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Community empowerment for poverty alleviation through social entrepreneurship based on an ecological framework

Hadi Suyono*, Triantoro Safaria

Faculty of Psychology, Universitas Ahmad Dahlan, Indonesia
*corresponding author email: hadi.suyono@psy.uad.ac.id

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ABSTRACT

The background of this research lies in the issue of poverty, which has the potential to trigger conflicts. This problem prompts the study to aim at describing social entrepreneurship as a means of community empowerment to address poverty and prevent conflicts. The research employs a qualitative approach with a phenomenological design. The subjects of the study include village heads, cooperative leaders, tourism awareness group leaders, ecotourism managers, youth organization members, village consultative body representatives, cooperative administrators, managers of village-owned enterprises, neighborhood leaders, and village heads. These subjects were selected through purposive sampling. Data collection was conducted using semi-structured interview techniques, while data analysis employed thematic analysis with member checking for validation. The findings of the research reveal the success of social entrepreneurship through ecotourism business units based on an ecological framework, which involves contributions from individuals, the microsystem, organizations, localities, and the macrosystem. This empowerment approach effectively addresses poverty and successfully prevents conflicts.

Keywords: Social entrepreneurship_1, Poverty_2, Ecological frame work_3, Conflict_4, Phenomenology

ABSTRAK

Latar belakang masalah penelitian adalah adanya kemiskinan berpotensi menimbulkan konflik. Problematika ini menjadikan penelitian bertujuan mendeskripsikan social entrepreneurship sebagai pemberdayaan komunitas mengatasi kemiskinan dan bermanfaat mencegah konflik. Metode penelitian menggunakan pendekatan kualitatif dengan desain fenomenologi. Subjek penelitian adalah kepala desa, ketua koperasi, ketua Kelompok Sadar Wisata, pengelola ecotourism, pengurus karang taruna, Lembaga Permasyarakatan Masyarakat Desa, pengurus koperasi, dan pengelola Badan Usaha Milik Desa, ketua Rukun Tetangga, dan Kepala desa. Subjek ini dipilih berdasarkan purposive sampling. Pengumpulan data memanfaatkan teknik wawancara semi terstruktur. Analisis data memilih analisis tema dan validasi memakai member checking. Temuan penelitian adalah keberhasilan social entrepreneurship melalui unit usaha ecotourism berbasis ecological framework memperoleh peran dari individu, microsystem, organisasi, lokalitas dan macrosystem. Pemberdayaan ini mampu mengatasi kemiskinan dan berhasil mencegah konflik.

Kata kunci: Social entrepreneurship_1, Kemiskinan_2, Ecological framework_3, konflik_4, Fenomenologi

INTRODUCTION

The data shows that the number of people living in poverty in Indonesia stands at 27.52 million, or 10.12% [1]. Based on this data, Indonesia's poverty rate remains relatively high compared to other Southeast Asian countries, such as Thailand (9.9%), Vietnam (8%), Malaysia (3.8%), Singapore (0.9%), Cambodia (0.3%), and Singapore (0.1%). Indonesia's poverty rate is only lower than that of the Philippines (20.5%) and Myanmar (24.1%) [2]. Recent phenomena indicate that the number of people living in poverty is increasing due to the economic crisis stemming from the unresolved impact of the COVID-19 pandemic [3]. Additionally, global

geopolitical influences have weakened economic strength in various countries, including Indonesia [4-6]. Poverty in Indonesia has worsened as national and global-scale companies shut down operations, leading to layoffs and resulting in unemployed workers who are at risk of falling into poverty [7,8].

The factors contributing to the high rate of poverty in Indonesia can be attributed to personal factors, such as limited education, poor health conditions, and restricted financial capacity, resulting in human resources that are unable to compete in the job market. This leads to structural poverty within families. Poverty is also influenced by macro-level factors, such as natural disasters, inequality in development, economic policies that do not favor low-income communities, economic downturns, and inflation [9,10].

The impact of poverty can make a region more vulnerable to conflict. Conflicts often arise due to differing interests between impoverished communities striving to survive and those in power or capital owners seeking greater economic resources. Conflict dynamics driven by poverty factors continue to occur in many areas [11-17]. Given the issue of poverty potentially causing conflicts that negatively affect the economic empowerment of low-income communities, alternative prevention efforts are needed to minimize such conflicts in various regions. Conflict prevention is essential, as it has been proven effective in reducing conflicts [18-23].

