

A Review on Social Entrepreneurship

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The problem of unemployment is a problem faced by every country, as is the case in Indonesia, the problem of unemployment and labor in Indonesia is still a problem that needs to be addressed seriously. The large unemployment rate can certainly cause social problems, namely poverty. One way to overcome the social problems that are currently of great concern to developing countries including Indonesia is to develop social entrepreneurship or popularly known as social entrepreneurship. This study aims to determine the development map and trend of Social Entrepreneurship published by reputable journals in the field of Economics and Finance. The data analyzed are more than 1594 Dimensions indexed research publications. The export data was then processed and analyzed using the R Biblioshiny application program to determine the bibliometric map of Social Entrepreneurship development. The results showed that the number of publications on this topic continues to increase.

Keywords: Social Entrepreneurship; Text Mining; R

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INTRODUCTION

The problem of unemployment is a problem faced by every country, as is the case in Indonesia, the problem of unemployment and labor in Indonesia is still a problem that needs to be addressed seriously. Moreover, from the data presented by the World Bank, the East Asian region has a big challenge related to the spread of unemployment. Most recently, the Central Bureau of Statistics (BPS) launched data on labor conditions in Indonesia. The Open Unemployment Rate (TPT) in February 2015 was 5.81 percent, an increase compared to the TPT in February 2014 (5.70 percent). From the data, in February 2015, the working population was still dominated by those with a primary school education and below at 45.19 percent, while the working population with a Bachelor's degree and above was only 8.29 percent.

The high unemployment rate in Indonesia is also influenced by the quality of labor in Indonesia, which is still concerning both in terms of qualifications and competencies. Human Resource Development has not shown encouraging results. The Human Development Index issued by the United Nations Development Program ranks Indonesia 110th out of 187 countries. According to their records, Indonesia falls into the medium human development category.

The large unemployment rate can certainly cause social problems, namely poverty. Some real solutions are needed to suppress social problems that arise due to the high unemployment rate due to limited employment. The conditions faced will be further exacerbated by the situation of global competition (e.g. the implementation of the ASEAN Economic Community / UAE) which will expose Indonesian university graduates to compete freely with graduates from foreign universities. Therefore, university graduates need to be directed and supported to not only be oriented as job seekers, but to be able and ready to become job creators as well (Suharti and Sirine, 2009).

One way to address the social problems that are currently of great concern to developing countries including Indonesia is to develop social entrepreneurship or popularly known as social entrepreneurship.

LITERATURE REVIEW

Social entrepreneurship concept

The definition of *social entrepreneurship* has been developed in a number of different fields, ranging from

not-for-profit, for-profit, public sector, and a combination of all three. According to Bill Drayton (founder of Ashoka Foundation) as the initiator of *social entrepreneurship*, there are two key points in *social entrepreneurship*. First, there is social innovation that can change the existing system in society. Second, the presence of visionary, creative, *entrepreneurial* and ethical individuals behind the innovative idea. Hulgard (2010) summarizes the definition of *social entrepreneurship* more comprehensively as the creation of social value formed by working with other people or community organizations involved in a social innovation that usually implies an economic activity. *Social entrepreneurship* is a derivative term of *entrepreneurship*. It is a combination of two words, *social* which means society, and *entrepreneurship* which means entrepreneurship. The simple definition of a *social entrepreneur* is someone who understands social problems and uses *entrepreneurship* skills to make *social change*, especially in the fields of *welfare*, education and *healthcare* (Cukier, 2011).

This is in line with what Schumpeter in Sledzik (2013) revealed that an *entrepreneur* is a person who dares to break the existing system by initiating a new system. It is clear that *social entrepreneurs* also have the ability to dare to fight challenges or in another definition is someone who dares to jump from the existing establishment zone. Unlike business entrepreneurship, the outcome of *social entrepreneurship* is not profit alone, but also a positive impact on society.

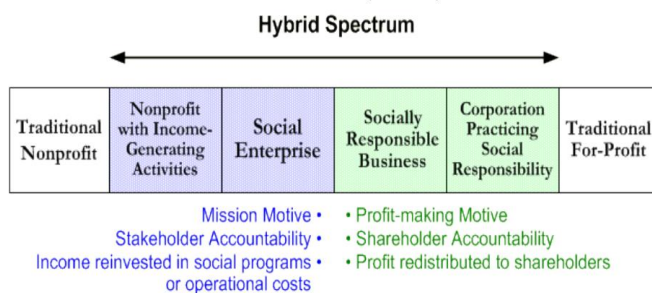
Social entrepreneurs are *change agents* who are able to carry out the ideals of changing and improving social values and become discoverers of various opportunities for improvement (Santosa, 2007). A *social entrepreneur* always involves himself in the process of innovation, adaptation, learning that continues to act regardless of the various obstacles or limitations he faces and has accountability in being responsible for the results he achieves, to the community.

