

# Social characters as predictors of sociopreneurs' motivation

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**Abstract:** Social entrepreneurship is considered as a solution in reducing unemployment and poverty. Social entrepreneurs in this study are called as sociopreneurs. This study aims to identify the social characters as predictors of sociopreneurs' motivation in Bandung, Indonesia. In addition, this study also explores more deeply how sociopreneurs prioritize social values, and the impact of becoming sociopreneurs. This study attempts to overcome gaps in understanding social entrepreneurship broadly by taking the perspective of social-oriented, using qualitative methods and a case study approach. Empirical data is collected by conducting in-depth semi-structured interviews with sociopreneurs in Bandung as respondents in this study. This study identifies several social entrepreneurship values which include social values, civil

society, innovation, economic activities, and social impacts (outcomes). In addition, personal values influence the creation of social enterprises through the values of personal experience, the desire to make changes and the willingness to do something meaningful in one's life.

**Keywords:** social entrepreneurship; social values; sociopreneurs; civil society; innovation; economy activity; social impact.

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Dini Turipanam Alamanda is an Assistant Professor in Garut University, Indonesia. Up to now, she has co-authored 87 scientific papers. Since 2010, she has consistently pursued service science as her primary area of expertise. Almost all of her researches in that field are aimed to promote tourism industry in Garut. Currently, the focus of her research is on designing smart tourism ecosystem by using value co-creation as the underlying building block. She believes that value co-creation is the key to unlocking the full potential of Garut's tourism industry which is very rich in cultural diversity, creativity, and natural beauty.

Luan Eshtrefi is Adjunct Assistant Professor at the Faculty of Business and Economics at South East European University in North Macedonia. He has been teaching for more than fifteen years at the tertiary level and has worked both in the private sector and public sector in multiple locations, to include Dubai, United Arab Emirates, where he was faculty lead in teaching Entrepreneurship and Innovation to Emirati students. His research interests currently focus on entrepreneurship education. He has authored and co-authored several articles in reputable international journals, published one book, and various book chapters.

Veland Ramadani is an Associate Professor at South-East European University, Republic of North Macedonia, where he teaches both undergraduate and postgraduate courses in entrepreneurship and small business management. His research interests include entrepreneurship, small business management and family businesses. He has authored or co-authored around 130 research articles and 23 books. He is an Associate Editor of *International Journal of Entrepreneurship and Small Business (IJESB)*. He also has provided different training programmes to the heads of departments in Ministry of Economy of North Macedonia. In 2017, he was appointed as member of Supervisory Board of Development Bank of North Macedonia. He received the Award for Excellence 2016 – Outstanding Paper by Emerald Group Publishing (*Journal of Enterprising Communities*). His last book is *Open Innovation and Entrepreneurship*, published by Springer.

Anggraeni Permatasari is a PhD candidate in the School of Business and Management, Institut Teknologi Bandung. She is working as a Lecturer in the Faculty of Business President University. Her expertise areas are: entrepreneurship (social entrepreneurship), management of innovation and technology, small and medium-sized enterprises (SMEs), corporate social responsibility and policy analysis (especially entrepreneurship, public management and economic creative industry). She is active as a researcher and produced many scientific papers published in national and international journals. She is also active in local non-government organisation and performs community services.

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## 1 Introduction

Unemployment and poverty are the main problems faced by most countries including Indonesia (Dana, 2014). Based on data from the Central Statistics Agency (2019), the unemployment rate in Indonesia has reached roughly 7 million people. While the number of poor people in Indonesia until 2018 reached more than 25 million (Central Statistics Agency, 2019). This has become a general problem, given that high unemployment is a major obstacle for all developing countries. Entrepreneurs have an important role in economic growth and job creation. Based on data from the Global Entrepreneurship Monitor (GEM), there is a clear and positive relationship between economic development and the number of entrepreneurs in a country, the higher the number of entrepreneurs the higher the economic development (Acs et al., 2008).

