The development of social entrepreneur through family empowerment (Posdaya) in the Bogor City

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Abstract: Unemployment in urban areas is a social problem that must be resolved immediately. One way to overcome these social problems is community empowerment through social entrepreneurship or better known as social entrepreneur. The purpose of this research is to provide input in policy making related to handling economic and social problems and also as a medium for increasing knowledge as well as a reference source for further research related to Posdaya. The research method uses Qualitative Interactive analysis, namely the process of searching, compiling and analyzing data obtained from interviews in a systematic manner so that it is easy to understand and of course can be informed to others. Research results: the characteristics of Posdaya cadre in Bogor City based on individual characteristics are mostly female, aged 25 to 45 years, have the highest education equivalent to SMU (Senior High School), work as entrepreneurs and have been administrators for 4 to 6 years. In a qualitative analysis, it is found that sociopreneur and social innovation have a relationship with the success of the Posdaya (Social Entrepreneur), where sociopreneurs and social innovation tend to have a positive relationship with Social Entrepreneurs.

Keywords: Social Entrepreneur and Family Empowerment

INTRODUCTION

Background

The problem of unemployment is a fundamental problem faced by every developing country such as Indonesia. Unemployment is caused because the number of labor force is not proportional to the number of available jobs. Data from the Central Statistics Agency states that in 2018 the number of unemployed people in Indonesia reached 7.01 million people, or about 5.13%. The high unemployment rate in Indonesia is also influenced by the quality of the workforce in Indonesia which has not shown satisfactory results both in terms of qualifications and competencies. West Java is one of the provinces in Indonesia that has a large number of unemployed. According to Open Unemployment Rate (TPT) data released by the Central Statistics Agency (2018), West Java ranks second for the highest number of unemployed after Banten, which is reached 8.17%.

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Urban unemployment is one of the social problems that must be resolved immediately. Based on data obtained from the Central Statistics Agency shows that the number of urban unemployment is 6.34% higher than the number of rural unemployment of 3.72%, one way to overcome the social problems is community empowerment through social entrepreneurship or better known as social entreprenuer

Social entreprenuer is one example of activities in the informal sector that can serve as a provider of employment. To become a social entreprenuer is very easy, does not require a large enough capital with basic human abilities such as the ability to communicate, socialize, do business and write can already run a social entreprenuer. Another fact shows that only armed with social media alone a person can become a sociopreneur. The development of information technology has a positive impact for sociopreneurs to develop their business. Bogor city has already had several job openings based on local excellence carried out by social entreprenuer. Social entreprenuer also has a role in advancing MSME businesses in the community through Posdaya cadres. Posdaya or family empowerment post is an idea that emerged from the government to build human quality so as to improve the welfare of the surrounding community.

The sustainability of social entreprenuer certainly can not be separated from the characteristics of sociopreneurs and social innovations owned. This is because social entreprenuer is a non-profit activity so that sociopreneur characteristics and social innovation are the foundation in social entreprenuer in creating a change in society. Visionary, creative, entreprenuer and ethical characteristics are indispensable to support the success of social entreprenuer. The existence of innovative ideas, principles and ideas is also an important factor in social entreprenuer. The work of social entrepreneurs is not measured by the amount of profit earned or the level of return on investment but is measured by how much social impact it generates. Therefore, social entreprenuer is expected to be an alternative solution to be able to solve social problems in society.

Benefits of Research
1. For Government of Bogor City
   This research is expected to be useful for the government, especially the Government of Bogor City as input in policy making related to handling economic and social problems.

2. For Public
   This research is expected to be used as a medium to increase knowledge as well as a reference source to conduct further research that is still related to Posdaya.