Social entrepreneurship can be used as a preventive measure against conflict, as its implementation process incorporates psychological aspects that foster peace among vulnerable populations living in poverty. For example, social entrepreneurship aligns with the Big Five personality model. First, agreeableness includes cooperation, selflessness, humility, trust, altruism, and friendliness. Second, conscientiousness involves self-control, achievement orientation, hard work, perseverance, and discipline. Third, extraversion encompasses warmth, sociability, friendliness, assertiveness, energy, approachability, activity, and the drive for novelty. Fourth, neuroticism is characterized by emotional stability, enabling individuals to manage external pressures effectively. Fifth, openness entails personal and social interactions with familiarity, accepting people different from oneself, and openness to new ideas. This personality model plays a crucial role as a psychological strength in fostering harmony among impoverished communities [24,25]. In addition to an individual approach, developing social entrepreneurship can use a community-based approach, including social support, social capital, community participation, and a sense of community [26,27]. The variables that shape social entrepreneurship contribute to establishing peace by minimizing conflicts [28-31].

The strategy of social entrepreneurship can be relied upon to prevent conflict as a consequence of poverty, as it offers added value by enhancing the welfare of economically disadvantaged communities through active community participation [32-34]. This understanding aligns with the concept of social entrepreneurship, which is an activity aimed at building prosperity based on principles, processes, and methods that apply entrepreneurial practices [35-37]. Social entrepreneurship programs are an effective approach because entrepreneurial activities are not solely profit-driven but also serve a social function by addressing poverty, thereby improving the overall quality of community prosperity [38-41]. Evidence shows that regions with high levels of welfare tend to have lower conflict rates. For instance, areas with low poverty indices [42] are often characterized by stable security conditions [43,44].

Social entrepreneurship is beneficial in alleviating poverty and preventing conflict, yet research conducted thus far has not specifically focused on this topic. Existing studies on social entrepreneurship include promoting social entrepreneurship organizations from teachers to students [45], predicting the influence of social entrepreneurship orientation on the interaction of

learning processes and personal identity [46], interventions using social entrepreneurship training for nursing professionals [47], the development of social entrepreneurship impacting internal work locus of control and bricolage among social enterprise executives [48], examining economic growth and value creation through social entrepreneurship with the mediating role of innovation [49], exploring entrepreneurship education and social entrepreneurial intentions mediated by the influence of entrepreneurs' social networks [50], investigating the contribution of mindfulness to social entrepreneurial orientation involving the mediating role of prosocial motivation and stakeholder pressure [51], and applying social entrepreneurship in cultural tourism by creating social value aimed at achieving a sustainable environment [52].

Similarly, research conducted in Indonesia has yet to directly address the study of poverty alleviation as a preventive measure against conflict. Studies on social entrepreneurship in Indonesia that have been conducted include the development of social entrepreneurship through digital networks for female migrant workers [53], social entrepreneurship training aimed at increasing students' social awareness [54], discovering a creative economy-based social entrepreneurship model to develop tourism [55], measuring social entrepreneurship intentions using predictors such as social entrepreneurship self-efficacy, social support, and educational support [56], implementing social entrepreneurship development in Islamic boarding schools [57], fostering social entrepreneurship through effective leadership [58], the contribution of entrepreneurship education, empathy, and social support to social entrepreneurship intentions [59], and creating the "Dotolicious Photobooth" as a medium for realizing social entrepreneurship [60].

Based on the consideration of the literature review, which shows that existing studies have not directly explored the intersection of social entrepreneurship, poverty alleviation, and conflict prevention, this theme becomes the focal point of the research. The specific focus of this research is grounded in the theoretical foundation of Bronfenbrenner's ecological framework, which comprehensively examines human psychological dynamics across the levels of the individual, microsystem, organization, locality, and macrosystem [61].

The ecological framework theory [62] is applied to explain that the success of managing social entrepreneurship depends on, first, the role of the individual. Second, the involvement of family as part of the microsystem. Third, participation from youth organizations, village consultative bodies, cooperatives, and tourism awareness groups, which are part of the organization. Fourth, participation from community members within the scope of neighborhood associations, community associations, and local bureaucracy such as hamlets, villages, and sub-districts, which represents the application of locality. Fifth, the involvement of local government and national policies/global influences, which represent the execution of the macrosystem.

