

**GROWING SOCIAL ENTREPRENEURSHIP OF SILIWANGI  
UNIVERSITY STUDENTS THROUGH THE SILIWANGI SOCIAL  
BUSINESS LEAGUE (LIBSOS) PROGRAM IN SELAMANIK VILLAGE,  
CIAMIS**

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**Abstract**

The entrepreneurial system of capitalism that is now widely applied in various corporate sectors is not a little bit only profitable in terms of monetary parts of some companies or individuals. In competing with the economic system of capitalism that causes social inequality, the concept of social entrepreneurship is a solution to build healthier companies. This article presents the participation of the government and universities in building social entrepreneurship through social entrepreneurial innovations carried out by Siliwangi University students. A descriptive qualitative approach is used to explain social entrepreneurship training activities (LIBSOS). Through the establishment of social entrepreneurship pioneered by universities, innovative social entrepreneurship will grow and develop as a way to overcome socio-economic inequality in society.

**Keywords:** Community Economic Development, Social Entrepreneurship, Social Business.

**INTRODUCTION**

Social entrepreneurship is a concept that refers to the skills to utilize the potential of resources to overcome social problems (Azhari & Rosali, 2022; Stephan et al., 2015). At the present time, social entrepreneurship has received a lot of attention from various countries because it is believed to have the ability of the system to boost the economy of a better society (Brodeur et al., 2021; Ratten, 2020). Social entrepreneurial activities can be carried out by non-profit or government organizations. Some experts mention that social entrepreneurship aims to provide value for society, community empowerment through social entrepreneurship activities is believed to have a better impact than using the system of capitalism. The development of social entrepreneurship in Indonesia began around the 2000s, but the implementation of the social entrepreneurship system in Indonesia is not fully applicable in the Indonesian economic system. The economic system of capitalism is the main cause rather than an obstacle to this system of social entrepreneurship. The movement for change that must be carried out is through two main pillars, the first is government policy to encourage the growth of social entrepreneurship and the second pillar is the role of universities to create a

holistic concept of social entrepreneurship mindset and practice.

Some of the obstacles in developing social entrepreneurship are five main causal factors including, 1) Lack of Awareness and Understanding: Despite the growing interest in social entrepreneurship in Indonesia, there is still a lack of awareness and understanding among the general public and many businesses about what social entrepreneurship is and how it can contribute to solving social and environmental problems. 2) Limited access to funding: Social entrepreneurs in Indonesia often face challenges in securing funding, as traditional investors and financial institutions are often hesitant to invest in businesses with a social mission. This can limit the growth and impact of social enterprises.

3) Limited support and networks: Social entrepreneurs in Indonesia face limited support from the government and other stakeholders in terms of guidance, training, and networking opportunities. This makes it difficult for social entrepreneurs to grow their businesses and maximize their impact. 4) Lack of regulation: Lack of clear regulations and policies to support social entrepreneurship in Indonesia, making it difficult for social entrepreneurs to operate and scale their businesses. 5) Competition with traditional business models: Social entrepreneurs in Indonesia often face competition from traditional business models that prioritize profit over social and environmental impact. This can make it difficult for social entrepreneurs to grow and succeed in the market.

Siliwangi University contributes to developing the social entrepreneurship system by forming a program from the Technical Implementation Unit of Student Entrepreneurship of Siliwangi University (UPT KWU) by launching the Siliwangi Social Business League (LIBSOS) program. The siliwangi social business league is an activity that aims to foster the social entrepreneurial spirit of Siliwangi University students. In its implementation, students will be placed in several areas that have entrepreneurship owned by the local community. For one week, students are parachuted into the community to understand the potential of the region and the social character of the community. Basically, social entrepreneurship can play a role as an effort to improve national economic problems because it will encourage national economic growth (Saepulmilah et al., 2023). In some studies it was found that social entrepreneurship plays an important role in solving social problems, since the concept of social entrepreneurship has the ability to overcome economic recessions, market failures and inventive solutions (Bull, 2018; Galera & Borzaga, 2009; Gigauri & Damenia, 2020; Haugh, 2012; Littlewood & Holt, 2018; Oberoi et al., 2020).