LITERATURE REVIEWS

Social Entrepreneur Concept
   Social entrepreneur is a form of entrepreneurship that aims to build a society. Starting with concerns about the social situation led to a non-profit business model. Sofia (2015) said that social entrepreneurs become an interesting phenomenon for now because it has some differences with traditional entrepreneurs. One of the differences is that if the general entrepreneur focuses only on material benefits and customer satisfaction alone, then social entrepreneur is an activity to see the problem as an opportunity where the results achieved are not profits but social businesses that have a good impact on society. There are several factors that distinguish between general entrepreneur and social entrepreneur. According to Saifan (2012) the four factors are:
1. Mission. All forms of activities and decisions are carried out based on the mission of serving social values.
2. Conduct entrepreneurial actions through a combination of characteristics that distinguish from other entrepreneurs.
3. Actions and activities in an entrepreneurial-oriented organization by conducting innovation and openness.
4. Financially independent organization.
5. Have strategies and plans to generate revenue.

According to Saragih (2017) social entrepreneur is an act of innovating and recognizing social problems by using entrepreneurial principles. The basic capital needed to become a social entrepreneur is more to the commitment to make social changes based on noble goals. Therefore, social entrepreneurs focus on the experiences experienced by the community so that it is necessary to establish communication and build empathy through events experienced by the community.

**Driving Factors for Social Entrepreneurship**

Nowadays, social entrepreneurship has been widely developed in Indonesia. The factor that encourages the growth of social entrepreneurship is the government's incapableness in solving social problems. Various programs and policies to overcome social problems have been carried out but have not received satisfactory results. According to Yunus (2007) the reason for the emergence of social entrepreneurship is the first policy implementation is often ineffective, second, the financial inaccuracy of non-profit organizations to finance social activities. Non-profit organizations rely only on donors in their social activities so that they are less effective in solving social problems. Third, multilateral organizations such as the World Bank that aim to boost economic growth but have not yet provided tangible results on poverty reduction. Fourth, the existence of CSR (Corporate Social Responsibility) programs from private companies has not provided great social benefits because only a few of these companies actually do CSR programs.

The inequality of economic development is also one of the attractions of the emergence of social entrepreneurs. The inequality of economic development will result in an increase in the number of unemployed. According to Suharti and Sirens (2011), the condition is exacerbated by the global warming in Southeast Asia that we know with the MEA. Therefore, universities should direct their graduates to not only be oriented to find a job seeker but also to be a job creator.

**Sociopreneur Characteristics**

As a sociopreneur, you must be able to integrate with the surrounding community so that you can know and recognize what problems are happening in the life of the community. These problems can be solved as much as possible by changing the system, and convincing the public of the system changes. Surely the work is not easy, for that sociopreneur character must have the nature of innovation, leadership, managerial ability and ability to bear risks. A sociopreneur should be able to act as a gene change. According to Dees (2001) as a sociopreneur change gene should have the following criteria:

1. Adopt a mission to create and maintain social values.
2. Recognize and continuously pursue new opportunities to serve the mission.
3. Act boldly without being constrained by resources.
4. Demonstrate accountability and high appreciation to the constituents served and to the results created.

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In companies that have profit oriented, decision making is based on capital ownership where a person who has large capital is very influential in decision making. Unlike social entrepreneurship where a sociopreneur does not make decisions based on capital ownership, but based on the needs of the community. Thus a sociopreneur must have a rustristic consisting of visionary, creative, enterpreuner and ethical spirit (Suyono, 2013).

Social Innovation

Innovation occurs because of a feeling of dissatisfaction with an existing situation and has the opportunity to improve the situation. According to Saiman (2011) innovation should be used as a tool and not as a goal. The goal of innovation is to change or improve the existing conditions for the better, but not all changes can be said to be an innovation.

In solving social problems, a careful analysis and real solutions are needed so as to represent the aspirations of the people. Therefore, a more comprehensive idea or idea is needed to overcome the social problems, among others through social innovation. According to Misuraca (in Addarinidan Fiorenza Lippaini, 2017) there are four key elements that determine social innovation. First, bring together the needs of the community in order to run sustainably. Second, involve stakeholders in adopting innovation. Third, interaction between stake holders to make changes, and Fourth, provide added value in democratization and really facilitate the needs of the community.

