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Social entrepreneurship management: PKK moms' poverty alleviation strategy

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ABSTRACT: The women affiliated with the PKK, who are participants in the cooperation program known as PKM, originate from the village of Rancanumpang Gedebage, located in Bandung City, West Java. To begin with, it is evident that there exists a notable absence of excitement among mothers associated with the PKK. The subject under consideration concerns the motivation of individuals in corporate management and entrepreneurship. These individuals may also be driven by the desire to secure employment opportunities with external entities. The instructional methods include lectures, presentations, demonstrations, and interactive sessions addressing inquiries. The participation of PKK women in the service project in Rancanumpang Gedebage, Bandung City, West Java, is expected to contribute to poverty reduction through improving family economic conditions and utilizing local community resources, employing the social entrepreneur management strategy.

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1. INTRODUCTION

It is incumbent upon the government to meet the needs and desires of the populace. Poverty is a prominent and urgent issue in present-day society (Dewi, 2023; Sitorus et al., 2021; Sudiantini et al., 2023). Poverty is characterized by complex causes (Hashanah, 2022), including economic constraints (Yunita et al., 2021) and social (Maliki & Nashrudin, 2021), cultural (Putri et al., 2023), and political influences (Moeljarto, 1994).

Poverty arises from the inability of certain persons to adequately organize their lives in a manner that fulfills fundamental criteria of human well (Aliah et al., 2022; Prayetno et al., 2023; Yuniati et al., 2021). Poverty can be understood as residing in circumstances that are inadequate to meet the essential prerequisites for a satisfactory standard of living (Mandra et al., 2022; Rachmawati, 2021; Wantu et al., 2023). These prerequisites encompass various facets, including acceptable living conditions, employment prospects, access to healthcare and education, and a sufficient level of income (Fitriyah & Ariadi, 2021; Foster, 2021; Korkmaz, 2020).

From an economic standpoint, there is an

aspiration for society to overcome the challenges posed by poverty (DeRigne, 2017; Sudarman, n.d.). The objective is to transform individuals burdened by societal stigmatization into valuable resources that actively enhance community well-being and foster the nation's economic advancement (Acs, 2018; Sholihah, 2022; Yin, 2019). Given the challenges above, Indonesia must undertake concerted endeavors to eliminate poverty effectively.

The initial Sustainable Development Goal (SDG) focuses on eradicating poverty. This objective is a collaborative endeavor between the Indonesian government and several United Nations member states (Nazarova, 2020; Reinertsen, 2019). Its overarching aim is to guarantee everyone's universal access to prosperity and peace by 2030. The attainment of the Sustainable Development Goals (SDGs) necessitates more than mere governmental endeavors; it demands tangible action and active participation from many segments of society, according to the Ministry of National Development Planning (Neumeyer, 2019a, 2019b; Thompson, 2020).



When tackling poverty concerns, it is crucial to cultivate a holistic comprehension and precisely ascertain the fundamental elements contributing to poverty (Vamvaka, 2020). Poverty is frequently defined as the condition in which persons have limitations in meeting their fundamental needs. Addressing poverty through regional autonomy involves promoting inclusive and sustainable poverty reduction initiatives. These initiatives involve diverse stakeholders, including government institutions, non-governmental organizations, and the local community.

Integrating an entrepreneurial mindset holds significant importance within modern society (Malecki, 2018; Qian, 2018). Social entrepreneurship has been recognized as a strategic approach to tackle social problems and alleviate poverty effectively (Reuber, 2018; Vuorio, 2018). Social entrepreneurs leverage their entrepreneurial skills to tackle social challenges, focusing on welfare, education, and health, thereby contributing to social change (Dias, 2019; Leksono & Sungkawati, 2019). The proliferation of social entrepreneurs in Indonesia is supported by the common notion that they present a feasible approach to tackling societal issues.