The comprehensive definition above provides an understanding that *social entrepreneurship* consists of four main elements: *social value*, *civil society*, *innovation*, and *economic activity* (Palesangi, 2013).

- a. *Social Value*. This is the most distinctive element of *social entrepreneurship*, creating tangible social benefits for society and the environment.
- b. *Civil Society*. *Social entrepreneurship* generally comes from the initiative and participation of civil society by optimizing existing social capital in the community.

- c. *Innovation*. *Social entrepreneurship* solves social problems in innovative ways, such as by combining local wisdom and social innovation.
- d. *Economic Activity*. Successful *social entrepreneurship* generally balances between social activities and business activities. Business/economic activities are developed to ensure the independence and sustainability of the organization's social mission.

The passion for *social entrepreneurship* is currently increasing due to the shift of *social entrepreneurship* from being considered a "non-profit" activity (among others through charity) to a business-oriented activity (*entrepreneurial private-sector business activities*) (Utomo, 2014). *Social entrepreneurship* is currently at the crossroads between non-profit and purely business organizations as depicted in the following figure proposed by Alter (2006):



Source: *Typology of Social entrepreneurs* (Alter, 2006)

Aspects of social entrepreneurship

In carrying out *social entrepreneurship* activities, of course, it is influenced by various aspects. According to Dees (2002), some of the aspects that influence *social entrepreneurship* are:

- a. The process of defining the goal or mission.

The mission is something that must be carried out by the organization so that the organization's goals can be carried out and succeeded properly. The mission is very necessary for employees and parties involved in the organization to get to know the organization and know its role and programs and the results that will be obtained in the future.

- b. The process of recognizing and assessing opportunities

Recognizing and assessing opportunities is one of the most important aspects of running a *social entrepreneurship*. In *social entrepreneurship*, opportunities are considered as something new with a different way of creating and sustaining social value. There may be a variety of interesting ideas, but not all of them can be developed into an opportunity to create and sustain

social value. A *social entrepreneur* should strive to recognize opportunities to create or sustain social value. While assessing opportunities is a process of data collection mixed with instinct. It is both a science and an art. Gathering the necessary information that is relevant to the size, scope and time available. Ultimately, in any decision-making process, instinct is necessary.

- c. *Risk management* process

In realizing their mission or ideas, a *social entrepreneur* is faced with risks and challenges. Risk is the possibility of the unexpected. The two components inherent in risk are that firstly, risk can be defined as the great potential for the unexpected to occur due to not taking into account the bad side, and the second component of risk is the possibility that these undesirable results will actually occur. So in realizing their ideas, *social entrepreneurs* must take into account everything that will happen. Obstacles in running a *social entrepreneurship* activity can arise unexpectedly.