The ecological framework theory aligns with the concept of Entrepreneurship for Sustainable Development (ESD), which states that the sustainability of entrepreneurial development depends on the situation, actions, and transformation of business activities driven by a framework through multiple levels, including the micro level, meso level, and macro level [63]. The use of the ecological framework, which is part of the community psychology discussion as the theoretical foundation for social entrepreneurship, also brings novelty to this research. Previous studies have not utilized the ecological framework as a theoretical foundation but have instead focused on prosocial theory [64], gender perspectives [65], morality [66], and social innovation [67] as the basis for analyzing social entrepreneurship.

Referring to the novelty of the theme regarding social entrepreneurship, poverty alleviation, conflict prevention efforts, and using the ecological framework as part of community psychology,

this research focuses on community empowerment to address poverty through social entrepreneurship as a preventive measure against conflict. Such preventive actions are necessary because experience shows that poverty can lead to conflict. Cases in Indonesia demonstrate that poverty has the potential to trigger religious conflicts, particularly stimulating terrorism [68], economic conflicts related to land disputes [69], and social conflicts involving criminality [70]. Experiences also show that poverty causes conflict, as seen in Afghanistan [71], Ghana [72], and Thailand [73].

The phenomenon of poverty, if not addressed properly, will continue to grow, leading to increasingly widespread conflict in various regions. This reality is what drives this research to focus on the study of poverty alleviation through social entrepreneurship empowerment, which can be used to prevent conflicts in society. Another conceptual benefit of this research is that it highlights how social entrepreneurship can address poverty as a solution to prevent conflict, a new finding that distinguishes it from previous studies.

METHOD

Research Design

This research uses a qualitative approach with a phenomenological design, focusing on understanding individual experiences. From these experiences, meaning is derived, which is the core of the individual's subjective experience. The view on phenomenology explores the meaning of individual experiences based on a philosophy that understands the interpretive dimension, focusing on context and human relationships, particularly in developing social entrepreneurship. Based on this philosophical thinking, the research uses a phenomenological design to identify the essence of individual experiences, interpret the phenomenon from the individual's subjective experience, and describe the phenomenon from the individual's perspective [74].

The use of a phenomenological design is chosen because it aligns well with the focus of this research, compared to case study designs, action research, or grounded theory. The fundamental difference with case study research is that it delves into specific cases within their context, action research emphasizes creating change to address particular problems, and grounded theory aims at theory development based on data [75-77]. The characteristics of these three designs do not align as precisely with the research, making phenomenological design more suitable. This is because phenomenological design can be used to explore individual experiences and provide meaning to subjective experiences within the context of community empowerment to address poverty through social entrepreneurship based on the ecological framework, which consists of five aspects: individual, microsystem, organization, locality, and macrosystem [78].

Participants

The selection of participants is a crucial part of following the phenomenological design, and it is more appropriate to refer to purposive sampling, which involves selecting research subjects based on their direct experience with the phenomenon being studied [79]. In accordance with the concept of purposive sampling, the selection of subjects is based on the consideration that they have a social role, competence, program implementation experience, and are individuals directly involved in building social entrepreneurship.

After the selection using purposive sampling, ten participants were chosen, including the village head (subject 1), who plays a key role as a structural force in coordinating all existing institutions with the aim of contributing to the success of social entrepreneurship empowerment.

Another participant is the cooperative chairperson (subject 2), who has expertise, especially related to entrepreneurship, making them useful in driving business activity programs, which are a determining factor in fostering the success of social entrepreneurship.

The next participants are the chairperson of the Tourism Awareness Group (subject 3), who plays an important role in driving community participation to establish a local wisdom-based tourism destination to attract both domestic and international visitors. The ecotourism manager (subject 4) contributes to implementing the social vision of preserving the environment and fostering peace between the community and the government in managing protected forests. This social vision becomes a key characteristic of the implementation of social entrepreneurship.

The next participants are the chairperson of the youth organization (subject 5), who is involved in implementing the social entrepreneurship program; the Village Consultative Body (subject 6), which functions to create regulations as legal protection in carrying out the social entrepreneurship program; the cooperative management (subject 7), which provides human resources to run the social entrepreneurship business; and the manager of the Village-Owned Enterprises (subject 8), which is the main organization responsible for running social entrepreneurship. The neighborhood association leader (subject 9) is involved in directly mobilizing community participation during the implementation of social entrepreneurship empowerment, which requires a large workforce. Lastly, the hamlet head (subject 10) acts as a coordinator to mobilize community participation in the execution of the social entrepreneurship program.

