

SOCIALPRENEUR: BUILDING THE CIVILIZATION OF THE EMPIRE

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Abstract. The high percentage of employees and unemployment than socialpreneur make the Indonesian economy weakened. The bigger state burden in the countries that must subsidize the citizens must be given serious attention. Awareness of citizens sued in an effort to build the country. The orthodox mindset about the best job is to be an employee must be revamped, citizens must be able to harmonize the times and have an entrepreneurial spirit. Other critical social problems caused by the narrowness of the job makes people in the poverty and the higher rating of the crime. The deterioration made Indonesian citizens do not deserve to be called as the civil society. The research method uses a qualitative approach, using data collection techniques are literature. Socialpreneur have significant vital role in a country. Socialpreneur able to improve the country's economy and shape the character of citizens become civic virtue. The result is the rapid advancement of the country's economy which is supported by the character of civic virtue of citizens bringing the part of civil society. Because the basic principle of civic virtue is "do not ask what your country can do for you, but ask what you can do to your country."

Keywords: Socialpreneur, Civic Virtue, Civil Society.

I. INTRODUCTION

Indonesia as a developing country in Asia still has the mindset of "best job is to become an officer or employee". This mindset is already attached to the community of scholars, especially in Indonesia. The main purpose of the scholar after graduating from the College is to Become employees. Whereas the ratio comparison of the graduates with jobs is 1: 1.000, the meaning is a thousand scholars for one position to be an employee. This is evident by the high number of employees compared to the number of unemployed and young entrepreneur. Scholars should have an entrepreneurial spirit and became an entrepreneur.

The ratio is a comparison between employee and entrepreneur in Indonesia with the developed countries in Asia is different. According to the Central Bureau of Statistics (BPS) Indonesia in 2018, the number of employees in Indonesia includes civil servant (PNS) and employees in private companies reached 51.5%. The unemployment rate in Indonesia is also relatively high id est amounted to 2.7%. Then what about the ratio of the businessman or entrepreneur in Indonesia? Entrepreneur in Indonesia is still very low with a total of 3.1% of the population in Indonesia society who reach 260 million people. Based on the data collected from the Central Bureau of Statistics (BPS), Indonesia has an increasing number of young entrepreneurs from year to year Although not significantly. In 2012 the number of the entrepreneur in Indonesia amounted to 1.67% and Increased to 3.1% in 2018. This becomes an issue of interest to be discussed. Compared with developed countries in Asia, Indonesia is a developing country with the lowest level of awareness to be an entrepreneur. According to the survey of Political and Economic Risk Consultant (PERC), the number of entrepreneurs in Malaysia reached 5% of the total population, Singapore 7% of the total population, and Japan 11% of the total population. A very striking differences with Indonesia. Because if we compared, the total population of Indonesia is much more of the population in the countries of Malaysia, Singapore, and Japan. Indonesia's population is 268.074.600 people, while the population of the country of Malaysia is 32.668 million

people, Singapore is 5.6387 million people, and Japan has 126.22 million people. America's total population is 328.943.000 people and the entrepreneurs in the United State is about 13% of the total population. So, no doubt if the economy in these countries is higher and stronger than Indonesia. Indonesia should change the mindset and perspective about the employee is the best achievement and job, but the best achievement and job is being an entrepreneur or socialpreneur.

The best solution to increase the economic growth is instill the entrepreneurship spirit to the nation and change the wrong mindset be an employee is the best job, into the best job is to be an entrepreneur or socialpreneur. Because the role of socialpreneur has a significance to change the economic in the country and build the civilization of the empire as a part of civil society.

II. BASIC THEORY

A. The Concept Of Social Entrepreneurship

The definition of social entrepreneurship / Socialpreneur has been developed in a number of different fields ranging from not for profit, for-profit, public sector, and the combination of the three. According to Bill Drayton (founder of Ashoka Foundation) as the originator of social entrepreneurship, there are two key things in social entrepreneurship. First, the social innovation is able to change the system that exists in society. Second, the presence of individual visionary, creative, entrepreneurial, and the ethics behind the innovative idea. Hulgard (2010) summarizes the definition of social entrepreneurship is more comprehensive manner, namely as the creation of social value created by working with other people or community organization involved in a social innovation which usually implies an economic activity. Social entrepreneurship is a term derived from entrepreneurship. Combination of two words, the social meaning of community, and entrepreneurship which mean socialpreneur. "A simple understanding of social entrepreneur is someone who understands social problems and uses entrepreneurship ability to make a social change, mainly covering the fields

of welfare, education and health (healthcare).” (Cukier, 2011). This is line with that expressed by Schumpeter in Sledzik (2013) that reveals the entrepreneur is one who dared to break the existing system with a new system initiated. Clear that social entrepreneurs have the ability to dare to resist the challenge or the other definition is someone who dares to jump from the existing comfort zones. In contrast to business entrepreneurship, the desired result of social entrepreneurship is not about the profit, but also a positive impact on society.