Social entrepreneurship in Indonesia is a new phenomenon, which aims to create social value by providing benefits on a large scale to the community (Petrella and Richez-Battesti, 2013). Social entrepreneurship is widely used to explain all economic programs that serve social missions and/or environmental missions as well as those who reinvest most of their profits in supporting their mission (Abazi-Alili et al., 2016; Kaswan and Akhyadi, 2015). Based on World Bank data, about 60% of global sociopreneurs are spread across Africa (22%), Latin America and the Caribbean (26%), and Asia (12%) (Riana and Elik, 2016). Indonesia has a relatively high number of sociopreneurs, although it is still inferior to several countries in the Asian region, i.e. every 1 million poor people in Indonesia have 14 sociopreneurs, in Thailand for every 1 million poor people there are 57 sociopreneurs and in Korea, for every 1 million poor people there are 113 sociopreneurs (Riana and Elik, 2016).

Nevertheless, social entrepreneurship in Indonesia is growing rapidly along with the belief that social entrepreneurship can overcome social problems (Utomo, 2014). This was evidenced by the formation of the Indonesian Social Entrepreneurship Association in 2009. Some world figures who developed social entrepreneurship included Bill Drayton who founded the Ashoka Foundation in 1980. Another figure is Muhammad Yunus, who founded Graamen Bank in 1974, an organisation that aims to empower the poor through

unsecured loans (microcredit) that help absorb thousands of workers and millions of others that indirectly affect some economic improvements with the growth of small and medium enterprises (SMEs) (Kaswan and Akhyadi, 2015). In addition, Klaus Schwab also founded the Schwab Foundation for Social Entrepreneurship in 1998.

The role of social entrepreneurship in Indonesia, especially Bandung, is very important and vital to support the improvement of the quality of life and social welfare by empowering the community. The existence of social entrepreneurship not only helps the country in terms of economic growth, but also promotes equality, social involvement and community participation (Jakarta Globe, 2014). Therefore, this study aims to identify social characters of four sociopreneurs who have a social mission to solve social problems to encourage change in their society and environment with innovative ideas carried out in a sustainable manner.

## 2 Literature review

Entrepreneurship is important for economic and social development, so policy makers must focus on developing entrepreneurship (Ramadani et al., 2015). Each local government has a different orientation in its regional economic development so that it gives motives to local governments to promote or delay social promotion (Tang and Tang, 2015). If the local government views other tasks as more urgent, allowing the social agenda is not a top priority (Tang and Tang, 2015). This becomes an opportunity for SMEs or other stakeholders in empowering communities, including through social entrepreneurial activities. Social entrepreneurship grew rapidly in the last decade because it was driven by people who were innovative, pragmatic, visionary, and had strong networks (Nicholls, 2006).

According to Dees (2017), social entrepreneurship is a combination of the spirit of social mission and business discipline, such as innovation, to solve social problems. Sociopreneurs are looking for the most effective methods to serve social missions. Social entrepreneurship includes activities and processes carried out to find, determine, and exploit opportunities, so as to increase social wealth by creating new businesses or managing existing organisations innovatively (Zahra et al., 2008). Meanwhile, according to Haug (2013) social entrepreneurship is a form of business that aims to make social change by solving social problems using entrepreneurial principles. Social entrepreneurship pursues economic, social and environmental goals simultaneously and gradually with the aim of finding the causes of problems that exist in society and the environment (Dhewanto et al., 2013). According to Safa'at et al. (2014), social entrepreneurship is a framework that contains activities to create prosperity not only for individuals or families, but also involves certain areas and many communities including marginalised communities. Based on these definitions, this study concludes that social entrepreneurship is an economic activity whose main goal is not only to seek personal benefits but also how to make a positive impact on the society welfare and the environment in a sustainable manner.

Various definitions of sociopreneur have been revealed in previous studies. The table below illustrates some definitions of the sociopreneur.

