

THE EMPOWERMENT OF PERSON WITH DISABILITIES THROUGH 'SOCIOPRENEURSHIP' IN MAKASSAR

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Abstract. *The practice of social entrepreneurship is starting to spread among young people interested in using their skills for a good mission. They crave an opportunity to use the skills they have in something meaningful for the environment around them. The development of social entrepreneurship can create opportunities and improve people's living standards and provide value for innovation and new creations in the socio-economic environment of the community, which then becomes the social capital of human resource development. This research focuses on social entrepreneurship in Makassar named Tenoon, which applies a social business model by empowering the person with disabilities. This study aims to: 1) analyze the empowerment activities of persons with disabilities applied by social entrepreneurship (Tenoon), 2) analyze what factors determine sustainable social entrepreneurship. This type of research is descriptive qualitative, with data collection methods carried out through interviews, field surveys, and literature studies. The results showed that: 1) Tenoon implements various communication strategies for smooth empowerment activities. They are based on the communication approach capabilities of business actors towards empowered communities with disabilities. 2) Maximizing profit by implementing commercial strategies to ensure sustainability in carrying out social missions so that the entrepreneurs concerned can balance between profit and the impact they want to provide.*

Keywords: *Sociopreneurship; Empowerment; Person with Disabilities; Tenoon*

1. INTRODUCTION

In modern times like today, most young people have a desire to earn quickly. It does not even seem attractive anymore for them to work as "corporate slaves". Entrepreneurship has recently become a dynamic field for many young people to engage in. Some of them chose to start by selling online, and not a few of them opened cafes, shops, and food stalls. Young people seem to be competing to create a business. Especially now that everything is easily accessible with the help of technology.

However, one thing that caught the author's attention was someone who started a business that pursued profit/wealth and had a social impact on the environment. One of them is creating a business but also empowering human resource development. In practice, this empowerment has the meaning, guidance or assistance in improving the community's ability to become a provision towards independence to achieve prosperity.

Talking about welfare, persons with disabilities are one of the components of development that still require more attention in resource development to fulfil human rights for everyone regardless of what is attached to them. However, the government has not fully embraced the whole community and fulfils welfare rights equally, especially for people with disabilities.

Although there is a legal umbrella to respect, protect, and fulfil the rights of persons with disabilities, the implementation has not yet been maximized. The most visible problem is the community's perspective on persons with disabilities. In the

community itself, the paradigm regarding persons with disabilities is more or less the same. Many people think of people with disabilities as a group who cannot do anything and cannot carry out activities properly. People's expectations like to doubt the ability of people with disabilities who have certain professions. Meanwhile, to survive in family life and maintain their lives, they must still have an income.

Based on this concern, a social entrepreneur named Tenoon contributes to the disability community because they understand that not all people with disabilities have the opportunity to be more empowered. Meanwhile, inclusive development for persons with disabilities is critical to fulfilling quality human resources in Indonesia. Therefore, Tenoon wants to be present as an inclusive forum where people with disabilities are the primary beneficiaries.

Then how do they carry out this social entrepreneurship activity to keep it sustainable? Given that this job is not easy. Elkinton & Hartigan (2009:2) explain that social entrepreneurship attacks complex problems takes risks, and invites all parties to see various possibilities that seem impossible. Of course, to pursue the world of social entrepreneurship requires a high commitment and willingness to sacrifice in everything, from finance (money), time, and an unyielding spirit.

Light (2008:26) stated that the opportunity to build socially entrepreneurial opportunities has a certain level of difficulty, which its activists must face. Social entrepreneurship activity is also not an activity that is easy to undertake and engage in but needs to be defined, explored and developed. This business is sometimes accompanied by risk-taking efforts that not everyone is willing to do. These social entrepreneurs are considered 'deviant' because they are willing and able to work hard not only for themselves but for the wider environment. Instead of personal welfare, social entrepreneurs dedicate their time and energy to improving the welfare of others.

