



## Analysis of the Role of Social Facilitators in the Implementation of Social Entrepreneurship Program in DKI Jakarta Province

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### **Abstract**

The social entrepreneurship program is implemented as an income-generating strategy for the poor and vulnerable. In optimizing the program, business assistance is provided to focus on business initiatives, strengthening the capacity and prospects of new entrepreneurs, entrepreneurial independence, creating an entrepreneurial ecosystem that supports innovation and creativity, and an emphasis on sustainable business growth. This research aims to describe and analyze the role of social facilitators in the implementation of social entrepreneurship programs. Research data was attained from research through observations, interviews, and documentation research with research subjects Beneficiary Families (KPM) of the Family Hope Program (PKH) who have certified, social facilitators in DKI Jakarta Province. The research approach used is qualitative with the type of research being explanatory. The results showed that there were nine main roles of social facilitators in supporting the success of the social entrepreneurship program, such as data collection and mapping of business data for recipients of social entrepreneurship program assistance, socialization and motivation to beneficiary families, entrepreneurship education, training, licensing coordination, financing coordination, marketing results, monitoring and reporting of business development results.

**Keywords:** *Social Entrepreneurship; Empowerment; Beneficiary Families (KPM); Social Facilitators*

### **Introduction**

Poverty assuagement policies are broadly directed at two strategies, such as reducing the burden of expenditure and increasing income. The two strategies are implemented in harmony to ensure target groups receive ongoing assistance in building self-reliance. The central government and local governments continue to strive to develop poverty assuagement policies through comprehensive social

protection policies (RPJMN 2020-2024). Comprehensive social protection aims to empower the Indonesian population to achieve a decent level of welfare and have the ability to overcome socio-economic liabilities through cash transfer programs and social insurance. Comprehensive social protection is implemented through the integration of various poverty reduction programs in a synergistic and integrated manner (Habibullah, 2017).

(ADB, 2011) defines social protection as a set of policies and programs that are intentionally designed to reduce poverty and vulnerability, with intervention strategies in the form of promoting efficient labour markets, reducing risks, and increasing the capacity to protect against hazards and disturbances such as loss of income. Whilst, according to the World Bank (2014), social protection is defined as an endeavour that focuses more on prevention, which includes social security, investment in human resources, and endeavours to overcome social segregation. One of the strategies to increase income is through social empowerment programs.

Ife (2013) shows social empowerment as an endeavour to increase the power of disadvantaged people over personal choices and life; chances; definition of needs; ideas; institutions; resources; economic activity and reproduction by intervening through planning and policymaking (policy and planning); political and social action (social and political action); and education.

The concept of empowerment in its development has had many definitions introduced by experts. Blanchard (2002) defines empowerment as an endeavour to initiate and concentrate the power of empowered people. While Payne (2014) argues that empowerment is essentially aimed at helping people gain power in making decisions and determining actions to be taken related to self-development, including reducing the effects of personal and social barriers to taking action. This is done by increasing the ability and self-confidence to use the power they have, including through the transfer of power from their environment.

The framework of thinking in the empowerment process contains at least three important objectives consisting of: first, creating an atmosphere or climate that allows the potential of the community to develop; second, strengthening the potential or strength of the community or group to be empowered; and third, efforts to protect (prevent) the occurrence of unequal competition, create justice, and create togetherness and partnerships between beneficiaries who have developed and those who have not developed (Jamasy, 2004). The basic principle of empowerment aims to help the poor and underprivileged in developing the social functioning of individuals, groups, societies, and communities. One of the programs that empower poor and vulnerable communities and families is implemented through social entrepreneurship.

Hulgard (2010) suggests that social entrepreneurship is "social entrepreneurship can be defined as the creation of social value that is produced in collaboration with people and organizations from the civil society who are engaged in social innovations that usually imply economic activity". Based on this definition, there are four dimensions of social entrepreneurship, among others, the first is social value, such as creating social benefits for the community and the surrounding environment. Second, civil society, specifically community initiatives, and participation by optimizing social capital in the community. Third, Innovation, which is presenting social innovations that come from local wisdom. Fourth, is economic activity, particularly the existence of economic activities that support social missions. In spite of the fact that the concept of social entrepreneurship is considered new in the business world, the results of this endeavour have the ability to achieve a sustainable competitive advantage to achieve its social mission (Sullivan Mort, Weerawardena and Carnegie, 2003).