**Table 1** Definitions of sociopreneur

No.	Authors	Definitions
1	Leadbeater (1997)	Sociopreneur is an individual who has an entrepreneurial spirit, innovative, transformative, and has the character of leader, storyteller, manager, visionary opportunist, and network building. They recognise social problems, organise, create, and manage businesses to make social change.
2	Bornstein (1998)	Sociopreneurs are problem solvers with ideas and creativity, have strong ethical characters reflected in their vision of social change.
3	Thompson et al. (2000)	Sociopreneur is someone who realises where there is an opportunity to meet unmet needs because the state welfare system will not or is unable to meet those needs, and collects the resources needed (generally human resources, money, and place) and uses it to make difference.
4	Brickerhoff (2000)	Sociopreneur is someone who takes reasonable risks on behalf of the people served by his organisation.
5	Austin (2006)	Sociopreneur is someone who runs entrepreneurial activities by instilling social goals.
6	Santoso (2007)	Sociopreneur is someone who understands social problems and uses entrepreneurial abilities to make social changes, especially in the areas of welfare, education and health care.
7	Dees (2017)	Sociopreneur acts as an agent of change in the social sector in the following ways: adopting a mission to create and maintain social values, recognise and pursue new opportunities to serve the mission, engage in processes of innovation, adaptation, sustainable learning, and courageous without being limited by existing resources, shows a high sense of responsibility towards the constituents served from the results made.

Source: Abu-Saifan (2012)

Nicholls (2006) has divided the drivers of growth in social entrepreneurship from two sides, namely the supply and demand side. From the supply side, the well-being of the global community and the increase in the productive age pushes on social mobility. This leads to a collective awareness to improve the quality of life. On the demand side, social entrepreneurship emerged as an answer to economic inequality. According to Kaswan and Akhyadi (2015), social entrepreneurship is triggered by values, ideals, commitments and expectations. Social entrepreneurship is driven by many factors that are categorised into three parts: personality characteristics, serious leisure, and spirit of volunteers. Personality orientation that encourages people to engage in social entrepreneurship consists of: prosocial personality orientation where there is a permanent tendency to think about the welfare and rights of others, feel concerned and empathetic to them, and act in ways that benefit them; and, proactive personality orientation that has a tendency to take initiatives to improve the situation or the condition of others or create new conditions (London and Morfopoulos, 2009). Serious leisure is defined as a systematic act of

following activities such as hobbies or volunteering activities carried out to fill leisure time. Meanwhile, spirit of volunteers is defined as individual actions that are helpful but not directly aimed at material gain.

According to Nicholls (2006), there are five dimensions to see the characters of a sociopreneur: social values, civil society, innovation, economy activity, social impact (outcome).

1 *Social values*

The concept of business strategy emphasises the importance of combining social problems and the need to design company strategies. Social value is the most distinctive element of social entrepreneurship which creates real social benefits for the community and the surrounding environment (Sofia, 2017). The social values concept is based on the idea of an independent relationship between business and social welfare. Porter and Kramer (2006) criticise that business and social welfare have always been placed opposite. Businesspeople are also willing to sacrifice social welfare for profit only, for example by carrying out production processes that do not pay attention to the environment or create pollution. Social values emphasise the opportunity to build competitive advantage by incorporating social problems as the main consideration in designing the company's strategy.

2 *Civil society*

Social entrepreneurship generally comes from the initiative and participation of civil society by optimising the social capital that exists in society (Light and Dana, 2013). Civil society is generally associated with community groups, precisely referring to social groups whose main characteristic is the autonomy of the state. Civil society refers to people who respect each other's social values (including politics). Civil society cannot be ignored since social entrepreneurship for community empowerment is not only in the economic field but also in the political field, and therefore people will have a national and international bargaining position (Sofia, 2017). This study concludes that the definition of civil society is the initiative and participation of community groups by maximising existing social capital in the community.

3 *Innovation*

Innovation is defined as the ability to introduce new things or new findings that are different from those already existing or previously known. Social entrepreneurship solves social problems in innovative ways by combining local wisdom and social innovation (Sofia, 2017). Innovation occurs because of feelings of dissatisfaction with existing conditions and situations, and opportunities to improve it. Therefore, innovation must be used as a tool and not necessarily a goal. The purpose of an innovation is a change or improvement from existing conditions to be better, but not all can be said as an innovation (Saiman, 2013).

4 *Economy activity*

Economic activities are all forms of activities carried out by humans to meet their diverse needs. Successful sociopreneurs are generally able to balance social activities and business activities. Business/economic activities are developed to ensure the independence and sustainability of the organisation's social mission. Economic

activity in social entrepreneurship is an activity that is not only business oriented, additionally it includes how business can have a social impact on the community and the surrounding environment.

