

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

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Article History:	Submission	Revised:	Accepted	Published
	2024-11-05	2024-12-29	2025-01-01	2025-01-08

ABSTRACT

This study is rooted in the issue of poverty, which has the potential to incite conflicts. In response to this, the research aims to explore social entrepreneurship as a tool for community empowerment to alleviate poverty and prevent conflicts. The research adopts a qualitative approach with a phenomenological design. The participants include village heads, leaders of cooperatives, tourism awareness groups, ecotourism managers, youth organization members, representatives of the village consultative body, cooperative administrators, managers of village-owned enterprises, neighborhood leaders, and village heads. These participants were selected through purposive sampling. Data were collected via semi-structured interviews, and the data analysis employed thematic analysis, with member checking used to ensure validity. The findings indicate that social entrepreneurship through ecotourism business units, underpinned by an ecological framework, has been successful in fostering contributions from individuals, microsystems, organizations, local communities, and the macrosystem. This approach to empowerment has proven effective in reducing poverty and preventing conflicts.

Keywords: conflict, ecological framework, phenomenology, poverty, social entrepreneurship

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Article citation:

Suyono, H., & Safaria, T. (2024). Community empowerment for poverty alleviation through social entrepreneurship based on an ecological framework. *EMPATHY: Jurnal Fakultas Psikologi*, 7(2), 165-192. <https://doi.org/10.12928/empathy.v7i2.30282>

INTRODUCTION

Recent data indicates that 27.52 million people in Indonesia, or 10.12% of the population, live in poverty [1]. This poverty rate remains notably high in comparison to other Southeast Asian nations, such as Thailand (9.9%), Vietnam (8%), Malaysia (3.8%), Singapore (0.9%), Cambodia (0.3%), and Brunei (0.1%). Indonesia's poverty rate is surpassed only by the Philippines (20.5%) and Myanmar (24.1%) [2]. The situation is exacerbated by an increase in poverty levels, primarily driven by the economic crisis

triggered by the ongoing repercussions of the COVID-19 pandemic [3]. Moreover, global geopolitical factors have weakened the economic stability of numerous countries, including Indonesia [4], [5], [6]. In Indonesia, the worsening poverty situation is linked to the closure of businesses, both domestic and international, which has led to widespread layoffs and unemployment, further exacerbating the poverty cycle [7], [8].

The high poverty rate in Indonesia is driven by both individual factors, such as limited education, poor health conditions, and constrained financial resources, which hinder individuals' ability to compete in the labor market, and by structural poverty within families. At a broader level, macroeconomic factors such as natural disasters, inequality in development, unfavorable economic policies, economic downturns, and inflation also contribute to the persistence of poverty [9], [10].

Poverty increases a region's susceptibility to conflict, as tensions often arise between impoverished communities striving to survive and those in power or capital owners seeking to amass greater economic resources. Poverty-driven conflict dynamics are evident in many regions worldwide [11], [12], [13], [14], [15], [16], [17]. Given that poverty can lead to conflicts that undermine the economic empowerment of low-income communities, it is crucial to explore alternative strategies to mitigate such conflicts. Conflict prevention is vital, as research has shown its effectiveness in reducing the occurrence of conflicts [18], [19], [20], [21], [22], [23].

Social entrepreneurship can be utilized as a preventative approach to conflict, as its implementation integrates psychological factors that promote peace among vulnerable, impoverished populations. For instance, social entrepreneurship is consistent with the Big Five personality traits model. The first trait, agreeableness, includes cooperation, selflessness, humility, trust, altruism, and friendliness. The second trait, conscientiousness, involves self-control, achievement orientation, perseverance, hard work, and discipline. Extraversion, the third trait, encompasses warmth, sociability, assertiveness, energy, approachability, activity, and the desire for novelty. Neuroticism, the fourth trait, refers to emotional stability, enabling individuals to manage external pressures effectively. Finally, openness involves personal and social interactions, embracing diversity, and being receptive to new ideas. This personality framework plays a key role as a psychological strength in fostering harmony among impoverished communities [24], [25].

In addition to an individual-oriented approach, social entrepreneurship development can also adopt a community-based approach. This includes social support, social capital, community participation, and a collective sense of belonging [26], [27]. These variables contribute to the establishment of peace by mitigating conflict [28], [29], [30], [31].

Social entrepreneurship strategies can be relied upon to prevent conflict arising from poverty by offering added value through the improvement of the welfare of economically disadvantaged communities via active community participation [32], [33], [34]. This concept aligns with the broader definition of social entrepreneurship, which is an activity aimed at creating prosperity through principles, processes, and methods that incorporate entrepreneurial practices [35], [36], [37]. Social entrepreneurship programs are particularly effective as they are not solely profit-driven; they also fulfill a social function by addressing poverty and thereby improving the overall quality of life within communities [38], [39], [40], [41]. Research has shown that regions with higher welfare levels tend to experience fewer conflicts. For example, areas with lower poverty rates [42] are often associated with more stable security conditions [43], [44].