RESEARCH METHODOLOGY

Types of Research

The type of research used is a type of qualitative research that is by explaining and systematically deciphering the problems that will be examined through the analysis process carried out by collecting data from the research object and then analyzed so as to provide a clear picture of the object examined, then drawn conclusions. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, actions, and others (Moleong, 2014).

This research uses interactive model. Activities in qualitative data analysis are conducted interactively and take place continuously until complete, so that the data is saturated. Activities in the analysis include data reduction, data display and conclusion drawing verification.

Data Collection Techniques

Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. The data collection techniques in this research is interview. The interview is a meeting of two people to exchange information and ideas through question and answer, so that it can be constructed meaning in a particular topic (Sugiyono, 2014).

Therefore, researchers conducted interviews involving Posdaya administrators and cadres. The implementation is intended that the information collected has sufficient depth. In this study, interviews conducted by researchers were structured interviews. Structured interviews are interviews conducted when researchers have known exactly what information to obtain (Sugiyono, 2014).
Data Analysis Techniques

Data analysis in this research is the process of finding, compiling and analyzing data obtained from the interview results systematically so that it is easy to understand and certainly can be informed to others. In this research used Qualitative Interactive analysis techniques.

RESULTS AND DISCUSSIONS

The Relationship between the Characteristics of Socio Preneur and Social Innovation on the Success of Social Entrepreneurs

Posdaya becomes an effective alternative to overcome social and economic problems in society. This is in accordance with the objectives of the outpost concerning economic development, health, education and the environment. Posdaya is an idea that emerged from the government to build the quality of human resources so as to improve the welfare of the surrounding community. Thus, the existence of Posdaya from the economic side is expected to reduce unemployment while increasing people's income.

Improving the quality of human resources as a development resource becomes the main requirement to improve the degree of welfare of the community. To build the economy, community participation is needed so that the development carried out is balanced and achieves the target. Posdaya is an idea to fulfill the government's recommendation to build human resources through active family participation. The process of empowerment of Posdaya is prioritized on improving the ability of families to work hard in alleviating ignorance, laziness and poverty in a broad sense.

The journey of the formation of Posdaya in Bogor City between one Community Environment has similarities. The similarity is that at the time of its formation, Posdaya became the opposition and antipathy of some people because they did not understand Posdaya deeply. However, the opposition and rejection became a challenge for Posdaya cadres to develop it. From the beginning of the formation of Posdaya each environment has different challenges, as obtained from interviews conducted against Cadres of Posdaya Puspa Lestari who explained:

"At first it was a bit hard? Do you want to know what Posdaya is? Because if the community empowerment activities have existed before such as dasawisma through the PKK, then Posyandu, Poswindu it through the health service. At that time we also had time whether it does not overlap if Posdaya enters? It turns out from the IPB explained that this Posdaya is a kind of communication forum, a large frame forum in which it is various activities including PKK, Posyandu, Poswindu, teaching mothers / fathers / TPA was framed by Posdaya. The existing activities continue to go on, and on that have not been updated. So initially there was rejection but after there was a clear explanation was welcomed by the citizens"

Then based on the interview conducted against the Cadres of Posdaya Sejahtera, who explained:

"The initial response they did not immediately accept because they said this is what Posdaya that've been establish is the same as assorted institutions. It used to be overwhelmed that from the LPPM supervisor, it took several days. Well there are those who always measure with money "no money – no activity". Well, I was there I said it was a danger if the mindset is like this. That's why the management used to not work. For example youth try action first, moving the environment, they visit first, ask for help when seen there is nothing, they also do
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not want to provide assistance. Posdaya is not to deceive the community but to empower the community.

