

Research Roadmap Development in the Field of Social Science: Exploratory Study of Social Entrepreneurship

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Abstract

The industrial revolution 4.0 has implications on shifting skills and types of work. Many new skills and jobs have emerged, including social entrepreneurship skills. On the other hand, entrepreneurial social research is still limited and continues to develop. However, there is no complete social entrepreneur research model. Thus, this study aims to design a road map for social research that leads to the development of social entrepreneurship incubation. This type of research is qualitative-explorative. The data in this study are the results of analysis of documentation studies on research topics and types of social research of the relevant lecturers at the Faculty of Economics and the Faculty of Social Sciences and Law, Universitas Negeri Surabaya. The research data were analyzed through the stages of data reduction, data presentation, and conclusion. In reduction, the data is organized so that it is ready to be processed. We developed 15 main instruments in the process of forming a social entrepreneurship spirit based on systematic typology that categorizes social entrepreneurs based on their life and career experiences as well as the scope of their social engagement. Validation was carried out using the judgment expert method, namely using social entrepreneurship experts from external Universitas Negeri Surabaya. The result of this research is a road map for social research, namely a social entrepreneurship development model. In addition, this research also produces academic papers related to social research topics that will produce prototypes and incubations of social entrepreneurship.

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INTRODUCTION

Socio-humanities covers broad disciplines such as economics, sociology, anthropology, politics, law, psychology, education, government, business, geography, history, literature, arts, languages, philosophy, theology or religious sciences, which studies people from the perspective of social and cultural activities, and focuses on human and social values. The challenge of the social and humanities sciences in Indonesia today is how to transform the development of the social and humanities sciences so that they are more progressive and have real benefits in the development of

the nation and state and promote the welfare of the wider community. The industrial revolution 4.0 has

implications on shifting skills and types of work. Many skills and new jobs have emerged, including social entrepreneurship skills. On the other hand, social entrepreneurship research is still limited and continues to develop. However, there is no complete social entrepreneur research model.

Entrepreneurship has many facets. It can be described as a process of business creation (Kuratko, 2005: 577). It is a career option when the entrepreneur decides to

exchange his or her place of employment for other possibilities and to ensure his/her survival and development on his/her own. It is a way of exploiting or even creating business opportunities. Bosma et al., (2012: 15) define entrepreneurship as a dynamic process in which business opportunities are constantly being created and entrepreneurship is the opportunity to develop the businesses and the needs of individuals on the market. For the generation and for the performance of new firms, in addition to environmental factors, personal factors are also crucial (Baum et al., 2001; Hankinson et al., 1997; Hussin, 1997; McClelland, 1961; Olson & Bosserman, 1984).

Reported on the Jawa Pos page (2020), one indicator of a country's economic resilience can be seen from the ratio of the number of entrepreneurs to the total population. On average, developed countries that have a stable economy have a ratio of 14 percent, or 14 percent of the population in that country are entrepreneurs. Meanwhile, the ratio of the number of entrepreneurs in Indonesia is still low, although from year to year the number shows an upward trend.

Indonesia needs at least 4 million new entrepreneurs to help strengthen the economic structure. This is because currently the ratio of entrepreneurs in the country is still around 3.1 percent of the total population. "Therefore, in order for Indonesia to become a developed country, the government will continue to spur the growth of entrepreneurs including small and medium industries (IKM), as well as increase their productivity and competitiveness in the digital era," said Industry Minister Airlangga Hartarto at the National Retail Party at ICE BSD, Tangerang, Thursday (22/11/18) night. Even though the entrepreneurial ratio in Indonesia has exceeded international standards, which is 2 percent, Indonesia needs to step up again to catch up with the achievements of neighboring countries. For example, Singapore currently has reached 7 percent, while Malaysia is at the 5 percent level. When calculated with Indonesia's population of around 260 million people, the number of national entrepreneurs has reached 8.06 million (Ministry of Industry, 2018).