The government's strategy to tackle economic difficulties within communities is providing support and resources to PKK groups, as indicated by the findings of the 2018 BPS calculation (Indah & Wardi, 2022). The government is implementing community empowerment and independence initiatives to improve its residents' economic well-being. Numerous laws and legislation about communal matters were implemented notably Government Regulation No. 72 of 2005. Implementing Law Number 6 of 2014, which pertains to Villages, represents notable progress and fosters a renewed hope for revitalizing rural regions. The implementation of Law No. 6 of 2014 concerning villages provides village governments with enhanced autonomy in the execution of village-related matters.

Eliminating poverty requires implementing empowerment measures that prioritize fulfilling women's roles in meeting their families' needs. The promotion of economic growth through the empowerment of women involves a range of essential factors. One notable component pertains to women's

empowerment through education and training, facilitating their active participation in bolstering and maintaining their family's economic prosperity. This objective is accomplished by locally processing items, so meeting the needs of one's household without necessitating supplementary acquisitions.

Promoting women's empowerment through the collaboration and utilization of the PKK (Aini, 2022; Maleachi et al., 2023; Sukmawati, 2020), the women's organization network is expected to contribute to poverty alleviation significantly. Furthermore, alongside the extensively organized structure of the PKK, its activities have also seen institutionalization and assimilation into the social fabric of the population. The participation of women associated with the PKK in Rancanumpang Gedebage, a specific area within Bandung City, West Java, primarily revolves around engagements within the local community. The Gedebage sub-district comprises a total of 14 groups affiliated with the PKK. One of the variables contributing to the increase in poverty rates is the upward trend in the cost of essential goods and services, demonstrating a negative correlation with household income. One approach that has been proposed entails bestowing greater authority upon the PKK organization. The predicted economic advantages linked to the empowerment of the PKK group are expected to facilitate the socio-economic hardships experienced by the impacted households.

However, the efficacy of the acts undertaken by PKK moms is limited as a result of the inadequate knowledge held by members of the PKK. The primary activities of the PKK predominantly involve monthly events, such as regular social meetings, which are continuously arranged annually. Furthermore, money and infrastructure are scarce and allocated towards the development of initiatives managed by mothers associated with the PKK.

2. METHOD

The method for implementing activities was carried out at Rancanumpang Gedebage, a locality within Bandung City in the West Java province. This particular activity is specifically designed for moms associated with the PKK organization. It illustrates six distinct stages, as illustrated in Figure 1 (Putriani & Mujahidin, 2023).



Figure 1. is designed explicitly for moms associated with the PKK organization.

Figure 1 depicts the implementation of operations in Rancanumpang Gedebage, Bandung City, West Java, explicitly targeting the PKK women. The initial phase of these activities involved providing skills training. Skills training in product production encompasses instruction in developing items with high-selling value and exceptional quality, enhancing the prospects of successful partnerships. Another aspect to consider is implementing motivational training and developing entrepreneurial managerial abilities (Karunia et al., 2023; Saputri et al., 2023; Tricahyono et al., 2023). The second activity involves a training program that enhances participants' motivation for entrepreneurship and business management proficiency (Febrian et al., 2023; Kusnawan et al., 2023; Putra et al., 2023). This training encompasses various components such as motivational training, introduction to social partnership, business plan development, operations and production management, marketing management, financial management, and basic accounting.

The ultimate phase entails instruction in utilizing information and communication technology (ICT) for marketing purposes. This activity aims to enhance knowledge and comprehension regarding the efficacy of ICT marketing (Giovani et al., 2023; Mujahidin et al., 2023; Rizdania et al., 2023). This encompasses an overview of ICT and internet-based social media networking, the development of blogs, the utilization of ICT for online marketing, and the execution of transactions in online marketing.

The training program aims to provide participants with the necessary support to enhance their understanding and application of knowledge and managerial abilities. Additionally, the program aims to facilitate the analysis of market potential and the development of business strategies that are practical and relevant. This study focuses on the design, construction, and management of joint ventures within social entrepreneurship, specifically on operations carried out by the PKK. This encompasses several stages, including planning, production processes, marketing strategies, establishment of mechanisms, and implementation of business profit-sharing systems.