Research Location

The research area is specifically located in Mangunan Village, Dlingo District, Bantul Regency. The selection of this research area aligns with the research theme, as Mangunan Village has successfully empowered the community to address poverty through social entrepreneurship. The success in overcoming poverty has proven beneficial in preventing conflicts between the community and the stakeholders of the pine forest, which is a protected forest. Before the empowerment initiatives, residents tapped resin and cut down pine trees to meet their basic needs.

The community's activities in seeking sources of income were found to damage the pine forest area, prompting security authorities to prohibit the exploitation of the pine forest. Due to the lack of alternative income sources, the residents continued to seek a livelihood in the pine forest. Despite security authorities' appeals to stop tapping resin and cutting down pine trees, the residents ignored the warnings. As a result, the authorities took stricter actions to prevent the community from using the pine forest for their livelihood. The difference in interests became the trigger for the conflict.

Seeing the reality of the conflict between the community and the government motivated community leaders to take preventive action to prevent the conflict from escalating further. The solution was to establish a business based on social entrepreneurship, which involves creating a venture with the primary goal of solving problems in the community. In this case, the problem was related to the conflict between the community and the government. The business developed was ecotourism, a type of tourism that relies on the natural environment.

The strategy of establishing ecotourism became an effective approach because the community could utilize nature for tourism without damaging the forest. On the contrary, the community made efforts to preserve the pine forest, which became a key asset in supporting the success of the tourism business. In addition to maintaining the pine forest, another important benefit was that the community earned income from fees, parking services, homestays, handicrafts, and local cuisine. The implementation of community empowerment through social entrepreneurship with ecotourism activities successfully prevented conflict, as a mutual understanding was reached between the community and the government. This shared understanding was related to managing the pine forest in a way that increased the community's income, helping them overcome poverty, while the government allowed ecotourism, considering its benefits for the preservation of the pine forest, which has protected forest status.

Data Collection Techniques

Data collection was conducted using semi-structured interviews, which are characterized by providing a research question guide while allowing for flexibility during the process. During the interview, additional questions were allowed to explore the respondents' perspectives more deeply. The data collection through these semi-structured interviews took between 30 to 40 minutes. The duration of the interview depended on the need to gather data from each subject. If more in-depth data exploration was needed from the subject, the interview duration was extended. In some cases, subjects were interviewed twice or even three times. This was done based on the need to gain a more comprehensive understanding of the subject's experiences, ensuring a deeper interpretation of the data.

Data Analysis

After conducting the interviews, verbatim data is created and analyzed using thematic analysis. The initial step in performing thematic analysis is to thoroughly understand the verbatim data, which is done repeatedly. In understanding the interview transcripts, particular attention is given to the comprehensive interpretation of the subjects' experiences in developing social entrepreneurship based on the ecological framework. After this initial step, the next task is to identify meaning units. This is done by breaking down the data into meaningful units, which are expressed in the form of phrases or sentences. After identifying the meaning units, the next step is to label each meaningful unit with a descriptive label, focusing on the phenomenon of social entrepreneurship.

The materials obtained from labeling the meaning units are grouped into subthemes based on the ecological framework, namely individual, microsystem, organization, locality, and macrosystem. This subtheme grouping was successfully done. The next step in data analysis is to develop themes that describe the core of the experience and reflect on the themes that have been identified to ensure they are derived from the subjects' experiences. The final stage of data analysis is to organize the themes narratively, describing the experience holistically, with direct quotations used to strengthen the research findings. Validation is also conducted on the research findings through member checking to ensure the accuracy of the interpretations made by the researcher.

RESULTS AND DISCUSSION

Developing ecotourism is part of social entrepreneurship. Conceptually, it explains how managing pine forests as a tourism destination that relies on natural beauty is included in social entrepreneurship, as the business is operated based on professional management principles, but

the goal is not solely to pursue profit [80]. The larger primary goal is to address the problem of poverty alleviation for the local community and have positive implications for preventing conflict between the community and the government.

