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Community Entrepreneurship: A Social Approach in Managing Business among Women in East Java

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Abstract:

Tackling poverty and enhancing community welfare have been concerns in the Indonesian government. Community entrepreneurship offers the opportunity for the community to obtain better economic welfare. This study aims to examine the implementation of community entrepreneurship in Indonesia and propose a model enhancing community well-being. This study adopted a qualitative method with a case study approach at Pelangi Nusantara in Malang, East Java, Indonesia, to reach comprehensive findings of this phenomenon. This study involved community members using in-depth interviews and documentation in gathering the data. The findings indicate that the establishment of community entrepreneurship was initiated by the same willingness among members to enhance their household welfare. Additionally, community empowerment can be an alternative for women and housewives to obtain an additional income to support their families. Lastly, the holistic model of empowerment can promote better community entrepreneurship.

Keywords: community entrepreneurship, community welfare, household well-being, entrepreneurial activities.

社区创业：东爪哇妇女管理企业的社会方法

摘要：

解决贫困和提高社区福利一直是印度尼西亚政府关注的问题。社区创业为社区提供了获得更好经济福利的机会。本研究旨在检查印度尼西亚社区创业的实施情况，并提出一种提高社区福祉的模式。本研究在印度尼西亚东爪哇玛琅的佩兰吉努桑塔拉采用定性方法和案例研究方法，以全面调查这一现象。这项研究涉及社区成员使用深入访谈和文档收集数据。研究结果表明，社区创业的建立是由成员之间提高家庭福利的相同意愿发起的。此外，社区赋权可以成为妇女和家庭主妇获得额外收入以养家糊口的替代方案。最后，赋权的整体模式可以促进更好的社区创业。

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关键词：社区创业、社区福利、家庭幸福、创业活动。

1. Introduction

The development of the household economy has been a concern in the Indonesian government. Several programs and policies have been provided to alleviate poverty and increase living standards among communities by promoting entrepreneurship (Fatonie, 2020; Prasetyo, 2020). Some scholars believe that entrepreneurship plays a significant role in the individual and community economy (Ratten, 2020; Doern et al., 2019). The basic rationale is that entrepreneurship promotes new job opportunities to reduce poverty. At the same time, entrepreneurship is also believed as a tool to enhance household and community well-being through women's participation in a small industry (Talmage et al., 2019). Extant literature mentioned that entrepreneurship is a solution in building community, culture, and economics (Pagano et al., 2018; Chandna & Salimath, 2020).

The term of entrepreneurship is an acquaintance with community engagement (Dahles et al., 2020). A prior study mentioned that community entrepreneurship has the same model, managed by individuals or groups who have the same purposes and willingness to raise welfare (Dupuis & de Bruin, 2018). Some scholars noted that community entrepreneurship is an effective tool for capacity building for the marginalized (Purusottama et al., 2018). Community entrepreneurship is promoted by mutual trust and motivation to economic activities supported by the institutions (Liu & Lee, 2015). Fortunato and Alter (2015) concluded some dimensions associated with community entrepreneurship, including operations, internal issues, effective leadership, and support for business establishment.

The existing model for community entrepreneurship is more likely to focus on males earning for living. For example, Goktan and Gupta (2015) remarked the relation between sex, gender, and entrepreneurial activities and found that entrepreneurship is closely linked with men's obligations. However, it has the potential for a housewife to enhance the income for the family. In the Indonesian culture, housewives tend to spend time with their neighbors or communities when their husbands work. For this reason, the involvement among housewives is the development potential and social capital to incorporate with entrepreneurial activities. In addition, the focus of empowerment to overcome poverty is to focus on empowering women. A government will not prosper if women are left behind and even oppressed. Therefore, a comprehensive understanding of this issue can enhance household and community welfare.

Despite the important role of entrepreneurship and community, women's participation in entrepreneurial activities has been overlooked among scholars. The

recent studies on community entrepreneurship have been provided by Galappaththi et al. (2017) in Pakistan and found that social and ecological have been a motivation to propose community entrepreneurship. Several Indonesian studies concerned socio-entrepreneurship instead of community entrepreneurship. A preliminary study by Utami et al. (2017) remarked that that community entrepreneurship as an alternative in socio-entrepreneurship empowerment and poverty alleviation so that it needs special attention and support from all parties considering the potential of the Indonesian people is so great and the support of natural resources and the diversity of arts and traditions.

This study makes some contributions. First, it enhances the literature on this theme by describing women's community entrepreneurship and welfare and presenting the complexity of the entrepreneurship phenomenon in Indonesia. The study in Indonesia is essential as the model of development local economy is mostly dominated by small community business scale. Second, it empowers women to create a society that can improve economic welfare in the household. Finally, this study also shows how communities can combine their resources through community participation, showing how contextual factors are in a community.