There is an incident the village officer did not support, they think Posdaya just grafting to the existing institutions, the activities they have been built long are taken over, the assumption is wrong. Whereas the presence of Posdaya here for their partners is not a competitor. Well our function means to close the existing rows of small circles into large circles into one. The goal may be that it used to be Rt Rw whose scope of the village including residents with the presence of Posdaya can be more widespread. Initially it was wrong assumptions, we convey Posdaya present not to seize but to invite together, help as much as we can. So it's funny it's called social but dug up for money."

From the results of the two interviews Posdaya cadres above explained that to form Posdaya in a community environment does not directly get support from the community. At first, many people refused to even oppose the formation of Posdaya. This can happen because the community does not fully understand about the business as well as the benefits of the establishment of Posdaya. But with an ethical approach and coaching, the community finally agreed to even support its participation in Posdaya activities.

To ensure the success of the business carried out, Posdaya cadres must have a socio preuner spirit and social innovation. Posdaya cadres who are characteristic as sociopreuner have several characteristics, including visionary, creative, enterpreuner and ethical spirit. While social innovation is a follow-up to creativity. Social innovation is a new idea offered by Posdaya cadres to the community to change the existing social system.

Visionary is the ability to determine short-term, medium-term and long-term goals in conducting social enterprises. This level of ability is generally influenced by the knowledge of the cadres of Posdaya itself. The higher the visionary ability of Posdaya cadres will further guarantee the success of Posdaya business objectives (social enterpreuner). Thus visionary has a positive relationship with the success of Posdaya (social enterpreuner) efforts. This can happen because visionaries are associated with behavior and actions. In the sense here that, Posdaya cadres who have visionary will tend to behave and act towards the realization of the expected business objectives. This Posdaya cadre will have plans in the future and strive to realize the plans that have been set.

The visionary spirit of Posdaya cadres can be seen from the determination of vision and mission in each Posdaya. Vision and mission are important to direct the activities that will be carried out by Posdaya. The vision and mission are set by Posdaya in every field carried out such as education, economy, health and environment. Based on the results of surveys and interviews with Posdaya cadres in several Posdaya in Bogor City obtained the vision and mission set as in Posdaya Puspa Lestari as follows:

"Education Vision - Mission of Education:
The vision-mission in general of Posdaya Puspa Lestari is to have a desire or dream of making, creating, or creating healthy, educated citizens. Healthy in the sense of a clean lingkangan. In the future, we do have big dreams to become RW 7 has a village theme. The theme is BASUHILES (Babakan Sukamantri Hijau Lestari). Before going there we will organize the green how and sustainable how is the dream is none other than to create this babakan sukamantri village residents become developed citizens, smart, healthy and care about the environment"

"Economic Vision - Mission:
In the economic sector Posdaya Puspa Lestari already has / manages cooperatives for..."
economic development, especially in Rw 7, which is called KPEK SAUYUNAN Cooperative (Cooperative of Village Economic Financing). Why is it in RW 7? Well because it used to be KPEK before there was Posdaya. KPEK was once formed and had activities at the village level Pasir Kuda but the running of time stopped only live nameplates but the activities were not there, finally on the deliberations between Posdaya Puspa Lestari in Rw 7 with the village only agreed that KPEK SAUYUNAN will be revitalized in RW 7 finally agreed, then we build the cooperative in RW 7. Well, since then we socialize about this cooperative about KPEK SAUYUNAN is finally gradually accepted by the local community in RW 7 requirements to become a member of what? All sorts of people understand. And Thank God, until now is still active with the number of members approximately 150s with total assets according to a report from the management at the end of 2019 reached more than 100 million

“Health Vision - Mission:
Before the Posdaya, the health program had been running well, had its own building, posyandu cadres, poswindu who were capable of socializing pregnant women, elderly health, larvae checks to this day are still active. Our vision and mission in the future that public health has been running like this and hopes to become a culture for the community of RW 7 PHBS culture (Clean and Healthy Lifestyle) and not surprised after the Covid-19 pandemic is actually ready after this information is available on how to transmit the characteristics of the virus itself, so we immediately prepare a washing place to be placed in a strategic place, there are 25 points, which means it is familiar because it is used to be like that