According to the problem above, we can see social entrepreneurship as one of the businesses that can respond to social challenges and problems. Everyone is expected to become an agent of change in helping to overcome social problems and encourage development where they are. Therefore, the researcher wants to analyze empowerment activities for persons with disabilities that are carried out through social entrepreneurship (Tenoon) and analyze what factors determine sustainable social entrepreneurship.

2. LITERATURE REVIEW

2.1 Overview of Communication in Empowerment

According to Mardikanto et al. (2010), community empowerment is an alternative paradigm of development to bring people to empowerment. A prosperous society will be able to cope with the necessities of life, both material and non-material needs. However, empowerment is to increase the ability or capacity to meet individual life needs and build the spirit of community independence to develop and have a solid motivation to participate in the empowerment process. The element of communication in general also applies to the development process. The simple communication process includes the communicator as a source sending messages through the channel to the communicant as the recipient. Messages in empowerment communication for development are universal, not addressed to one person but the broader community through various ways of delivering messages ranging from personal communication, group communication to mass communication for community development purposes.

Departing from community development to improve human resources, the core of community empowerment here is to educate, provide motivation and skills, persuade, make community members able to do something by providing the necessary means or facilities to empower them. Tahoba (2011) states that community involvement in programs community development impacts communication differences between participating communities and non-participating communities. People who participate

experience more knowledge, skills and attitudes due to delivering messages or innovations offered than those who do not participate. People who do not participate tend to show an indifferent attitude or are lazy to find out about the message conveyed.

So communication becomes the starting point in this theory. Correspondingly, communication is an effort to select strategies and communication models that allow changes in development within an organization. To convey, review and explaining issues, ideas or ideas related to changes towards community development.

2.2 Persons with Disabilities

The term disability or disability in English is used to denote a disability that is present since birth or a permanent disability. The terms used for persons with disabilities refer to conditions of incapacity, weakness, powerlessness, damage, and negative connotations. The use of appropriate and appropriate words that do not offend persons with disabilities must be considered. Both academics and society use such a term as an alternative to the term disability. Among them are disability, special needs, unique, and disabled.

Regarding the empowerment of persons with disabilities, Wrihatnolo and Dwidjowijoto (2007) argue that empowerment is a process. Therefore empowerment consists of certain stages, including the awareness stage, namely the stage where the empowerment targets are given awareness that they have the right to achieve everything. Learner in Suharto (2009:62) further explains the concept of powerlessness as a process by which people feel powerless by forming a set of emotional, intellectual, and spiritual thoughts that prevent them from qualifying the possibilities that exist. For example, negative self-assessment, negative interaction with the environment, or blockades and obstacles come from the larger environment.

2.3 Social Entrepreneurship

According to Nicholls (2008:23), social entrepreneurship are an effective and innovative activities strategically focused on addressing social market failures and creating new opportunities to increase social value in a systematic way using several resources and various organizational formats to maximize social impact and bring about change. Correspondingly, Germak & Singh (2010: 80) state that social entrepreneurship combines innovative ideas for social change, which is done by applying business strategies and skills. Deeper than this understanding,

Going Dewanto (2013: 47) explains that social entrepreneurship works by defining some social issues and organizing, creating and managing social enterprises to achieve the desired changes. The uniqueness of social entrepreneurship is its ability to see 'problems' as 'opportunities'. They see things that most people think should be avoided as something that can be mobilized, optimized and utilized for great social benefits.

According to Abu-Saifan (2012), social entrepreneurship has four factors that distinguish it from other forms of entrepreneurship. Namely, there is a mission drive to provide social value to those in need, has a combination of entrepreneurial characteristics, is oriented towards a culture of innovation and is open, and is an organization or business. Who are financially independent who has a plan on income generation strategies.

Social Entrepreneurship or social entrepreneurship characteristics include creating social value, social entrepreneurship, socially entrepreneurial organizations, market orientation, and social innovation (Choi and Majumdar, 2013:5).