This paper is structured as follows. Section 1 deals with the current issue and main theories of entrepreneurship. Section 2 describes a comprehensive methodology followed by findings in Section 3. The last section concerns the conclusion, limitations, and suggestions for further research.

2. Method and Materials

This research employed the qualitative method to gain a better understanding of entrepreneurship. Given the issue raised in this study, a case study approach is relevant, as suggested by Creswell and Poth (2016). Using this approach, the researcher describes the context for a case, and the case study uses various information sources for a detailed and deep explanation. The case is a system bound by place and time. In this study, the researcher is highly needed as a direct observer to maintain the naturalness of qualitative research. The attitude of the researcher in question is responsiveness, expansiveness, adaptiveness. It can improve their ability to collect data on the role of community entrepreneurship actors in empowering women.

2.1. Data Collection

Bogdan and Biklen (2003) suggested that the types of data in qualitative research can be grouped into primary and secondary data. Primary data sources are data that will be obtained from the first source directly

obtained at the research site orally or in writing, of course, from respondents and informants. The primary data in this research were obtained through direct observation and interviews with informants: the founders and community members, small and medium enterprises' (SMEs) actors, and related agencies. Meanwhile, secondary data were obtained not from the first party but certain parties related to this research. This data source comes from empowered women in the Pelangi Nusantara community in Malang of East Java in Indonesia. The basic rationale is that the Pelangi Nusantara has successfully promoted entrepreneurial activities among women and housewives. In this research, we followed some procedures for data collection, including in-depth interviews using open-ended questionnaires. The interview will be focused on social value, innovation, community participation, and entrepreneurial activities. This study also employed coding and documentation to provide a better understanding.

2.2. Data Analysis

The data analysis for qualitative research was performed before, during, and after field research based on the respondents' information. We followed the model by Winarno and Robfi (2020), including approach, excavation, deepening, matching, interpretation, and presentation. This analysis model considers the research object related to community entrepreneurship in empowering women in the Pelangi Nusantara community. This model is chosen because it conforms to the stages and systematics of the research focus, including forming community entrepreneurship, playing a role in community formation. Entrepreneurship, the balance of social and commercial motives are considered by community members and impact the members of the Pelangi Nusantara community.

3. Results and Discussion

3.1. The Emergence of Community Entrepreneurship

In the process of forming community entrepreneurship among the Pelangi Nusantara Community, researchers found real social and economic benefits for the community and the surrounding circumstance. This research also found that the founder of this community entrepreneurship highly incorporated in the business activities. The researchers noted that community participation in these business activities enables the transfer of knowledge among members. However, many women and housewives were denied joining this community in the beginning. A prior study by Vidovic and Baturina (2016) discusses how to contribute to a better understanding of the role of social entrepreneurship in empowering women in rural areas. The results show that women are not far behind men in business opportunities and seeking innovative ideas. This implies that the founder of the Pelangi Nusantara community, who is a woman, does not rule out the possibility of starting a business based on community

entrepreneurship. According to the key informant, this business is based on a hobby cultivated which is then turned into a business only; gradually, the founder sees the surrounding environment that is less empowered in terms of the household economy.

Additionally, Firdaus (2014) added that community entrepreneurship involves the creation process and enhances the value of goods and services. The entrepreneurial activities of Pelangi Nusantara are oriented to economic profit and social perspectives by providing welfare to the community and society members. Indeed, Slamet (2003) explained in detail that people, who must take risks, take advantage of opportunities, cooperate, and act according to the situation. Based on the researcher's observations, the Pelangi Nusantara community requires community participation when establishing community entrepreneurship. Pelangi Nusantara also routinely provides education and awareness to the public that it is important to protect the environment by not throwing garbage or remaining fabric waste in any place.

3.2. The Development of Community Entrepreneurship

Community empowerment is an effort carried out by the community with or without outside parties to improve its life. Empowerment must place the community as the main capital to avoid interference from outside parties that often deny the independence of the local community. This research found that community entrepreneurship started with the role of women who were members of a group of women in the village. To empower the group member, the founder finds the local hero who wants to be empowered; after finding a local hero, the founder invites others to join and form groups. In its brand development, the Pelangi community of Nusantara cooperates with several communities.

4. Conclusion

This study's practical and managerial implications are that the model of collaboration and involvement in the household can promote its welfare. The engagement among members and the community can create an additional income opportunity.

5. Limitations and Further Study

The main limitation of this study lies in the geographical location and, perhaps, can be elaborated on by covering more entrepreneurial communities to find an excellent model for addressing the issues.

Authors' Contributions

Agung Winarno and Yuli Agustina provided the research design and framework. Bagus Shandy Narmaditya and Yuli Agustina collected and analyzed the data. Agung Winarno and Bagus Shandy Narmaditya wrote the entire paper and prepared it for publication.

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