

# ENTREPRENEURSHIP IN IMPROVING SOCIAL WELFARE

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**Abstract.** Basically everyone has an equally great opportunity to be a business performer. But unfortunately not everyone dares to hone their talents and interests, so it is natural if some people have managed to become successful entrepreneurs and some others are still there too who have not dared the action of running a business. Social entrepreneurship sees problems as an opportunity to form a new business model that benefits the empowerment of the surrounding community. The results that you want to achieve are not only material gains or customer satisfaction, but rather how ideas are posed can make a good impact on the whole community. Social entrepreneurship is a very interesting phenomenon nowadays because it perbedaannya with traditional entrepreneurs who only focus on material gains and customer satisfaction and its significance to people's lives. The study of social entrepreneurship involves a variety of science in its development and practice in the field. The cross-science of social Entrepreneurship Studies adopted is an important thing to explain and make new thoughts.

Keywords: Social Entrepreneurship, Development, Innovation

## I. INTRODUCTION

In the beginning entrepreneurship started when people have known the concept of economics, so that the history of entrepreneurship is still very closely related to the history of the development of economic sciences that exist in the world. Starting from human behaviour meets the needs of his life. First of all, it is that they strive to fulfill their fundamental needs. This requirement by economics is referred to as primary needs or basic needs, this need of fulfillment is mandatory and can not be postponed again. The primary needs are always the same for each human being, namely clothing, food-drinks and shelter.

Furthermore there is a level two need which is a secondary requirement. This type of need is a supporting requirement that the fulfillment can be delayed. Human secondary needs are flexible and cannot be struck flat for all humans. The latter requirement is a luxurious tertiary need. This type of needs is fulfilled not because it is a necessity that is mandatory and fundamental, but because of other satisfaction in the form of prestige to be gained when this need is fulfilled. It is almost similar to secondary needs, which is so flexible that it cannot be dragged for everyone. The level of fulfillment of tertiary needs is influenced by the class of socio- economic and human tastes. This type of need is a delayed bias, and if unable to be fulfilled it will not interfere with human survival.

After recognizing the classification of needs, people strive to fulfill those needs in various ways, this behavior is learned in economics. Human beings in fulfilling the basic/primary needs can cultivate land (farming, gardening), making ponds or even with the activities of making goods or manufacturing.

Unfortunately, because of different geographical factors and skills, not all human beings are able to fulfill the needs of his life, so that human behavior appears to do something to fulfill the needs of other human life. Trade activities started to be known, and business science began to be learned.

## II. DISCUSSION

Entrepreneurship is a process in the do or create something new with the way creative and full of innovations that provide benefits to others and value-added. There are also explaining the definition of entrepreneurship is a mental attitude of someone who has creativity, active, bercepta power to create something unique and new and can be useful for many people. Entrepreneurship has a dynamic process to create something that accompanied grace period, capital, resources and also risk.

According to Eddy Soeryanto Soegoto, the sense of entrepreneurship is a creative effort is done based on innovation to produce something new, added value, providing benefits, create jobs and the results are useful for people another.

Social welfare studies the various social phenomena and problems that occur in the community especially regarding social welfare. Here we can learn how to identify problems that occur in the community and find a solution. In studying social welfare we will plunge right into the community in conducting observations and analysis of the problems happening is also doing a social experiment, then apply the theories to complete These problems. According to Suharto (2009:1) understanding social welfare as follows:

Social welfare is an institution or areas of activity involving the organized activities organized by government institutions or private sector that aim to prevent, resolve or contribute to the social problem solving and improving the quality of life of individuals, groups and communities.

Job creation is one of the roles of an entrepreneur. With the jobs created by the entrepreneurial tentunya can help the economy of the community, so that with the creation of jobs for the community will be able to reduce the level of criminality that exists in the community. Can reduce the level of unemployment in society. With the business which was founded by the entrepreneur's certainly can help people who don't have jobs by way of absorbing

their labor to help the survival of business or process which was founded by the entrepreneur.

### 1. How is entrepreneurship in improving social welfare

#### a. Have A Good Leadership

Sometimes the myriad problems faced in running social entrepreneurial, and the role of any good leader needed to be able to resolve its internal problems quickly without protracted. Describe the issue one by one, discuss with the team to choose its way out the best and the fastest.

#### b. Build a Solid Team

Another one that could affect our social entrepreneurial development, a solid team. Pay attention to the well-being and happiness of employees, these two things can become the Foundation for strengthening the team in building a social entrepreneur. In addition, it is important for us to read the personality of each individual since the beginning of the meeting, started the process of the interview. Discover the motivation will be the same vision in the prospective members to build a solid team.

#### c. Create a new Innovation Solutif

One way is by thinking of solving problems from the roots. That way, we can produce long-term solutions that can bring major changes for social problems. Please choose a new innovation that is unique and well liked by the community, and we will print an unforgettable history in goodness.

### 2. How people can manage entrepreneurship

#### a. Organizing Good

Organizing a planned properly can help you in completing various tasks, so you can monitor the tasks or phases that are already completed. One way that many do is to create a list of work or work schedule. Thereby, You can evaluate and make sure no task is missing.

#### b. Creative Thinking

Creativity is needed in running businesses in order to win the market competition. Creative thinking with willing to accommodate new ideas, continue to add insights you can use to develop your business.

#### c. Analyze a competitor's business

Competition or rivalry indeed are inseparable from a business process. However by the presence of this competition, it will encourage entrepreneurs to innovate and create new things. Don't be afraid to learn from competitors. Could be a competitor to have a strategy or steps that could inspire us.

### 3. How people can be said to have entrepreneurial soul

#### a. Have the courage and the power of Creation is high

A successful businessman is someone who has the courage to create. Because it has the creativity alone is not enough to reach the success of the business. People who have the courage to start will not be afraid of the risk of failure that could occur at any time. But that does not mean it should be bold without consideration and planning are qualified.

#### b. Have a good analysis of the Power

An entrepreneur must have a power analysis of what he was working on. For example, only take into account profit loss, competition, value of goods or services and other market analysis capabilities.

#### c. Make a decision and execute it

A great businessman who is able to make decisions quickly and appropriately to produce something. Businessman who owns the soul of entrepreneurship is that has a calculation in any decision in carrying out the decision as already agreed together with his team. Implement decisions rapidly to minimize the loss of opportunities.

### III. CONCLUSION

Entrepreneurship is a process in the do or create something new with the way creative and full of innovations that provide benefits to others and value-added. Self-employment is often associated with situations of business activities of a person who started a small business in scale and generally managed on its own. According to Suharto (2009:1) understanding social welfare as follows: Social welfare is an institution or areas of activity involving the organized activities organized by government institutions or private sector that aim to prevent, resolve or contribute to the social problem solving and improving the quality of life of individuals, groups and communities.

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