

# The Strength of Sociopreneurs in Nurturing the Rural Socioeconomic Conditions

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**Abstract.** Maintaining the resilience and community life in rural areas with facing various socioeconomic problems especially the impact of the Covid-19 pandemic make social entrepreneurship is very urgent. Social entrepreneurship sees the problem as an opportunity to form a new business model. The results achieved are not only material benefits, but how the ideas put forward can have a good impact on society at large. In doing so, nurturing the rural socioeconomic problems it requires the presence of socio-preneurs who are able to bridge social needs and current services. This study aims to analyse how the strength of Socio-preneurs in nurturing the rural socioeconomic conditions with community empowerment programs in the fields of education, economics, agriculture and environment which is based on four elements, namely: social value, civil society, innovation, economic activity. The method used in this research is descriptive qualitative through field research. The results show that the strength and capacity of Socio-preneurs are very important because they act as agents of change for the environment, improve systems, find new approaches and create solutions as part of sustainability development goals (SDGs) especially in dealing with the impact of the Covid-19 pandemic for sustainability better life.

## 1 Introduction

### 1.1 Background

Considering nurturing in relation with entrepreneurial intention [1] and social entrepreneurship was widely studied among researchers [2], this paper extent the concept of nurturing as instrument to sustain the rural socioeconomic conditions. Referring the essence is to help a plan or a person to develop and be successful [3], The strength of socio-preneurs in nurturing the rural socioeconomic conditions is very urgent especially dealing with covid-19 pandemic. As change agents, socio-preneurs able to carry out the ideals of changing and improving social values and become discoverers of various obstacles or

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limitations. Also they combine approaches of business and social welfare. They identify under-utilized resources - people, buildings, equipment - and find ways of putting them to use to satisfy unmet social needs [4].

Sociopreneurs are an activists who has creative thinking, vision, and network. These activists mobilize social movements under organizations in the form of foundations, associations, non-governmental organizations (NGOs) or perhaps under the control of the government sector [4]. On the other hand that social entrepreneurs create value, but not in the same way as commercial entrepreneurship; they provide goods and services that are not supplied on the market or handled by the government. That way, they create social welfare while the financial sustainability of their business becomes their main obstacle. In contrast, commercial entrepreneurs maximize private welfare and capture the rest for themselves. Therefore, some of the values created by social entrepreneurs are not included in market transactions directly: but the aim is to produce positive external effects for society from their activities [5].

Because social and commercial entrepreneur differ in the purpose and means of value creation, some of the skills required are common but other skills and abilities may need to be different to succeed in social and commercial entrepreneurship. Social entrepreneur strives to create solutions that are sustainable, as opposed to sustainable profits. This approach seeks to tackle the root cause of a problem directly, or to create a system that constantly solves problems, thus creating lasting solutions that create positive externalities for all parties [5]. Lastly, non-profit organizations are mostly trying to capture maximum market share, which implies the need to control the market and the necessary resources. Social entrepreneurs are instead trying to empower their stakeholders. Instead of capturing some form of economic value for themselves, and also social entrepreneurs seek to increase the skills and usefulness of individuals or entire groups in their respective activities, with a greater focus on the overall vitality of the collective economic system.

Given the wide scope of social entrepreneurship, many parties agree that social entrepreneurship should not be defined in a formal legal form, because the application of social entrepreneurship can use all means to make it happen. In essence, social entrepreneurship is conspicuously detached from the various types of current entrepreneurial paths due to its value proposition and the fact that it gives money that generates a noble social heart and purpose. Social entrepreneurship is intended to foster the transformation of society and these entrepreneurs simultaneously act to deal with specific cases of social problems and problems and empower transformational progress throughout the system [6].

There seems to be a strong aspiration to combine the various capabilities of the current information technology (IT), social network to build networks across all sectors and topographical boundaries [6]. The IT network can be described as a low risk approach involving individuals with the same interests and this network can assist in identifying latent and possible collaborators. The dominant factor of the rise of social entrepreneurship is social pressure which forces people to do something for society and its current affairs in general but at the same time has the monetary gain factor that can make them survive in this world as well. In today's times when environmental issues are one of the major global problems looming over the earth, environmental entrepreneurship can be seen as a subcategory of sustainable entrepreneurship which in turn is a subcategory of social entrepreneurship [7].