In its implementation, the social entrepreneurship program has been able to improve the development of human resources. Nevertheless, social entrepreneurship interventions that have been developed through the Joint Business Group Program (KUBE) have not been able to effectively

accelerate the business development and independence of KPM. Putro, Saiman and Sihidi (2020) in their research on KUBE evaluation showed that the effectiveness and efficiency of the KUBE program had not yet been met. This is due to the reason that members are not actively producing, members do not understand the management of funds and marketing of production results, and there is still a lack of business facilitators as well as monitoring and evaluation from facilitators. This is in accordance with other evidence from Sugiana, Ardiwinata and Pramudia (2020) which shows that one of the factors that cause the implementation of the KUBE program to not run well is the lack of ability and skills of members in running a business and limited social facilitator and supervision of the program. This research shows that in choosing the type of business: it must be in accordance with the skills and abilities of KUBE members and adapt these needs to the needs of the surrounding community.

Numerous research results show that in general, social entrepreneurship program interventions alone are not sufficient to provide significant results in poverty assuagement. In this case, additional policy interventions are needed in the social entrepreneurship program to accelerate the development of KPM businesses. The social entrepreneurship program requires a mentoring role to be able to focus on entrepreneurial initiatives, strengthening the capacity and prospects of new entrepreneurs, entrepreneurial independence, establishing an entrepreneurial ecosystem that supports innovation and creativity, and an emphasis on business growth and sustainability.

Ife (2013) suggests that there are four main roles that a community worker development agent must have, such as facilitative roles, education roles, representational roles, and technical roles. Furthermore, Spergel and Zastrow in Adi (2013) stated that there are at least seven technical roles that must be developed by the companion, such as enabler, broker, mediator, educator, expert, social planner, and advocate.

In previous research, Pachorkar, Kawishwar and Sharda (2019) stated that one of the poverty assuagement strategies is through social entrepreneurship programs in light of the fact that they have the ability to create new jobs. Tanchangya, Yingjing and Chowdhury (2020) state that social entrepreneurship can affect the surrounding community by changing behaviour in business and having an impact on improving the surrounding environment. The same thing was also delivered by Yanti and Adi (2020) stating that PKH is one strategy to accelerate income generation through the creation of businesses to empower beneficiary families in mentoring programs. Djafar *et al.* (2019) state that the poverty assuagement strategy based on community empowerment programs is accomplished through activities, facilitator, facilitation, and promotion based on the 5C principle (communicating, coordinating, collaborating, and cooperating based on consciousness). Sugiana, Ardiwinata and Pramudia (2020) the role of facilitators in increasing entrepreneurial independence is determined by several indicators including the roles of facilitator, motivator, supervisor, communicator, and administrator. Moreover, entrepreneurial independence resulting from mentoring must have several aspects of responsibility, work ethic, discipline, and the courage to make decisions.

Based on the reasons stated above, this research will analyze the role of social facilitators in supporting the success of social entrepreneurship programs. The analysis is accomplished through an approach to the role of business assistants in collecting and mapping business data for recipients of social entrepreneurship program assistance, socialization and motivation to beneficiary families, entrepreneurship education, training, licensing coordination, financing coordination, marketing results, monitoring and reporting on business development results.

## **Research Methods**

This research uses a qualitative approach that provides a comprehensive perspective and can build an understanding of the phenomenon of social entrepreneurship. Moreover, the qualitative approach

emphasizes the procedures for using tools and techniques in the field of research that is oriented to the natural paradigm. In qualitative research, the methods that are usually used are interviews, observations, and the use of documentation.

This type of research is explanatory and aims to investigate the causes of a social phenomenon (Alston and Bowles, 2003), which will later describe and analyze the role of social facilitators in the implementation of social entrepreneurship programs.