Another indicator that strengthens the categorization of ecotourism as a social entrepreneurship activity is the social value [81] embedded within it. This value includes providing activities needed by the community, such as helping people who previously relied on exploiting the pine forest to shift to managing the forest in ways that offer higher opportunities for income through ecotourism. Additionally, it improves the quality of life, as residents begin to prioritize preserving the protected forest as a core asset for developing ecotourism. This also helps marginalized individuals gain greater economic capabilities, leading to improved welfare.

A greater benefit of the success of social entrepreneurship as a social movement in preventing conflict is based on the management of ecotourism, which has successfully diverted the actions of the community from damaging the forest. On the contrary, ecotourism is characterized by activities that help preserve the pine forest. The shared interest in maintaining the forest's sustainability fosters harmony between the community and the government [82].

The success in developing social entrepreneurship initiatives, which effectively alleviated poverty and prevented conflict between the community and the government, is, based on the data analysis, closely linked to the application of the ecological framework [83]. The behavioral indicators of the ecological framework's implementation are evident at the individual level, where individuals are willing to learn from experience, offer selfless help, demonstrate high commitment, and strive for independence in building ecotourism. The next finding is the microsystem, which includes family, neighbors, and the task force team, providing emotional, social, and moral support to the managers, thus contributing to the success of building ecotourism and improving the community's income.

Another aspect is the organization, such as youth organizations, village-owned enterprises, the tourist awareness group, village consultative institutions, cooperatives, companies, and universities, all contributing to the success of establishing a tourism village that offers ecotourism. Locality plays an important role in ensuring the success of establishing the pine forest ecotourism, including neighborhood associations, village units, natural resources, and the social system. The macrosystem contributes to the success of managing ecotourism, including the royal court, local government departments, the Regional People's Representative Council, and policy-making that provides a regulatory foundation for transforming the protected forest area into ecotourism.

In more detail, the results of the data analysis can be explained in the section below:

Individual

The results of the data analysis show the success in managing the protected forest into ecotourism, which can be used to alleviate poverty and prevent conflict, due to the willingness to learn and gain experience in running a business, as indicated by the following statement:

"...learning through practice, so I gain experience. If there are weaknesses, I learn again. This way, I find ways to develop a tourism business aimed at improving the welfare of the community, not just pursuing profit" (Subject 2)."

Based on the interview results, data was obtained showing the experience gained through the willingness to learn. A conceptual analysis that can be explained is the success in social entrepreneurship through managing ecotourism, as there is a need to delve into experiences from others as part of the learning process in order to acquire the necessary skills to run the business. The theory that can explain the willingness to learn from experience and directly practice in order

to achieve success in managing the business is part of experiential learning, which is an approach that prioritizes direct experience with the aim of gaining the understanding and skills needed by the individual to engage in specific activities [84,85]. The research findings show that experiential learning contributes to the success of entrepreneurship development [86].

Another behavioral indicator that reinforces the individual's ability to manage ecotourism, referring to social entrepreneurship management, is altruism, as expressed in the following statement:

"...willing to help sincerely and be beneficial to others... (Subject 4)."

The findings from the interview data with Subject 4 emphasize the willingness to help sincerely in realizing social entrepreneurship. Based on these research findings, it can be theoretically explained that the willingness to help selflessly falls within the study of altruism. What can be explained from altruism is the attitude and behavior of prioritizing the interests of others above personal interests for the happiness, safety, and well-being of others, without considering personal gain [87,88]. This altruism plays a role in the smooth operation of social entrepreneurship. The research results show that altruism contributes to the success of promoting community well-being through social entrepreneurship [89].

Commitment is an essential part to ensure that individuals have the resilience to successfully run social entrepreneurship related to ecotourism, as stated:

"...finding solutions to problems and advancing the area... can be achieved with commitment... (Subject 1)."

The results of data analysis showing the presence of commitment can be conceptually explained as the strength of individuals in carrying out social entrepreneurship activities. Commitment is an important aspect in supporting the success of social entrepreneurship because it involves the psychological dynamics of maintaining a clear direction and taking action to achieve goals, even when obstacles arise in realizing those goals [90,91]. Research shows that commitment, as part of a social mission, influences the success of a group in implementing programs, including social entrepreneurship [92].

Independence is a behavioral indicator that determines the quality of an individual in achieving success in running a social entrepreneurship venture in the field of ecotourism, as reflected in the statement:

"...there is starting to be income coming in. No matter how small, it is important to take steps and be able to determine the direction on my own... (Subject 7)."