Social entrepreneurship plays a crucial role in addressing poverty and mitigating conflict; however, research to date has not extensively focused on this connection. Previous studies on social entrepreneurship have explored various aspects, such as promoting social entrepreneurship organizations from teachers to students [45], examining the impact of social entrepreneurship orientation on the interplay between learning processes and personal identity [46], and utilizing social entrepreneurship training for nursing professionals [47]. Other research has looked into the development of social entrepreneurship's impact on the internal locus of control and bricolage among social enterprise executives [48], the role of innovation in driving economic growth and value creation through social entrepreneurship [49], and the mediation of entrepreneurship education and social entrepreneurial intentions by entrepreneurs' social networks [50]. Additionally, studies have investigated the role of mindfulness in social entrepreneurial orientation, with prosocial motivation and stakeholder pressure acting as mediators [51], as well as the application of social entrepreneurship in cultural tourism for achieving sustainable environmental goals [52].

Similarly, research in Indonesia has not yet specifically explored poverty alleviation as a strategy for conflict prevention. However, several studies on social entrepreneurship in Indonesia have been conducted, focusing on areas such as the development of social

entrepreneurship through digital networks for female migrant workers [53], social entrepreneurship training aimed at enhancing students' social awareness [54], and the exploration of a creative economy-based social entrepreneurship model for tourism development [55]. Other studies have measured social entrepreneurship intentions by examining predictors like social entrepreneurship self-efficacy, social support, and educational support [56], and have explored the implementation of social entrepreneurship in Islamic boarding schools [57]. Research has also focused on fostering social entrepreneurship through effective leadership [58], the role of entrepreneurship education, empathy, and social support in shaping social entrepreneurship intentions [59], and the creation of "Dotolicious Photobooth" as a medium for social entrepreneurship realization [60].

Given that existing literature has not directly examined the intersection of social entrepreneurship, poverty alleviation, and conflict prevention, this study aims to address this gap. The research is grounded in Bronfenbrenner's ecological framework, which offers a comprehensive lens for understanding human psychological dynamics across various levels, including the individual, microsystem, organization, locality, and macrosystem [61].

The ecological framework theory [62] is employed to demonstrate that the success of managing social entrepreneurship is contingent upon several factors. First, the role of the individual is crucial. Second, the involvement of family, which is part of the microsystem, plays an essential role. Third, participation from youth organizations, village consultative bodies, cooperatives, and tourism awareness groups, which are components of the organizational level, is significant. Fourth, the participation of community members through neighborhood associations, community organizations, and local bureaucracy, such as hamlets, villages, and sub-districts, represents the locality aspect. Fifth, the macrosystem is reflected in the involvement of local government as well as national policies and global influences.

This ecological framework theory is consistent with the concept of Entrepreneurship for Sustainable Development (ESD), which posits that the sustainability of entrepreneurial development depends on the context, actions, and transformation of business activities, guided by a framework that operates at multiple levels: micro, meso, and macro [63]. The application of the ecological framework, rooted in community psychology, serves as an

innovative theoretical foundation for this study. Unlike previous research, which has generally utilized other theoretical bases such as prosocial theory [64], gender perspectives [65], morality [66], and social innovation [67], this study introduces the ecological framework as a lens for analyzing social entrepreneurship.

In line with the innovative approach of combining social entrepreneurship with poverty alleviation and conflict prevention, this research centers on community empowerment as a means to combat poverty through social entrepreneurship, serving as a proactive measure to prevent conflict. Such preventative measures are essential because evidence shows that poverty can lead to conflict. In Indonesia, for instance, poverty has been identified as a trigger for religious conflicts, often fueling terrorism [68], economic conflicts, such as land disputes [69], and social conflicts related to criminal activities [70]. Similarly, global experiences in countries such as Afghanistan [71], Ghana [72], and Thailand [73] demonstrate that poverty is a significant driver of conflict.

The persistence of poverty, if left unaddressed, has the potential to escalate, exacerbating conflicts across various regions. This issue serves as the primary motivation for this study, which centers on exploring poverty alleviation through the empowerment provided by social entrepreneurship, a strategy that can help prevent societal conflicts. An additional conceptual contribution of this research lies in its focus on how social entrepreneurship can serve as a solution to poverty, offering a preventive measure against conflict. This finding presents a novel perspective, distinguishing it from prior studies on the topic.

METHOD

This study adopts a qualitative approach using a phenomenological design, aimed at understanding individual experiences. The central objective is to derive meaning from these experiences, which represent the core of individuals' subjective realities. Phenomenology, in this context, emphasizes the interpretation of personal experiences, focusing on the context and human relationships, particularly in the development of social entrepreneurship. Guided by this philosophical approach, the research employs a phenomenological design to uncover the essence of individual experiences, interpret phenomena from a subjective viewpoint, and describe them from the participants' perspectives [74].