- 1) Creating Social Value, the prerequisite for the formation of social entrepreneurship is the creation of social value, which includes a social mission and plays a role in meeting social needs in the form of social wealth. The concept of social value creation is full of value concepts that involve pious behaviour, altruistic goals, and support for social goals such as independence,

- equality, and tolerance.
- 2) Social Entrepreneurship, another integrated aspect of social entrepreneurship, is individual social entrepreneurship. The role of social entrepreneurs is essential in social activities and the process of social change, both as initiators and social innovators. Individuals in social entrepreneurship must be visionary, take risks, and be innovative. These social enterprises pursue opportunities to catalyze social change and meet social needs and are created to address social problems.
 - 3) Social Entrepreneurship Organizations, social entrepreneurship organizations, can be for-profit, not-for-profit, hybrid, or social communities, whether public or private, in any sector aimed at achieving social change.
 - 4) Market Orientation, the aspect of market orientation in social entrepreneurship, is related to high efficiency and effectiveness through commercial activities, financial sustainability, and self-sufficiency. Market orientation aims to provide positive values or apply social entrepreneurial characteristics such as disciplined behaviour, innovativeness, and strong determination.
 - 5) Social Innovation, social innovation is creating a new model with an innovative approach to achieve the social mission goals in the form of sustainable social change. Social entrepreneurs act as "*social agents*" who contribute to social change itself.

3. RESEARCH METHODS/METHODOLOGY

This research uses a descriptive qualitative research method. That was presented in the form of a description in the form of narrative text, words, expressions, opinions, ideas collected by researchers from several sources according to the technique or method of data collection. Researchers choose informants based on purposive sampling because the selected informants know the problems studied. The researcher goes directly to the field and acts as an observer, emphasizing observation and the natural atmosphere. This study intends to understand the phenomenon of what is experienced by the research subject in the hope that the researcher can provide an overview of the field's phenomena.

To meet the data needed in this study, the researcher used several data collection techniques. Primary data were collected by observation and interviews, through direct observation and interviewing several informants related to this activity. In comparison, secondary data is obtained through literature review, namely books, literature, and internet sites that have strong relevance to the object of research—also the review of documents and other data.

4. RESULTS AND DISCUSSION

Based on interviews conducted by researchers with Tenoon social entrepreneurs, there are three main elements in empowering persons with disabilities, including People, Power, Profit. So this becomes a determining factor in the sustainability of social entrepreneurship. The three elements are described as follows:

1) People

First, Tenoon approached the disabled community. It is the most crucial thing, providing education for people with disabilities because, in many cases, they often get unpleasant treatment such as bullying, and this often makes people with disabilities feel inferior. Therefore, Tenoon wants to fix each person first. Understanding persons with disabilities is not easy because some still have the mindset as objects that "definitely" will receive direct assistance whether it is from the government, organizations, or independently.

Some people with disabilities are reluctant to try to be independent. If the mindset there still wants practical benefits, they will only depend on other people for their lives but cannot be independent. Meanwhile, empowerment is carried out to make individuals or groups of people with disabilities more empowered. Therefore, a basic understanding of "independence" must be instilled first. Meanwhile, Tenoon's approach is by persuading an emotional approach to the people who want to be empowered.

2) Power

Empowerment is developed from the basic theory of power (power). The concept of power-sharing or empowerment has several dimensions. The relationship between the two words (power and empowerment) is not just a relationship between essential words and invented words but like action and reaction or cause and effect. Conger and Kanungo (1988) stated that empowerment could be viewed from a relational and motivational sense. The relational aspect emphasizes the problem of power-sharing between business drivers and empowered communities. There is an attempt to loosen the hierarchy and emphasize joint problem-solving. The motivational aspect refers to the intrinsic need for a personal belief and ability. Through this technique, empowered people feel they have power.

So empowering in a motivational sense here is trusting in everyone's ability, which includes every one's needs and rights to feel that they can achieve and be effective. People will feel powerless if they do not have access to information that affects their work and well-being. Role ambiguity, excessive role expectations and conflict are also contextual factors that can create powerlessness. Therefore, empowerment is to provide opportunities to the community that allow them to use their abilities.

Besides, a safe and open communication climate must be created. Also, the conditions that allow the community to know their role and allow joint involvement in the results reflect the environment that carries out empowerment. Therefore, it is imperative to manage development that can develop the participation of an empowered community.