##### 5 *Social impact (outcome)*

The presence and role of social entrepreneurship will have an influence on economic progress, because entrepreneurship can create jobs, improve people's quality of life, equalise income, utilise and mobilise resources to increase national productivity, and improve state welfare.

This study tries to fill the gap that occurs by identifying the social character of sociopreneurs in Indonesia based on the dimensions proposed by Nicholls (2006). The table below shows some of the previous research on social entrepreneurship.

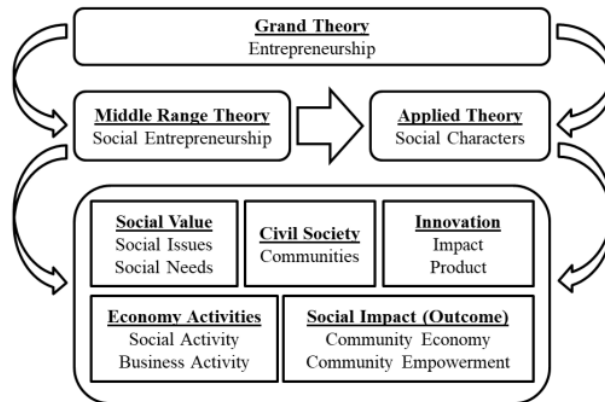
**Table 2** Previous research on social entrepreneurship

<i>No.</i>	<i>Authors</i>	<i>Research result</i>
1	Mair and Marti (2006)	This study presents the view of social entrepreneurship as a process that catalyses social change and addresses important social needs in a way that is not dominated by direct financial benefits for entrepreneurs.
2	Zahra et al. (2008)	Future sociopreneurs can create a globalisation market where they are able to reduce the problems of social work time, internationalisation scope, insights into internalisation, cosmopolitanism, prosocial and regime theory because they prioritise the peculiarities of the community environment and improve community skills to be independent and understand economic values.
3	Firdaus (2018)	Social entrepreneurship plays a real and important role in solving social problems. The creation of social values and innovation are the main instruments in social entrepreneurship. Social goals with the impact of community empowerment are important values in the practice of social entrepreneurship.
4	Madhooshi and Samimi (2015)	Social capital which includes trust, reciprocity and quality, shared commitment and belonging, formal and informal social networks, shared norms of behaviour is very influential and an important factor in the success of social entrepreneurship. Social capital is very important for the framework of social entrepreneurship. In addition, successful sociopreneurs can build substantial social capital through increasing and enriching the basic elements in promoting social capital. Social entrepreneurship with social impact has a two-way reciprocal relationship.
5	Sofia (2017)	Social entrepreneurship is seen as an entrepreneur encouraged creating superior value for the community. The results of this study reveal that social entrepreneurship succeeds in applying the concept of social characteristics which include social value, civil society, innovation and economic activity in their business activities and the potential impact of social entrepreneurship on economic development that is very good and significant.



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Figure 1 presents the theoretical framework of this study.

Figure 1 Theoretical framework



### 3 Research methodology

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This study used qualitative methods with descriptive and explorative approaches. According to Moleong (2012), qualitative methods are research methods that intend to understand the phenomenon experienced by research subjects holistically, by describing it in the form of words and languages, specifically natural contexts and utilising various natural methods. Data collection techniques using interview methods and documentation with respondents was utilised in this study. Interviews included semi-structured interviews with the aim of finding problems more openly, where respondents were asked for their opinions and ideas. In conducting interviews, researchers need to listen carefully and record what the respondents said (Sugiyono, 2014). This research was conducted in Bandung, Indonesia. Respondents included four sociopreneurs who have successful businesses. To maintain the privacy of respondents, we use initials as requested by respondents. The business profile of the respondents can be seen in Table 3.