The fourth stage entails the process of Activity Reporting, followed by the fifth stage, involving the execution of various analyses of the outcomes of the activities. These studies aim to derive insights to inform and facilitate improvements in future community service endeavors.

3. RESULTS AND DISCUSSION

The planned PKM activities addressing poverty through social entrepreneurship for PKK groups in the Gedebage subdistrict of Bandung City are scheduled for August 27, 2023. The activities commence at 08:00 and conclude at noon WIT. The

event commenced with the assembly of participants at the Gedebage sub-district hall, located in Bandung City, West Java. This location also functioned as the designated training facility for the activity. The class was attended by a total of 38 individuals, namely, comprising women affiliated with the PKK organization in Gedebage District, located in Bandung City, West Java.

In the initial phase, referred to as the Pre-Test stage, participants were invited to discuss their prior business experiences, their level of knowledge about leveraging location potential for business development, and their understanding of entrepreneurship. This discussion preceded the commencement of the training program aimed at enhancing the economy through social entrepreneurship. The individual at the forefront of this initiative, a socialpreneur, has devised a strategic approach to address the issue of poverty in Indonesia (Darmayanti et al., 2023; Nisa et al., 2023; Utaminingsih et al., 2023). In addition, the growing body of research and literature on entrepreneurship specifically addresses the issue of empowerment and enhancement of human resources.

The production of diverse flavors of banana chips using uncomplicated and high-quality ingredients has emerged as a distinguishing characteristic of the home sector that exerts a beneficial influence on the local community (Handayani et al., 2023; Lestari et al., 2023; Zahroh et al., 2023). It is worth noting that this phenomenon demonstrates individuals' capacity to establish and operate their enterprises, presenting a viable approach to mitigating poverty by enhancing their socioeconomic conditions (Junaidi et al., 2021; Rohmana & Senjana, 2022; Sari et al., 2021). Kindly refrain from ceasing your actions at that point. To engage in social entrepreneurship, individuals must be able to effectively support small enterprises' growth while concurrently expanding their impact within the community by providing individuals with the willingness and capability to establish their enterprises with outreach initiatives and fostering an environment conducive to innovation. The implementation of entrepreneurship-focused training has the potential to facilitate significant growth and development in various domains. In addition to the points above, it is imperative to consider the promotional components.

Subsequently, during the second phase, individuals who took part in the training program. The participants were provided with two critical resources about the enhancement of the economy through the practice of social entrepreneurship. The initial document discussed the strategic utilization of local resources to initiate a commercial venture, while the subsequent material focused on integrating information and communication technology (ICT) in product marketing. These two resources are structured sequentially to equip participants with the necessary knowledge and skills to initiate and

advance a business venture. Subsequently, participants will be presented with material about utilizing ICT in product marketing. During its execution, the participants exhibited high engagement and enthusiasm in their reception of the content, persisting until its entirety.

Subsequently, during the third phase, referred to as the Post-Test, the collective outcomes of the participants after receiving the training indicated a comprehensive grasp of the concepts of enhancing the local economy through social entrepreneurship. Following their participation in the workshop, attendees have generated numerous ideas that will promptly be pursued to establish novel company ventures. These initiatives hold the potential to benefit other communities, aligning with the principles of social entrepreneurship.

Efforts to enhance the economy involve implementing strategies to enhance the economic empowerment of impoverished households, which encompasses augmenting their income levels and addressing non-economic factors. The advent of social entrepreneurship, also known as social partnership, signifies the imperative to foster social change to generate enduring and advantageous transformations. The manifestation of a social entrepreneurial mindset among women associated with the PKK organization has the potential to address familial requirements. Additionally, it can promote and sell processed goods from an economic standpoint.