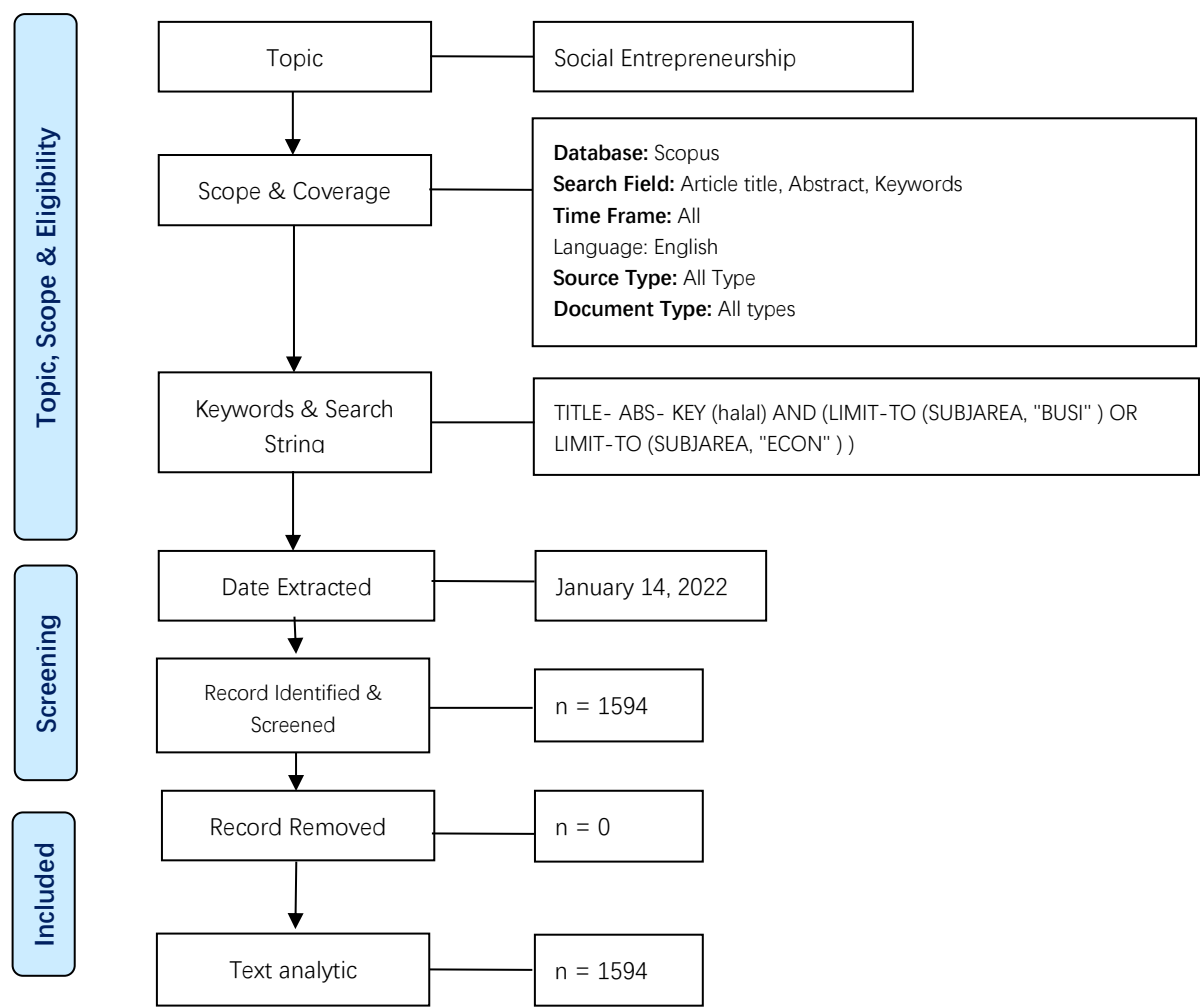
- d. Identify and attract customers

Consumers or customers in *social entrepreneurship* are slightly different from consumers in general business. In the definition of *social entrepreneurship*, consumers are those who participate successfully in supporting a social mission. This participation can be in the form of using a service, participating in an activity, volunteering, giving funds or goods to a non-profit organization, or even buying services or products produced by the organization. The focus of *social entrepreneurship* is to channel all the resulting resources so as to create social value. Identifying customers is very important because customers are the market for delivering goods and services.

- e. Cash Flow Projection

To be able to continue running their activities, *social entrepreneurs* must be able to project the cash requirements for their business. They have to decide how they can obtain cash to keep their business going. Of course, this task is more complicated for *social entrepreneurs* than for *business entrepreneurs* in general. In some instances, third-party funders (e.g. government agencies or corporations) can be an alternative to covering operational costs. However, in many cases, the income earned from the services provided is often less than the amount of operational costs required. In such cases, volunteer funds can be used to fill the gap, so the fundraising plan should be well thought out and realistic and reasonable. The challenge for *social entrepreneurs* is that they have to be selective in planning their cash flow to keep their activities focused on the mission.

RESEARCH METHODS



Source: Zakaria et al. (2020), modified

Figure 1: Flow diagram of the search strategy

The review process was conducted on January 14, 2022. Figure 1, illustrates the three steps in identifying research documents, namely eligibility, screening, and inclusion, involved in the systematic review process. The keywords that will be used in this study try to answer the research questions above. Some general statistics of the data set are presented to get an overview of research related to good governance. All articles that met the search query were evaluated from the aspect of text analysis.