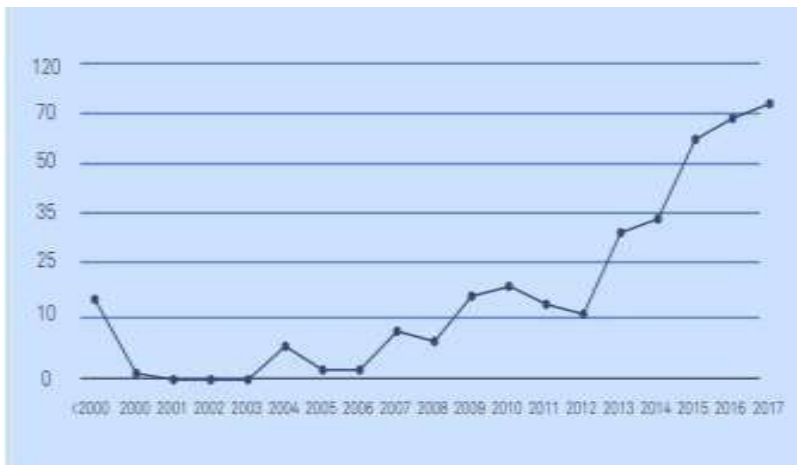
Social entrepreneurship and social value creation can be recognized across a variety of business structures - a natural consequence of ambiguous definitions [7]. The relationship between the two business pursuits of commercial and social value can be visualized when examining the characteristics of non-governmental organizations (NGOs), hybrid social enterprises, and socially committed regular companies. NGOs are non-profit organizations

whose primary goal is social value creation, but at least 5 percent of their income is dependent on market-based income. Hybrid social enterprises are organizations that intuitively share commercial and social goals, often with social goals in mind but with the organization [7]. The private sector as a means of achieving this goal. There are also regular companies that mainly pursue commercial and non-profit purposes, but also contribute in some way to social means. These varied organizational structures illustrate to some extent what the spectrum of social entrepreneurship is like. While social entrepreneurship is loosely defined as an agent of change, as an individual or some form of network, with a mission aimed almost exclusively at non-profit goals, social entrepreneurship covers a large part of the remaining spectrum.

In this study, the authors propose the concepts of [8] social entrepreneurship considering this concept is still relevant with scope of research in Indonesia. It can be defined *“as the creation of social value that is generated through cooperation with people and organizations from civil society who are involved in social innovation which is usually defined as economic activity”*. This definition is based on four criteria; social values, civil society, innovation and economic activity. The first element in the definition states that social entrepreneurship is related to social value creation. This element is present in most social entrepreneurship and social enterprise approaches. Social values can be broad and global. It can also be narrow and local. Civil society criteria are important for distinguishing social entrepreneurship from social activities in the private commercial sector and in the public sector. The inclusion of civil society criteria in the definition of social entrepreneurship is also based on evidence provided by most working definitions from around the world which, one way or another, place the interests of vulnerable communities at the top of the agenda and take social enterprise into account. As promoting and carrying out innovative activities in partnership with various types of NGOs, cooperatives, voluntary associations and community groups, although certain types change from country to country and situation to situation.

Social entrepreneurship activities often - if not always - have an economic impact, both on the people involved in these activities and on the entrepreneurial organization itself. Economics in this context must be understood here in a broad sense, and should not be limited to narrow self-interest. Researchers at the EMES European Research Network work with a definition of economic activity which implies that social enterprises or social entrepreneurial activities are based on a high degree of autonomy and ambition to produce goods or services as part of the activity. The notion of economy is relevant to all stakeholders in the activity, such as entrepreneurs, who take economic risks, and to participants, who can benefit from improved health and the production of community social services. So as a form of community empowerment, social entrepreneurship is considered to be able to guarantee the sustainability of social, economic and environmental cohesion in the face of the Covid-19 outbreak