A social entrepreneur is always involved in the process of innovation, adaptation, learning continuously act regardless of the obstacles or limitations that it faces and accountability in the account for the results achieved, to the public.

The understanding that social entrepreneurship is composed of four main elements namely social values, civil society, innovation, and economic activity (Palesangi, 2013).

1. Social Value

“This is the most distinctive element of social entrepreneurship that creates tangible social benefits for the community and environment.”

2. Civil Society

“Social entrepreneurship is generally derived from the initiative and participation of civil society by optimizing the existing social capital in the community.”

3. Innovation

“Social entrepreneurship solves social problems with innovative ways such as by combining local knowledge and social innovation.”

4. Economic Activity

"Social entrepreneurship successful in general with balancing between social activities and business activities. Activities business or economics developed to ensure the independence and sustainability of the organization's social mission. Passion for social entrepreneurship today increased due to a shift in social entrepreneurship which was originally considered an activity of "non-profit" (among others through charity) become business-oriented activities (entrepreneurial private-sector business activities)." (Utomo, 2014).

Social entrepreneurship is currently a crossroads between non-profit and purely business organizations as depicted in figure proposed by Alter (2006) the following:

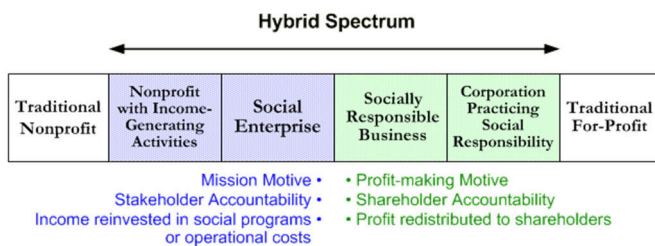


Figure 1. Typology of Social Entrepreneurs (Alter, 2006)

This typology breaks down the traditional boundaries between the nonprofit and private sectors and draws definition to this new institutional animal - part-part social

business - the social enterprise. In doing so, the typology explores how institutions have combined a mix of social values and goals with commercial business practices and how they have come up with ownership models, income and capitalization strategies, and unique management and service systems designed to maximize social value. The illustrative typology classifies different models of social enterprise in order to navigate readers through the currently ill-defined, diverse and dynamic landscape of this emerging field.

This typology is an outgrowth of a paper commissioned by the Inter-American Development Bank in 2003 entitled: "Social enterprise: A typology of the field contextualized in Latin America." For this reason many of the examples are from Latin America, however, social enterprise models are applicable worldwide.

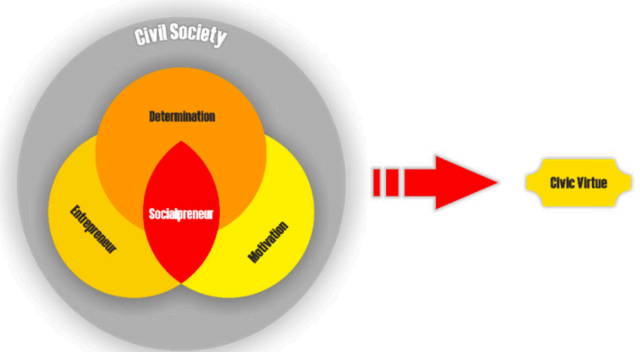


Figure 2. Relation of Socialpreneur and Civil Society to Build The Civic Virtue

A socialpreneur included in civil society, as seen from the notion and characteristics of civil society itself, a socialpreneur has contributed to his community and country so worthy to be called as a part of civil society. A socialpreneur has been participated in efforts to build a country with civilized ways, the ways of upholding ethics, morality, having high creativity and innovation in developing a potentially personal and others in his efforts helped the country and advance in many aspects, especially in the economic sphere. In addition to the part of civil society, a socialpreneur contribute to providing civic virtue. Civic virtue has a sense of awareness that arises from within yourself to participate to build the country and contribute greatly to the progress of the country without coercion from anyone.