The full involvement of people with disabilities is Tenoon's goal to develop potential and encourage independence for friends with disabilities. There is an active interaction between business actors and empowered communities, in which they are both involved in the development process. Meanwhile, in the empowerment process applied by Tenoon, people with disabilities are not used as objects but as subjects of the development effort itself. With the social programs run, Tenoon engages people with disabilities directly to identify their abilities and needs. Through Tenoon's training, he also wants to improve his abilities and take responsibility for his empowered self and economic improvement efforts for disabled friends.

3) Profit

When it comes to products, in running a social business, entrepreneurs are also required to implement commercial strategies to keep the business running to remain sustainable. Although socially oriented, social entrepreneurship must also maximize profits to continue to carry out its social mission so that the social entrepreneur concerned can balance between profit and the impact it wants to give.

Behind the product marketing process, Tenoon utilizes various digital platforms. Tenoon tries to build a connection with an audience that aims to reach potential buyers widely, not only in Makassar, by sharing meaningful and exciting content on social media Instagram. Here it appears that creativity in a business process is an effort to meet the demands of modernization.

Likewise, when associated with the communication planning model proposed by Rogers (1957) in Cangara (2017: 92), messages disseminated in the communication process contain new ideas or innovations. According to Rogers, the communication channel used will significantly affect how much effect the message exchange has, so accuracy is needed in choosing and using it. Two communication channels can be used, namely mass media and interpersonal.

Tenoon applies innovation and the creation of business ideas through empowering persons with disabilities. This entrepreneurial activity helps improve the quality and independence of the empowered community. In particular, here Tenoon applies the concept of Creative Business with Impact. Tenoon wants to spread his love for Indonesian woven fabrics through product innovation and wants to be an inclusive forum for empowerment to improve the welfare of people with disabilities in Makassar.

In this case, Tenoon applies several marketing strategies to keep this business activity running. Among them:

a. *Branding Product*

Branding is a communication activity in making identity that aims to differentiate the product from other products. There are values attached to the resulting product, both in terms of visuals, taste, weight, efficacy and uniqueness of the product. The products produced today have the characteristics of each partner area which are considered to have the potential to be developed and have competitiveness. When viewed from the selection of the name *brand* "Tenoon" describes the typical products of Indonesian woven fabrics so that *brand* this looks attractive and easy to remember. In addition, although there are many other similar products, there are differences in the quality of Tenoon's product designs.

b. *Promotion*

This is an effort to market a product to increase sales. Tenoon uses *the platform* social media Instagram and has *website* an online product. In addition, Tenoon also conducts promotions through *events* exhibition by various parties (government or private). *Personal selling* is done by opening a *stand* at the time of the exhibition. However, the alternative marketing strategy pursued by Tenoon is still not fully maximized because there are still many people, especially in Makassar, who do not know and know about this social entrepreneurship.

c. *Cooperation*

Cooperation is the most important form of effort that can be made by *social entrepreneurs*. *Sustainability* are financially always been the biggest challenge for *social entrepreneurship*. So to realize a sustainable social business does require networking and cooperation with various parties. Likewise with Tenoon, in carrying out its social programs, they collaborate with various institutions, , community groups and communities in developing products. The working partners owned by Tenoon are spread across various regions. This is considered to be

an effective opportunity for Tenoon's survival and is certainly expected to have an impact on increasing profits.

5. CONCLUSION

Social Entrepreneurship (Tenoon) implements various stages of communication strategies for smooth empowerment activities. It is based on the communication approach capabilities of business actors towards empowered communities with disabilities. Tenoon realizes the importance of communication in a development and empowerment program. They can establish communication with their disabled friends very well despite the many challenges they face, mainly in improving the welfare of the disabled community. However, Tenoon tries to assist disability communities in Makassar through the social programs planned, hoping that Tenoon can create life inclusive regardless of limitations.

Furthermore, the application of empowerment by Tenoon emphasizes the balance between the social mission it carries out and the benefits received in the product sales process. It is an element of empowerment that supports the success of social entrepreneurship. These give each other a role in building and maintaining Tenoon so that it remains sustainable.

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