

The Effect of Socialisation on Housewives' Knowledge in Understanding Social Entrepreneurship (Case Study in Kadudampit Village, Sukabumi)

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ABSTRACT

Social entrepreneurship is one of the effective ways to overcome social problems and empower the local economy, especially among housewives. This community service aims to socialize and improve the knowledge of housewives in Kadudampit Village, Sukabumi, regarding social entrepreneurship and evaluate their interest in engaging in social enterprises. This community service activity was conducted through several stages, including counselling, group discussions, and simulations. The results showed a significant improvement in participants' understanding of social entrepreneurship, with 85% showing a better experience and 60% expressing interest in starting a social enterprise. Despite barriers such as limited capital and technical knowledge, participants felt encouraged to contribute to social-based economic development in their villages. Follow-up recommendations include mentoring programmers and facilitating access to financing to ensure the sustainability of the planned social enterprises.

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1. INTRODUCTION

Social entrepreneurship is a concept that combines social goals and business activities to create value for society [1]. Contributing to economic empowerment, social entrepreneurship has the potential to improve community welfare through innovation [2], local resource utilization [3], and job creation [4]. However, the understanding of social entrepreneurship among the community is still unfamiliar, especially housewives, is still limited. In fact, housewives have an important role in the

family and community economy, which can be encouraged through active involvement in social entrepreneurship activities [5].

Kadudampit Village, Sukabumi, is one of the areas that has the potential to develop social entrepreneurship. However, limited access to information and knowledge about social entrepreneurship among housewives is one of the main obstacles in optimizing this potential [6]. Therefore, socialization efforts are needed to improve housewives' understanding of the concepts,

opportunities and challenges of social entrepreneurship.

This community service activity (PKM) aims to provide education and socialization about social entrepreneurship to housewives in Kadudampit Village. Hopefully, through this activity, participants will not only understand the concept of social entrepreneurship, but also be encouraged to engage in sustainable and social-based economic activities. The approach used in this activity includes counselling, group discussions, and simulations, which aim to provide participants with practical experience in developing social entrepreneurship ideas.

The phenomenon of housewives' limited understanding of social entrepreneurship is an important issue in Kadudampit Village, Sukabumi, which has an impact on their low participation in social-based economic activities that have the potential to empower the family and community economy. Socialization is needed to bridge this knowledge gap and encourage housewives' active involvement in social entrepreneurship. With a better understanding, it is expected to open business opportunities, increase income, and address social problems locally, making social entrepreneurship a sustainable economic empowerment strategy.

This research also aims to evaluate the effectiveness of the socialization activities in increasing housewives' knowledge and

awareness of social entrepreneurship, as well as assessing their interest in actively participating in social entrepreneurship activities in their communities. Thus, this research is expected to contribute to local economic empowerment efforts through the development of social entrepreneurship.

2. METHODS

The socialization of social entrepreneurship for housewives in Kadudampit Village was carried out systematically to ensure the effectiveness of the programmed with a mentoring method attended by 22 participants. Preparation began with a survey to determine knowledge, interests, and barriers related to social entrepreneurship, as well as the preparation of materials. Counselling as the core of the activity conveyed the concept of social entrepreneurship, the role of housewives in the local economy, and business opportunities. Group discussions were held to share views and ideas for social enterprises, followed by a business plan simulation. Evaluation through questionnaires and interviews assessed the increase in participants' knowledge and planned real business assistance.

3. RESULTS AND DISCUSSION

3.1 Effect of Socialization on Knowledge



Figure 1. Atmosphere of Socialization Activity

The socialization activities conducted in Kadudampit Village, Sukabumi, aimed to increase housewives' knowledge of social

entrepreneurship and foster their interest in engaging in social-based economic activities.

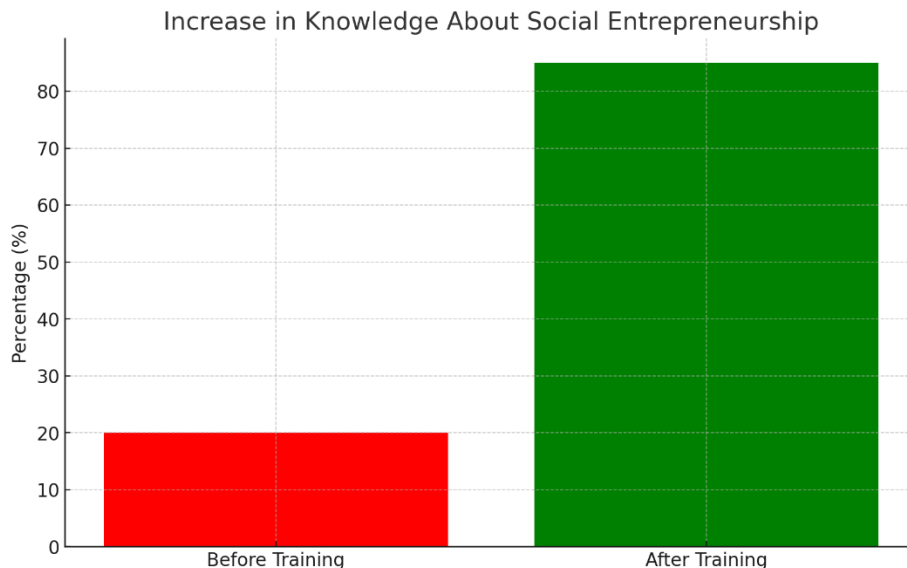


Figure 2. Effect Socialisation

Prior to the activity, a preliminary survey showed that the majority of housewives in Kadudampit Village had very limited knowledge of the concept of social entrepreneurship, with only around 20% of participants having heard of the term, and most perceiving entrepreneurship only as an endeavor for economic gain without regard to social impact. However, after the counselling was conducted, the evaluation showed a

significant increase in understanding. Based on the assessment and evaluation, 85% of the participants understood that social entrepreneurship is a form of business that does not only focus on economic profit, but also aims to address social problems in the community. This confirms that the counselling method and materials presented were effective in improving participants' knowledge [7].