Based on data collection techniques, this study uses qualitative data collection techniques. The data collected is in the form of words, sentences, and pictures. In qualitative data collection techniques, field research is done, such as direct observation through observation, recording notes, and interviews with research subjects in a natural way at a certain time span (Neuman, 2006).

This research was conducted to find a new framework in the empowerment model in social entrepreneurship, the research was in DKI Jakarta Province with the target of families who had certified from the Family Hope Program (PKH), with the consideration that DKI Jakarta Province is one of the provinces that are considered successful in community empowerment programs, particularly social entrepreneurship. Moreover, DKI Jakarta has been a pilot province of the Ministry of Social Affairs in terms of empowering the families of beneficiaries of the Family Hope Program through social entrepreneurship in 2020. Moreover, the collaboration of assistance from the Central and Regional Governments is one of the successes of the social entrepreneurship program in DKI Jakarta Province.

In selecting informants, criteria and framework for selecting informants are made, according to Neuman (2006), the informant selection technique is based not only on the representation of the informants but also on the ability, and depth of understanding of the social situation being studied and the needs of the research. Based on the selection criteria for informants in this study, they consisted of KPM PKH who had certified and could explain the process of implementing business and mentoring, and social facilitators who could explain the roles and activities given to recipients of the social entrepreneurship program. In order to attain complete and in-depth data, data collection was achieved through observation, in-depth interviews, and documentation research. Technical analysis of data is achieved through sorting and classifying data, open coding, axial coding, selective coding, interpretation, and elaboration. In order to increase credibility, the triangulation technique is used, which means seeing a phenomenon from various points of view, which is achieved in collecting data sources.

## ***Research Results and Discussion***

The results of the research raised the role of social facilitators in helping to achieve the success of the social entrepreneurship program that was accepted by KPM. Business incubators and social facilitators play an active role in the success of the social entrepreneurship program. Levander (2010) states that social entrepreneurship is one method of empowering marginalized individuals or disadvantaged groups. Adi (2013) further showed that community workers have the ability to play a role as educators who teach in choosing the type of business, managing the economic business, or developing business fields.

Social facilitators in social entrepreneurship programs have nine main roles that must be accomplished, such as data collection and mapping of business data for recipients of social entrepreneurship program assistance, socialization and motivation to beneficiary families, entrepreneurship education, training, licensing coordination, financing coordination, marketing results, monitoring and reporting of business development results, as described in table 1 below.

Table 1 Roles of Social Facilitators in Social Entrepreneurship

| No | Roles of Social Facilitators   | Mentoring Activities   |
|----|--|--|
| 1  | Data collection and mapping of business data for social entrepreneurship program beneficiaries | <ul style="list-style-type: none"> <li>- Verify beneficiaries by conducting site surveys</li> <li>- Business mapping and analysis</li> <li>- Synchronizing other empowerment programs with social entrepreneurship programs</li> </ul>   |
| 2  | Socialization and motivation to beneficiary families   | <ul style="list-style-type: none"> <li>- Program socialization to beneficiary families of the social entrepreneurship program by holding regular meetings.</li> <li>- Provide the motivation to program recipient families regarding business development.</li> </ul>              |
| 3  | Entrepreneurship education   | <ul style="list-style-type: none"> <li>- Provide education on how to serve consumers.</li> <li>- Provide information on how business activities should consider the surrounding environment.</li> </ul>  |
| 4  | Training   | <ul style="list-style-type: none"> <li>- Noting down in the financial books.</li> <li>- Note down the training needs required by program recipients.</li> <li>- Business digitization.</li> </ul>  |
| 5  | Licensing Coordination   | <ul style="list-style-type: none"> <li>- Business data collection in collaboration with Jakpreneur in Prov. DKI Jakarta.</li> <li>- Assist in the issuance of permits such as Business Identification Number (NIB), Home Industry Food (PIRT), and Halal Certification.</li> </ul> |
| 6  | Financing Coordination   | <ul style="list-style-type: none"> <li>- Coordination of access to financial institutions such as banks and other financial institutions.</li> <li>- Facilitate access to financing by assisting in completing the requirements.</li> </ul>  |
| 7  | Results Marketing  | <ul style="list-style-type: none"> <li>- Help with online marketing.</li> <li>- Promotion in the neighbourhood, local government, and bazaars.</li> <li>- Business partnerships and intermediaries.</li> </ul>   |
| 8  | Program Monitoring   | <ul style="list-style-type: none"> <li>- Regular visits to business locations.</li> <li>- Note down the obstacles and difficulties in the implementation of the business.</li> </ul>   |
| 9  | Reporting on Business Development Results  | <ul style="list-style-type: none"> <li>- Reporting the results to the Department of Social Affairs and the Ministry of Social Affairs.</li> <li>- Provide progress reports and solutions to the Social Service for the development of the assisted businesses.</li> </ul>          |