## **LITERATURE REVIEW**

Research expert Santos (Santos, 2012) develop a positive theory of social entrepreneurship. In his research, he mentioned that the role of the government in developing the concept of social entrepreneurship has three pillars, first is market creation, second is regulation, and thirdly the tax system. Social entrepreneurship has the concept of providing value to society, not to take value from society (Slyke & Newman, 2009). In addition, social entrepreneurship plays a role in poverty alleviation and individual reintegration in the global labor market (Utami et al., 2019).

Social entrepreneurship has an important role for companies and researchers (Kannampuzha & Hockerts, 2019). The factor behind the existence of social entrepreneurship

is the increasing poverty in several countries in the world (Doherty et al., 2014). Therefore, social entrepreneurship moves to help overcome these social problems. Social entrepreneurship does not act to expect large monetary benefits from the entrepreneurial activities carried out, but they have a noble vision to provide welfare for human beings (Barberá-Tomás et al., 2019; Bedi & Yadav, 2019).

The development of social entrepreneurship in Indonesia the emergence of social entrepreneurship in Indonesia can be traced back to the 2000s, when more and more individuals and organizations began to recognize the potential use of business models to address social and environmental challenges. In recent years, there has been a significant increase in the number of social enterprises in Indonesia, and the government and other stakeholders have begun to provide more support and resources to these businesses. The growth of social entrepreneurship in Indonesia has been driven by a number of factors, including increased awareness and understanding of social entrepreneurship, increasing impact investing, and the growing importance of sustainability and social responsibility in business.

Overall, the development of social entrepreneurship in Indonesia is a relatively recent trend, but it has grown rapidly in recent years, and there is great potential for this business to make a significant impact in the country. The development of social entrepreneurship in Indonesia has grown in recent years, with more and more entrepreneurs recognizing the potential of combining business and social impact. There are several factors contributing to this growth, including: 1) Increased awareness: there has been an increase in public awareness and understanding of social entrepreneurship, as well as increased recognition of the role businesses can play in addressing social and environmental issues, 2) Investment growth: impact investment funds in other alternative financing models are becoming increasingly available in Indonesia, providing more opportunities for social entrepreneurs to get funding and grow their business, 3) Support from the government: The Indonesian government is increasingly supporting social entrepreneurship, with initiatives such as taxes, grants and training programs aimed at promoting the growth and development of these businesses, 4) the emergence of social enterprise networks: There is an increasing number of networks and organizations dedicated to supporting social entrepreneurs in Indonesia, providing guidance, training, and other forms of support to help these businesses succeed.

## **IMPLEMENTATION METHOD**

Siliwangi Social Business League (LIBSOS) used the training method (Saepulmilah et al., 2023), descriptive qualitative and literature review. A total of 25 participants from Siliwangi University students participated in this LIBSOS activity. Among them are students from semesters 4 and 6 from various faculties. The concept of LIBSOS activities is to form social entrepreneurship formed by students. This is part of the implementation of the Siliwangi University Vision to form students who have an entrepreneurial spirit. After students are placed in areas that have resource potential, students will be directed to create a group and discuss to design social entrepreneurial activities. After that, students will be asked to submit their entrepreneurial funding proposal to the Implementation Unit of Student Entrepreneurship of Siliwangi University (UPT KWU) to get funds to build their social enterprises.

There are five stages used in the implementation of this LIBSOS activity, including:

1. Preparatory stage

Before implementing the LIBSOS program, UPT Entrepreneurship Siliwangi University collaborated with the Cakrawala Sarwa Organization to be a technical implementer of LIBSOS activities. Furthermore, conducting a survey of the area that will be used as a place for LIBSOS activities, so that there are five regional points used for LIBSOS activities. The first is in Selamanik Village, Ciamis Regency, the second is in Parentas Village, Tasikmalaya Regency, the third is in Sodong Hilir Village, Tasikmalaya Regency and the fifth is in Pangandaran Regency.

2. Implementation stage

LIBSOS activities in Ciamis Regency will be held from February 17 to February 21, 2023. On the first day, students departed for Ciamis Regency accompanied by the Vice Rector for Student Affairs. Furthermore, the second day is mentoring on the concept of social entrepreneurship, the third day to the fourth day is students analyzing the potential resources that will be used as ideas to create social entrepreneurship, the fifth day is the closing and presentation stage of students from the results that have been obtained during observations in the field.