“Environment Vision - Mission:
Having the name Kampung Tema, he used to concentrate on the environmental sector, but in 2015 there was an innovation competition for thematic village theme design so that we participated by inviting the name BASUHILES (Babakan Sukamantri Hijau Lestari) which is already a vision and mission for the future in the environmental sector. Thank God, Posdaya is in the top 10 and of the top 10 has received attention from the city government, a follow-up work plan has been made, that is, it has been completed from the city government in collaboration with a landscape consultant, a report and landscape has been made. God Willing, according to the 2021 plan it has been realized or executed. And to go to 2021 the residents agreed to start before there was a big job, to start doing small things, including management in the waste sector, especially waste sanitation. We already have a TPS that is in front of the village gate, even though it sounds rubbish, if it is neatly arranged, you might say that the TPS in the park looks beautiful, making the impression well maintained and managed. And it has reactivated the garbage bank under the name Bank Sampah Prima Lestari so it was formed in 2015, two years active two years inactive until it was completely vacuumed. It was only in January 2020 that a new management was formed through the forum of communication. And all had agreed that the garbage bank was rebuilt with the new management starting to be active on February 7, 2020, and it has accommodated segregated waste which can be taken to any garbage bank.

With the vision and mission that was carried out, Posdaya cadres have visionary characteristics, because they strive to achieve something better for the future by always trying to realize the vision and mission that has been set.

In addition to visionaries, a cadre of Posdaya also has creative characteristics. Creative has a relationship with attitudes and behaviors. This can happen because creative is a trait possessed by all levels of intellectual intelligence (IQ). Someone who has knowledge (education) is not necessarily creative and vice versa someone whose
knowledge (education) is less high could be more creative. Therefore, knowledge (education) does not guarantee the creative characteristics of Posdaya cadres. The attitude and creative behavior of posdaya cadres will guarantee the success of Posdaya (social enterpreneur) efforts. The higher the creativity of Posdaya cadres tends to be the higher the success rate of social enterpreneur and vice versa the low level of creativity tends to reduce the success rate of social enterpreneur business. In terms of it can be interpreted that posdaya social enterpreneur efforts can continue to run if managed by cadres who have a low level of creativity, but this does not guarantee the success of achieving the goal of social enterpreneur. Therefore, it can be said that Posdaya activities only run without any development. This can be seen from the existence of several posdaya in the Bogor City that has been inactive due to the lack of creativity of Posdaya cadres.

This creative feature is shown by the variety of business activities carried out by Posdaya. The more diverse business activities carried out shows Posdaya cadres increasingly show their creativity. Based on the results of interviews with cadres of Posdaya Sejahtera obtained information about some business activities carried out. Excerpts from the interview as follows:

"The presence of Posdaya forms and invites existing partners and forms those that do not yet exist. There was no PAUD in the past, because we care about the target of education to form a PAUD called PAUD Pelangi. Then for the economic sector we develop chips from banana humps and Posdaya helps market it by providing training on marketing techniques, packaging techniques to attending exhibitions"

"In the health sector, Posdaya has prepared an Mobil Curhat Anti Galau which is used for free medical treatment. In addition, there is also a kind of Keswa (Mental Health) once a month in collaboration with Puskesmas which is intended for residents with mental disorders"

"In the environment sector, Posdaya seeks to empower empty land for planting trees so that it is more useful. In addition, once a week a JumSih (Jum'at Bersih) program is carried out, namely community service to clean the surrounding environment"

From the results of the interview with the cadres of Posdaya Sejahtera above explained that Posdaya formed by the community has a variety of business activities that are expected to be utilized by the community so as to improve its welfare.