In Indonesia, the concept of social entrepreneurship or sociopreneur has been adopted and increased since the last two decades (see the number of social entrepreneurs in Indonesia). This concept is finding its momentum in an era of disruption as a form of sustainable development. Social entrepreneurship is considered capable of fostering an increase in the quality of life and welfare of rural communities. For this reason, improving rural socio-economic conditions is an urgent need, especially empowering human resources through education, empowering rural agribusinesses, especially Micro, Small and Medium Enterprises (MSMEs), as well as empowering agricultural and environmental actors in efforts to overcome them.



Source: [12]

**Fig. 1.** Number of Social Enterprises in Indonesia Established Per Year

According to Indonesia government strategy, the development of social enterprise enriched by utilizing social capital (local institution such as co-operatives) and local champions in order to handle socioeconomic problems, especially poverty related to cultural factors and limited business opportunities. The government strategy also includes other plans to foster economic growth through strengthening the agriculture, fisheries and mining sectors and manufacturing industries; modernising the services sector; encouraging the mastery of science, technology and innovation; maintaining fiscal sustainability; increasing the competitiveness of non-oil and gas export products and MSMEs; and improving the quality of employment opportunities [12].

In addition, based on experience of developing countries, the opportunity for economic revival will be driven by MSMEs, especially agribusiness, the majority of which are in rural areas. This needs to be considered because villages have more resilience and strong social capital that can determine success in industrial competition in both domestic and global markets. MSMEs exist as an activity that is not only a business unit but also has a mission to empower the economy of rural communities. MSMEs are also not only beneficial for rural communities themselves, but also as an economic force in Indonesia based on their comparative and competitive advantages.

Meanwhile MSMEs are the business groups that have the largest number. This group has proven to be resilient to various shocks to the economic crisis. So, it is imperative to strengthen MSMEs groups that involve many groups. The criteria for businesses that are included in MSMEs have been regulated in a legal umbrella based on law. MSMEs are trading businesses managed by business entities or individuals who refer to productive economic enterprises in accordance with the criteria stipulated by Law Number 20 of 2008. Although the business scale targeted by the MSMEs is not as large as large companies, many feel comfortable doing business in this level because of the advantages offered to micro, small and medium enterprises and these advantages are difficult to obtain at the business level of all sizes.

## 1.2 Problem Statement

Theoretically, social entrepreneur or sociopreneur is one of the developments of entrepreneurship, both of which run in the same field, but there are some elements that

differentiate entrepreneurs from socio-preneurs, which can be seen from their goals and business activities. A simple distinction of a socio-preneurs is someone who understands social problems and uses the ability of entrepreneurs to make changes, especially covering the fields of welfare, education and health. While socio-preneurs is a solution to social movements in the economic sector that can provide business opportunities, especially in rural areas. In addition for improving the micro economy, socio-preneurs can improve the national economy. Here, the reason why social entrepreneurship can be a solution is because in addition to being economically and socially sustainable, social entrepreneurship is able to provide effective and tactical solutions to Indonesia's socio-economic conditions.

Considering the existence of socio-preneurs in rural socioeconomic conditions, especially in raising conditions through social education movement for human resource development, empowering economic actors with rural MSMEs agribusiness, especially empowering agricultural and environmental actors in an effort to deal with the impact of the Covid-19. In addition, the opportunity for economic revival will be driven by MSMEs agribusiness, which are majority in rural areas. This background is interesting to consider that the village has resilience and strong social capital, which will determine its success in industrial competition in both domestic and global markets. MSMEs exists as an activity that is not only a business unit but also has a mission to empower the economy of rural communities. MSMEs are also not only beneficial for rural communities themselves, but also as an economic force in Indonesia based on their comparative and competitive advantages. So, this research takes the problem statement, how do the strengths of socio-preneurs in nurturing the rural socioeconomic conditions?