3. Evaluation stage

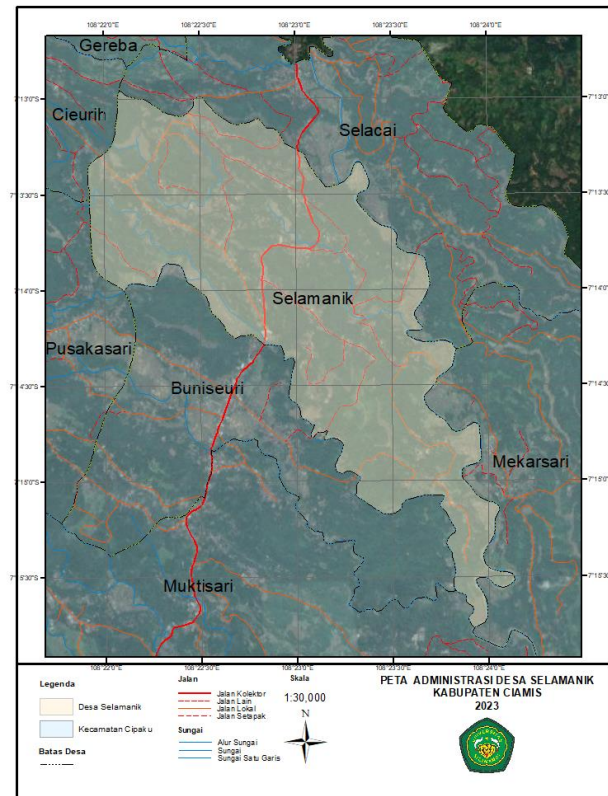
The evaluation stage is carried out at the end of the activity when students have observed the potential resources available in the community. The purpose of the evaluation stage is to make an assessment of the potential resources available as well as for materials in decision making.

4. Stage of making social entrepreneurship design

After students complete the LIBSOS program series, they will be directed to create social entrepreneurship. The capital needed to make social entrepreneurship comes from the UPT entrepreneurship Siliwangi University through the submission of proposals and social entrepreneurship designs submitted.

5. Stage of implementation of social entrepreneurship activities

The implementation of student social entrepreneurship activities is carried out after obtaining funding by the UPT Entrepreneurship Siliwangi University.



**Figure 1. Location map of LIBSOS in Selamanik Village, Ciamis**

## RESULTS AND DISCUSSION

In the Liga bisnis sosial siliwangi (LIBSOS) program, students will be placed in several areas that have social entrepreneurship potential for one week. Students will make observations and live with the community and carry out activities with the community. The LIBSOS activity carried out in Ciamis Regency was 25 participants from Siliwangi University students. In contrast to the Real Work Lecture (KKN) activities, LIBSOS emphasizes the values taken by students from the community. They will analyze the potential in a village to be used as a social business idea. Figure 1 shows the preparation for the departure of participants from the Siliwangi University campus to Ciamis Regency.

In previous research, it identified that social entrepreneurship has a positive impact on sustainable development (Méndez-Picazo et al., 2021). Social entrepreneurship activities, such as making product development, creating new markets and product innovations will have an impact on economic growth, eventually opening up new jobs as a solution to overcome unemployment. In addition, in an effort to overcome increasingly complex environmental problems, economic actors must take responsibility for solving these problems. (Middermann et al., 2020).



**Figure 2. (a) Preparation for Departure, (b) LIBSOS participants who are at the post**

A total of 25 students participated in LIBSOS activities in Ciamis Regency. The activities carried out by students are to make observations about the potential of social entrepreneurs in the Ciamis Regency area. Based on the results of observations made by students, there are several social entrepreneurs in Ciamis Regency, including in the food and agriculture sector.



**Figure 3. Welcoming LIBSOS participants by village officials**

LIBSOS activities from the Siliwangi University entrepreneurship unit were welcomed by the Selamanik village apparatus, Ciamis Regency. This makes it easier for students to observe with the local community. Observations made by students participating in LIBSOS by staying at residents' homes and carrying out various their daily activities. Especially people who have entrepreneurial activities or in the agricultural sector.