Source: Research report data

### 1. Data Collection and Mapping of Beneficiaries' Business Data

Data collection on recipients of social entrepreneurship program assistance is achieved through data verification along with the Social Service to ensure that the program targets are correct. The results of data verification are used as the basis for determining the recipients of social entrepreneurship program assistance according to needs. Meessen *et al.* (2008), explain that there are steps in determining good targets, such as 1). The Program Formulation is the formulation of policies related to program interventions aimed at KPM. 2). Defining Eligibility, determining criteria for target beneficiaries 3). Informing The Stakeholders, informing stakeholders regarding the program. 4). The Identification of the

Individuals Eligible for Assistance, Verifying and validating beneficiary data 5). The Entitlement, determination of beneficiaries based on the results of data verification and validation 6). The Delivery of Assistance, distribution of assistance to beneficiaries. This was delivered by Mrs. SK from the Ministry of Social Affairs:

“In the avocation of planning, the Ministry of Social Affairs through the Directorate General of Social Empowerment performs tasks including establishing regulations and program designs, determining program locations and targets, determining the success of strengthening partner capacity, and preparing implementation budgets. Related to our data, we have likewise prepared nominative data on KPM PKH from the Directorate of Social Security, Ministry of Social Affairs as a candidate for program recipients who submit nominative data on KPM PKH to the sub-districts receiving the program to the Directorate of family and individual community empowerment” (SK, Ministry of Social Affairs, 2021)”.

After verification, business mapping is achieved, which aims to determine the type and development of the KPM business. Business mapping was carried out by visiting KPM recipients of the social entrepreneurship program four times offline and three times online mentoring. This stage is achieved through interviews, data collection, and note down of KPM business developments assisted by social assistants. At this stage, it is expected that KPM has the ability to focus and understand its business profile and determine a business development plan. The results of the mapping are classified into several categories that are used as a reference in business development such as adding business types, increasing production, improving facilities and infrastructure, opening branches, increasing capital, partnering with other parties, or forming cooperatives. Business mapping to determine the development, type, and analysis of KPM efforts in determining program interventions to be provided.

Table 2 Mapping of Social Entrepreneurship in DKI Jakarta Province

| Culinary       | Retail         | Service and Production | Agribusiness  | Craft         | Fashion       |
|----------------|----------------|------------------------|---------------|---------------|---------------|
| 48<br>Business | 28<br>Business | 25<br>Business         | 2<br>Business | 1<br>Business | 5<br>Business |

Source: Ministry of Social Affairs, 2020

Based on the table above, it is known that the culinary business is the type of business that is mostly achieved by social entrepreneurship KPM with a total of 48 businesses, followed by retail businesses with a total of 28 businesses. The table above can be analyzed further to determine the intervention needs for capital, licensing, or related to training. This is as stated by Ms. DW, Social facilitators, Kebayoran Baru, 2021:

“We were asked by the Ministry of Social Affairs to do a business mapping from the data we attained from the Integrated Database for this social entrepreneurship program, it is hoped that this business mapping has the ability to help us in accompanying the program and find out the obstacles and problems faced by KPM, for us to convey to the Ministry of Social Affairs, (DW, Social facilitator Kebaroyan Baru, 2021).