The decision to use a phenomenological design is based on its alignment with the research focus, distinguishing it from alternative approaches such as case studies, action research, or grounded theory. Unlike case studies, which focus on specific cases within their context, action research aims at instigating change to solve particular problems, and grounded theory seeks to develop theory based on data [75], [76], [77]. The characteristics of these approaches do not align as closely with the aims of this research, making phenomenology a more fitting choice. This design allows for an in-depth exploration of individual experiences, providing meaningful insights into subjective realities within the context of community empowerment through social entrepreneurship, framed by the ecological model, which includes five key aspects: individual, microsystem, organization, locality, and macrosystem [78].

The selection of participants is a critical component of the phenomenological design, and it is most appropriately addressed through purposive sampling. This approach involves selecting participants based on their direct experience with the phenomenon under investigation [79]. Following the principles of purposive sampling, participants were chosen based on their social roles, expertise, program implementation experience, and direct involvement in the development of social entrepreneurship.

Ten participants were selected for this study. The first participant is the village head (Subject 1), who plays a pivotal role as a structural leader, coordinating various institutions to contribute to the success of social entrepreneurship initiatives. The second participant is the cooperative chairperson (Subject 2), whose expertise in entrepreneurship is instrumental in driving business activities that are critical to the success of social entrepreneurship programs.

The third participant is the chairperson of the Tourism Awareness Group (Subject 3), who plays a significant role in fostering community engagement to establish tourism destinations based on local wisdom, attracting both domestic and international tourists. The fourth participant is the ecotourism manager (Subject 4), who contributes to the realization of the social vision of environmental preservation and promoting peace between the community and government in managing protected forests, a core element of social entrepreneurship implementation.

The fifth participant is the chairperson of the youth organization (Subject 5), who is actively involved in the social entrepreneurship program's execution. The sixth participant is a representative from the Village Consultative Body (Subject 6), responsible for creating regulations that provide legal protection for the program's implementation. The seventh participant is a member of the cooperative management (Subject 7), who supports the human resources necessary to operate the social entrepreneurship business. The eighth participant is the manager of the Village-Owned Enterprises (Subject 8), which is the primary organization responsible for running the social entrepreneurship initiatives.

The ninth participant is the leader of the neighborhood association (Subject 9), who plays a key role in mobilizing community participation during the implementation of social entrepreneurship empowerment, which requires substantial labor force involvement. Finally, the tenth participant is the hamlet head (Subject 10), who acts as a coordinator to rally community participation in the execution of the social entrepreneurship program.

This study is conducted in Mangunan Village, located in Dlingo District, Bantul Regency. The selection of this site aligns with the research theme, as Mangunan Village has successfully empowered its community to combat poverty through social entrepreneurship. The efforts to alleviate poverty have also played a significant role in preventing conflicts between the local community and stakeholders of the pine forest, a designated protected area. Prior to these empowerment initiatives, villagers relied on tapping resin and cutting down pine trees to meet their basic needs.

These activities, however, led to environmental damage within the pine forest, prompting security authorities to prohibit such exploitation. Faced with the absence of alternative income sources, the community continued to depend on the forest for their livelihoods, despite the security warnings. In response, authorities implemented stricter measures to halt the forest's exploitation. This tension between the conflicting interests of the community and the authorities became a source of conflict.

In light of this situation, community leaders recognized the need for preventive measures to avoid the escalation of conflict. The solution involved establishing a business venture grounded in social entrepreneurship, specifically designed to address the community's issues. The identified issue was the conflict with the government over the exploitation of the pine forest, and the proposed solution was the development of ecotourism a type of tourism that leverages the natural environment.

The introduction of ecotourism proved to be an effective strategy, as it allowed the community to utilize the forest for tourism purposes without causing environmental harm. In fact, the community actively worked towards preserving the pine forest, which became a crucial asset in supporting the success of the tourism business. Additionally, the community benefited financially from various income-generating activities, such as entrance fees, parking services, homestays, handicrafts, and local cuisine. Through the implementation of community empowerment via social entrepreneurship and ecotourism, a mutual understanding was fostered between the community and the government. This understanding centered on the sustainable management of the pine forest, which allowed the community to improve their income and overcome poverty, while the government supported ecotourism for its benefits in preserving the protected forest.

Data collection was carried out through semi-structured interviews, which offer a flexible framework by providing a set of guiding questions while allowing for exploration of respondents' perspectives. During the interviews, additional questions were posed to gain deeper insights into the participants' viewpoints. The duration of each interview ranged from 30 to 40 minutes, depending on the amount of data needed from each participant. If further exploration was necessary, the interviews were extended accordingly. In some instances, participants were interviewed multiple times, typically two or three sessions, to ensure a comprehensive understanding of their experiences and allow for a more nuanced interpretation of the data.

Following the completion of the interviews, the collected data was transcribed verbatim and subjected to thematic analysis. The initial step in thematic analysis involved a detailed review of the transcriptions to fully grasp the data. Special attention was given to interpreting the participants' experiences in developing social entrepreneurship within the context of the ecological framework. Once this understanding was established, the next step involved identifying meaning units. This process entailed breaking down the data into manageable, meaningful units, which were expressed in phrases or sentences. After identifying these units, each was labeled with a descriptive tag focused on the phenomenon of social entrepreneurship.