This study focuses on activities related to social entrepreneurship carried out by sociopreneurs based on the concepts of social value, civil society, innovation, economic activities, and social impacts (outcomes). This study uses the triangulation process as a multi-method approach that is carried out to ensure the validity of data or information obtained from a variety of different perspectives in order to have a high level of reliability. According to Dana and Dana (2005) and Dana and Dumez (2015), the triangulation process can be used to evaluate the data collected. According to Denzin (2012), triangulation consists of: method triangulation, inter-researcher triangulation (if research is conducted with groups), data source triangulation, and theory triangulation. This study uses method triangulation and theory triangulation. More specifically, the triangulation method is conducted by comparing information between the results of interviews with observations; while the theory of triangulation is conducted by comparing the results of the study with the perspective of the relevant theory to avoid the

individual bias of researchers on the findings or conclusions. The data analysis process of in this study was carried out continuously: pre-field, field, and post-field. According to Miles et al. (2014), activities in qualitative data analysis are carried out interactively and take place continuously until complete. The data analysis technique consists of data reduction, data display, and conclusion drawing/verification.

**Table 3** The business profile of respondents

<i>No</i>	<i>Respondents</i>	<i>Business description</i>
1	CEV	CEV initially saw the community around its area as having a potentially large problem regarding cow dung waste. More than 5,000 residents use 20,000 dairy cows to sell their milk. Cow dung is very large and is dumped carelessly into waterways and rivers thus polluting the environment. The community has not been able to process the waste, so the CEV tries to follow up on the problem of cow manure by utilising cow manure as a source of energy for fuel (methane gas) through biogas reactors to meet the energy needs of gas fuel for the community. Then the waste products from biogas can be used as a fertiliser for agricultural land. CEV opens a new horizon for people to utilise waste from cattle farms to be beneficial to the community and have a positive impact on the environment. This indirectly creates an integrated local economic system between agricultural, animal husbandry and agro-industrial activities in rural areas. Thus, it is expected that the welfare and independence of farmers in the countryside will flourish.
2	PGI	PGI founded his business on the basis of concern for environmental damage caused by excess plastic bags. Plastic products have various negative impacts on the environment, compounded by the lack of awareness and independence of the community towards waste processing. Thus, PGI wants to invite the Indonesian people through programs and campaigns to behave environmentally friendly by running environmental programs and inviting people to actively participate in environmental conservation efforts. To support programs and campaigns on environmental issues, PGI created reuse bag products as an alternative solution to plastic bags by empowering home industries and housewives in making these products.
3	AMB	AMB saw the great potential of Indonesian bamboo craftsmen to have access and insight, the right product skills, and compete in the global market. However, many craftsmen cannot meet market demand due to the limited amount of production. Therefore, AMB established his business with the aim of becoming a bridge between modern markets and Indonesian craftsmen, and empowering bamboo craftsmen through product design training.
4	CWP	CWP initially saw the problem of using fossil fuels as a non-renewable energy source, which if continued usage, it is feared to run out in the coming decades. In addition, responding to the Indonesian government's program to conserve fossil fuels by converting from kerosene to LPG, only had a small impact on the availability of fossil fuels which made kerosene even more scarce and the price of LPG gas continued to crawl and eventually burdened the community. Departing from this problem, CWP created a gastric stove that was able to replace the position of LPG stoves and involve the community in training programs in making fuel.

## 4 Findings and discussion

### 4.1 Findings

Based on the results of interviews with respondents, we identified the character of sociopreneurs from their business activities. In this session, we outline several excerpts from interviews with sociopreneurs.

#### 4.1.1 Social values

Results of interviews with respondents related to social values include the following:

“...environmental pollution, especially from cow dung, extends to waste, global warming, employment opportunities, health, and energy supply...” (CEV)

“I founded this company to address environmental issues, especially those related to plastic waste.” (PGI)

“The first social issue is the availability of jobs; craftsmen here do not have regular orders because it depends on the season, so the craftsmen’s income is not good, causing some of them to be Indonesian workers and unskilled labourers in big cities...” (AMB)

“... the depletion of fossil fuels, the scarcity of LPG gas (3kg), then the government program in saving fossil fuels by converting kerosene to gas so that kerosene becomes expensive and unaffordable to the lower classes, many gas events explode, fatalities, and others...” (CWP)

Based on the results of the interviews, we found that the respondents had the character of social value, given that the actions taken by the company in carrying out its business to answer all social problems that occur in society and the environment. Social value is also developed through a community empowerment approach and provides a real positive contribution to the community in solving both social and environmental problems. In addition, social values are also carried out by developing the ability or potential of a particular region by utilising existing natural resources to obtain optimal results.