Enterpreneur spirited characteristics are activities that are consistently carried out in order to convert good ideas into profitable business activities. Enterpreneur spirit has a relationship with the attitude and behavior of posdaya cadres. This can happen because the enterpreneur soul can be interpreted as an activity, where the activity is a continuation of attitudes and behaviors. So that with Posdaya cadres who have enterpreneur spirit will behave and behave to achieve their goals by conducting activities or activities consistently until the profit can be achieved. The spirit of enterpreneur is not arising from the knowledge that a person has. This spirit arises because of the awareness of one's attitudes and behaviors. Therefore, with the higher enterpreneur spirit owned by Posdaya cadres will further guarantee the success of Posdaya business (social enterpreneur).

The higher enterpreneur spirit owned by posdaya cadres is realized by the more consistently doing activities to make profits together. Enterpreneur spirit is characterized by an unyielding attitude to continue to strive to maintain and develop business activities until obtaining the expected results (profits). Cadres who lack enterpreneur spirit will easily give up and maybe even get out of Posdaya. The lack of this attitude can be seen
from the presence of some cadres who deliberately exited the posdaya membership so that posdaya that is in inactive status. This condition is in accordance with the results of interviews conducted on Posdaya cadres who are no longer active, which says:

“Temporarily Posdaya is not active at all, because the members are not active. If the activity (business) that run always running, because it was our design from the beginning, should be to create a community empowerment in the region. Each of us has its own needs and incidentally they also want increasing more in their life. So with the loss of one of the cadres we would have trouble finding the cadre again, because it requires coaching. Therefore, structurally Posdaya is still there but the cadre that we have already reduced”

But it is different from the results of interviews with cadres Posdaya Puspa Lestari who always try to develop Posdaya business, despite problems. Excerpts of the interview results as follows:

"Thank God, I always get it, especially from the Cooperative and UMKM Office, every time there is management training on cooperative, always be involved and invited to increase the capacity of the management. Once, I received capital assistance of 15 million from the UMKM office. In the cooperatives, there is such a thing as the Supervisory Agency (BP), for example, there are problems usually before the RAT (Annual Member Meeting) must be resolved first so that the problem does not exist anymore. There is actually no problem, let's say that late payments for the residents' businesses can be seen if their business runs smoothly, automatically the payments are smooth, but if the business is not running smoothly, we can see for ourselves, we ask the person concerned we will see their efforts and we will support them. ",

Based on the results of the interview, it appears that even in its activities, the cooperative founded by Posdaya Puspa Lestari has problems, Posdaya cadres never give up to keep looking for solutions to solve existing problems.

Then the characteristics of ethics relate to the rules and norms in society. Posdaya cadres who have ethics are cadres who understand and understand the rules and norms that apply in their environment. A person's ethics will relate to his actions. A person who has ethics means those who perform actions in accordance with the rules and norms that apply to an environment (region). An ethical Posdaya cadre can distinguish between right or wrong actions, so he knows how to act in order to be able to respect the habits or rules that apply in an environment.

Good ethics will gain sympathy from someone for feeling valued. The existence of sympathy and feeling appreciated will guarantee the success of posdaya efforts established in an environment. Therefore, ethics has a positive relationship with the success of Posdaya (social entrepreneur) business, which means that the higher the ethics owned by Posdaya cadres tend to increase the success of Posdaya business. One of the ethical characteristics of adalagh provides equal opportunities for all citizens to engage in Posdaya activities. The whole engagement needs to be done so that they have a sense of respect as locals. Therefore, in every activity Posdaya always try to involve the surrounding residents. The results of interviews conducted with Posdaya Sejahtera Cadres said:

"In this Posdaya we involve the community members. Well, there is reciprocity, we need them, they need us. So what we will get are 4 sectors (education, health, environment, and economy). In terms of education, what should we help Paud / TPA / religious people. In terms of health, posyandu, from an economic point of view, maybe home industry players, in what environment is needed by the community. There, the condition of the community is "Sir, help me for working capital" whether we want it or not, I want to ask for help for a proposal that has a
link not for savings and loans that does not burden the community, like a mobile bank, where loans have social value, finally the cooperative, Mr. Indra from Jakarta, where the quota of 100 people is worth 2 million without collateral, but the condition is that Posdaya is already advanced, we recommend that Prosperity finally we had 100 people. Maybe in this day and age people are invited to care and work together, it's hard, let alone in the city in the village, individually. The goal of Posdaya is to restore the cultures that are almost lost to return to the forum for friendship, mutual cooperation, because with togetherness there will be convenience. So that we continue to help each other between communities."