Referring to the CNN Indonesia page (2018), The United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) assesses that the social entrepreneurship sector can be a means to build a creative and inclusive economy. The conclusion was drawn from the results of a study initiated by UN-ESCAP with the British Council entitled Building a Creative and Inclusive Economy: The Profile of Social Enterprises in Indonesia. "Social entrepreneurship is a good opportunity for Indonesia. There are 340 thousand social entrepreneurs in Indonesia," said UNESCAP

Executive Secretary Armida Salsiah Alisjahbana during the launch of the research results at the Double Tree Hotel Hilton Hotel, Monday (17/12/18). More than 2,000 organizations participated in the research which took place from January to July 2018. Data was obtained from interviews, surveys and Focus Group Discussions. Research estimates that the contribution of the social enterprise sector to the new economy is 1.9 percent of Indonesia's Gross Domestic Product (GDP). Although the contribution to GDP is still minimal, this study captures the fact that social entrepreneurship offers inclusive means that can be financially independent to support the development process in Indonesia.

In addition, the social entrepreneurship program is considered as one of the breakthroughs in the field of social empowerment. Referring to the official website of the Ministry of Social Affairs of the Republic of Indonesia, Director General of Social Empowerment Edi Suharto (03/07/2020), explained that the Entrepreneurship Program is a combination of trade and business with social issues, focusing on social change. There are 3 stages in Social Entrepreneurship. First, the provision of Business Capital Incentive Social Assistance (BSIMU) in the form of cash social assistance (IDR 3.5 million) which is transferred to the BNI KPM PKH Graduasi savings book. The money must be used as business capital, given every 3 months and monitored by MiBi and TKSK. Second, Business Incubation Mentoring (MiBi). Third, social assistance by District Social Welfare Workers (TKSK).

This paper seeks to address gaps in the literature by focusing on a background in social research with social entrepreneurship (a social field research roadmap i.e. a social entrepreneurship development model). In addition, it also produces academic papers related to social research topics that will produce prototypes and incubations of social entrepreneurship.

2.0 LITERATURE REVIEW

2.1 Social Research

Referring to the Mort-sure (2019) page, humanities is a science that deals with heritage and the question of what makes us human. Humanities deals with issues such as law, history, ancient languages, modern languages, philosophy, history, religion and visual or performing arts. Humanities involves a more critical and analytical approach. Meanwhile, social sciences can be defined as empirical sciences that study humans in all aspects of their lives, or those that study behaviour and various activities in life together. Social sciences are concerned with anthropology, criminology, administration, archaeology, education, economics, psychology, linguistics, political

science and fiqh. Social science focuses on a scientific approach.

2.2 Social Entrepreneurship

Social entrepreneurship is defined as “the process of identifying, evaluating and exploiting opportunities aiming at social value creation by means of commercial

market-based activities and the use of a wide range of resources” (Bacq & Janssen, 2011: 376). Social entrepreneurship activities have existed for generations in different contextual settings (Defourny & Nyssens, 2010; Huybrechts & Nicholls, 2012). However, the use of the term social entrepreneurship emerged in the 1990s, coined by Bill Drayton in 1980, founder of Ashoka, an international organization that supports social entrepreneurs through fellowships. Since then, social entrepreneurship has developed rapidly; and in the last decade has become a major area of research within the entrepreneurship literature (Bosma et al., 2016; Saebi et al., 2019; Sassmannshausen & Volkmann, 2018).

Social entrepreneurs aim to address a myriad of social, environmental and economic challenges that the world faces (e.g. poverty, hunger, illiteracy, contaminated water, poor health, overuse of fossil fuels, climate change and environmental degradation) using innovative and entrepreneurial approaches (Austin et al., 2006; Bornstein, 2007). Social entrepreneurs address these societal issues by embracing the dual mission of social and economic value creation. Social ventures can be particularly effective in addressing social and environmental challenges where markets and governments have failed or are inadequate (Bornstein, 2007; Griffiths et al., 2013). In three out of four cases, the main aim of the organization (social entrepreneurship) is to increase job inclusion for the disadvantaged category of the population, whether they are former prisoners, psychiatrically distressed people, or long-term unemployed. In other cases, the social mission undertaken is the promotion of a culture of environmental protection and recycling. (Grieco, 2018: 11).

2.3 Social Entrepreneurship in Indonesia

In Indonesia, the term sociopreneur is starting to become a trend for young people. It is proven that several young social entrepreneurs have succeeded in contributing to solving the socio-economic problems of the community. Research conducted by Suyatna & Nurhasanah (2017) shows that young people with a variety of very fast and sophisticated technologies have started looking for social business opportunities as a survival option in the midst of their tightness in looking for work. Youths are also using increasingly

sophisticated technology for profitable business capital while providing opportunities for the surrounding community to take advantage of this technology.

