



Improving the Welfare of Street Children with the Concept of Social Entrepreneurship in Majalaya District

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ABSTRACT

This article discusses solutions to social problems in Majalaya District, namely street children. Street children should be protected and their rights guaranteed as children in general, in order to become useful human beings and have a bright future. Currently, the handling of street children has begun to be activated properly. It can be seen from the number of shelter houses, orphanages, and studios that facilitate street children in developing themselves with education and soft skills. By being oriented to a social mission, or in this case to help provide the welfare of street children, the concept of social entrepreneurship can be used. Through the use of the embedded social enterprise model and the franchise model, where social enterprises are designed to achieve the goal of creating social and economic value, it will be suitable to be applied in a container to accommodate street children.

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1. INTRODUCTION

Complicated problems that require attention and support from various parties, both the community, families, and even the government are the prevalence of street children. In Law Number 35 of 2014 concerning Child Protection, there is no term for street children, but the term abandoned children as contained in Article 1 paragraph 6, "abandoned children are children whose needs are not met properly, both physically, mentally, spiritually and socially." The term of 'street children' is based on the Regulation of the Minister of Social

Affairs of the Republic of Indonesia Number 8 of 2012 concerning guidelines for collecting and managing data on people with social welfare problems and potential sources of social welfare, "street children are children aged between 5 years to 18 years who part of the time are on the streets as traders. Hawkers, beggars, buskers, selling newspapers, shoe polishing and car cleaning services, or children who are vulnerable to working on the streets, and/or children who work and live on the streets who spend most of their time doing activities of daily living by spending their time on the streets. Streets or in public places or earn a living and roam the streets and in public

places.” by having the following characteristics:

1. Earning a living to help his parents
2. Go to school or not.
3. His family cannot afford it.
4. Living with parents or running away from home or living on the streets alone or with friends, such as in storefronts, terminals, and so on.
5. Have activities on the streets, either continuously or not, at least four (4) to six (6) hours per day.
6. Wandering erratically and so on.

So, it can be concluded that street children are:

1. Children who live and are on the streets.
2. Still have family (Father, Mother, brother, and sister).
3. Poor families, consequently dropping out of school and difficult access to health.
4. Go home only to sleep and rest.
5. Not having a family or running away from home and living with peers (Badar, 2018).

Although street children have become a global problem, there is no complete and accurate data on the number of street children in Indonesia. Likewise, in Majalaya District, street children are still popping up. This can be seen from the activities of PMKS or Social Weakness Communities who have been arrested, mostly minors or street children or commonly called 'punk children' (Jabarekspres.com, 2019).

Street children should be protected and their rights guaranteed as children in general, in order to become useful humanbeings and have a bright future (Darmawan, 2008). Children need to get their rights normally as they deserve, such as civil rights and freedoms, family environment and alternative care, basic health and welfare, education, recreation and culture (educational, leisure, and cultural activities), as well as special protection (Armita, 2018). These rights

that should be received by a child have not been fulfilled, so a child is forced to choose to live on the streets.

Currently, the handling of street children has begun to be activated properly. It can be seen from the number of shelter houses, orphanages and studios that facilitate street children in developing themselves with education and soft skills. The government has a big responsibility for the care and development of neglected children, including street children. This is stated in the 1945 Constitution which states that, "The poor and neglected children are cared for by the state"

Handling street children is not only from the government. But there are also many countermeasures and handling from NGOs, student organizations or even individuals. Guidance for street children is also carried out by the Head of Socio-Cultural Affairs in Majalaya District in collaboration with the Bandung District Social Service, by providing training to have expertise (Jabarekspres.com, 2019). However, there has not been a significant impact, especially in the Majalaya District area, seen from the many street children who are singing and hanging on the road.

Weerawardeena & Mort (2006) By being oriented to a social mission, or in this case to help provide the welfare of street children, the concept of social entrepreneurship can be used. Social entrepreneurship is a concept that develops from a generality, namely to solve social problems, where the solutions needed are solutions related to successful business innovation (Alvord, 2004). 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. There are many types or forms of social entrepreneurship that can be used and implemented to become a tool in helping the welfare of street children.