#### 4.1.2 Civil society

Sociopreneurs generally come from the initiative and participation of civil society by optimising social capital in the community. Therefore, civil society is an important element of sociopreneurs. Instilling the values of modern culture such as hard work, frugality, openness and accountability is an essential part of civil society.

Based on the results of interviews conducted on four sociopreneurs, the following data were obtained:

"...the technology that I convey to the community clearly provides a solution, gives an impact where people can manage waste, do not need to buy LPG gas, reduce pollution, and open employment opportunities. So, when I saw a problem, inefficiency, resource unemployment, there was something that could be streamlined, something that could be solved was a business opportunity that could be done ..." (CEV)

"I hope that it can have a positive impact on society, because we involve the community in supporting our efforts in reducing plastic waste, the target is to change behaviour in the community to care more for the environment, there have been many initiatives from the community to overcome this garbage issue, we gather and discuss finding solutions ..." (PGI)

"... when our business was established, the community there began to develop strategies to lift bamboo by incorporating the strategic program plan of Garut Regency ... In optimizing the craftsmen there, I see from their mental factors, their character, and the technical abilities of the community itself." (AMB)

"We involve the community in the business activities that we run, I create businesses from upstream to downstream. For the upstream, some of the fuel supply is in rural areas, namely shorgum plants which are processed based on my knowledge and socializing them to the community through empowerment programs. Downstream is the application of a gastric stove." (CWP)

Based on respondent statements we conclude that civil society is a concept in a business that emphasises the importance of the role of society and the environment to be optimised properly. Sociopreneurs have the character of civil society because they involve the community in campaigning and education activities, also partnering with home scale industries, and empowering communities in the area by providing training.

#### *4.1.3 Innovation*

Results of interviews with respondents related to social values include the following:

"... we innovate by making changes to the way gas is produced. So, by reducing gas, we provide added value to existing concepts, the community can exchange items such as disposing of garbage into biogas and they get gas, exchange fertiliser and they get gas." (CEP)

"We make campaign issues and we make products. We make a program 'Indonesian plastic bag diet movement', we invite people to jointly reduce the use of plastic bags when shopping, then we make a solution tool, namely the product 'bagoes bag' which is a reuse bag to reduce plastic bags when shopping." (PGI)

"In addition to design, we package bamboo craft activities into an educational tour, so people can learn how to weave, how to whittle bamboo, improve soft skills and hard skills of visitors or the community outside. The education and training offered, is expected to build communication in the future that can lead to new opportunities for collaboration and innovation." (AMB)

"We are innovating products in renewable energy, gastric stoves as an alternative to reduce fossil fuel use." (CWP)

Based on respondent statements, we conclude that innovation is a pre-existing product development process, by adding the use or function of the product. Sociopreneurs innovate their products so as to provide added value to the community such as earning additional income, increasing soft skills and hard skills of external people so that they can build two-way communication and create new opportunities for collaboration and innovation, and helping the government program in saving energy.

#### 4.1.4 Economic activities

Successful social entrepreneurship is generally able to balance social activities and business activities. Business activities are developed to ensure the independence and sustainability of the organisation's social mission.

Results of interviews with respondents related to social values include the following:

"... for my business activities I sell biogas reactors, and I am also a contractor. I do marketing, socialization, education and training to regions spread across Indonesia. For social activities we educate the public that by using biogas reactors, the community not only gets the benefits but also has a significant impact on the environment such as reducing pollution. We also provide training on the use of this biogas reactor."(CEP)

"...we focus on the trade of goods and services by creating a product for solving environmental problems, then we sell them to the public and also we create services that certainly can be sold to the public. Most of the social activities are education and campaigns about the environment, then provide sewing training for housewives." (PGI)

"Our business activities are product sales, training, tourism promotion, and design services, so there is a lot of revenue from these activities. Our social activities, in addition to providing craft training, we also teach business knowledge, quality control, help provide information on regional development, provide workshop place for the community but they must use it responsibly, which means it does not damage the place and equipment of the workshop." (AMB)

"... selling several other fuel-saving products such as elfindo to save gasoline in vehicles up to 40%, this product is purely business because in social entrepreneurship not only depends on social activities but also business activities that generate profits must also run, I also an electrical consultant on energy. Our social activities are distributing gastric stoves in several regions as one program to socialise our products, then for the fuel we provide training on how to make fuel from shorgum plants. Later the fuel is sold to us for processing." (CWP)

#### 4.1.5 Social impact (outcomes)

The presence and role of an entrepreneur will have an influence on economic progress and improvement in economic conditions, especially sociopreneurs who can provide social impacts (outcomes) in increasing the economic capacity of the community and community empowerment.

