

# THE ENTREPRENEURIAL PROCESS EVALUATION OF SOCIAL ENTREPRENEURSHIP AT SATOE INDONESIA

## ABSTRACT

Social entrepreneurship has become a global movement in which a movement with a goal to effect positive social change. This social entrepreneurship movement is a process undertaken by the citizens in transforming institutions in order to improve the solution of social problems such as human poverty, disease, difficulty in reading and writing, environmental damage, human rights violations and corruption. In Indonesia, one of institutions categorized as social entrepreneurship is Satoe Indonesia (SI). Driven by the data of Badan Pusat Statistik stated that there are 7.39 million unemployed people and 28.07 million people are under poverty in 2013 (Badan Pusat Statistik, 2014a/b), Satoe Indonesia aims to empower the society and increase the awareness of young generations to have an insight in economic development. Therefore, this study is intended to evaluate the entrepreneurial process of social entrepreneurship at Satoe Indonesia.

Type of research used in this study is qualitative descriptive research, which collecting the data through in-depth interview, observation, and documentation study. The method of this research is using Timmons Model of the Entrepreneurial Process, in which the operational variables are including Opportunity, Team, and Resource. Data analysis was performed using an interactive model of Miles and Huberman through three stages of data reduction, data presentation and conclusion.

The results from interviews with some qualified interviewees show that according to the concept of Timmons Model of the Entrepreneurial Process, Satoe Indonesia has been operating its programs quite good. The opportunity, team, and resource owned by Satoe Indonesia are sufficient for the sustainability of this organization. The mission and social needs that applied by Satoe Indonesia are developing the village and make the village become self-sufficient. External stakeholders of Satoe Indonesia are the partners and customers of the village that needs to be developed. In terms of acquiring new partner, Satoe Indonesia builds and maintain a partnership with several investors, who want to invest their wealth as a charity, and big companies in Indonesia in return the companies can add this partnership to their CSR program. The core indicator is to look about economic and educational level of the villages. And in term of partner is through proposal about Satoe Indonesia programs, through support by SMB-ITB graduates that they may work in companies which Satoe Indonesia proposed as a partner.

Strategies of Satoe Indonesia to maintain relationship with partners for sustainability are involving the partner join to villages to see the performance of Satoe Indonesia and feel the village condition directly. Thus, Satoe Indonesia can provide a good report and justified report for the partner. Satoe Indonesia resources come from profit of event that made by them, from their partners, and also from volunteers who want to contribute. All the way to manage these resources are, in terms of events, they usually get a big profit, the remaining profit will be saved for the next event capital, next program to be implemented and unexpected costs.

**Keywords:** Social Entrepreneurship, Timmons Model of Entrepreneurial Process, Satoe Indonesia