Then the research documents were analyzed using bibioshiny software, a free software supported by the R environment ((CRAN, The Comprehensive R Archive Network, <https://cran.r-project.org/>) which provides a set of tools for quantitative research in bibliometrics and scientometrics (Aria & Cucurrolo, 2017). In the bibliometric literature, the greatest

attention has been on the construction of bibliometric maps. Research related to the effect of differences on similarity measures (Ahlgren et al., 2003), and they were tested with different mapping techniques (Boyack et al., 2005). Next, a text analysis of bibliometrix mapping results related to "word" will be conducted).

RESULTS AND DISCUSSION

Source

The following is a table of document types used in research with the keyword Social Entrepreneurship The number of documents analyzed is 1594 documents which are divided into 4 document types, including journal articles (1189 documents), anthologies/book chapters (165 documents), conference papers (14 documents), and reviews (226 documents).

Table 1: Document Types

No.	Document Type	Number of Articles	Percentage
1	Journal Article	1189	74.59%
2	Book Chapter	165	10.35%
3	Conference Paper	14	0.89%
4	Review	226	14.17%
Total		1594	

Based on the results of the document type grouping above, the document type most widely used as a research subject with the keyword "Social Entrepreneurship" is a document in the form of journal articles with a percentage of 74.59% or as many as 1189 documents, and documents with the smallest percentage are conference papers where the percentage is 0.89% or as many as 14 documents. Based on the type of document, it can be concluded that the references used are quite valid because most of them come from scopus indexed scientific journals.

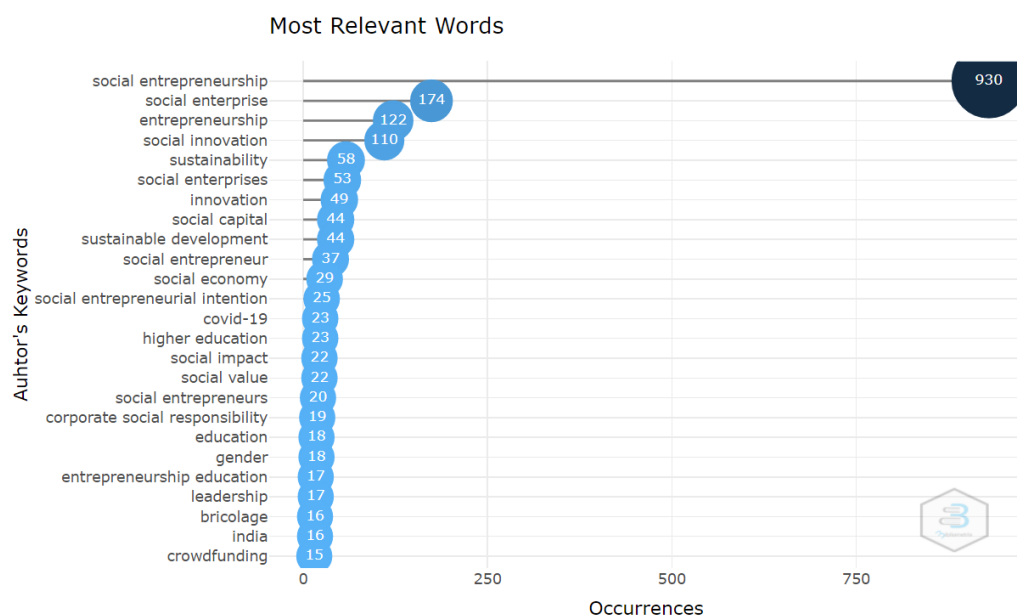
Text Analysis

Text analysis was conducted using R-studio and biblioshiny software developed by Massimo Aria and Corrado Cuccurullo from the University of Naples and Luigi Vanvitelli from the University of Campania (Italy). Text analysis was conducted by analyzing more deeply

on searches related to words that often appear in the theme of Social Entrepreneurship. This is intended to add references that can be done by the government in tackling economic problems based on existing research from all over the world.

To explore the results of the meta-analysis, this section will present a visual mapping chart of 1594 documents related to Social Entrepreneurship. The results of the keyword mapping analysis become the basis for mapping together important or unique terms contained in a particular document. Mapping is a process that allows one to recognize knowledge elements and their configurations, dynamics, interdependencies, and interactions.

Most Relevant Words

**Figure 2:** Most Relevant Words

The most relevant word analysis was conducted on the keywords of each document, where there were several words with a quantity of occurrences between 0 and 930 occurrences. The figure above shows the 25 most relevant words used in the research collection related to the keyword "Social Entrepreneurship".