Research by Palesangi & Muliadi (2012) also describes the success stories of young people who concentrate on social entrepreneurship, namely Goris Mustaqim, founder of the Asgar Muda Garut Foundation, a foundation that focuses on youth empowerment (Garut, West Java). Elang Gumilang provides simple and healthy homes specifically for low-income people, and M. Junerosano is the founder of Generation Indonesia, a social enterprise that focuses on promoting environmentally friendly lifestyles. This shows that sociopreneurs in Indonesia have become a solution to social and economic problems carried out by the younger generation as agents of change.

Reporting from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, BPS data shows an increase in the number of entrepreneurs. From the previous 1.6% to 3.1% of the population, this has crossed the psychological limit set at 2%. The number of entrepreneurs in a country is often seen as an indicator of progress. The standard is that at least 2% of the population must work as entrepreneurs. With a population of 260 million this country must have at least 5 million entrepreneurs (Kominfo, 2018). This means that there are still many opportunities to become entrepreneurs in today's digital era. The existence of entrepreneurship programs developed by universities is expected to provide education on entrepreneurship for graduates to be able to fill up these opportunities.

3.0 METHODS

To make it easier to understand the current research, the steps of the research can be described in the flow chart as follows:

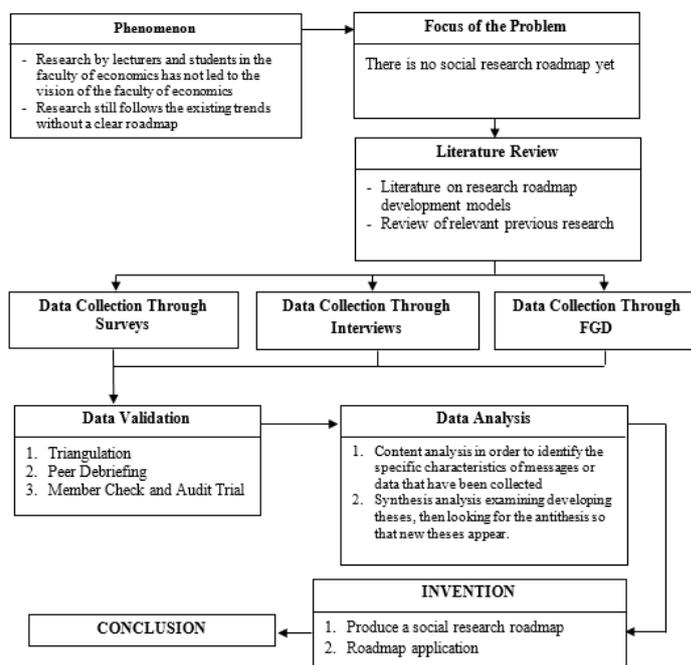


Figure 1: Research Flowchart

3.1 Design and Participants

This type of research is qualitative-explorative. The data in this study are data from the analysis of documentation studies on research topics and types of social research. The informants in this study were lecturers and department leaders from 8 Study Programs at the Faculty of Economics (Management, Accounting, Economic Education, Office Administration Education, Business Education, Accounting Education, Sharia Economics and Economics) and 4 Study Programs at the Faculty of Social Sciences & Law (Study Program. State Administration, Sociology, Communication and Social Sciences Education) Universitas Negeri Surabaya, Indonesia. Data were collected from the interview process, surveys, study documentation, literature studies and the results of the group discussion forum (FGD). In this study the authors used the interview method with in-depth interviews or questions and direct observation of the research object.

3.2 Data Analysis and Instruments

The data of this research were analyzed through the stages of data reduction, data presentation, and conclusion. In reduction, the data is organized so that it is ready to be processed. Validation was carried out using the expert judgment method, namely using social entrepreneurship experts from external Universitas Negeri Surabaya.

Based on systematic typology belong Abebe et al., (2020: 14-18), that categorizes social entrepreneurs based on (1) their life and career experiences, as well as (2) the scope of their social engagement.

