study*). Case study research is research conducted on certain objects in the context of real *life*, is temporary and specific. This research involves direct contact with the object of research, is detailed and comprehensive (*holistic*). In case study research, the researcher is the main research instrument. For analysis purposes, data can be collected using the triangulation data collection method (*triangulation*) which involves observation, interviews and documentation (Yin, 2006: 7-8).

The collection of data and information needed for analysis purposes is carried out in the following ways:

- a. Documentation study, which is intended to obtain secondary data owned by relevant agencies, both government and private.
- b. Field observation, which is in the form of direct observation or observance of the area that is the research location.
- c. Interview technique, where this technique is carried out if the data or information as input material is not contained in the secondary data.
- d. *Focus Group Discussion* (FGD). According to Koentjoro (2005: 7), the use of FGDs besides being a data collection tool is as a tool to convince data collectors (researchers) as well as a *re-check* for various information/information obtained through various research methods used or information obtained previously, both similar or contradictory information.

IV. Results and Discussion

4.1 Strategy for Accelerating Improvement of the Status of Developing Village Index (IDM) in West Kalimantan Province

Community and village empowerment services are tasked with assisting the governor in realizing the welfare of the people of West Kalimantan through accelerating infrastructure development and improving governance. The legal basis is Governor's Regulation Number 1 of 2019 concerning the Acceleration of Increasing the Status of Village Progress and Independence.

There are 6 missions outlined in achieving the vision to make it happen by realizing the acceleration of infrastructure development, namely, realizing quality governance with the principles of Good Governance, creating a healthy, intelligent, productive and innovative society, realizing a prosperous society, creating an orderly society, and realizing environmentally friendly development. Then, of the 10 main performance indicators, the main tasks and functions are the Independent Village (IDM) indicators. IDM is a Composite Index formed based on three indices, namely the Social Resilience Index, the Economic Resilience Index and the Environmental Resilience Index.

Village progress and independence is a condition of the level of village development as measured by the Village Development Index, which consists of three components, namely, the Social Resilience Index, the Economic Resilience Index and the Environmental Resilience Index. The Social Resilience index contains components of Health, Education, Social Media, Security, Social Welfare, and Settlements. The Economic Resilience Index also consists of several components, namely Production Diversity, Access to Trade Centers, Distribution/Logistics, Financial Institutions, Economic Institutions, Credit Access, and Regional Openness. The Environmental Resilience Index consists of three components, namely Environmental Condition/Quality, Disaster Potential, and Disaster Response. From the index above, it can be measured whether the village is an Independent Village, Advanced Village, Developing Village, Disadvantaged Village, or Very Disadvantaged Village.

Based on Permendesa & PDTT No. 2 of 2016 villages that are categorized as developed villages are those where the IDM calculation results are 81.55%, for developed villages the IDM rate is between 70.72% - 81.55%, developing villages 59.89% - 70,72%, underdeveloped villages 49.07% - 59.89%, very underdeveloped villages below 49.07%.

To accelerate the improvement of IDM status in West Kalimantan Province, a strategy is needed using a cluster / area approach, namely village-based IDM around oil palm plantations, village-based IDM around mining companies, village-based IDM on the state border, village-based IDM on the coast. Strategy for implementing activities by collaborating/collaborating involving various parties, namely elements of the Provincial Government, Regency Government, Village Government, TNI/Polri, Vertical Agencies, Universities, the community and also involving private companies in West Kalimantan Province.

The number of villages in the oil palm plantation area is quite large. The companies that occupy the most village areas are the Wilmar Group with 178 villages, then Lyman Agro with 133 villages, Asiatic 126 villages and so on. There are 801 villages around the palm oil company and most of them are still underdeveloped and developing villages. Sequentially, Kapuas Hulu Regency is the largest (136), followed by Landak Regency, Sangau Regency and so on. However, companies must play a role in empowering communities and villages. Companies can help, both in terms of infrastructure and non-infrastructure. Examples of empowerment on the infrastructure side are the construction of Posyandu, PAUD, kamling posts, village libraries, sports facilities, and others. The examples of the non-infrastructure side are the assistance of fire fighting equipment, rubber boats/sampans, evacuation route boards, economic improvement training for rural communities, health services and others.

The results of the national recapitulation of West Kalimantan are in third place with the largest number of independent villages, namely 2031 villages. Ranked fifteenth nationally according to the 2020 IDM value, which is above the national average. Within two years, West Kalimantan managed to increase the number of independent villages from 2018, where there was only one village, increasing to 214 independent villages in 2020. In 2020 there are only 12 villages with the status of Very Disadvantaged Villages in Ketapang as many as 4 villages, Sintang as many as 1 villages, and Hedgehogs as many as 7 villages.