Social facilitators likewise play a role in synchronizing social entrepreneurship programs managed by the Ministry of Social Affairs with entrepreneurship programs managed by provincial or district/city governments. Moreover, social facilitators also collaborate to develop KPM businesses, such as licensing, marketing, and capital facilitation. This role is in accordance with the opinion of Ife (2013) who mentions that community workers act as organizers that emphasize the ability to think about things that need to be done and not need to be done.

## **2. Socialization and Motivation**

The next role is program socialization which is useful for providing information to KPM regarding the objectives of the social entrepreneurship program. Along with the program socialization, it is hoped that KPM will be able to understand that the social entrepreneurship program is an endeavour to empower the poor and vulnerable families to coordinate business and social activities to prevent and overcome social risks and problems.

The socialization aims to build an entrepreneurial spirit and provide an understanding to KPM regarding social entrepreneurship programs, starting from the business planning stage, and production to marketing results. Socialization is done by visiting KPM recipients of the social entrepreneurship program or through group meetings in the Suburb or District. Moreover, to socialization, social facilitators likewise provided motivation which was accomplished six times, both through online and offline meetings. Offline meetings are held every month to find out the progress of the business, while online meetings are held to monitor and ensure that the KPM business is still running well.

This analysis is in accordance with the statement of Ife (2013) which states that in an effort to empower the community, facilitators often have to deliver information that may not be known by the target community. Providing relevant information about a problem faced by the target community is an important role that has great meaning for the community. Moreover, social facilitators have the ability to develop the success of a program that has been implemented in other areas with similar conditions. This is as stated by Ms. NR, Program Recipient, South Jakarta, 2021

“Social facilitators help us in this program by holding meetings every week at one of the KPM houses in turns (NR, KPM, Jakarta Selatan, 2021)”.

## **3. Education in Entrepreneurship**

The education delivered to KPM emphasizes the importance of paying attention to the safety and feasibility of the products being sold, thus social responsibility can be built for customers. Moreover, the role of social facilitators also provides awareness to KPM to keep paying attention to the environment, such as paying attention to the mechanism for disposing of production waste, not disposing of plastic waste, and not taking any action that can pollute the environment. The same thing was expressed by Mr. AP, Social Facilitator, 2021:

“Social entrepreneurship, based on directions from the Ministry of Social Affairs, Bina Swadaya consultants seek to provide education that entrepreneurship must likewise pay attention to social and environmental impacts, not only for profit but also considering social environmental impacts. (AP, Social Facilitator, 2021).

This activity is in line with Ife (2013)'s statement that the role the companion spends a lot of time in the group, therefore the work effectiveness of the community worker will also be largely determined by his skills to interact with small groups.

## **4. Training**

The role of social facilitators as well provides training to KPM for business development, as analysis according to Ife (2013) states that one of the educational roles of mentors is to provide basic, most specific training that focuses on efforts to learn certain topics. Training can be interpreted as a planned process to modify attitudes or behaviour toward knowledge, and skills through learning experiences. Spergel, Zastrow, in Adi (2013) state that social workers provide information to clients about needs that must be met. According to Mayo in Adi (2013), the skills that should be mastered to support

the roles of a community worker are relationship-building skills, assessment skills, research skills, group dynamics skills, negotiation skills, communication skills, counselling skills, management skills, skills in finding sources of funds, skills in writing and recording cases and reports, and skills in conducting monitoring and evaluation.

The training will be more effective if the skills taught are the skills needed by the beneficiaries. In this case, the community is involved to determine the type of training needed. The training as well aims to increase the capacity of KPM PKH in building entrepreneurial behaviour which includes business management, marketing strategies, business innovation, and growing determination to move forward in business. Capacity building through training is directed at two things, such as 1) pure entrepreneurship concepts related to business financial management, marketing strategies, building partnerships, developing social entrepreneurship program businesses, informing media access, and others. 2) the concept of increasing the capacity of KPM to help develop KPM entrepreneurship in the hopeful family program hence the capacity of mentoring can be increased. This is as stated by Mrs. NR, Program Recipient, South Jakarta, 2021)

“The initial business training we received was financial note down, product photo techniques and marketing of business products (NR, KPM, South Jakarta, 2021)”.