## 2 Methods

This research uses qualitative methods with a descriptive analysis approach. According to [10] the core property of qualitative research is that it examines the way people make sense out of their own concrete real-life experiences in their own minds and in their own words. This information is usually expressed in everyday language using everyday concepts. Meanwhile quantitative research is not applied here because this research is insufficient when the research aims to understand nature of the phenomenon. It's context and interactions with other element. Qualitative research attacks issues differently. It is based on fundamental idea that reality is subjective. In the other word every human being constructs an individual, personal view of the world on the basis of his or her specific interactions with the external world including the people who are part e: Every human being constructs an individual, personal view of the world on the basis of his or her specific interactions with the external world including the people as reality actually consists of a set of impressions, inferences and opinions in the person's mind [10].

Qualitative research what have elaborated in his research, "*Drivers toward Social Entrepreneurs Engagement in Poland: An Institutional Approach*" [11] qualitative methods allow for a thorough understanding of entrepreneurial activities and their context; cultural or social as well as their relationships with the immediate environment. Meanwhile the selection of representatives of social enterprises to be interviewed as part of the collective case study was based on the principle of theoretical replication. The assumption was made that enterprises that obtain results should be purposefully selected. In doing so there is need to uncover step by step approach in qualitative analysis for better application of qualitative techniques [12] While primary data were collected empirically through field observations and in-depth interviews to gather information from respondents as key informants. Key informants are selected based on the full authority given by residents as spokespersons regarding the ins and outs of socio-preneurs activities that are empowered in the fields of education, economy, agriculture and the environment by business actor in Bogor, Depok

and Jakarta. Meanwhile, other informants were used as material for comparison and examination. In this study, the authors conducted interview with three social enterprises actors as key informants; key informant in the field of educational social movement, key informant in the field of MSMEs in the Bogor area and key informant as manager for LAZ Al-Azhar, in the field of village enlighten through community development on green agriculture.

The primary concerns about secondary data analysis (SDA) with qualitative data surround rigor and ethics including research participants, funders, and the researchers themselves. Meanwhile the strength of secondary analysis of qualitative data is that it relieves the burden of participation from research participants and community partners who collaborate with researchers to identify, access, and recruit research participants. data [13] In this research secondary data is obtained from literature references, supporting documents and relevant comparisons to strengthen arguments. Looking at several researchers who have reviewed this activity, case study data that have similarities are needed as comparative data. The data that has been collected are examined, sorted, processed and then analysed. Analysis was carried out first on the condition of the community, then an analytical survey was carried out to conclude the relationship between them.

### 3 Findings and Discussion

Referring to the social entrepreneurship sees the problem as an opportunity to form a new business model and have impact on society at large. The strength of sociopreneurs was articulated as an agent of change for the environment, improves the system, finds new approaches and creates solutions for better social change as well as to achieve the sustainability development goals (SDGs) through educational social movement – “Yayasan 10,000 beasiswa”, LAZ Al Azhar environmentally agriculture and orange youth movement: digital transformation of MSMEs. The description each social enterprise as bellow:

#### 3.1 Educational Social Movement – “Yayasan 10,000 beasiswa”

The foundation of educational social movement “Yayasan 10,000 Beasiswa” with educational platform in Indonesia was recognized by the Ministry of Law and Human Rights of the Republic of Indonesia. This movement intensifies to encourage volunteers and donors throughout Indonesia to take part in building a better education with the tagline "support education to change".

##### 3.1.1 Social Value

Reflection on condition unequal opportunity for assessing education among millennial generation, this foundation goes to determine that education based on inclusive and fair. It promotes lifelong learning opportunity for all. One of the initiators said, “*We care our brothers, what they need to asses quality education, and we share for them what they can take lesson from us*”. Referring to the demographic bonus, Indonesia's population will be dominated by productive age. Based on data [14], Indonesia is still experiencing various obstacles, especially opportunities for people to get quality education. The data states that seven out of ten Indonesian youths cannot receive proper education. The main factor of these problems is economic problems so that there is a lack of opportunities, facilities and infrastructure to support teaching and learning activities [15].