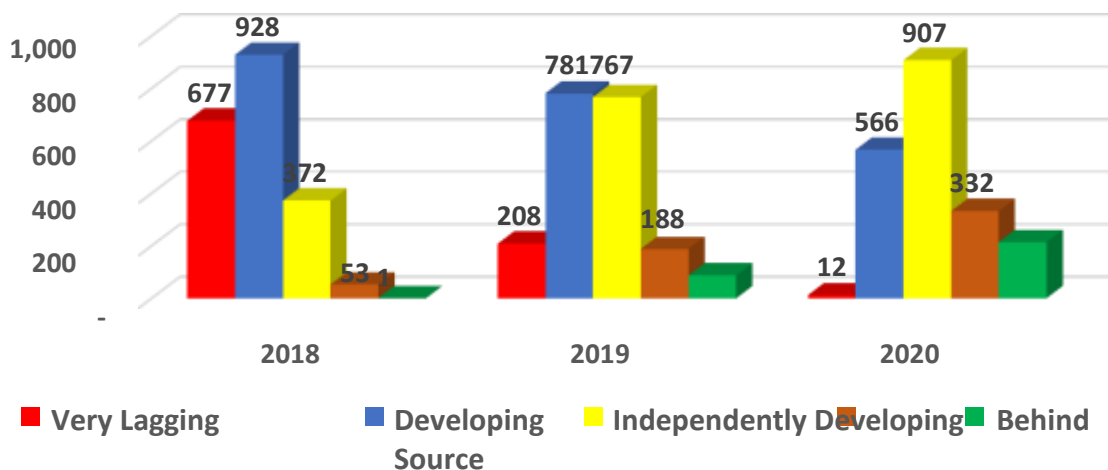


Figure 1. Comparison of the Status Index of Developing Villages (IDM) of West Kalimantan Province in 2018, 2019 and 2020

Table 1. Exposure of the West Kalimantan Village Community Empowerment Service

NO	STATUS DESA	TAHUN 2018		TAHUN 2019		TAHUN 2020	
		JUMLAH	%	JUMLAH	%	JUMLAH	%
1	Sangat Tertinggal	677	33.33%	208	10.24%	12	0.59%
2	Tertinggal	928	45.69%	781	38.45%	566	27.87%
3	Berkembang	372	18.32%	767	37.76%	907	44.66%
4	Maju	53	2.61%	188	9.26%	332	16.35%
5	Mandiri	1	0.05%	87	4.28%	214	10.54%
TOTAL		2.031	100.00%	2.031	100.00%	2.031	100.00%

To accelerate the improvement of IDM status in the Province West Kalimantan needs a strategy using a cluster / area approach, namely village-based IDM around oil palm plantations, village-based IDM around mining companies, village-based IDM on the state border, village-based IDM on the coast. Strategy for implementing activities by collaborating/collaborating involving various parties, namely elements of the Provincial Government, Regency Government, Village Government, TNI/Polri, Vertical Agencies, Universities, the community and also involving private companies in West Kalimantan Province.

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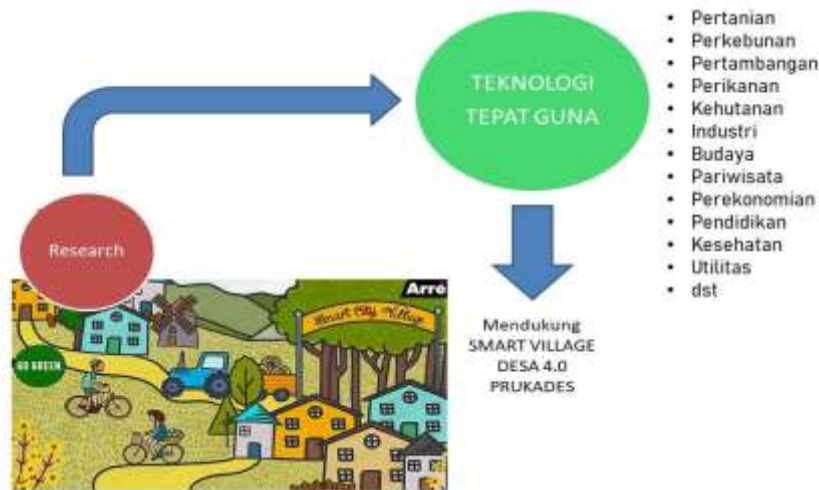


Figure 2. Development Smart Village (Village 4.0)

4.2 The Synergy Model Sociopreneurs among UNTAN Students in Supporting Smart Villages (Desa 4.0)

The development of the entrepreneurship program at Tanjungpura University (UNTAN) has been initiated since 2008. Initially this entrepreneurship program was a student program implemented at the Faculty of Economics, UNTAN. Furthermore, it developed into a student program at the UNTAN level in line with the implementation of the UNTAN Student Entrepreneurial Program (PMW) which started from 2009 to 2015.