These labeled meaning units were then categorized into subthemes based on the ecological framework, which includes the individual, microsystem, organization, locality,

and macrosystem. The grouping into subthemes was successfully completed. The subsequent step was to develop overarching themes that encapsulate the core of the participants' experiences. These themes were carefully examined to ensure they accurately reflected the subjects' lived experiences. The final stage of data analysis involved organizing the themes into a coherent narrative, presenting a holistic view of the participants' experiences, supported by direct quotations to reinforce the research findings. To ensure the accuracy of the interpretations, member checking was employed as a validation method, confirming the reliability and validity of the conclusions drawn by the researcher.

RESULTS AND DISCUSSION

The development of ecotourism is an integral component of social entrepreneurship. Conceptually, it demonstrates how managing pine forests as a tourism destination, which leverages the natural environment, aligns with social entrepreneurship. Although the business is operated under professional management principles, its primary aim extends beyond profit generation [80]. The broader objective is to address poverty alleviation within the local community, while simultaneously preventing conflicts between the community and governmental entities.

An additional key factor that solidifies ecotourism as a form of social entrepreneurship is the inherent social value [81] embedded in its practice. This value includes facilitating the transition of local residents, who previously depended on exploiting the pine forest, towards managing the forest in ways that generate sustainable income through ecotourism. Moreover, the initiative improves residents' quality of life by fostering an environment where they increasingly prioritize the preservation of the protected forest, recognizing it as a vital asset for ecotourism development. This shift also empowers marginalized individuals, enhancing their economic capacities and contributing to their overall welfare.

A significant benefit of social entrepreneurship as a social movement in preventing conflict is demonstrated through the management of ecotourism, which has successfully redirected the community's actions from forest degradation to conservation. The ecotourism model, which is centered on sustainability, has encouraged community members to engage in activities that promote the preservation of the pine forest. This shared goal of maintaining

the forest's health has facilitated a harmonious relationship between the community and the government [82].

The success of these social entrepreneurship initiatives, which not only alleviated poverty but also mitigated conflicts between the community and the government, is closely associated with the application of the ecological framework [83]. Data analysis reveals that the implementation of this framework is reflected in individual-level behavioral indicators. These include community members' willingness to learn from their experiences, their selfless contributions, strong commitment, and pursuit of independence in establishing ecotourism ventures. Additionally, at the microsystem level, the roles of family members, neighbors, and local task forces in providing emotional, social, and moral support have been instrumental in the successful development of ecotourism and the enhancement of local income.

Another key factor contributing to the success of establishing a pine forest ecotourism initiative is the involvement of various organizations. These include youth organizations, village-owned enterprises, tourist awareness groups, village consultative bodies, cooperatives, businesses, and universities, all of which play significant roles in supporting the development of a tourism village focused on ecotourism. Locality, including neighborhood associations, village units, natural resources, and the social system, is also crucial in ensuring the effective implementation of the ecotourism project. At the macrosystem level, external factors such as the royal court, local government departments, the Regional People's Representative Council, and policy-making mechanisms provide the necessary regulatory framework to transform the protected forest area into an ecotourism destination.

Further analysis of the data reveals the following insights:

Individual Level

The data analysis highlights the successful management of the protected forest as an ecotourism site, which has contributed to poverty alleviation and conflict prevention. This success can be attributed to the individuals' willingness to learn and gain experience in business management. One participant expressed this by stating:

"...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).

The interview results suggest that the participants' learning experiences were crucial to the successful operation of the ecotourism venture. A conceptual framework that explains this success is experiential learning, which emphasizes the importance of direct experience for acquiring the knowledge and skills needed to operate in a specific field. Experiential learning is an approach that centers on learning through practice to understand and master tasks, thereby fostering the development of competencies essential for entrepreneurship [84], [85]. This finding aligns with research that shows experiential learning as a key factor in successful entrepreneurial development [86].

Another behavioral indicator that underscores an individual's capability to manage ecotourism within the framework of social entrepreneurship is altruism, as highlighted by the following statement:

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

The interview data from Subject 4 emphasizes the individual's genuine willingness to assist others in achieving social entrepreneurship goals. Theoretically, this willingness to help selflessly is grounded in the concept of altruism. Altruism refers to the behavior of prioritizing the well-being, happiness, and safety of others over personal interests, without seeking any personal gain [87], [88]. Altruism plays a crucial role in the effective operation of social entrepreneurship, as evidenced by the research, which shows that altruistic behavior significantly contributes to the success of social entrepreneurship initiatives aimed at enhancing community well-being [89].

Commitment is another critical factor that ensures the success of social entrepreneurship, particularly in the context of ecotourism. As one participant noted:

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

The analysis of the data reveals that commitment is vital for individuals to overcome challenges and sustain their efforts in managing social entrepreneurship. Conceptually, commitment represents the psychological resilience to maintain focus and take action toward achieving long-term goals, even in the face of difficulties [90, 91].