The top word with the highest number of occurrences and most relevant to the keyword Social Entrepreneurship is the word social entrepreneurship itself, with the highest number of occurrences of 930 times. The second most relevant word related to the theme of Social Entrepreneurship is the word social

enterprise with 174 occurrences. Furthermore, the third and fourth most relevant words related to the theme of Social Entrepreneurship with 122 and 110 occurrences are the words entrepreneurship and social innovation.

The research entitled Research schools and stages of social entrepreneurship development in the global space (Popov, Et all., 2019) describes the growing interest in social entrepreneurship as a new direction of research and practical activities. The paper presents the results of the analysis of scientific schools and periodization of social entrepreneurship in different countries. The findings show that the leading role in the development of social entrepreneurship plays European and American approaches. Based on such criteria as research object, organizational and legal form, presence/absence of innovation, attitude to acceptance and profit sharing, management form, four schools of social entrepreneurship are investigated. It has been established that the formation and development of social entrepreneurship in different countries is heterogeneous. The features of social entrepreneurship depend not only on the current institutional environment but also on the historical conditions of the formation of social entrepreneurship. It is also determined that European and American models of social entrepreneurship are transplanted to developing countries in Latin America and Africa through the active

support of international organizations and foundations. The study presents the characteristics of the main driving forces that contribute to the emergence and development of social entrepreneurship. The prerequisites for creating a social enterprise are the political and legal environment, but for it to function and develop successfully are important socio-cultural conditions and the presence of institutions involved in the study, training and support of social entrepreneurship. The practical significance lies in the analysis of the implementation experience of social entrepreneurship in different countries.

Word Cloud

Furthermore, relevant words in the research related to the theme of Social Entrepreneurship will be displayed on the document title in the form of a word cloud. Word cloud is a picture of words that often appear in the collection of paper data studied with the keywords of the title with the theme "Social Entrepreneurship". Word cloud displays a picture of words displayed with various sizes according to the quantity of the word that appears. In terms of placement, the word cloud tends to be random but the dominating words are placed in the center so that they are more visible with a relatively larger size. In this research, the results of the word cloud are obtained based on the analysis of document titles.

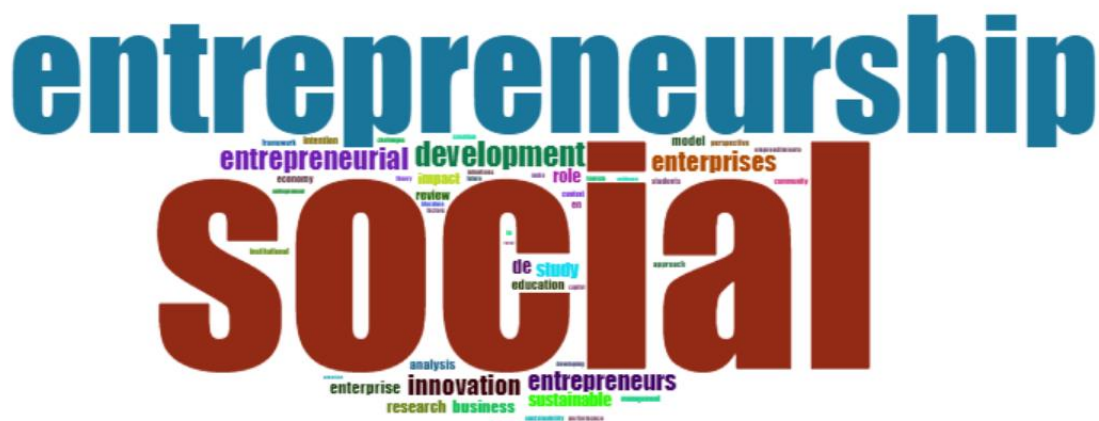


Figure 3: Word Cloud

Based on the figure analyzing the document titles, it is found that the most dominant words are related to Social Entrepreneurship, namely Social, Entrepreneurship. Most of the current research on Social Entrepreneurship discusses "entrepreneurship". This is because the word "Banking" is relatively closely related to current economic problems in society. Research conducted on Social Entrepreneurship

includes social entrepreneurship: Contemporary concepts, development trends and peculiarities of employee training (Solyannikova, Et all. 2019), New challenges in universities: Teaching social entrepreneurship (Lam-Lam, et all., 2019), and Approaches to social entrepreneurship in Russia and foreign countries (Akhmetshin, et all., 2018).

WordTree Map

Furthermore, relevant words in the research related to the theme of Social Entrepreneurship will be displayed in *the* document abstract in the form of a word

tree map. The Word Tree Map displays frequently occurring words in boxes similar to regions or areas in a map, where the more the word appears, the larger the square area.