This PMW is a Grant Program in the field of entrepreneurship given by the Directorate General of Higher Education to UNTAN from 2009 to 2015 complementing other grant programs. Since the beginning of the implementation of PMW at UNTAN, the Implementing Team under the coordination of the Vice Chancellor III UNTAN has taken collaborative and synergistic steps with various programs at the Directorate General of Higher Education such as the Student Creativity Program (PKM) which has been launched by the Directorate General of Higher Education since 2001. This PKM is one of the efforts to grow, accommodate, and realize the creative and innovative ideas of students. PKM has an impact on increasing student achievement and higher education achievements in ranking the Ministry of Education and Culture.

In an effort to accommodate the development of students' creative and innovative ideas, PKM continues to be developed and refined so that students are able to anticipate, understand and even contribute to realizing the goals of world life proclaimed by the United Nations in the 17 *sustainable development goals* (SDGs) 2015-2030. PKM is also designed to adopt digital technology that has penetrated almost all aspects of life, therefore, starting in 2019, a new field of PKM is introduced, namely PKM-GFK or PKM-Constructive Futuristic Ideas.

In addition to PKM, the Directorate General of Higher Education since 2011 has also launched the Village Development Grant Program (PHBD) which is an implementation of community service initiated by students and is also an implementation of the concept of defending the state which in its implementation continues to increase, both in the number of proposals, aid quotas and the number of student organizations and colleges proposing. In 2020 this PHBD was developed into a Holistic Village Development and Empowerment Program (PHP2D) in accordance with the contents of Government Regulation No. 11 of 2020. This program will continue to be improved in quality so that it can provide more motivation and foster student awareness in contributing to village development.

Both the PKM and PHP2D programs are an opportunity for campuses, especially UNTAN, to grow *solopreneurs* among their students. The preparation of PKM and PHP2D proposals will certainly be more optimal if they are carried out in a learning process that applies case learning/practical learning. The model for growing *sociopreneurs* among UNTAN students by synergizing case/practice learning patterns with the PKM/PHP2D program can be seen in Figure 3.



Figure 3. Growth Model Sociopreneur among UNTAN Students in Supporting Smart in West Kalimantan

In Figure 3 you can see the model synergy in the growth *solopreneurs* by encouraging students to be involved in proposing student creativity programs (PKM) and/or PHP2D which is the *output* in case learning activities/practice learning and/or in creativity and entrepreneurship development programs which are carried out routinely by the student department. In the next stage, these *sociopreneurs* can be encouraged to continue their work by participating in independent campus entrepreneurship and even further to participate in the technology-based startup company candidate program (CPPBT) and/or technology-based startup company (PPBT).

V. Conclusion

Currently, creativity and innovation are important keywords to ensure Indonesia's sustainable development. The students who are currently studying at UNTAN must be prepared to become real learners who are skilled, flexible and tenacious (*agile learners*). Social entrepreneurship is an alternative to overcome social problems in the form of unemployment, poverty and environmental damage, where there are 2 (two) keys to social entrepreneurship, namely: 1) social innovation that is able to change the existing system in society; and 2) the presence of individuals who are visionary, creative, *entrepreneurial* and ethical behind these innovative ideas. The Merdeka Campus policy, in particular about allowing students to take two semesters or the equivalent of 40 credits to carry out activities outside the campus, is a strategic door to developing entrepreneurship that is responsive to the problems and opportunities that exist in the village.

The development of *sociopreneurship*, especially among the younger generation, is very important considering that Indonesia, including in West Kalimantan Province, has a population with a very high productive age. This population of productive age will certainly have a very good potential if it can be managed and directed to support development programs in West Kalimantan Province, especially the 2031 village development program into *smart villages* (Desa 4.0) which is the flagship program of the West Kalimantan Provincial Government. Villages that have various renewable resources include: agricultural, plantation, forestry, livestock, fisheries and marine products, of course, if managed properly, can be a source of economic revival during this pandemic. The outbreak of this virus has an impact of a nation and Globally (Ningrum et al, 2020).

Utilization of technology and innovation is indispensable for planting, harvesting, processing, packaging, storing, marketing, distributing, including managing finance for *renewable resources based on the industry* and its upstream sector. Currently, the world is moving more and more intensively towards digitalization, and *renewable resources based industries*, including the upstream sector, need to utilize them as much as possible. By utilizing relevant technology, it will spur the emergence of creativity and innovation so that it can become a *competitive advantage*. Therefore, it would be better to combine *sociopreneurship* with *digital start-ups* into one form of course with PKM and/or PHP2D as the *output* in the lecture.

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