For this reason the world community through United Nations officially endorses the concept of sustainable development goals (SDGs) to create a better world in 2030 with 17 (seventeen) targets. One of which is SDG 4, namely "quality education". The aim of point 4 of the SDGs is to ensure an inclusive and equitable quality of education and promote lifelong learning opportunities for all. This spirit also draws a distinction between cognitive, socio-emotional and behavioural learning objectives for all SDGs. [16], refers to the knowledge and skills needed to full these aims, the motivation and attitudes that can underpin them, and the actions needed to achieve them Point 4 SDGs can be an inspiration for the government in reducing education problems in Indonesia, including social movements with using platforms to move and share benefits by mobilizing the millennial generation

### *3.1.2 Civil Society*

Considering millennials with the spirit of mutual cooperation in reducing education constraints, this millennial generation has local wisdom, namely the culture of mutual cooperation which has been known for a long time. Gotong royong (cooperation each other) can be the basis for the nationalism of the Indonesian nation which is built on the basis of togetherness [17]. This scientific work is intended to design a movement through original ideas to foster a spirit of mutual cooperation. Likewise collective action among potential millennial generation through "Yayasan beasiswa 10,000", as movement initiated by Ms. Shafira and friends from the other outstanding universities in Bogor and Jakarta offering quality education scholarship for all.

Meanwhile millennial generation is defined as individuals aged 18-39 years and has characteristics that are described as a generation who is aware of technology in using email, cell phones, and the ability to communicate using cyberspace. Of these, 90% do more online activities and this condition was not found in the previous generation. The characteristics of the personality and attitude of this millennial generation in their lifestyle usually are; socially driven. This generation is a generation that spends money on personal needs that are able to give them status, but they can be socially spirited when meeting with activities that can increase their popularity. Diversely motivated. This generation is a generation that likes adventure and likes challenges, but they are able to move both on their own and in groups comfortably they are also socioeconomically introverted.

Based on the description above, there are two important things, namely the need to improve the quality of education and utilize the characteristics of the millennial generation as an opportunity to invite them for social activities by utilizing the high number of internet user participation in Indonesia which reaches 54.68% of the total Indonesian population and highest number 6 in the world [18].

### *3.1.3 Innovation*

Facilitating the millennial generation in social activities in the field of quality education through various positive activities and social media-based social projects for the advancement of the nation, "Yayasan Beasiswa 10,000" was developed several methods, namely volunteer empowerment, provision of various work programs and events to socialize and gain insights about the importance of education, conduct soft skills and skills training programs for the community, school renovations, scholarships and donations education, free courses, holding national essay competitions, holding international youth meetings and holding community service programs to provide assistance and education for the Frontier, Outermost, and Disadvantaged areas.

As developing several methods for empowerment of volunteers, with various work programs to socialize the importance of education, SDGs can be an inspiration for reducing education problems, including social movements with the contributions platforms to move and share benefits by mobilizing the millennial generation through the potential for high internet participation rates. In doing so, to organize youth empowerment programs to improve science both nationally and internationally. The 10,000 Scholarship Foundation has 2 (two) administrators, namely the Central Executive totalling 17 people and the Regional Government totalling 2,000 people, both of whom carry out various work programs in accordance with three areas of scholarship, namely the collection and distribution of donations, educational programs and educational events.

### 3.1.4 Economic Activity

The economic activity of “Yayasan Beasiswa 10,000” was developed with separate sources; donations and independent business through creative event or event organizing. The source foundation funds consists of 2 (two) separate sources, namely independent business and donation. Independent business is for the operational needs of the foundation through creative event or event organizing, and also donation is for charity and assistance provided. More than one billion rupiah of funds that have been collected and distributed by “Yayasan 10,000 Beasiswa” used for the contribution of education in Indonesia, therefore it has a significant impact in Indonesia with a total of more than 9,000 (nine thousand) beneficiaries. “Yayasan 10,000 Beasiswa” hopes that the entire millennial generation can become a generation that lights a candle, not a generation of tang condemns the darkness.