Research supports the idea that commitment, particularly when tied to a social mission, is a strong determinant of success in social entrepreneurship initiatives [92].

Independence is another important behavioral trait that influences an individual's success in running a social entrepreneurship venture, especially in the ecotourism sector. This is reflected in the following 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).

This statement highlights the role of independence in cultivating soft skills that are essential for driving social entrepreneurship. Independence refers to an individual's ability to make decisions, solve problems, and take responsibility for their actions without relying on others for direction or support [93].

The successful establishment of an ecotourism business has contributed to improved community welfare and played a key role in conflict prevention. This success can be attributed to the shared interests between the community and the government, particularly concerning the conservation of protected forests. This mutual alignment fosters peace between both parties. As one participant noted in an interview:

"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 positive outcomes of managing social entrepreneurship in this context are evident in the prevention of conflict, which arises from the shared commitment to safeguarding the protected forest, ensuring the smooth operation of ecotourism. Conceptually, this shared interest fosters the identification of common values, goals, and needs that contribute to community well-being. The positive effects of this alignment promote effective communication, which helps overcome differences and resolve conflicts. This cooperative dynamic is critical in preventing conflicts. The research findings suggest that effective communication plays a key role in fostering cooperation, which is a vital strategy for conflict resolution [94].

Microsystem

The data analysis highlights the significant role of family support in fostering the success of individuals managing social entrepreneurship ventures in ecotourism. The psychological support provided by family members plays a crucial role in enhancing the well-being of the broader community and facilitates the creation of cooperative, mutually beneficial relationships between the community and the government, particularly in terms of family income. This collaborative effort helps prevent conflicts, as both the community and the government share the goal of developing an ecotourism destination through social entrepreneurship. One participant elaborated on the supportive role of the family 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).”

From this statement, it can be theoretically explained that the ability to manage the ecotourism venture is strongly supported by social support from close family members, such as the participant's mother and wife. Social support, which encompasses the assistance provided by people within one's immediate environment, particularly family members, has significant psychological benefits. It is especially valuable when an individual faces challenging and unresolved work situations [95]. In this case, the support from close family members includes emotional support empathy, understanding, love, and care crucial for mental wellbeing, even when dealing with significant tasks [96].

The buffering hypothesis theory explains that social support can protect mental health when facing external pressures related to tasks [98]. Additionally, the social integration theory suggests that social support enhances social bonds, helping individuals within a community to avoid psychological challenges [99]. Communities with strong social ties are less likely to experience mental health problems when pursuing difficult goals [100]. Based on these theories, it can be concluded that the managers of the ecotourism venture, despite facing numerous challenges, maintain their motivation and mental health due to the support received from family members, particularly from their mother and wife.

Furthermore, this social support fosters mental resilience, helping individuals to remain focused on managing the protected forest, which is crucial for the ecotourism business's sustainability. The forest is preserved as a vital asset for the business, and these

environmental preservation efforts are supported by the government due to a shared goal: to protect the forest. This alignment of interests contributes to preventing conflict, as expressed by Subject 3:

"Family motivates us to take care of the protected forest. The protected forest is wellmaintained. 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 underscores the peaceful relationship between ecotourism managers and the government, facilitated by a shared objective. This finding aligns with other research suggesting that shared goals can unite diverse groups, promoting cooperation and reducing conflict [101].

Organizations

The data analysis revealed key insights regarding the role of organizations in promoting social entrepreneurship through the development of the ecotourism business. This includes contributions from various community organizations, local economic institutions, and external partners. As one participant stated:

"...the success of tourism based on the protected forest is closely linked to the involvement of the youth group... the role of BUMDES (villageowned enterprises) is also to create leading products aimed at attracting visitors... Additionally, the LPMD (Village Community Empowerment Institution) makes decisions to engage the community... working together... and the cooperative manages the business... External parties, such as hotels creating a green camp and universities contributing to innovation in tourism services, also play a role (Subject 6)."

The participant's statement underscores the significant role of community organizations, local economic institutions, and external stakeholders in the success of social entrepreneurship in ecotourism. This aligns with the concept of social capital, which refers to the networks and relationships that enable communities to collaborate and achieve common goals. Social capital variables can significantly contribute to the development of social entrepreneurship by enhancing community capacity to solve shared problems, reduce social inequalities, and improve overall welfare. Social capital includes social interactions that benefit the community, fostering collective action to address challenges [102], [103].

Key elements that foster social capital within a community include social networks formed through interpersonal relationships, which create opportunities for members to exchange information and resources [104]. Additionally, shared norms and values that align with community interests [105] and the trust and mutual support between individuals [106] are essential for strengthening social capital. These elements support the promotion of social entrepreneurship to address poverty and prevent conflicts. Research suggests that social capital improves community welfare [107] and can serve as a preventive measure against social issues, including criminal behavior [108].