The statement from the subject shows that independence contributes to the soft skills of individuals in successfully driving social entrepreneurship. Independence is the ability of an individual to direct themselves without relying on others in solving problems, making decisions, and taking responsibility for their actions [93].

The success of establishing an ecotourism business has benefited the improvement of welfare and positively impacted conflict prevention. This is because of the shared interest between the community as individuals and the government, which is responsible for the preservation of protected forests. This condition fosters peace between the community and the government. This was revealed in the interview results as follows:

"Tourism that utilizes the natural environment has made the community more prosperous. In order to improve our income, we must take care of the protected forest. What the community is doing aligns with the government's interest in preserving the protected forest. That's why, since the advent of tourism utilizing

this protected forest... there has been no more conflict between the community and the government... (Subject 5)."

The success in managing social entrepreneurship is beneficial in preventing conflict because of the shared interest between the community and the government in preserving the protected forest so that ecotourism can run smoothly. Conceptually, it can be explained that the shared interest helps identify common values, goals, and needs to achieve well-being. The positive implications of this process can create effective communication to overcome differences and resolve issues. This ability leads to cooperation, which is a crucial factor in preventing conflict. The research findings show that effective communication fosters cooperation as an effective effort to address conflict [94].

Microsystem

The data analysis reveals the role of the family in providing psychological support to the managers of social entrepreneurship who choose the ecotourism business field and achieve success. The role of the family provides significant support to improve the well-being of the surrounding community and create mutually beneficial cooperation between the community and the government in terms of family income. This mutually beneficial cooperation is what prevents conflict, as there is a shared goal of developing an ecotourism-based tourist destination through social entrepreneurship. The subject's statement regarding the role of the family is as follows:

"...my parents asked their child to become a leader in the community. And I sought my mother's blessing... In addition to my mother, a part of the family that played a role in supporting the social entrepreneurship venture was my wife... to focus on the forest tourism business, I resigned from my job. And it turns out, my wife agreed with my decision..(Subject 3)."

Based on the subject's statement, it can be theoretically explained that his ability to manage the tourism forest is supported by social support from close family members, such as his mother and wife. Social support refers to the assistance provided by people in one's surrounding environment, such as family, and it has psychological benefits, especially when an individual faces difficult work situations that are not easy to resolve [95]. In this case, the form of support provided by close family members includes emotional support related to empathy, understanding, love, and care [96]. Emotional support is important because it can foster mental health in individuals, even while facing heavy tasks [97].

The theoretical foundation explaining social support is the buffering hypothesis theory, which states that social support protects mental health when facing external task pressures [98]. The social integration theory explains that social support strengthens social bonds and prevents psychological issues among members of a particular community [99]. Communities with strong social bonds are at lower risk of experiencing health problems when working on programs that are difficult to achieve success [100]. Based on these theories, it can be concluded that the social entrepreneurship managers in the field of ecotourism experience challenges, many obstacles, and difficulties in realizing their goals, but their spirit remains high to achieve success, and their mental health is preserved due to the social support they receive from close family members, namely their mother and wife.

Personal ability to foster mental health through social support from family helps direct motivation to focus more on managing the protected forest to ensure environmental sustainability. The protected forest is maintained properly because it is a key asset for managing the ecotourism business. Efforts to preserve the environment are supported by the government, driven by a shared

goal: to protect the protected forest area. This shared goal is beneficial in preventing conflict, as seen in the data below:

"Family motivates us to take care of the protected forest. The protected forest is well-maintained. The ecotourism business can run smoothly. It turns out that the government supports our efforts because of the shared goal. This shared goal strengthens the cooperation. Through this process, we no longer have conflicts (Subject 3)."

The statement from Subject 3 indicates the occurrence of peace between the ecotourism managers and the government due to the shared goal. This finding aligns with other research that suggests the presence of a shared goal can create unity among various groups. This is beneficial in preventing conflicts [101].

Organizations

The data analysis resulted in findings related to organizations that contributed to driving social entrepreneurship by developing the ecotourism business unit, including various community organizations, local economic institutions, and external parties. As shown in the following data:

"...the success of tourism relying on the protected forest is inseparable from the role of youth group... the role of BUMDES is also to create leading products aimed at attracting visitors... there is also the LPMD making decisions to involve the community... working together... and the cooperative managing the business... external parties helping, such as hotels creating a green camp and universities assisting with innovation in tourism services (Subject 6)."