Results of interviews with respondents related to social values include the following:

"... opening up new jobs, people also get free energy sources from the use of biogas reactors, the waste is processed, so the waste is cleaner and does not pollute the environment, there is a cost savings because it doesn't buy LPG anymore, in this case farmers get fertiliser sources, which initially cow manure cannot be composted or difficult, it can now be easily composted." (CEP)

"Economic benefits, changes in behaviour in society, especially awareness of the environment, then openness of society to environmental issues. As the business progresses, each year continues to increase in terms of income, which means that when talking about economics there is certainly economic value that can be distributed more than year previously." (PGI)

"Most probably it is the economy of the community, and the exposure of the media, since our company entered the area, people became more aware of the area, where, then a lot of news from national and international media, television, newspapers ..." (AMB)

"Helping them in the use of fuel which is relatively cheaper compared to LPG, this is very impactful especially for the people who are unable to buy LPG gas, and then contribute to the economy of the community, both in rural and urban areas. We empower the community by providing training in making raw fuels for gastric stoves which will then be sold to companies for reprocessing. This certainly provides employment for people who do not have jobs/unemployment." (CWP)

Based on the statements of the respondents, we conclude that the social impact (outcome) is the activity of the company that provides benefits to the community both economically and the surrounding environment.

#### *4.2 Discussion*

Based on interview results, this finding supports previous research noting that the characteristics of a sociopreneur consists of social values, civil society, innovation, economic activities, and social outcomes (Nicholls, 2006). All informants showed social characters as capital in carrying out the practice of social entrepreneurship. In addition, they are also able to overcome social problems (Yadav, 2015) that occur such as preserving the environment (Annupreeti and Ghanshyam, 2014) and overcoming scarcity of fuel in creative ways (Bornstein, 1998). The informants really understand the problems that occur around them (Santoso, 2007) and try to find solutions to these problems. In addition, informants also have initiatives to meet the needs of the community with the social entrepreneurial activities that they undertake, which indirectly fulfil two objectives, namely solving social problems and profit or sustainability of the business. Table 4 illustrates reduced data from the results of interviews; we take important points from the activities of sociopreneurs.