Locality

The data analysis reveals that the locality, encompassing neighborhood associations and villages, plays a vital role in supporting the development of social entrepreneurship. This is illustrated by the following statements from the subjects: One participant emphasized the involvement of neighborhood associations:

"...the activity requires a large amount of labor, which is requested from the neighborhood association (Subject 9)." Another participant highlighted the role of the village: "...we ask the village to encourage residents to participate in community service to work on infrastructure (Subject 10)."

These statements underscore the significant contribution of the local community in advancing social entrepreneurship, particularly through collective labor initiatives such as *gotong royong* (communal work activities). The engagement of localities in this process is pivotal for the successful development of ecotourism as a social entrepreneurship venture. This is aligned with the concept of community participation, which refers to the active involvement of the community in executing programs aimed at improving the community's wellbeing. Research indicates that community participation is crucial for shaping development strategies that align with the community's needs and empower its members [109].

In the context of ecotourism, community participation is demonstrated through joint efforts to preserve protected forests, which serve as essential assets for ecotourism development. The local community's involvement in conservation efforts, supported by the government, further strengthens the development of ecotourism. The government's role is crucial, as it supports ecotourism initiatives that promote the conservation of protected forest

areas, thus ensuring environmental sustainability. This collaboration contributes to fostering harmony between the local residents, who rely on the protected forest as a tourism resource, and the government, which is responsible for forest conservation [110], [111], [112].

Macrosystem

The data analysis revealed that the macrosystem plays a significant role in motivating social entrepreneurship managers in the ecotourism sector, particularly due to the influence of the King of the Yogyakarta Sultanate. As one participant stated:

"...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 support from the King of the Yogyakarta Sultanate exemplifies the role of local wisdom in the success of social entrepreneurship, helping to prevent conflicts between the community and the government. Local wisdom refers to the knowledge, beliefs, and cultural practices that evolve within a community and serve as guiding principles. It encompasses values, ethics, and morals that are deeply rooted in the community's traditions [113]. The findings suggest that local wisdom can be a crucial resource in promoting the successful development of ecotourism ventures based on social entrepreneurship, thereby fostering peace and cooperation within the community [114], [115].

CONCLUSION

This study demonstrates, through its conceptual framework, that social entrepreneurship can effectively address poverty and prevent conflicts. It achieves this by empowering communities to leverage natural resources and local wisdom. Based on this conceptual foundation, it is clear that government policies are essential to optimize social entrepreneurship, ultimately enhancing community prosperity and fostering a peaceful, conflict-free society. The practical implications of this research highlight that the successful establishment of social entrepreneurship is a powerful strategy for fostering collective business activities within communities. This approach aims to alleviate poverty and improve community wellbeing. Social entrepreneurship is best implemented through the development of ecotourism businesses based on an ecological framework, encompassing the

roles of individuals, microsystems, organizations, locality, and macrosystems. The broader advantages of ecotourism can also play a significant role in mitigating conflicts between local communities and the government, which is responsible for the management of protected forests. Peace is achieved through a shared commitment to preserving these forests to ensure their longterm sustainability. In this partnership, the community is dedicated to maintaining the protected forest as a key asset for ecotourism, while the government remains invested in the conservation of the area, recognizing its value as a protected natural resource.

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Hasil Cek_Artikel Jurnal_Social Entrepreneurship

by Universitas Ahmad Dahlan Yogyakarta 30

Submission date: 03-Jan-2025 08:30AM (UTC+0700)

Submission ID: 2436472580

File name: Social_Entrepreneurship_EMPATHY_Hadi_Suyono_29_Desember_2024.pdf (327.95K)

Word count: 10112

Character count: 62383

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

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Article History:	Submission	Revised:	Accepted	Published

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 Permusyawaratan 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].

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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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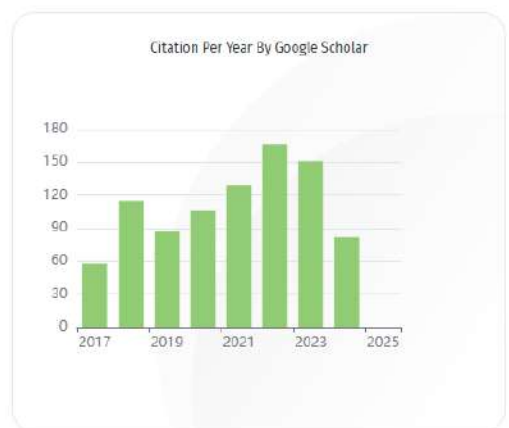
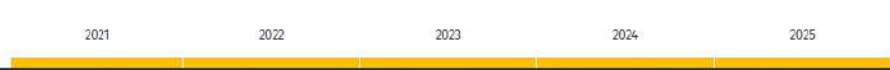