2. METHOD

This study uses data collection methods through interviews and direct observation of stakeholders in Majalaya District and also street children in Majalaya District. In addition, researchers used secondary data as additional reference data.

3. RESULT AND DISCUSSION

According to Bandung.kab.go.id. Majalaya sub-district was founded around 1990 under the name Kademangan and is led by a Demang. After Indonesia's independence, it was only around 1950 that it changed to a District (Bandungkab.go.id). Majalaya sub-district has eighteen (18) villages, including Blue Village, Neglasari, Padamulya, Padaulun, Sukamukti, Wangisagara, Majalaya, Majasetra, Majakerta, Bojong, Sukamaju, Cibodas, Panyadap, Padamukti, Langen Sari, Rancakasumba, Solokan Jeruk and Bojong Emas.

According to Bandungkab.go.id Initially, the Majalaya sub-district was located around the Majalaya square, but in 1998, the location of the sub-district moved to the Majasetra village area. And in 2001, Majalaya Sub-district experienced expansion, where Solokan Jeruk was independent and had seven villages, namely Cibodas Village, Panyadap, Padamukti, Langen Sari, Rancakasumba, Solokan Jeruk and Bojong Emas.

Majalaya Subdistrict has a vision to establish an advanced and independent and competitive Bandung Regency through good governance and synergy in rural development based on

religious, cultural and environmental perspective. And the mission is to realize good and clean governance through improving the quality of excellent service, improving the performance of the implementation of general tasks of sub-district government, and improving governance. And has a service motto "RIGHT" namely Transparent, Effective, Efficient, Participatory, Accountable and Complete (Bandungkab.go.id). There have been many studies examining the problems of street children associated with the concept of entrepreneurship. For example, as written by Fajri Basam and Amri Amal in 2018 entitled "Bachelor (Learning Facility for Street Children): Empowering Independent, Creative, and Innovative Street Children Through Entrepreneurship Education", where the Learning Facility for Street Children has many benefits. In addition to providing entrepreneurial skills, Sarjana is also a non-formal school for street children who are basically school dropouts. In addition, in 2020, Akhmad Taufik and his friends also conducted a research entitled "Street Children Group Entrepreneurship Training", where the street children were immediately given training in the form of direct printing practice (screen printing). Both studies prove that entrepreneurship is needed for the independence of street children. However, if we only provide entrepreneurship training, it is certainly not enough for them. Because, basically street children need a place that is able to become a shelter to educate and develop the knowledge and creativity of street children. Therefore, the concept of social entrepreneurship is very

suitable to be used, where the hallmark of social entrepreneurship is its ability to combine social interests with business practices to produce social change (Nicholls, 2008). In this case, the desired social change is to gradually reduce the population of street children in Majalaya District.

By using the embedded social enterprise model, where social enterprises are designed to achieve the goal of creating social and economic value, it will be suitable to be applied in a container to accommodate street children. In embedded social enterprise, business activities and social programs are synonyms. This means that social entrepreneurs or practitioners create embedded social enterprises to achieve the organization's mission, and the nonprofit target population (clients) are business recipients, either as targets, direct beneficiaries, owners, or employees (Nicholls, 2008).

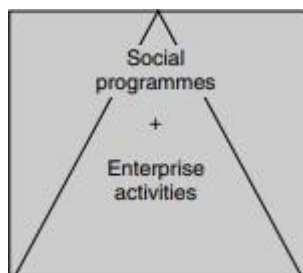


Figure 1. *Embedded social enterprise*

The picture above explains that social programs are self-financed through company income, so that embedded social enterprises can also be a sustainable program strategy. The relationship between business activities and social programs is comprehensive, in which financial and financial benefits are achieved simultaneously (Nicholls, 2008).

This model is also carried out by one of the social enterprises in Indonesia, namely Sahabi. Which was founded in 2016, and has a social mission to care for orphaned graduates who have difficulty finding jobs and continuing their studies. Sahabi focuses on making souvenir products such as pillows, tote bags and so on.

