



# Entrepreneurship Lecture 5 Social Entrepreneurship

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# The Social Entrepreneur

Kuratko, 2017

1. Social value.
2. Address the social issues.
3. Creative solution.
4. Agent of change.
5. Lifetime pursuit.





## SOCIAL VALUE

People's wellbeing; changing their pains into gains, understanding their difficulties and get their insight to find the best decision & solution



## SOCIAL ISSUES

1. Financial problems: Debt financing, microloans.
2. Environment: Waste management, water pollution.



## SOCIAL ISSUES

3. Law: Criminal right, child abuse, domestic violence
4. Economy: Poverty, unemployment

# SOCIAL ISSUES

Social issues → PROBLEMS →  
COMPLEX, CHAOTIC



# SOCIAL ENTREPRENEURSHIP

Resolve (\*get rid) the problem and find the root cause(s) behind it.



# SOCIAL INNOVATION

Responding the neglected problems (unmet needs), and bring a new solution that create a value toward the society



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## THE PRINCIPLE

Pursue the sustainable solution for society.

“PASSION and IMMERSION”

# MUHAMMAD YUNUS

Muhammad Yunus → Nobel prize; offers the microcredit and microloan to poor people without strict regulation  
“Grameen Bank”

(Liberto, 2022)



## MUHAMMAD YUNUS

Grameen Bank support the entrepreneurs and had given \$30.48 billion dollars worth of loans to some of the world's poorest people

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# Technology and Society

Industrial Revolution 5.0: Technology & Society!

People and technology is getting along → adding value for end-users.

“Automation vs Human-centric”

# THE ROLE OF BUSINESS IN SOCIETY

1. Philanthropy: Donations
2. Corporate Social Responsibility (CSR):  
Community standards, “Sustainability”,  
Corporate’s reputation



## THE ROLE OF BUSINESS IN SOCIETY

3. Creating shared value: Utilize the business model to resolve the social needs and problems.



## ESG PRINCIPLE

1. Environmental, Social, and Governance.
2. Company complies to these standards.
3. Credible corporation.

“SUSTAINABLE VALUE”



# SOCIAL ENTERPRISE

1. Private (1<sup>st</sup> Sector)
2. Non-Profit (2<sup>nd</sup> Sector)
3. Public (3<sup>rd</sup> Sector)
4. Social Enterprise as Fourth Sector that encompasses profit & social needs, and support the civil servant.



# SOCIAL ENTERPRISE

1. Traditional Charity: Social Value.
2. **Social Enterprises: Social and Economic Value.**
3. Traditional Business: Financial Value.



# INDONESIA SOCIAL ENTERPRISE

Du Anyam: Connecting the local community with a larger market, yet still get the economic value.  
Selling the local goods.



# SOCIAL ENTREPRENEURSHIP

“Social Impact, yet still generate revenue”

# Reference

1. Kuratko, D., 2017. Entrepreneurship: Theory, Process, Practice. 10th ed. Canada: Cengage Learning.
2. Liberto, D. 2022. Muhammad Yunus: History, Accomplishments, Criticism. Investopedia  
<https://www.investopedia.com/terms/m/muhammad-yunus.asp>



thank you

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