## 3.2 LAZ Al-Azhar for Environmentally Agriculture

LAZ Al-Azhar promotes togetherness in *ta'awun* (cooperation) while maintaining the Islamic values. LAS Al-Azhar also has several programs in the processing of *zakat*, *infaq*, and *shadaqah* funds to increase community empowerment. Meanwhile, the program is manifested in five clusters based on welfare and social, namely: alleviation poverty and empowerment of rural communities; alleviation of unemployment and empowerment of productive age; economic empowerment, infrastructure and environmental conservation; improve the living conditions of orphans and poor people; and disaster management and volunteer networks. Also in the economic empowerment, infrastructure and environmental conservation cluster, including Infralink Programs [19]. For this research the authors focus on LAZ Al-Azhar for environmentally agriculture.

### 3.2.1 Social Value

Community empowerment initiated by LAZ Al Azhar is focused to develop the Indonesia Gemilang (Indonesia enlightens) especially development program in remote villages. The empowerment of rural communities is organized and integrated in the fields of agriculture. Specifically for improving the economy village through focusing potential in agriculture with green agriculture program. In addition, each Dasamas – “Dai Sahabat Masyarakat”, community assistant in Gemilang Village in 11 provinces, must have basic agricultural skills and knowledge. The manager of LAZ Al-Azhar said, “*the existence of an empowerment program can be used as a method to tackle deep poverty the framework of implementing empowerment public, that is expected to be able to improve community welfare and reduce poverty rates through strengthening agricultural programs in the form of increasing community income*”.



### 3.2.2 Civil Society

Farmers Group which stands for “**Sejahtera, Terampil dan Inovatif**” (Prosperous, Skilled and Innovative), concern with agriculture that is environmentally, friendly and reduces the use of chemicals. In doing so, LAZ Al-Azhar encourages people to do organic farming. LAZ Al-Azhar continues to assist farmers in increasing knowledge, training in organic agriculture, procuring organic medicines, rice barns, even seriously synergizing with scientists and academics to improve agricultural soil fertility. Because with fertile soil, the cost of agriculture will decrease, the use of fertilizers will be minimized, and the yields will be increased and even abundant. So that the welfare of the farmers' families will be better. LAZ Al-Azhar also intensify group of community empowerment (Kelompok Swadaya Masyarakat-KSM) to empower farming communities especially those who joined in this group. The manager said, *we could empower farmer through management of KSM with assisting a field work who will later get additional income through joint business group (KUB).*

### 3.2.3 Innovation

The fertility of agricultural land was manifested in cooperation with prominent people and expert in this field. This project was developed a new breakthrough, namely making bio char or charcoal-based fertilizers from the biomass pyrolysis process that contains paramagnetic compounds and can absorb protein. The bio char content in the fertilizer, called Slow Release Organic Paramagnetic (SROP), is not only able to improve soil physical, chemical and biological properties. More than that, bio char is able to absorb carbon in the air. This has been proven by farmers which has planted horticulture in critical land formerly excavated brick. However, starting with the SROP sowing, the agricultural yields are better than ordinary land without SROP. Cucumber, bitter melon and chili plants are bigger and thicker, and the results are abundant. Even though, the topsoil has been removed to a minimum depth of one meter. To disseminate the use of SROP in agriculture. LAZ Al -Azhar specifically invited the SROP founder to give his spirit and knowledge and who the SROP founder were very enthusiastic about getting the knowledge of soil processing directly from the experts.

### 3.2.4 Economic Activity

As the millennial generation have to recognize and consider the so-called green jobs (agricultural employment) because agriculture is also the most effective job opening. LAZ Al Azhar has invited all of stakeholders to support agriculture and food through Zakat funds, as stated emphatically by the LAZ Al-Azhar Manager, “*Likewise, it is hoped that with this program, farmers can increase their income, get initial capital and get social security*”. Sociopreneurs are here to inspire the Al Azhar family by showing LAZ Al-Azhar zakat empowerment programs in agriculture as well. It has been proven to comprehensively improve the welfare of farmers, so as to attract more millennial generations in the village to remain in the village and want to become farmers. The other hand LAZ Al-Azhar doesn't just deliver funds but also provide guidance for management of the zakat funds, so that not used up for consumption. Through group of community empowerment – KSM. LAZ Al-Azhar has trying to empower the farmers with group business enterprise, hoping the results from the empowerment has increased income.