**Figure 4. Observation of participants in the oyster mushroom business**

Among the entrepreneurs found in Selamanik Village, Ciamis Regency is the cultivation of oyster mushrooms and processed food from bananas. Selamanik Village holds great potential in natural resources, besides that the local wisdom of friendly communities makes this region have a prosperous economic level.

### **The Role of Government in Building Social Entrepreneurship**

The role of governments in developing social enterprises may include creating a favorable regulatory and legal environment, providing funds and resources for social enterprises, offering tax incentives or exemptions for social enterprise activities, supporting research and development of social enterprise models, and promoting awareness and education about social enterprises (Sutowo, 2020). In addition, the government can act as a partner and collaborator with social enterprises to address social and environmental issues, and can use its purchasing power to support social enterprises and their products or services.

Research conducted by Santos (Santos, 2012), Developing a theory of entrepreneurship, in the results of his research mentioned three main mechanisms of government in developing social entrepreneurship, first creating markets, secondly making regulations and thirdly creating a tax system. Despite this, the research conducted by Santos (Santos, 2012), emphasizing the need for more effective government policies, he has not mentioned and analysed how the government can encourage the development of social entrepreneurship through regulatory mechanisms. By applying institutional theory in the development strategy of social entrepreneurship, (Stephan et al., 2015), In his research found that government support in the development of social entrepreneurship is very important. In its research, the government can encourage social entrepreneurship through the provision of tangible and intangible resource support.

## **The Role of Universities in Building Social Entrepreneurship**

Education plays an important role in building perceptions, confidence, abilities, and levels of entrepreneurial confidence. (Iglesias-Sánchez et al., 2016). The first role of the college is to act as a source of knowledge and research on social entrepreneurship, providing education and training to students. Second, universities can provide support to the creation and development of social enterprises by providing access to funding, resources, and guidance. In addition, colleges can provide access to incubation spaces, shared services, and other resources necessary for the development of social entrepreneurship.

Third, universities have a role to promote the concept of social entrepreneurship and the development of social impact ecosystems. By collaborating between students, faculty, alumni and other stakeholders, universities can facilitate the creation of partnerships and collaborations that support the growth and sustainability of social entrepreneurship. Universities can conduct research and advocacy to advance the field of social entrepreneurship by providing knowledge, human resources, and support to social entrepreneurs, and by creating an environment that encourages innovation and social impact.

Research conducted by Rasmussen (Rasmussen & Borch, 2010), found that to support students' social entrepreneurial behavior, some colleges had to build stronger relationships with incubators and science parks, while others focused on implementing integrated technology with social entrepreneurship education. (Lundqvist & Middleton, 2013). For example, in Taiwan, with the support of the government, universities are able to establish incubation centers for entrepreneurship, while in Korea more than half of college and industrial collaboration is carried out on the small-to-medium business sector (Mok, 2012).

## **CONCLUSION**

Some strategies that can be carried out to build social entrepreneurship in Indonesia include: 1) education and awareness-raising: increasing public awareness and understanding of social entrepreneurship can help foster a supportive environment for these businesses. This strategy can be achieved through education and training programs, as well as awareness-raising campaigns and events, 2) access to funding: Increasing access to funding for social entrepreneurs is critical to the growth and success of these businesses. This can be achieved through the creation of impact investment funds, the development of alternative financing models, and the creation of government-led initiatives to support social entrepreneurship, 3) support networks: building supportive networks for social entrepreneurs can help them overcome challenges and succeed in the market. This may include mentorship programs, training and development opportunities, and the creation of a network of social entrepreneurs, 4) Regulation and Policy: The development of clear regulations and policies to support social entrepreneurship in Indonesia is important to create a supportive environment for these businesses. This can include tax incentives, grants and other forms of financial support, 5) collaboration and partnership: collaborating with other stakeholders, including businesses, governments and non-governmental organizations (NGOs), can help increase the impact of social entrepreneurship in Indonesia. The strategy includes partnerships to develop new products and services, and collaboration to increase awareness and support for these businesses. By implementing this strategy, the Indonesian government, businesses and other



stakeholders can work together to create an environment that supports social entrepreneurship and helps these businesses successfully create a positive social and environmental impact.

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