**Table 4** Data reduction of interview results

<i>Variables</i>	<i>CEV</i>	<i>PGI</i>	<i>AMB</i>	<i>CFP</i>
Social values	<ul style="list-style-type: none"> <li>Overcoming environmental pollution from cow dung waste</li> <li>Reducing global warming</li> <li>Job creation</li> <li>Improving public health</li> <li>Provision of energy</li> <li>Processing cow manure by cattle farmers</li> </ul>	<ul style="list-style-type: none"> <li>Provide sewing training to housewives</li> <li>Helps reduce environmental damage from plastic waste</li> <li>Job creation</li> </ul>	<ul style="list-style-type: none"> <li>Providing design training to the bamboo craftsmen community</li> <li>Use of raw materials that are less effective</li> <li>Job creation</li> </ul>	<ul style="list-style-type: none"> <li>Providing training in processing fuel in the community (farmers)</li> <li>Job creation</li> <li>Provision of energy</li> </ul>
Civil society	<ul style="list-style-type: none"> <li>Processing cow manure by cattle farmers</li> </ul>	<ul style="list-style-type: none"> <li>Involve the community in campaign activities and education on the importance of reducing the use of plastic bags and how to process it</li> <li>Involve the community as sewing partners</li> </ul>	<ul style="list-style-type: none"> <li>Involve the community as craftsmen in making products</li> </ul>	<ul style="list-style-type: none"> <li>Involve the community in processing and selling fuel</li> </ul>
Innovation	<ul style="list-style-type: none"> <li>Creating biogas technology that can process cow manure and garbage that can produce gas and fertiliser</li> </ul>	<ul style="list-style-type: none"> <li>Conducting campaign activities and education programs about the environment that are integrated with the product as a solution tool</li> </ul>	<ul style="list-style-type: none"> <li>Design innovations in bamboo crafts in an effort to increase sales value</li> <li>Bamboo craft education tours</li> </ul>	<ul style="list-style-type: none"> <li>Creating gas stoves as an alternative fuel to reduce fossil fuel use in environmental conservation efforts</li> </ul>
Economy activity	<p>Business activities:</p> <ul style="list-style-type: none"> <li>Selling biogas equipment</li> <li>Contractor</li> <li>Marketing</li> </ul> <p>Social activities:</p> <ul style="list-style-type: none"> <li>Educate the community about environmental preservation</li> <li>Providing training to the community about the use and maintenance of biogas technology</li> </ul>	<p>Business activities:</p> <ul style="list-style-type: none"> <li>Production</li> <li>Product sale</li> <li>Marketing</li> <li>Monitoring</li> <li>Evaluating income</li> </ul> <p>Social activities:</p> <ul style="list-style-type: none"> <li>Educate the community about environmental preservation</li> <li>Provide sewing training to housewives</li> </ul>	<p>Business activities:</p> <ul style="list-style-type: none"> <li>Selling products</li> <li>Training and design services</li> <li>Marketing</li> <li>Participating in exhibitions</li> </ul> <p>Social activities:</p> <ul style="list-style-type: none"> <li>Provide design training to the community</li> <li>Business training</li> </ul>	<p>Business activities:</p> <ul style="list-style-type: none"> <li>Selling several fuel-saving products</li> </ul> <p>Social activities:</p> <ul style="list-style-type: none"> <li>Distribution of gas stoves to the community</li> <li>Providing training to the community to make gas stove fuel</li> </ul>
Social outcome	<ul style="list-style-type: none"> <li>Increasing the economic capacity of cattle farmers</li> <li>Overcoming environmental pollution</li> <li>Reducing the use of fossil fuel energy sources</li> </ul>	<ul style="list-style-type: none"> <li>Increasing the economic capacity of the community</li> <li>Increasing public awareness of the environment</li> </ul>	<ul style="list-style-type: none"> <li>Increasing the income of bamboo craftsmen</li> <li>Improving infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Increasing economic capacity of farmers</li> <li>Reducing the use of fossil fuel energy sources</li> </ul>

## 5 Conclusions and recommendations

Based on the results of this study, we can indicate that the social entrepreneurship approach can be used in an effort to overcome social and environmental problems. This is evidenced by the role of sociopreneurs in helping the government overcome social and environmental problems that encourage the creation of new jobs and reduce unemployment. The success of sociopreneurs in running their businesses is inseparable from the social character possessed by sociopreneur, which include social values, civil society, innovation, economic activity, and social impact (outcomes).

The results of this study indicate that some sociopreneur activities carried out in overcoming social problems include community involvement in corporate activities programs so as to increase engagement between entrepreneurs and the community, conducting product innovations to overcome social problems, conducting activities by balancing business activities and social activities, and providing social benefits to increase the economic capacity of the community: farmers, breeders, and craftsmen. In addition, social entrepreneurial activities also have a good impact on environmental sustainability by combining resources (natural, human and technological), such as overcoming environmental pollution caused by cow dung waste, plastic waste, and saving fossil fuel energy sources.

Based on the results of this study, several recommendations for sociopreneur can be derived and include the process of socialisation to the community regarding the activities carried out, in order to provide knowledge to the surrounding community, for example informing the impact of the danger of plastic or an explanation of biogas technology. In addition, sociopreneurs also carry out campaign activities and educate the public on environmental issues, for example by utilising certain events so as to attract the attention of the masses. Furthermore, social entrepreneurship activities can also involve various stakeholders such as government and academics to participate in resolving issues that are a problem in the community. This research can be used as a reference for further research regarding the characters of social entrepreneurship. Future research can continue this study by expanding the survey area, not only in the Bandung area but in a wider scope, so that it will better represent other sociopreneurs in Indonesia. In addition, further research can also add other variables to further identify the social character of sociopreneurs and use mixed methods to obtain comprehensive, valid, reliable, and objective data.

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