We developed 15 main instruments for the process of forming a social entrepreneurship spirit, namely: (1) They have a strong conviction that they must contribute to their communities by addressing certain socioeconomic and environmental needs that they witness on a regular basis; (2) They see social ventures as opportunities to help meet community socioeconomic and environmental needs; (3) Their passion for solving social and environmental problems in their community drives them to start social ventures; (4) They view social ventures as avenues of “giving back” to society and obtaining personal fulfillment; (5) They have a responsibility to help meet the socioeconomic needs of others; (6) They are often interested in pursuing broader socioeconomic and environmental causes in the hopes of making a large-scale impact; (7) They rally support for their causes from diverse stakeholder groups; (8) They are keenly aware of the socioeconomic and environmental problems that afflict their communities; (9) Their motivations partly arise from frustrations and distrust in the inability of formal institutions (e.g. local and state government agencies) in solving these

problems; (10) They display a strong passion for broader social and environmental challenges such as economic inequality, access to quality education and healthcare, climate change, social justice, environmental protection; (11) They are more likely to view advocacy for these socioeconomic and environmental causes as their life calling; (12) They possess deep knowledge of the major socioeconomic and environmental causes and spent years as grass-roots actors; (13) They have sophisticated skills in creating societal awareness, large-scale stakeholder

mobilization and community organizing; (14) They see social ventures as a “means to the end” as achieving social objectives takes prominence; and (15) They have a spirit sustained passion and organizing or fundraising skills that may lead to some external resource support.

4.0 RESULT

Various programs are carried out by universities to produce young entrepreneurs as a solution to the development problem, namely unemployment. Based on the results of interviews, these programs can be realized, including OCB, Eco Week, Business Incubation, and entrepreneurship education through social entrepreneurship courses. In addition, social-based entrepreneurship is also a discourse of higher education as a form of dharma college in community service.

The results of interviews with social entrepreneurship experts state that entrepreneurial development is pursued from the start of entering college through various programs, namely Carachter Building Orientation in which there are business activities, business incubation, social entrepreneurship which is included in the course and Social Project Competition for social entrepreneurs. As part of the process of this competition, students must submit a proposal which requires a commitment in the form of written cooperation from the community who will be given assistance or qualified to be the target audience.

4.1 The Level of Technological Readiness (TKT) of The Social Research Roadmap

Based on the Regulation of the Minister of Research, Technology and Higher Education Number 42 of 2016 concerning Measurement and Determination of Technology Readiness Levels, Basic Research is categorized as research that produces basic principles from technology, concept formulation and/or technology applications, to proof of concept (proof-of- concept) functions and/or characteristics important analytically and experimentally. The target of this research is the production of new theories, methods, or policy principles that are used for scientific development. Basic research can be oriented to explanations or discoveries (inventions) in order to anticipate new symptoms or phenomena, rules, models, or postulates that support a process of technology, health, agriculture, and others in order to support applied research. This Basic Research Scheme can be carried out for collaborative research from within or outside the country. Research on foreign cooperation can be carried

out multilaterally or in the form of a consortium. In the process of measuring TKT, the results of basic research will be at level 1 to level 3.

Applied research is research aimed at finding solutions to problems that exist in society, industry, government as a continuation of basic research. Applied Research is a research model that is more geared towards creating innovation and development of science and technology. This research is oriented towards science and technology products that have been validated in a laboratory or field environment or a relevant environment.

In the TKT measurement process, the results of Applied Research will be at level 4 to level 6. This Applied Research Scheme can be carried out for collaborative research from within or outside the country. Research on foreign cooperation can be carried out multilaterally or in the form of a consortium.

Development research is aimed at achieving further development of the model or product or prototype stage that has been tested in an actual environment. Development research is a research model that is geared more towards developing commercial products. This research requires the involvement of partners as investors. In the TKT measurement process, the results of development research are at TKT 7 to 9 levels. Development Research Schemes can be carried out for collaborative research from within or outside the country. International collaborative research can be carried out multilaterally or in the form of a consortium (2020 Edition XIII Guide for Research and Community Service).

Table 1. Technology Readiness Level (TKT) for Social Research Roadmap

NO	DEFINITIONS / STATUS	OUTCOME
1.	The basic principles of research have been observed and reported on (Basic)	Determinant Social Entrepreneurship Relationship between financial capital, human capital, social capital, philanthropy-oriented financial system, commercial financial system, educational system and political system on social entrepreneurship (Sahasranamam & Nandakumar, 2018).
2.	Preliminary Data Support, Hypotheses, Design and Research and Development Procedures have been explored (Basic)	Relationship between social entrepreneurship on organizational performance and creation of distinctive marketing competencies (Palacios-Marqués, et al., 2019).
3.	The research design and methodology were complete (Basic)	Relationship between power distance, uncertainty avoidance, institutional collectivism, gender egalitarianism, future orientation, human orientation and assertiveness on social entrepreneurship (Canestrino, et