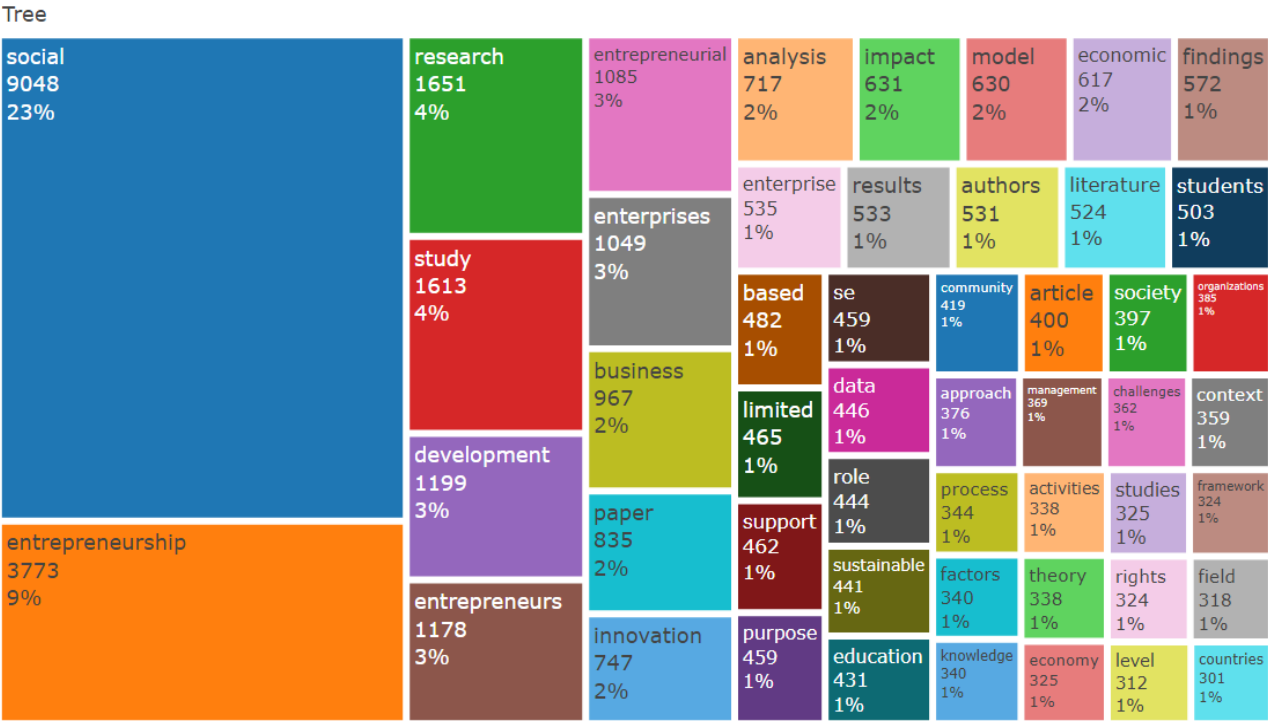


Figure 4: Word Tree Map

Based on the picture of the results of the analysis of document abstracts, it is found that the most dominant words for research on the theme of Social Entrepreneurship are Social, Entrepreneurship, Development. Most of the research related to the theme of Social Entrepreneurship currently discusses "entrepreneurship". This is because it is closely related to the economic problems that are rampant in Indonesia.

Research conducted on Social Entrepreneurship includes Social entrepreneurship education: changemaker training at the university (García-González and Ramírez-Montoya, 2021). This study aims to contribute to the body of scientific knowledge on

teaching and promoting social entrepreneurship in higher education institutions (HEIs) based on measurements before and after concluding the educational experience. It tests hypotheses to draw conclusions from analyzing the pre and post-test results of three case studies with different training experiences, to find out the characteristics of the 304 participants. The study shows that including transversal social entrepreneurship projects in various courses resulted in students feeling more capable regarding their social entrepreneurial potential.