Socialpreneurs utilize their business abilities to address social issues, focusing on welfare, education, and health (Aryaseta et al., 2023; Sodik & Maulina, 2021; Triono et al., 2023). The growth of social entrepreneurs in Indonesia is facilitated by the prevailing idea that they offer a viable solution to address societal challenges.

The service above has been successfully implemented in two sub-districts, Rancanumpang and Gedebage, located in Bandung City, West Java. The service is titled "PKM Poverty Alleviation Through Social Preneur Management Strategies for PKK Groups." The success of this initiative may be attributed to its ability to enhance public awareness regarding the enhancement of the economy through the practice of social entrepreneurship. The program witnessed a significant degree of community engagement and enthusiasm, which in turn contributed to the acquisition of novel insights for service implementers addressing the challenges associated with service implementation in the Rancanumpang sub-district, Gedebage sub-district, Bandung City, West Java.

Based on the findings derived from the discussions conducted with the participants involved in this activity, it is evident that out of the total of 38 members affiliated with the PKK (Women's Empowerment and Family Welfare) in the

Rancanumpang and Gedebage sub-districts of Bandung city, located in the province of West Java, a mere 5 participants have initiated entrepreneurial endeavors within the confines of the Rancanumpang sub-district, Gedebage sub-district, Bandung city, West Java. One of the contributing factors to the limited entrepreneurial activities undertaken by PKK women is their insufficient understanding of business initiation and management. In addition to the point above, there is a requirement for more capital.

One potential approach to addressing poverty involves enabling moms associated with the PKK (Kurdistan Workers' Party) to establish businesses and generate money. This strategy aims to enable these women to actively contribute to enhancing their family's economic well-being. Social entrepreneurship encompasses a broader range of objectives, extending beyond individual and familial influence to encompass the ability to impact and empower adjacent communities positively.

The progressive resolution of poverty can be achieved by cultivating an entrepreneurial mindset within society. The government's involvement can facilitate the enhancement of the economy through grassroots efforts, such as implementing empowering policies to assist business groups in their operational activities. This service initiative aims to engage PKK women in efforts to mitigate poverty by actively improving their family's economic situation and leveraging the resources available within their local community, per the principles of social mobilization.

Social entrepreneurship activities, widely recognized as a viable approach to addressing poverty, have the potential to serve as a practical option for addressing challenges in Indonesia, a nation undergoing development. The proposed solution demonstrates efficacy and presents socialpreneurship as a viable approach for poverty alleviation, with the potential for measurable outcomes through its well-structured and systematic implementation. In light of the prevailing issue of poverty, the comprehensive resolution of this problem necessitates our concerted efforts in facilitating education to enhance public consciousness.

According to (Loarne-Lemaire, 2017), to build sustainable programs, the government must actively engage and involve the community in a participatory manner. The issue of poverty in Indonesia remains unresolved and encompasses negative and positive implications that need exploration and development. Given that poverty is a societal problem, it is crucial to consider the potential benefits it may offer alongside the challenges it presents. One potential good outcome that might be fostered and harnessed is the rise of social entrepreneurship, sometimes referred to as socialpreneurship. This statement asserts that adopting the socialpreneur approach is a viable strategy and solution for addressing the situation.

4. CONCLUSION

This PKM empowers women (PKK mothers) to fight poverty. Several things can be deduced from activity results: The development of partner PKK members' talents and actions to produce economic products; PKK members in Gedebage District, Bandung City, West Java, can create some domestic goods to minimize consumption prices. Development of entrepreneurial management skills. PKK initiatives boost partner PKK members' entrepreneurial motivation and self-entrepreneurship.

This community service activity should produce output, including Reducing home product consumption expenses for PKK moms in Gedebage District, Bandung City, West Java. Formation of social entrepreneurs for PKK RW moms in Gedebage District, Bandung City, West Java, to supplement PKK families' income. PKK produces marketable home and convection items in Gedebage District, Bandung City, West Java.

Training participants have entrepreneurship and product marketing management skills. Participants are driven to start and grow small and medium businesses?"

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