



## ANALYSIS OF THE ROLE OF SOCIAL ENTERPRISE STUDIO DAPUR IN POVERTY ALLEVIATION IN TASIKMALAYA REGENCY

Mia Lestari, Tika Annisa Lestari Koeswandi, Mira Nurfitriya

Program Studi Kewirausahaan, Universitas Pendidikan Indonesia Kampus Tasikmalaya, Tasikmalaya, Indonesia

Correspondence: E-mail: [mialestari10@upi.edu](mailto:mialestari10@upi.edu)

### ABSTRACTS

Prosperous living is an ideal condition that is expected by the whole community, so that many efforts are made by the government or the community, one of which is by building social enterprise. Studio Dapur is a social enterprise that has an eco-socialpreneur concept and has a goal to improve the quality of life of people in the surrounding villages. This article will discuss the role of social enterprise that will be carried out by Studio Dapur in alleviating poverty in Tasikmalaya Regency.

© 2021 Kantor Jurnal dan Publikasi UPI

### ARTICLE INFO

**Article History:**

Submitted/Received 05 Nov 2021

First Revised 10 Jan 2022

Accepted 12 Feb 2022

Available online 18 Mar 2022

Publication date 01 Apr 2022

**Keyword:**

Poverty Alleviation,  
Social Enterprise,  
Studio Dapur,  
Tasikmalaya Regency.

### 1. INTRODUCTION

Poverty is not only an economic problem, but also a social problem (Indika and Marliza, 2019). Therefore, the life of a prosperous society is an ideal condition that is expected by the whole community. And it is very natural that many efforts are made to eliminate or at least anticipate and prevent factors that can hinder the achievement of these ideal conditions (Indika and Marliza, 2019). So that there are many solutions that are provided by the community in this poverty alleviation effort. One of them is by building social enterprise.

According to Kim Alter, there are six types of business or organizational forms, one of which is Social Enterprise, which means a profit business that has a high social value or sense or in other words, this social enterprise has a social benefit goal and uses a business strategy to meet needs operations (Bedi and Yadav, 2019).

One of the Social Enterprises in Indonesia is the Studio Dapur. Studio Dapur is a social entrepreneur that has an eco-socialpreneur concept, where entrepreneurial activities are carried out by upholding social and environmental principles. Studio Dapur offers an alternative opportunity in the application of the eco socialpreneur concept that is able to

increase values that exist in nature and society. Through high quality bamboo products produced by experienced bamboo craftsmen in Tasikmalaya, the entrepreneurial activities carried out by Studio Dapur have the aim of improving the quality of life of the people in the village around the craftsmen, as well as preserving the environment around the village.

## **2. Conceptual Framework**

In this section, several concepts used to analyze field findings in the research will be described, namely the concepts of poverty and social enterprise.

### **Poverty**

Poverty is a social problem that has an impact and has multidimensional causes. Which means that the problem of poverty can not only be solved from an economic point of view, or only from a social point of view, but also requires a holistic solution (Wulandari and Rosviantika, 2018).

Poverty is also defined as the loss of welfare (deprivation of well being) (World Bank, 2018). In economic theory, the more goods consumed, the higher the welfare of a person. Thus, poverty is a condition where people do not have the ability to meet the average standard of living in an area. This inability condition can be seen from the low ability of income to meet basic needs (Atkinson, 2019). The ability of income that is classified as low will also affect the ability to meet living standards, such as health standards or education standards.

### **Social Enterprise**

In Indonesia, the term social entrepreneurship was introduced by Ashoka Indonesia in 1983. According to Santos, social entrepreneurship is an anomaly, which means it challenges the general understanding of humans with all their thoughts and behavior (Yudithadewi and Sudarmanti, 2020). This is in line with Alvord who explained that social entrepreneurship is a concept that developed from a generality, namely to solve social problems, where the solution needed is a solution related to successful business innovation (Bedi and Yadav, 2019). In other words, social entrepreneurship is an activity that is contrary to economic principles, namely carrying out various kinds of economic activities with the aim of prospering other people. Social entrepreneurship combines innovative ideas for social change and is applied in business strategies (Bedi and Yadav, 2019).

According to Kim Alter, there are six types of business or organizational forms, namely traditional non-profit, non-profit with income generating activity, social enterprise, socially responsible business, corporation with responsibility, and traditional profit. One type is Social Enterprise, which means a profit business that has a high social value or sense or in other words, this social enterprise has a social benefit goal and uses a business strategy to meet its operational needs (Bedi and Yadav, 2019).