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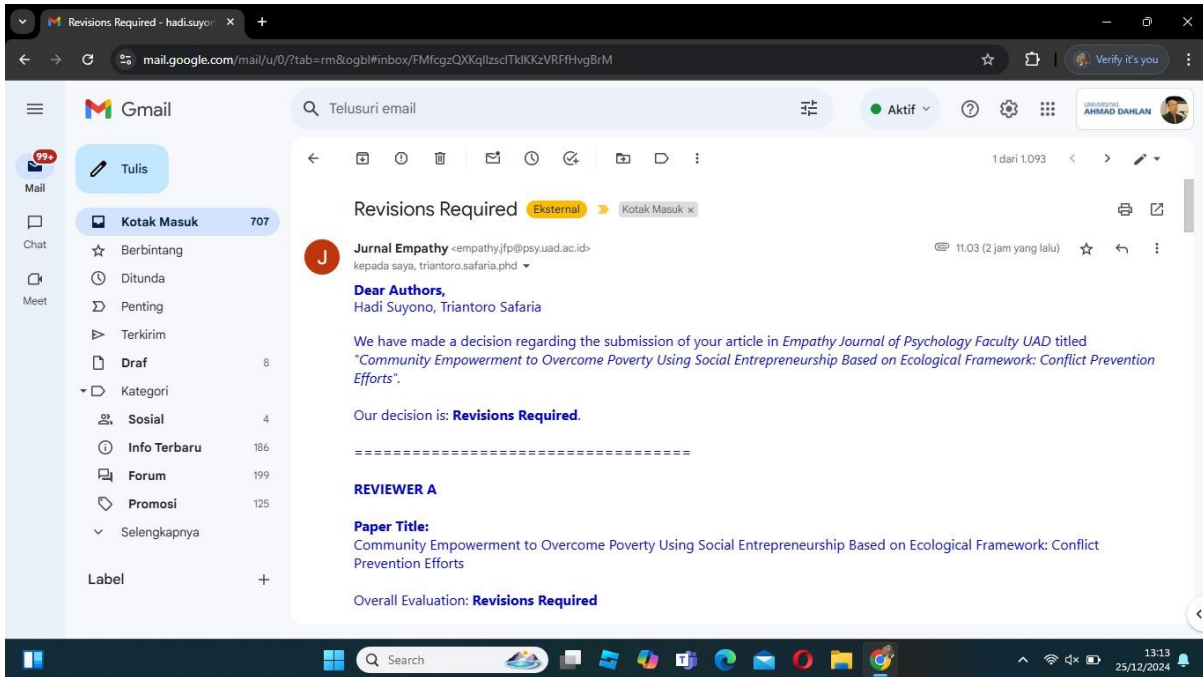


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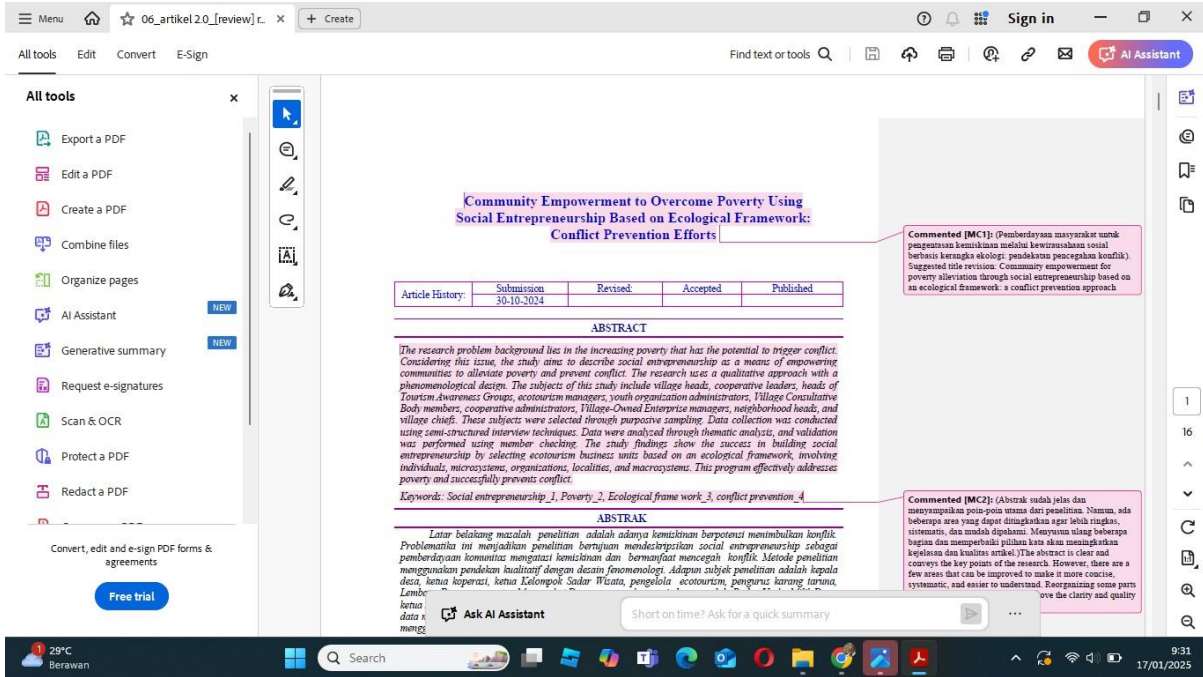
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Community Empowerment to Overcome Poverty Using Social Entrepreneurship Based on Ecological Framework: Conflict Prevention Efforts