		al., 2020). Effects of socio cultural and economic factors on social entrepreneurship and sustainable development (Méndez-Picazo, et al., 2020).
4.	Data Collection, Validation in Simulation Environment or Sample or Research and Development Activities (Applied)	Theoretical and practical implications The main aim of the organization (social entrepreneurship) is to increase job inclusion for the disadvantaged category of the population, whether they are former prisoners, psychiatrically distressed people, or long-term unemployed. In the other case, the social mission undertaken is the promotion of a culture of environmental protection and recycling (Grieco, 2018: 11). The understanding of the extent and nature of the influence that various formal institutions have on social entrepreneurship is helpful in framing better policies for the development of social enterprises. (Sahasranamam & Nandakumar, 2018: 10). The knowledge of cultural traits may suggest how to support the emergence and the development of social entrepreneurship in different cultural contexts to policymakers and to different stakeholders. Moreover, it opens future discussions about the way culture and cultural diversities may be managed to improve the effectiveness of firms' practices, particularly referring to social well-being (Canestrino, et al., 2020: 140).
5.	Completeness and Analysis of Data in the Simulation Environment or Research and Development Activities (Applied)	
6.	Research and Development results are important and significant for decision and policy support (Applied)	
7.	Utilization of research and development results to improve Policy and Governance (Development)	
8.	Support for Regulations and Policies related to the Social Aspects of Humainora and Education (Development)	Development: Models, Books, Modules and Semester Learning Plan (RPS)
9.	Recommended policy contributions for improvement of Development Conditions (Development)	

10.	Katsinov	Social Entrepreneurship Incubation and E-Book
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entrepreneurship and incubation of social entrepreneurship.

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4.2 Social Entrepreneurship Research Roadmap

Based on the Technology Readiness Level (TKT) of the research, a social research roadmap that leads to the incubation of social entrepreneurship is formulated as follows:

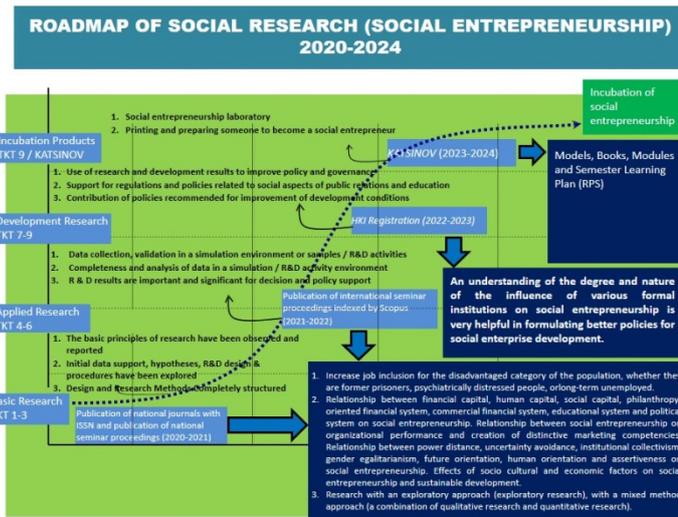


Figure 2: Roadmap of Social Research (Social Entrepreneurship) 2020-2024

5.0 CONCLUSIONS AND RECOMMENDATIONS

Social entrepreneurship has become a priority in promoting social activities by empowering local communities through the economic sector. This roadmap can become a reference for social problems currently facing the Indonesian people, especially independence in the economic field. London & Morfopoulos, (2010: 7) states "social entrepreneurs 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. They bridge gaps between social needs and current services. Based on the results and outcomes to be achieved, it can be concluded that this research will produce a social research roadmap that leads to the incubation of social entrepreneurship. We developed 15 main instruments in the process of forming a social entrepreneurship spirit based on systematic typology that belong to Abebe et al., (2020: 14-18), categorizing social entrepreneurs based on their life and career experiences, as well as the scope of their social engagement.

In its stages, this roadmap requires the fulfillment of 9 aspects of the Technology Readiness Level (TKT) that must be fulfilled in the process of implementing the social entrepreneurship incubation. As a recommendation, this research can be used as a reference for research, especially in the social field, making textbooks, Semester Learning Plan (RPS) social

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