Word Growth

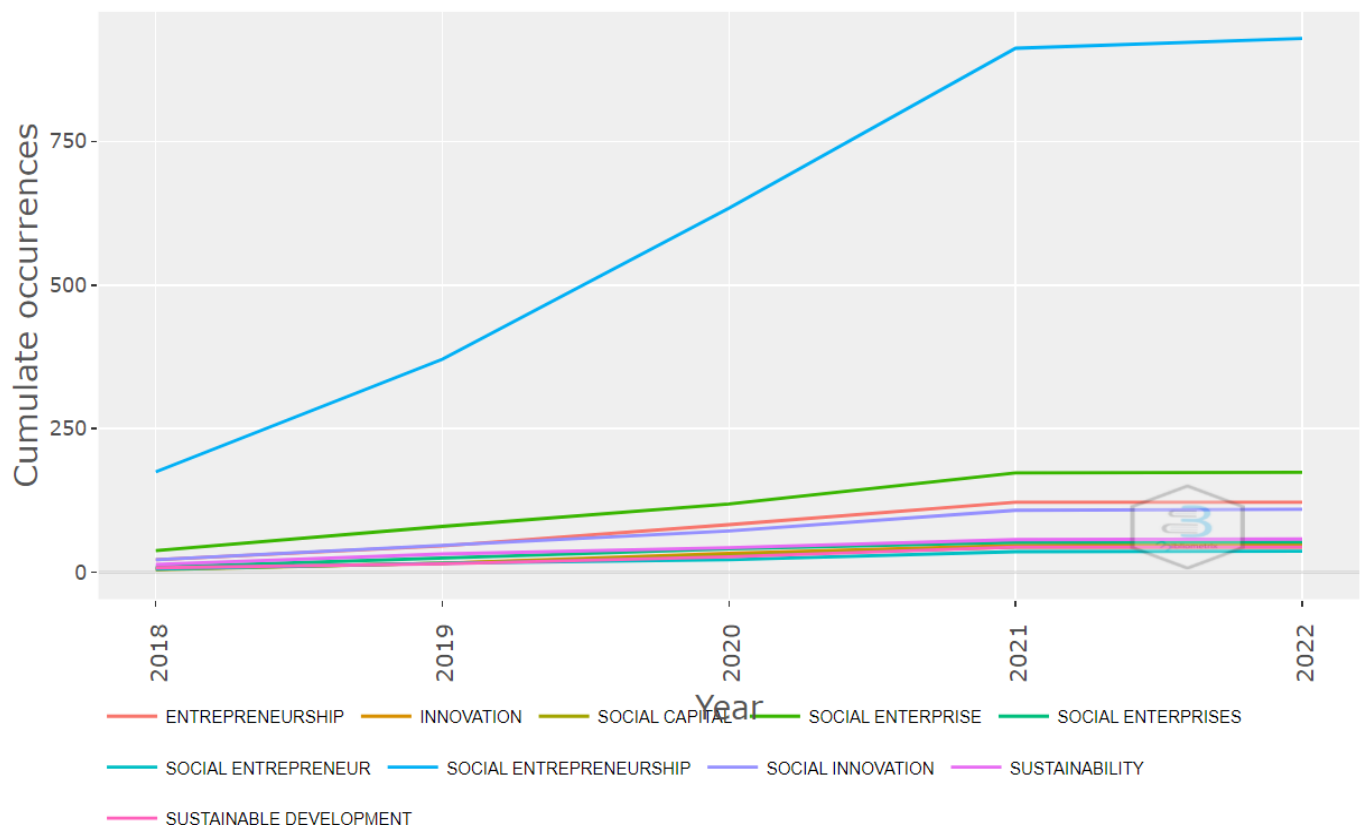


Figure 5: Word Dynamic

Word dynamic describes the number of occurrences of keywords in each year. Word dynamic are also words that are and will develop in the future regarding the keywords entered. Based on the picture of the results of the analysis of document keywords, in the research on the theme of Social Entrepreneurship, the words that often appear are also described in the form of a development curve for each year with the annual occurrence value. This result shows the average quantity of occurrence of the keywords in the data collection

studied in the research on the theme of Social Entrepreneurship each year. Figure 5 shows that the majority of words that often appear and begin to develop since 2018, and continue to increase until 2021. From the figure above, it can be concluded that the research with the most significant increase in occurrence is keywords related to Social Entrepreneurship and Social Enterprise and has a very significant potential to continue to grow.