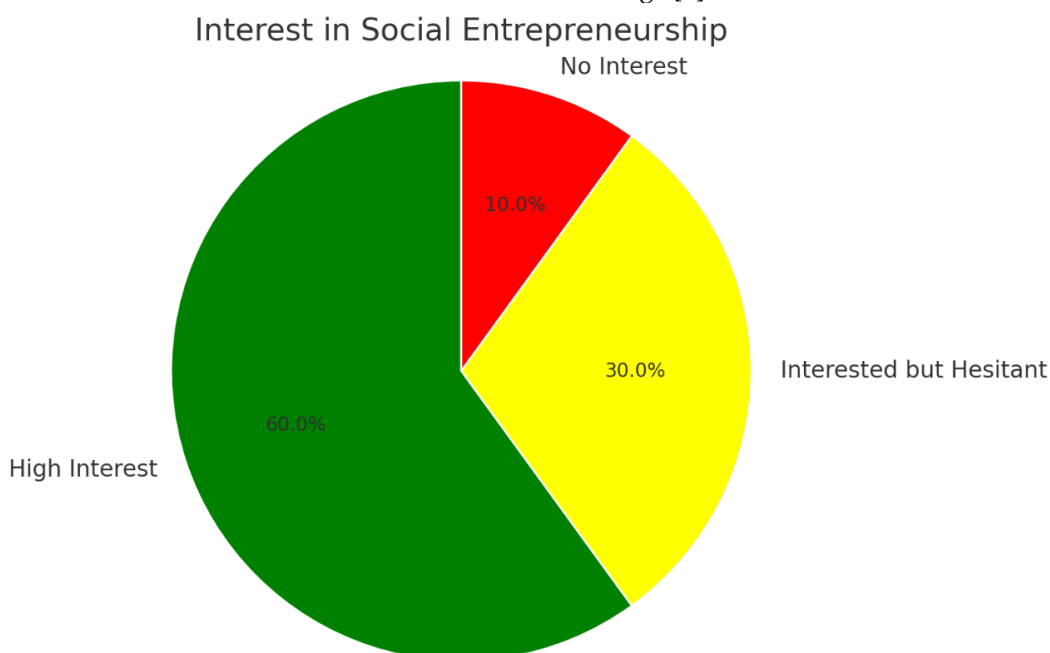


Figure 3. Interest in Social Entrepreneurship

In addition to increasing understanding, this activity also aims to foster housewives' interest in starting a social enterprise in their village. From the group discussion, it was found that 60% of the participants showed high interest in starting a social enterprise, while another 30% were interested but still hesitant due to limited capital and technical knowledge, and 10% felt they could not be directly involved. Nonetheless, the group discussions had a positive impact, as participants were able to share experiences and ideas. Some groups generated potential social enterprise ideas, such as processing local agricultural products with housewives as the main actors, which will be followed up with further mentoring programmers.

3.2 Obstacles and Challenges

Another impact identified from this activity was a change in housewives' attitudes towards economic opportunities. Before the socialization, many participants felt that economic ventures were difficult to undertake due to limited access to capital and markets. However, after simulations and discussions, the majority of participants realized that social enterprises can be started with small capital and can be done collectively through community cooperation. In addition, participants became more aware of the local potential that can be utilized, such as local handicraft and processed food businesses that not only have economic value but can also help reduce unemployment in the village.



Figure 4: Participants Report the Challenge to the Speaker

While the outcome of this socialization was positive, there were several barriers identified during the activity. One of the main barriers was the limited capital to start a social enterprise, although participants showed high interest, many had difficulties in gaining access to financing. In addition,

technical knowledge on business management and marketing is also still limited, which can be an obstacle in running a social enterprise sustainably, similar to [5]. Another challenge is maintaining participants' consistency and commitment to apply the knowledge gained, as some

participants are concerned that without further mentoring, their planned social enterprises may be difficult to realize.

3.3 Follow-up Recommendations

Based on the evaluation results and discussions with the participants, several follow-up recommendations are suggested to ensure the sustainability of this activity. First, a more intensive mentoring programmed is needed to assist participants in starting and managing social enterprises. Secondly, it is important to facilitate access to financing through partnerships with financial institutions or local governments. Third, further training is needed that focuses on technical skills, such as financial management, digital marketing and product development.

With proper follow-up, it is expected that housewives in Kadudampit Village can actively engage in social entrepreneurship activities, which not only improve their own welfare, but also make a positive contribution to the development of the village community.

4. CONCLUSION

The socialization activities carried out in Kadudampit Village succeeded in increasing housewives' knowledge of social entrepreneurship, as well as fostering their interest in engaging in social-based economic activities. Most participants showed a better understanding after the counselling and simulation. However, there are still challenges that need to be overcome, such as limited access to financing and technical knowledge. Therefore, follow-up programmes, such as ongoing mentoring and further training, are needed to ensure that housewives can realize sustainable social enterprise ideas and contribute to the well-being of their communities. With support from various parties, social entrepreneurship can be an effective solution for economic empowerment and alleviation of social problems in villages.

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