### **3.3 Orange Youth Movement: Digital Transformation of MSMEs**

The development of MSMEs in Cihideung Udik village, Bogor is very potential in accordance with the conditions of the local community. MSMEs also provide various needs that can be accessed by all levels of society and support consumer sovereignty.

#### **3.3.1 Social Value**

The presence of Orange Youth Movement is to provide employment opportunities, especially for the low-educated workforce who are in the village, empowering mothers as professional digital marketers, also regarding millennial life, culture, social values, and religions that are given more attention. One of informants said, *"Many contributions can be made by MSMEs, especially for the social and economic sectors, otherwise these contributions have not been optimal"*. In running their business, MSMEs experience various obstacles, especially in terms of funding, marketing, and access to information. Meanwhile, in the era of globalization, MSMEs must also face competition with other similar businesses, as well as large businesses, both from inside and outside the country. For this reason, MSMEs are required to have strong business competitiveness, to ensure surviving and contributing optimally to society.

One of the efforts that can be taken to obtain bargaining position in business is to pay attention in the field of digital marketing communications. What they do will help sustainable development. This is in accordance with the study of development communication which is directed and carried out by people who must buy and provide sustainability values. The presence of the millennial youth group makes people in their environment even more excited to move. It is like what is in the Qur'an "the bird from its nest is empty so it flies, because it has enthusiasm, it returns full". Approach to development communication science reminds everyone that what should concern us is not just economics, because if so, it only affects rich people. Millennial's youth groups like them can move businesses, the economy, especially in the religious sector. Therefore, it needs sustainability in terms of assistance and guidance so that social entrepreneurship movements can be empowered and become community stimulants

#### **3.3.2 Civil Society**

Micro, Small and Medium Enterprises (MSME) is one of the drivers of the economic development of the community in Indonesia. In Cihideung Udik Village, Ciampea, Bogor, there is a youth group that has succeeded in driving the economy and succeeded in empowering the community. One of managers said, *using information technology especially internet become effective and efficient marketing communication, one of which is through websites or social media*. The other hand they motivated to provide job creation is part of worship to the God, as well as implementation the religious values and source of business spirit. According to them, there is a religion-based philosophy built by the millennial generation as a foundation in moving and developing their business. The first is to revive the five daily prayers in congregation at the mosque. The second is always consistent in the alms that is done after the Fajr prayer. The third is to build a mutual commitment in teamwork. These three things are the basis for mobilizing and developing their business.

#### **3.3.3 Innovation**

The orange youth movement with the digital transformation of Micro, Small and Medium

Enterprises (MSME) is one of the drivers of the economic development of the community. In Cihideung Udik Village, Ciampea Sub district, Bogor, there is a youth group that has succeeded in driving the economy and succeeded in empowering the community. With the use of internet technology as a means of effective and efficient marketing communication, one of which is through websites and social media. It was found that the impact of the Covid-19 pandemic, clustered in 3 business activity states, first the business survived or stable, the second business declined and the third business flourished. Stable business through adjusting interaction models using online application platforms is education, especially for food or beverage delivery and basic needs. The declining business is based on visits or the presence of consumers in places heavily affected by the Covid-19 pandemic. Businesses that are developing due to market dynamics and interaction adjustments using online application platforms such as telecommunications business, online shopping. One of the orange youth movement argued *“through digital transformation of MSMEs we believe could empower people and community at large”*.

### 3.3.4 Economic Activity

Referring social entrepreneurship is a social movement solution in the economic sector that can provide business opportunities, especially in the surrounding environment and rural areas. In addition for improving the micro economy, the socio-preneurs character must be able to increase people's purchasing power for a sustainable economy. Here, the reason why social entrepreneurship is able to be a solution because in addition to being sustainable in the economy, social entrepreneurship is able to provide effective and tactical solutions to economic problems, especially in the midst of a pandemic.