Society often defines street children based on the type of work they do. They are often referred to as buskers, scavengers, hawkers, beggars, newspaper sellers, umbrella taxi drivers, shoe shiners, parking attendants, car cleaners, jockeys and so on. The giving of different definitions of street children turns out to be happening not only among individuals but also among activists of non-governmental organizations as well as by the state. The definition of street children can easily be different.

Children who live on the street (children of the street) are those who spend most of their time on the streets or in other public places, but only a little time is used for work. They rarely have contact with their families. Some of them do not have a home (homeless), they live in any place. Many of them are children who for some reason run away or leave the house. These children are very vulnerable to unpleasant treatment both emotionally, physically, and sexually. Usually this treatment comes from those who are more mature. Street children appear caused by several factors. Sudrajat (1996) suggests the causes of the emergence of street children include the micro, mezzo and macro levels, which can be described as follows (Putra et al., 2015):

1. Micro level (immediate causes), namely factors related to children and their families such as running away from family, being forced to work, having adventures, being invited by friends, family poverty, being rejected or violent or separated from parents.
2. Mezzo level (underlying causes), namely factors in the community such as the habit of teaching to work so that one day it becomes a necessity and then leaves school, the habit of going to the city to look for work because of limited ability in the area.
3. Macro level (basic causes), namely factors related to the macro structure, such as job opportunities in the informal sector that do not really require large capital and expertise, urbanization, high education costs and discriminatory teacher behavior, there is no common perception of agencies government to street children.

In order to achieve the goal and support the function of handling street children, it can be done through the concept of social entrepreneurship. However, especially in Majalaya District, there is no social entrepreneurship that aims to help the welfare of street children. Even social entrepreneurship is still foreign to the public.

Running social entrepreneurship is certainly not easy. The main challenge is the community itself which is the target of the social enterprise. Social entrepreneurship activists will get rejection from people who have an solutions in changing the community's perspective regarding social enterprise (Battilana & Lee, 2014).

With the right approach, the community and especially street children, will certainly be greatly helped by this social entrepreneurship. Due to the absence of sustainable social entrepreneurship in Majalaya District, we can use the existing social enterprises and combine them into a franchise model.

Model franchises enhance social enterprises by addressing the challenges of replica and nonprofit scale. Where an organization or social enterprise that has been sustainable sells it to other non-profit organizations to operate as their own business (Nicholls, 2008). This model helps organizations achieve economies of scale so that they are able to sustain the life of the organization plus earn profits. In addition, franchising allows mass replication so that the geographic coverage of social enterprise can expand (Nicholls, 2008). Therefore, this model is able to increase scalability, social and economic value creation through replication.

In this article, to help street children in Majalaya District, we can use the Sahabi social enterprise as an organization that we want to replicate. By utilizing the t model, in this way, we can strengthen, expand or enhance our mission to create more meaningful social impact, by reaching new client markets, or by diversifying social services. If in Sahabi the target is orphans, we can expand the target to become street children.

In Indonesia, the concept of a social enterprise model franchise is not well known, but in other countries, this concept has been widely used. Such as The Health Store Foundation in the United States, Brumby's Bakery in Australia, or Florence Melton Mini-School in Yuresalem and many more successful social enterprises in carrying out the franchise process (Crawford and Canntatore, 2016).

Seeing the many successful examples from other countries, it means that we can also do the same thing through the right process and handling. This is not easy, but we can do it if the government, the community and street children as targets, work together to build a social enterprise with this franchise concept.

4. CONCLUSION

To have a significant social impact, it requires the commitment of social activities to achieve their social mission. Apart from handling the government, the problem of street children requires people who are willing to commit to help and encourage the creation of their welfare.

Social entrepreneurship can help realize dreams and a bright future for street children or other social problems. Social entrepreneurship companies or organizations can strengthen, expand, or enhance their mission to create more meaningful social impact, by reaching new client markets, or by diversifying their social services.

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