III. DISCUSSION

A. The Role Of Socialpreneur In Civic Virtue Making Efforts As Part Of Civil Society

In general, the entrepreneur is the willingness and ability of a person to do an overhaul of the system, change a new idea or invention into a successful innovation and useful to society. In Indonesian, entrepreneur often translates into self-employment, which is derived from the word means brave hero, and said the effort. Simply put, entrepreneurship can be defined as one who dared to conduct their own business. Definition of the entrepreneur in business is an attempt to start a new business or an old business that is conducted by a person or group of people. While in the

Merriam-Webster dictionary definition of the notion illustrates that an entrepreneur is a person who organizes and brave to take the risk in running a business or enterprise.

According to Thomas W. Zimmerer, the notion of entrepreneurship is the application of creativity and innovation to solve the problem and attempt to exploit the opportunities facing every day. Meanwhile, according to Hendro and Chandra W.W. (2006) in his book *Be a Smart and Good Entrepreneur* explain that “the definition of an entrepreneur is an ability to manage something that is within you to be harnessed and enhanced to be optimized so that it can improve your life in the future”. So it can be concluded that the definition of the notion of entrepreneurship is an ability in creative thinking and innovative behavior someone who can used as the basis, resources, propulsion, goals, strategy, tips and processes in the face of risk or the challenges of life in business and start new businesses that can improve lives and useful for the audience. The entrepreneur is the designation for a capable and being involved in the world of entrepreneurship. Socialpreneur itself is an entrepreneur who is able to open up employment opportunities for the wider community, so that benefits not only to the person of the entrepreneur but useful for the public. If the entrepreneur is defined as one who dared to conduct or establish their own business in order to improve their standard of living, then socialpreneur interpreted as a brave man to do or establish their own business with no purpose other than to generate profits, but to absorb the workforce and empowering human resources in the surrounding environment. Entrepreneur and Socialpreneur can be a smart solution in improving the economy of the country and can reduce the high unemployment rate for their employment opportunities.

Civil society can be defined as a civilized society to build, lead, and make sense of life. Dawam Rahardjo defines “civil society as the creation of civilization, which refers to the values of a common policy”. Dawam explained that the main basis of civil society is unity and social integration based on a rule of life, avoid conflict and hostility which cause divisions and live in a fraternity. Civil society is in principle have the systemic, namely a democratic society, uphold ethics and morality, transparency, tolerance, potentially, aspirational, motivated, participate, consistently comparison, able to coordinate, simpler, synchronized, integral, acknowledged, emancipation and rights,

A socialpreneur belong to the civil society, as seen from the definition and characteristics of civil society itself, a Socialpreneur has contributed to the community and the country so worthy to be called as part of civil society. A socialpreneur has been taking part in the effort to develop the country in a civilized manner, in ways that uphold ethics, morality, creativity and innovation that is high in developing personal potential and others to attempt to help and promote the country in any aspect, especially in the economic field, In addition to a section of civil society, a Socialpreneur contribute in providing civic virtue. Civic virtue has a sense of awareness that arises from within ourselves to participate in developing countries and contribute greatly to the progress of the country without coercion from anyone. The principle of civic virtue itself is "Do not ask what your country can do for you, but what you can do for your

country" so that the role of a socialpreneur for the state is to create a civic virtue as an integral part of civil society.

B. Significance A Socialpreneur Nation Facing Challenges in the Era of the Industrial Revolution 4.0.

The industrial revolution 4.0. has brought many changes with all its consequences, the industry will be more complex and efficient. But there are also risks that arise, such as the reduction of human resources since been replaced by machines or robots. Myriads of opportunities but on the other hand, there are myriads of challenges that must be faced. First introduced by Prof. Klaus Martin Schwab, technicians and economists of Germany, who is also the founder and Executive Chairman of World Economic Forum. He noted that at this time we are at the beginning of a revolution that is fundamentally changing the way of life, work and relate to one another.