**Table 1.** Summary of elements in social enterprises.

<b>Social Entrepreneurship</b>	<b>Yayasan 10.000 Beasiswa</b>	<b>LAZ Al Azhar for Environmentally Agriculture</b>	<b>Orange Youth Movement</b>
Social Value	To determine the quality of education that is inclusive and fair to promotes lifelong learning opportunity for all	The empowerment of rural communities with organizing and integrating the fields of agriculture.	Employment opportunities, for the low-educated workforce who are in the village, especially empowering mothers as professional digital marketers
Civil Society	Millennials with the spirit of mutual cooperation in helping the government to reduce the constraints of education in Indonesia.	Farmers carried by LAZ Al Azhar is environmentally friendly agriculture and reduces the use of chemicals, especially organic agriculture.	Youth group that has succeeded in moves the Economy and succeeded in empowering the community.
Innovation	Developing several methods; volunteer empowerment, provision of various work programs and events to socialize and gain insights	Making fertilizer ade from biochar or charcoal from the biomass pyrolysis process that contains paramagnetic compounds and can absorb protein.	Digital transformation with using internet as an effective and efficient means of marketing communication be accessed by all levels
Economic Activity	Funds consists of 2 two separate sources; donations and independent business through creative event or event organizing	Empower the farmers with group business enterprise (KUB), that the results from this empowerment has increased income	Business opportunities, especially in the surrounding rural areas. And people's purchasing power for a sustainable economy

Based on the interview with the owner of MSME, regarding what problems happened to the business in the midst of the Covid-19 outbreak, especially an economic point of view,

the daytime visitors to her shop were getting quieter since there is large-scale social restrictions. This shop has free Wi-Fi facility, so only obtain a small income while the shop operational depend on Wi-Fi monthly. The other hand from a social and cultural perspective, that the impact was very much felt in business. Every day or every night the place is always crowded with people especially teenagers to gather and chat enjoying Wi-Fi access but since the Covid-19 outbreak, there has been no such sight anymore.

The other hand beside the result of the interview with the owner of home business regarding what obstacles happen in the midst of the Covid-19 outbreak from an economic point of view, her business would soon go out of business, She said, *“since the implementation of work from home (WFH) we did not received any more orders, so there is no income. Otherwise business on the Grab food application, but this has not yet received further approval and permission from the application”*.

## 4 Conclusion

The strength of socio-preneurs in nurturing the rural socioeconomic conditions has articulated through four elements: social value, civil society, innovation, economic activity. They inspire people with accelerating quality of education for all through “Yayasan Beasiswa 10.000” developing scholarship program with innovative education intervention. The same accomplishment is shown how the steps and actions of socio-preneurs through environmentally agriculture initiated Al-Azhar big family with Desa Gemilang (enlighten village) supported by LAZ Al Azhar's zakat empowerment programs. It have been also shown comprehensively in improving the farmers welfare, with attracting millennial generations in villages to stay and to become farmers. The situation during the Covid-19 pandemic certainly had many impacts on social life; social, cultural, and economic fields which affect social life. For this regard, the presence of orange youth movement with digital transformation of MSMEs sector in Bogor has empowered community. Meanwhile they are still awaiting various hopes and good news that their business will run properly, which socio-preneur through MSMEs continue to carry out activities by providing solutions

Social entrepreneurship is an affective instrument to empower society, accelerating achievement and also determining social change. For this context nurturing the rural socioeconomic conditions by socio-preneur especially dealing with the Covid-19 pandemic impact, with helping the community to develop and be successful. In doing so the strength of socio-preneur is articulated to serve their mission of delivering a social value to the underserved, act within innovatively, act within entrepreneurially oriented organizations, and act within financially independent organizations that plan and execute earned-income strategies. Likewise socio-preneur as an agent of change for the environment, improves the system, finds new approaches and creates solutions for better social change, as part of Sustainability Development Goals (SDGs) especially in dealing with the impact of the Covid-19 pandemic for sustainability better life.

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