According to Killian and O'Regan (2019) there are four main elements of social enterprise, namely as follows:

1. Social Value, the element that distinguishes social entrepreneurship and other types of entrepreneurship. This element encourages these efforts to always have a positive impact on social problems in people's lives.
2. Civil Society, basically social entrepreneurship activities depend on the participation of the surrounding community because they have to optimize existing natural and human resources.
3. Innovation, is one of the important keys in social entrepreneurship in order to achieve sustainability and be able to survive even with less qualified resources. A social entrepreneur needs to have the ability to seize opportunities and create innovations that are socially beneficial.

4. Economic Activity, for the success of social entrepreneurship, economic activities and social activities must be balanced, because economic activity is the key to the sustainability of social entrepreneurship and social activities are the key to the establishment of social entrepreneurship.

### 3. METHODS

The research method is the most important component that must exist in research. The method is the entire scientific step used to find a solution to a problem (Anshori and Iswati, 2019). The research method itself can be defined as a procedure used to achieve the ultimate goal.

This study uses a descriptive method with a qualitative approach. In general, qualitative research is a descriptive approach and tends to use analysis, starting from data collection, interpretation of the data to the delivery of research results (Anshori and Iswati, 2019).

The research design used is descriptive. This descriptive research is used to describe the object under study through sample or population data as it is (Sugiyono, 2018). Considerations in choosing a descriptive research design because the purpose of this study was to obtain an overview of the role of the Studio Dapur social enterprise in alleviating poverty in Tasikmalaya Regency.

The data sources of this research were carried out by probability sampling, through questionnaires, interviews and documentation.

### 4. RESULTS AND DISCUSSION

Social entrepreneurship is an alternative in an effort to build the economy of the poor who have limited access to productive resources or to economic resources. The inclusiveness of economic development carried out by the government actually faces various obstacles, such as the low quality of human resources, policies that are not well targeted, lack of funding for infrastructure, and so on. The entrepreneurial approach in the economic development of the poor that is carried out in social enterprises has proven its usefulness.

However, the impact has not been widely felt by the community. For this reason, the growing growth of social entrepreneurship is expected to be able to contribute to economic development and especially to poverty alleviation. For more details, the role of the Studio Dapur is as follows:

**Analysis of the Role of the Studio Dapur Social Enterprise in Tasikmalaya Regency**, the Studio Dapur implements several important elements of social enterprise, including the following:

#### 1. Social Values

Social values are a differentiator in social enterprise and encourage them to always have a positive impact on social problems in the community.

Studio Dapur itself applies the concept of eco socialpreneur to support the intended social mission, namely to improve the welfare of bamboo craftsmen and the environment in the village is expected to be preserved. In addition, the Studio Dapur also provides training or workshops, especially in bamboo crafts to people inside and outside the Tasikmalaya Regency.

The desire to help the economy of the people in Tasikmalaya Regency become better and empower bamboo craft craftsmen is the main goal for the Studio Dapur. Studio Dapur also supports the development of the local craft industry by producing high quality products, so that people are more familiar with the design and quality of local products.

#### 2. Civil Society

Basically, social entrepreneurship activities depend on the participation of the surrounding community because they have to optimize existing natural and human resources.

Studio Dapur has 24 partners or bamboo craftsmen, all of whom are domiciled in Tasikmalaya Regency, where ten craftsmen are permanent, eight other partner craftsmen and six of them are newly trained without bamboo experience who are under 35 years of age. Studio Dapur itself does not set criteria in recruiting craftsmen, as evidenced by some craftsmen there are still beginners and are accompanied by other craftsmen. The craftsmen are given a salary once a week, with the amount adjusted from the bamboo sheets they have worked on.

The craftsmen are equal partners. In fact, the craftsman's family has now received BPJS benefits. As a sociopreneur business, Studio Dapur's shares are not only owned by the 3 co-founders, but also shared with the master artisan, Pak Toto, and the assisted groups. That means, the artisans fostered by Studio Dapur also own the company, so they get dividends every year.

### 3. Innovation

Social Enterprises need to have the ability to seize opportunities and create innovations that are socially beneficial.

Studio Dapur collaborates with bamboo craftsmen in Padakembang Village, Tasikmalaya Regency, to design, develop, and produce bamboo products with artisanal quality.

Studio Dapur puts forward a futuristic and unique design. This, of course, is a strength compared to other bamboo craft products. In this case, the Studio Dapur always produces original designs, does not cheat on products that are already on the market and always adheres to environmentally friendly principles in each of its products. For the shaved process only, they do it three times until it is completely smooth and do not use varnish, because varnish is toxic, dangerous for food. These advantages make the design of the Studio Dapur product not much to be followed by competitors.

Although there are many kitchen products made of bamboo, Studio Dapur guarantees that their products are far superior because they use high quality bamboo, and of course they are done with care.

### 4. Economic Activity

For the success of social entrepreneurship, economic activities and social activities must be balanced, because economic activities are the key to the sustainability of social entrepreneurship and social activities are the key to the establishment of social entrepreneurship.