Mental revolution must be carried out, ranging from changing the negative mindset and fear of the industry 4.0 that will reduce jobs or paradigm that the technology is difficult. We must strive to continuously improve learning ability, skills that fit the needs of the industrial era 4.0, so we will have stronger competitiveness. We certainly hope the industry 4.0 remain in control. Must create mutual awareness by government, business, and the community, that large changes in the industry 4.0 are a necessity that can not be avoided. All potentials should be active participants who benefit from changes.

The socialpreneur role for the state is very important, in addition to helping the country's economic growth, socialpreneur able to help solve social problems. Socialpreneur can reduce unemployment and empowering human resources there. The era of the industrial revolution 4.0. had positive and negative impacts for every country in Asia. For developing countries in Asia, the industrial revolution 4.0. have a major challenge. These challenges include all the fields, where the digital revolution and the era of free trade, human resources in a country demanded competent and able to keep up with the times. Significance socialpreneur role to the challenges of the industrial revolution 4.0. is vital, because socialpreneur can be the foundation of the state in improving the economy and empowerment of human resources. The increasing number of socialpreneur, then the chances of the progress of a country will be more rapid. The rights and duties of citizens in a part of civil society more fair of socialpreneur obtained to the role in the development of the country to improve the nation's competitiveness in the era of industrial revolution 4.0.

C. The Role Of One Asia Community To Shaping The Mental Entrepreneur And Socialpreneur For Asia Society

One Asia Community is an organization that aims to contribute to the establishment of Asian Community in the future. To this purpose, our Foundation carries out or supports various activities which will stimulate a common sense of values among Asian people through economic, educational, cultural exchanges as well as citizens' goodwill meetings to deepen their mutual understanding. The target of these activities is to create a rich, peaceful and secure Asian Community where people can live together each holding their own dreams and hopes, which will result

in global peace and security. The aim is realized in the way to build relation with the universities in Asia, one in Indonesia, which is currently in collaboration with the Pasundan University Bandung. The steps is to hold an international seminar and an international course. The international course is to discuss of the various themes and reviewing and studying the sub-topics that can change the mindset to be an employee, being a businessman or entrepreneur. The discussion of the topic about how to strengthening entrepreneurship in the Asian Community, entrepreneurial opportunities in Asia, how to get a scholarship, motivation of high achieving communities in the Asian Community, higher education entrepreneurship development in the Asian Community, the aspect of identity, creative industry and Asian values. Creativity and entrepreneurship, Asian art and its contributions to the world, the contribution of technopreneurs in Asia, the strategy for developing socialpreneurs in Asia, the rules of law in Asia Community.

One Asia Community instills the spirit of entrepreneurship in human productive age through a series of activities such as international seminars and international class in Asian countries. The goals of the One Asia Community instill the entrepreneurial spirit for the Asian community is to assist the development of countries in Asia through education to improve the economy of the country. With the millennial generation aware of the importance of entrepreneurship and foster the spirit of entrepreneurship, measures taken by the One Asia Community with the Pasundan University is one of the efforts to improve the entrepreneurial and socialpreneur in Indonesia,

IV. CONCLUSION

The conclusions that can be drawn from the above discussion is as follows:

1. Socialpreneur has a vital role in shaping the character of the civic virtue of citizens as part of civil society. A socialpreneur contributes in providing civic virtue. Civic virtue has a sense of awareness that arises from within ourselves to participate in developing countries and contribute greatly to the progress of the country without coercion from anyone. The principle of civic virtue is "Do not ask what your country can do for you, but ask what you can do for your country". So, the role of a socialpreneur for the state is to create a civic virtue as an integral part of civil society.
2. The socialpreneur has a significance in preparing human resources to compete in the industrial revolution 4.0. The era of the industrial revolution 4.0. had the positive and negative impacts for every country in Asia. For developing countries in Asia, the industrial revolution 4.0. has a major challenge. These challenges include all the fields, where the digital revolution and the era of free trade, human resources in a country demanded competent and able to keep up with the times. Significance the socialpreneur role to the challenges of the industrial revolution 4.0. is vital, because socialpreneur can be the foundation of the state in improving the economy and empowerment of human resources.

3. One Asia Community care about the readiness of the countries in Asia in the face of challenges in the era of industrial revolution 4.0. So, One Asia Community instill the spirit of entrepreneurship in human productive age through a series of activities such as international seminars and international class in Asian countries. The goal of the One Asia Community instill the entrepreneurial spirit for the Asian community is to assist the development countries in Asia through education to improve the economy of the country.

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