The social facilitator as well conveyed the same thing:

“Digital marketing and financial note downs are one of the trainings we provide to KPM (AP, Social Facilitator, 2021)”.

## 5. Licensing Coordination

Social facilitators assist in coordinating business licensing to improve business competitiveness. The permits that are needed by KPM in DKI Jakarta are the Business Permit Number (NIB), PIRT, halal, and BPOM. This analysis is in accordance with the role of facilitators shown by Ife (2013) that facilitators have a role to provide support to beneficiaries who want to be involved in the structure and activities of the community. This is as stated by Mr. David, Social Facilitator

“Along with the existence of this social assistant, previously KPM did not have a business license, we are helping to issue it now from 100% entrepreneurial KPM in DKI Jakarta province having a business license, whilst halal certification and PIRT are still in the submission stage due to the fact that there are several requirements that must be completed by KPM (DV, Social Facilitator, 2021)”.

## 6. Financing Coordination

Social facilitators help KPM to access financing in increasing business capital. The role of the facilitator, in this case, is to coordinate with the DKI Jakarta Provincial Government through the Social Service and the Cooperatives and SMEs Office to assist KPM in accessing financing services such as the Ultra Micro program (UMi) from the Ministry of Finance, Mekar program from PT. PNM and flagship programs from the Central Government for small businesses through People's Business Credit (KUR), as information from the following social facilitators:

“We will facilitate KPM if they would like to access other financings such as KUR and others, we will as well coordinate with the DKI Provincial Government Office to facilitate the disbursement. (DV, Social Facilitator, 2021)”



This assistance to KPM continues to be accomplished to provide information to KPM that this business development financing aims to increase sales turnover and overcome several problems that are not yet optimal in production. This role is a mediating role in the context of community development (Spergel and Zastrow, in Adi, 2013). Moreover, the facilitator must provide information to KPM social entrepreneurship regarding the benefits and procedures for applying for a loan. The role of social facilitators will be seen in efforts to develop business capital assistance schemes for underprivileged communities that have a desire to develop. In this community, community workers have the ability to act as educators who teach how to choose the type of business, and how to manage or develop the beneficiary's business fields (Adi, 2013).

## 7. Products Marketing

Social facilitators teach and assist in the marketing of KPM business products and build partnerships to support the development of the implementation of social entrepreneurship related to market access, raw materials, technology, and others. Moreover, the facilitator as well helps in making KPM business packaging and brands and teaches the use of digital applications and marketplaces for marketing KPM businesses through online marketing. As informed by informants that the role of companion in marketing is as stated by Mr. AN and Mr. AP

“On average, KPMs have used digital technology, including using the YouTube channel (AN, Bina Swadaya Consultant, 2021)”

“Marketing business results is not only in the neighbourhood around the house, but we provide information to KPM thus they have the ability to market products through the marketplace and other social media. Moreover, we connect with business partners under the auspices of the DKI Jakarta Provincial Government. Digitization for WhatsApp groups and marketplaces is still limited, the market is local, and the rest is only around the house. The 2020 plan will improve packaging, and increase through Instagram and the marketplace (AP, Social Facilitator, 2021)”

Social facilitators collaborate with Jakpreneur DKI Jakarta Provincial Government in supporting social entrepreneurship in the marketing field by forming networks and joint markets through the following activities: a) facilitation of product and packaging curation; b) preparation of catalogues of goods and services of Participants in the Integrated Entrepreneurship Program (PKT); c) utilization of production results of PKT Participants in each region/Regional Apparatus/BUMD; d) product introduction or promotion; e) socialization of new ideas or discoveries as well as the ease of attaining halal certificates and intellectual property rights; f) organizing entrepreneurial exhibitions both locally, nationally and internationally; g) development of joint promotion and marketing networks through print, electronic, online and outdoor media; h) degree of work or product demonstration. The facilitator as well plays a role in involving KPM in bazaars and exhibitions in DKI Jakarta in collaboration with the Provincial Cooperatives and UKM Office.