Social innovation can be said to be an ability to produce something new to help improve well-being in society. Posdaya cadres who have the ability to innovate socially will produce something that is beneficial for the welfare of the community. Social innovation is needed to overcome social changes that can always occur in society. Therefore, every Posdaya cadre at least has the ability to innovate so that the success of Posdaya objectives can be achieved. This means that the higher the ability of Posdaya to do social innovation tends to cause a higher success rate of Posdaya (social entrepreneur) efforts.

One example of social innovation carried out by Posdaya in Bogor City is the availability of garbage banks. Garbage is one of the problems experienced by the people of Bogor City. The lack of waste management activities caused the social problems of Bogor City to increase. Posdaya Puspa Lestari strives to manage this waste in establishing garbage banks. From the results of interviews with cadres Posdaya Puspa Lestari obtained information:

"Towards 2021, the residents agreed to begin, to start doing small things, including management in the waste sector, especially waste sanitation. We already have a TPS that is in front of the village gate, even though it sounds rubbish, if it is neatly arranged, you might say that the TPS in the park looks beautiful, making the impression well maintained and managed. And it has reactivated the waste bank under the name Bank Sampah Prima Lestari so it was formed in 2015, two years active two years inactive until it was completely vacuumed. It was only in January 2020 that a new management was formed through the communication forum. All had agreed that the garbage bank was rebuilt with the new management starting to be active on February 7, 2020, and it has accommodated segregated waste which can be taken to any garbage bank."

Based on the description above can be said that socio enterpreneur which includes visionary, creative, entrepreneur and ethical characteristics and social innovation has a relationship with the success of Posdaya (socio entrepreneur) efforts. The success of Posdaya (social entrepreneur) in Bogor City is strongly felt by the people who become Posdaya cadres. This was revealed from an interview with Posdaya Puspa Lestari cadre who said:

"After the establishment of Posdaya, the benefits could be felt, especially in priority areas in the Posdaya Puspa Lestari, namely education, health, economy, and the environment. Before Posdaya we did not have PAUD after Posdaya in the education sector we have PAUD until now it is running and it is legal and has operational permits and other required documents from the related offices. Then in the economic sector, initially there were no communities or groups of people to empower themselves in the economic sector, now that Posdaya has been established, a community-owned cooperative has been formed, it is legally incorporated, until now the benefits are felt by residents, especially in RW 7. Then in the environment sector regarding waste management was still not well managed after Posdaya we tried to reorganize how household waste management was a problem. Until now, it was only at the stage of transporting
waste from residents to TPS that there was no management such as recycling. Now it already exists. Compost is the use of organic waste to become compost, but even then, not all residents are aware that organic waste or wet waste can be composted. And in the environmental sector it still has a waste bank, then in the health sector before there was Posdaya, there were already posyandu, poswindu, PHBS and all kinds of it had existed before there was posdya until now it is still active and running. So the 4 sectors in Posdaya Puspa Lestari can be said to be still running."

"Apart from that, the financial benefits, we cannot say the nominal, before and after the Posdaya. We see it as non-financial, the more we feel the benefits, the level of public awareness, especially in RW 7, is getting stronger. Whether it is a concern for the economic sector of underprivileged families. The economic benefits that can be felt by residents who become members of cooperatives can be facilitated by business capital loans, from this progressing business benefits the economy. In the environmental sector, we are currently planning to have seeds of various types of plants in pots or polybacks that can be sold. We are designing them."