Article History:	Submission	Revised:	Accepted:	Published:
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ABSTRACT

The research problem background lies in the increasing poverty that has the potential to trigger conflict. Considering this issue, the study aims to describe social entrepreneurship as a means of empowering communities to alleviate poverty and prevent conflict. The research uses a qualitative approach with a phenomenological design. The subjects of this study include village heads, cooperative leaders, heads of Tourism Awareness Groups, ecotourism managers, youth organization administrators, Village Consultative Body members, cooperative administrators, Village-Owned Enterprise managers, neighborhood heads, and village chiefs. These subjects were selected through purposive sampling. Data collection was conducted using semi-structured interview techniques. Data were analyzed through thematic analysis, and validation was performed using member checking. The study findings show the success in building social entrepreneurship by selecting ecotourism business units based on an ecological framework, involving individuals, microsystems, organizations, localities, and macrosystems. This program effectively addresses poverty and successfully prevents conflict.

Keywords: Social entrepreneurship_1, Poverty_2, Ecological framework_3, conflict prevention_4

Commented [MC1]: Judulnya agak panjang dan bisa lebih terfokus. Perbaikannya untuk merevisi atau mempersingkat frasa "Upaya Pencegahan Konflik" di akhir judul agar lebih langsung dan mencerminkan topik yang dibahas. The title is somewhat long and could be more focused. Consider revising or shortening the phrase "Conflict Prevention Efforts" at the end of the title to make it more direct and reflective of the core topic being addressed.

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Bukti Revisi

The screenshot shows the same PDF editor window with the revised manuscript. The title has been shortened to "Community empowerment for poverty alleviation through social entrepreneurship based on an ecological framework". The author information and abstract have been updated. The interface is identical to the previous screenshot.

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

Article History:	Submission	Revised:	Accepted:	Published:

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 analysts 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.

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Pimpinan Fakultas Psikologi Universitas Ahmad Dahlan dengan ini memberi tugas kepada seluruh Dosen Fakultas Psikologi Universitas Ahmad Dahlan untuk melaksanakan Penelitian dan Publikasi Ilmiah pada Tahun Ajaran 2024/2025, sebagai Tri Dharma Perguruan Tinggi. (Daftar terlampir)

Surat tugas ini diberikan kepada yang bersangkutan sebagai amanah untuk dilaksanakan sebaik-baiknya dan setelah selesai harap melaporkan hasilnya ke Dekan.

Yogyakarta, 20 Rabi'ul Awwal 1446 H
23 September 2024 M

Dekan,



Elli Nur Hayati, M.P.H., Ph.D.
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Lampiran Surat Tugas

Nomor : F4/315.1b/B.12/IX/2024

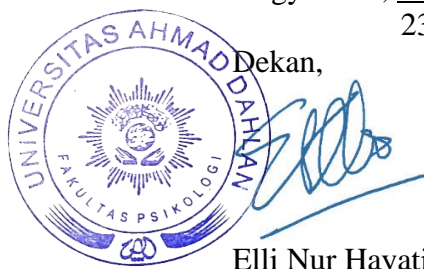
No	Nama Dosen
1	Ahmad Muhammad Diponegoro
2	Alfi Pumamasari
3	Arini Widyowati
4	Aulia
5	Ciptasari Prabawanti
6	Dessy Pranungsari
7	Devi Damayanti
8	Dian Ekawati
9	Dian Fithriwati Darusmin
10	Dian Kinayung
11	Difa Ardiyanti
12	Elli Nur Hayati
13	Erny Hidayati
14	Erlina Listyanti Widuri
15	Faridah Ainur Rohmah
16	Fatwa Tentama
17	Fuadah Fakhruddiana
18	Hadi Suyono
19	Herlina Siwi Widiuna
20	Ismiradewi
21	Khoiruddin Bashori
22	Luqman Tifa Perwira
23	Muhammad Hidayat

No	Nama Dosen
24	Muhammad Nur Syuhada'
25	Mutingatu Sholichah
26	Nina Zulida Situmorang
27	Nissa Tamoto
28	Nurfitria Swastiningsih
29	Nurul Hidayah
30	Rinda Kumala Wati
31	Rr Erita Yuliasesti Diah Sari
32	Rudy Yuniawati
33	Ruslan Fariadi Am
34	Sartini Nuryoto
35	Siti Muthia Dinni
36	Siti Mulyani
37	Siti Urbayatun
38	Sri Kushartati
39	Triantoro Safaria
40	Ufi Fatuhrahmah
41	Unggul Haryanto Nur Utomo
42	Yuzarion
43	Hafan Asfari
44	Hasna Uzzakiyah
45	Faza Maulida

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