The mentoring role in marketing business results is a representational role that includes six roles to seek advocacy resources, utilize public relations media, develop networks, and share knowledge and experiences. (Ife, 2013).

## 8. Program Monitoring

Social facilitators have a role in monitoring the program on a regular basis to ensure that the process of implementing activities is in accordance with the plan, including the identification of difficulties and obstacles that arise in the implementation of activities. Entrepreneurship monitoring as well includes quality control in ensuring that all products produced meet the quality standards that have been set. This process requires continuous monitoring of institutions and all service networks to ensure

that services have a quality that can be accounted for at all times (Suharto, 2002). Monitoring is accomplished directly by social assistants and together with representatives from the Ministry of Social Affairs, and Provincial Social Services with the target of KPM business goals. Monitoring is one of the roles of social facilitators, as delivered by Ms. FD, Social Facilitator, North Jakarta, 2021:

“As a social facilitator, we accomplished regular monitoring both weekly and monthly through online and in-person meetings to understand the development of KPM's business (FD, Social Facilitator, North Jakarta, 2021)”

## 9. Reporting Business Development Results

Reports on the results of the implementation of activities are submitted in stages in the form of data and information both orally and in writing. The report submitted by the social facilitator contains the results of an analysis of business development, difficulties, and recommendations. There are three types of program implementation reports submitted to the Ministry of Social Affairs, such as initial reports, final reports of activities in the form of reports on activity stages, program achievements and program sustainability recommendations, and the final report on the use of partners' operational costs (Ministry of Social Affairs, 2020). This was delivered by Mrs. DW social facilitator, South Jakarta, 2021:

“Reports on the progress of the social entrepreneurship program are submitted to the Social Service every quarter. In the meeting, the results of monitoring, difficulties, and obstacles to the implementation of the social entrepreneurship program will be reported (DW, Social Facilitator, South Jakarta, 2021)”

## Conclusion

Social entrepreneurship programs have become a strategy used by numerous countries to reduce poverty through increased income. In the Indonesian context, the social entrepreneurship program is used as an empowerment policy intervention to optimize community participation in achieving sustainable social welfare improvements based on four values, such as social value, civil society, innovation, and economic activity.

In accelerating business development, social entrepreneurship programs require the role of social facilitators to focus on entrepreneurial initiatives, strengthening the capacity and prospects of new entrepreneurs, entrepreneurial independence, creating an entrepreneurial ecosystem that supports innovation and creativity, and an emphasis on business growth and sustainability. In order to provide a more complete picture of the success of social entrepreneurship programs in poverty assuagement, this research attempts to contribute to the literature related to the analysis of the role of social facilitators in social entrepreneurship programs. In general, there are nine main roles of social facilitators in supporting the success of social entrepreneurship programs, such as data collection and mapping of business data for recipients of social entrepreneurship program assistance, socialization and motivation to beneficiary families, entrepreneurship education, training, licensing coordination, financing coordination, marketing results, monitoring and reporting of business development results.

The role of social facilitators in social entrepreneurship programs is achieved through collecting data on recipients of social entrepreneurship program assistance by verifying data with the Social Service, and mapping KPM businesses which aim to determine development interventions that will be carried out by the government. The companion as well conducts socialization and business motivation to foster the spirit of social entrepreneurship provides education on how to be a good entrepreneur while still paying attention to customer safety and caring for the environment, and organizes training for KPM, particularly regarding financial literacy, business digitalization and marketing. Moreover, social facilitators as well

assist in coordinating KPM business licensing, assisting coordination in providing access to financing for additional business capital, and assisting in marketing business results through collaboration with partnerships and the use of social media and marketplaces. Program monitoring is as well one of the mentoring roles, this is done through regular meetings, as well as reporting the results of business developments, including difficulties and obstacles in the implementation of development to the Ministry of Social Affairs and the DKI Jakarta Provincial Social Service.

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