From the results of the interview above it is known that the establishment of Posdaya can provide benefits to the community, especially the cadres of Posdaya Puspa Lestari in the fields of education, health, economy and environment. Other benefits felt by the community as expressed by the cadres of Posdaya Sejahtera are as follows:

"If the financial benefit, I said, is clear, because our target is not to deceive them, unless we empower them, we help but there are purposes. They've just run, we have our own satisfaction. All needs sacrifices. Do it first, the important thing is, they support us. When talking about rights, you have to be transparent, especially those related to money. When talking about obligations, it's a bit difficult.

"Apart from that, actually Posdaya is not a government product, only for the inauguration of a decree from the village head. Products that are partners with IPB and non-political. So that there is no direct guidance by the government, only with IPB. So if IPB partners with the municipal government like a grant, they, themselves will go there. So, if we direct the government to us, it doesn't exist through IPB's link. Yesterday, the urban village asked for help so that Posdaya was tucked into their competition, Posdaya Sejahtera was asked to be there on UKM. Finally, thank God, with our presence there we got the attention from the Department of Industry and Commerce for nutmeg products that are labeled halal, for free, if you paid, maybe the price is around 4 million."

Based on the results of the interview, it is clearly stated that with posdaya the benefits obtained by the community are not only seen financially but include more specific things to advance the business as well as the welfare of the community. With halal labels given by Department of Industry and Commerce will further strengthen the existence of products in the market, thereby increasingly providing benefits for the business.

The success of Posdaya efforts can be realized because Posdaya is believed to be one of the flagship programs through activities designed and implemented that are consistent, integrated and synergy with the Government of Bogor City as a target area until it can contribute to the achievement of the Millennium Development Goal's (MDG's) or millennium development goals and can even improve the ranking of the Human Development Index (HDI). Posdaya is a forum for friendship, advocacy, communication, information, education, and at the same time can be developed into a forum for coordination and at the same time can be developed into a forum for coordinating activities to strengthen family functions in an integrated manner. In certain cases it can also be an integrated container of family services, namely sustainable family
development services, in various fields, especially religion, education, health, entrepreneurship, and the environment, so that families can harmoniously grow independently in their villages.

Then Dedeh and Ilah (2018) conducted research in Kertaharja Hamlet, Kertahayu Village, Kecamatan Pamarican Kebupaten Ciamis, found that Posdaya management as a model of community empowerment has had a good performance to alleviate the poverty of the surrounding community. This condition can be seen from the superior products produced have more economic value, the establishment of a productive business network to further spur the growth of community economic business, learning and distribution of posdaya managers and cadres through comparative study activities and pioneering and building posdaya cooperatives as a forum for community economic activities.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the study that has been done can be concluded as follows:

1. The characteristics of Posdaya cadres in Bogor City are reviewed based on the characteristics of most female individuals, aged 25 years to 45 years, have the highest education equivalent to SMU (Senior High School), work as an entrepreneur and have been a caretaker for 4 to 6 years.

2. Qualitative analysis obtained that sociopreneur and social innovation has a relationship with the success of Posdaya (Social Enterpreuner) efforts, where sociopreneur and social innovation tend to have a positive relationship with Social Enterpreuner.

Suggestions

From the above conclusions, the suggestions that can be given include:

1. Posdaya cadres should be able to continue to improve the entrepreneurial spirit so that their creativity and social innovations continue to grow in accordance with the needs of the community.

2. There should be efforts to develop partnerships between Posdaya, universities, governments and private companies so that the success of Posdaya business can be more guaranteed.

3. The need to conduct continuous evaluation of the development of Posdaya in Bogor City, so it will be known that Posdaya active and inactive.

REFERENCE


Ratno, Adi Wihananto, dan Syarief Gerald Prasetya. The Development of Social Entrepreneur Through Family Empowerment (Posdaya) In The Bogor City