One of the ways that Studio Dapur protects the environment is by creating a Patungan Besek program. The Patungan Besek is a donation program that aims to replace the use of single-use plastic bags in qurban activities into bamboo besek containers that are more environmentally friendly and prosper many bamboo craftsmen in the village. This program has been conducted three times since 2019.

## **Analysis of the Role of the Studio Dapur Social Enterprise in Poverty Alleviation in Tasikmalaya Regency,**

### 1. Increased job opportunities

The development of social enterprises is growing rapidly to overcome existing social problems. Studio Dapur is currently able to improve the welfare of bamboo craftsmen through job creation.

Studio Dapur focuses its efforts on empowering people who are financially disadvantaged by equipping them with skills in bamboo crafts. In addition, the process in product manufacturing also provides support for bamboo farmers to continue to preserve the existing

bamboo. That way, the Studio Dapur is not only able to create employment opportunities, but also creates a broad influence arising from economic activities which will make the economy better and create social welfare.

## 2. Increased income

The results showed that bamboo craftsmen had an average household income of Rp. 1,865,452.78 per month, while the average household expenditure is Rp. 1,522,554.17 per month (Nur Rohmah, 2018).

Studio Dapur gives bamboo craftsmen a salary once a week, with the amount of the salary adjusted from the bamboo sheets they have worked on. For male craftsmen, they generally earn Rp. 500,000 per week (excluding bonuses), while for women craftsmen, generally they earn a maximum of Rp. 350,000 per week (excluding bonuses). Bonuses or additional wages outside of salary are income earned from orders completed before the deadline.

## 5. CONCLUSION

From the results of research conducted on the Studio Dapur, it was found that the Studio Dapur has social characters such as, social value, civil society, innovation and economic activity. This can be seen from the company's activities in overcoming social problems, namely poverty, involving the community in company activities, innovating products to overcome social problems, carrying out activities by balancing business activities and social activities, thus providing social benefits to increasing the economic capacity of bamboo craftsmen. and the surrounding community. Then it has a good impact on the environment through the Patungan Besek donation program.

Suggestions that can be proposed based on the results of the study, are as follows; 1) Social enterprise Studio Dapur has a role in poverty alleviation, so the authors suggest Studio Dapur continues to develop existing social programs to continue to assist in poverty alleviation, 2) The author recommends the government to provide support to Studio Dapur in utilizing social enterprise as a way to alleviating poverty, 3) For further research, it is expected to add research objects and can improve previous research.

## 6. REFERENCES

- Anshori, M., & Iswati, S. (2019). *Metodologi penelitian kuantitatif: edisi 1*. Airlangga University Press.
- Atkinson, A. B. (2019). *Measuring poverty around the world*. Princeton University Press
- Bedi, H. S., & Yadav, N. (2019). Social entrepreneurship: A conceptual clarity. Bedi, HS & Yadav, N., *Social Entrepreneurship: A Conceptual Clarity*. *Our Heritage*, 67(10), 1006-1016.
- Indika, M., & Marliza, Y. (2019). Upaya Pemberdayaan Usaha Mikro Kecil Menengah (UMKM) Dalam Mengatasi Kemiskinan di Kecamatan Tugumulyo Kabupaten Musi Rawas. *Journal Management, Business, and Accounting*, 18(3), 49-66.
- Killian, S., & O'Regan, P. (2019). Taxation and social enterprise: constraint or incentive for the common good. *Journal of Social Entrepreneurship*, 10(1), 1-18.
- NUR ROHMAH, L. U. T. F. I. A. (2018). KONTRIBUSI PENDAPATAN PENGRAJIN ANYAMAN BAMBU TERHADAP PENDAPATAN RUMAHTANGGA (Doctoral dissertation, Universitas Siliwangi).
- Sugiyono, P. D. (2018). Metode penelitian kuantitatif dan kualitatif dan R&D [Quantitative and qualitative and R & D research methods]. *Bandung, Indonesia: Alfabeta*
- World Bank. (2018). *Poverty and shared prosperity 2018: piecing together the poverty puzzle*.

- Wulandari, K., & Rosviantika, E. (2018). PENGENTASAN KEMISKINAN MELALUI KEWIRAUSAHAN: TINJAUAN TEORITIS DALAM PENDEKATAN STRENGTH PRESPEKTIF. *UNEJ e-Proceeding*.
- Yudithadewi, D., Parikesit, B. S., & Sudarmanti, R. (2020). PEMBERDAYAAN PEREMPUAN DALAM KEWIRAUSAHAAN SOSIAL. *Jurnal Ilmu Kesejahteraan Sosial (Journal of Social Welfare)*, 21(1).