The subject's statement about the involvement of community organizations, local economic institutions, and stakeholders in supporting the success of social entrepreneurship in the field of ecotourism is conceptually part of social capital. Social capital variables can contribute to the development of social entrepreneurship because they have the power to enhance community capacity to solve common problems, reduce social inequalities, and improve community welfare. The form of social capital refers to social interactions that benefit the community [102, 103].

Elements that can foster social capital in a community include social networks formed through interpersonal relationships within the community, which provide opportunities for members to share information and resources with one another [104]. Another element is the norms and values mutually agreed upon to align with the community's interests [105], as well as trust and mutual support between individuals [106]. These elements of social capital play a role in promoting social entrepreneurship to address poverty and prevent conflicts within the community. Research shows that social capital has the ability to improve community welfare [107], making it useful as a preventive measure against social conflicts, including criminality [108].

Locality

Based on the data analysis, the findings indicate that the locality consists of neighborhood associations and villages. This finding is supported by the following statement from the subject:

The subject's statement regarding the role of neighborhood associations is as follows:

"...the activity requires a large amount of labor, which is requested from the neighborhood association. (Subject 9)."

The subject's statement regarding the role of the village is as follows:

"...ask the village to encourage residents to participate in community service to work on infrastructure. (Subject 10)."

The data indicates the role of the community in developing social entrepreneurship, specifically the provision of a large workforce through gotong royong (communal work activities). The ability to involve the locality, such as the local community, contributes to the advancement of social entrepreneurship, particularly in the conceptual development of ecotourism business units, which is part of the study of community participation. The variable of community participation can be explained as the active involvement of the community in implementing programs aimed at fostering prosperity. The benefits of community participation, especially in community empowerment, shape development that is tailored to the needs of the community [109].

Community participation is manifested through collective efforts to preserve protected forests as a means to develop ecotourism through social entrepreneurship, with support from the government. The government supports ecotourism development because it has a positive impact on the conservation of protected forest environments. The findings show that the role of the government contributes significantly to the development of social entrepreneurship. This process fosters peace between the residents who utilize the protected forest as a tourism destination and the government, which is the primary responsible party for forest conservation [110-112].

Macrosystem

Based on the data analysis, it was found that there is a contribution from the macrosystem that can motivate the managers of social entrepreneurship in the ecotourism sector due to the influence of the king from the Yogyakarta kingdom, as stated by the subject as follows:

"...we received the blessing from the King of the Yogyakarta Sultanate to develop a nature tourism business. This blessing has motivated us to realize the nature tourism project. (Subject 8)."

The strength of the blessing from the King of the Yogyakarta Sultanate is part of local wisdom that contributes to the success of social entrepreneurship, thereby helping to prevent conflicts between the community and the government. Local wisdom encompasses the knowledge, beliefs, and cultural practices that grow and serve as a guide for the community. It contains values, ethics, and morals that are upheld by the community [113]. The findings show that local wisdom can be a key resource for achieving success in the development of ecotourism-based tourism [114], using a social entrepreneurship approach and fostering peace [115].

15 CONCLUSION

Based on the conceptual framework of this study, it is illustrated that social entrepreneurship can be a solution to address poverty and prevent conflicts. Social entrepreneurship is implemented through community empowerment by utilizing natural resources and local wisdom. Based on this conceptual foundation, government policies are needed to optimize social entrepreneurship in improving the prosperity of the community, which can create a peaceful society without conflicts.

The practical implications of the study show that the success of building social entrepreneurship is an effective strategy for running a business collectively within the community through community empowerment, aimed at alleviating poverty and thereby improving the well-

being of the community. The implementation of social entrepreneurship can be achieved through the development of an ecotourism business unit based on an ecological framework, which includes the roles of individuals, microsystem, organizations, locality, and macrosystem.

The broader benefits of ecotourism can be used to prevent conflicts between the community and the government, which is responsible for the protected forests. This peace can be realized due to the shared goal of preserving the protected forests to ensure their sustainability. The community works to maintain the protected forest properly, viewing it as a key asset for ecotourism, while the government has an interest in maintaining the forest's conservation as it is a protected forest area.

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