Trend Topics

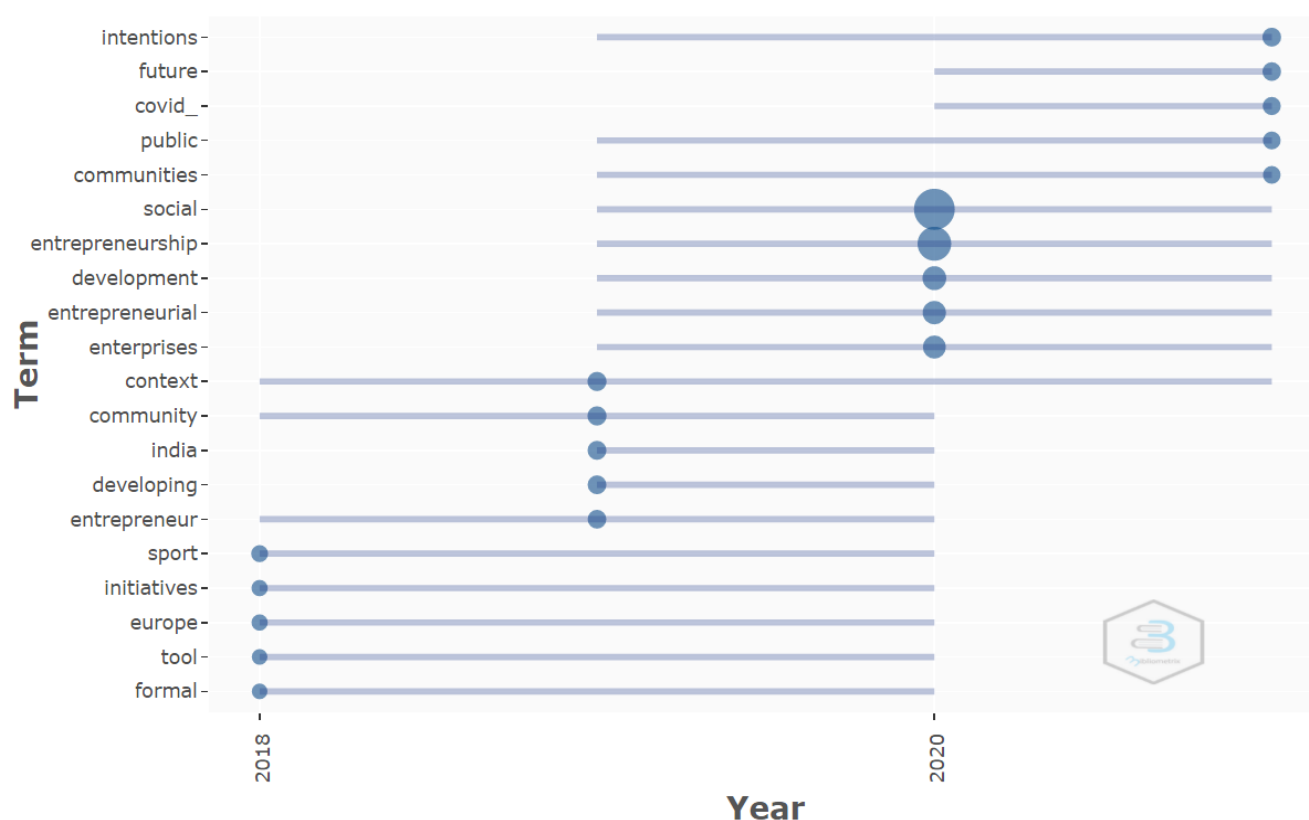


Figure 6: Trends in Topics

Based on the image of the results of the analysis of document titles in research on the theme of Social Entrepreneurship, topic trends are also an important part of this research. The figure above shows the development of topics related to Social Entrepreneurship from time to time with a division per year, so that it is known what topics have been used for a long time and what topics have been used recently. This topic trend also considers the frequency value of each word shown by the log axis.

Thus, in addition to looking at the annual trend, the topic occurrence is also adjusted to the frequency of the quantity of occurrence of the word in the research theme related to Social Entrepreneurship. The higher indicates the more the word is used, and the more to the right, the more recent the word is used. The development of the Social Entrepreneurship theme began to experience a significant increase since 2018.

Based on the description of the data above, the most recent and most used topics related to the theme of Social Entrepreneurship are Intentions, Future, Covid, Public, Communities. The journal entitled "Empirical study of the antecedents of social entrepreneurship

intention in a higher education institution in malaysia" written by Rozar, Et all, (2020). The purpose of this study is to determine the impact of antecedents of social entrepreneurship intention in Higher Education Institutions (HEIs) in Malaysia. A total of 127 secondary data were collected for further analysis. The study was conducted with an Alpha Cronbach reliability test of 0.89. In the Spearman's two-way correlation analysis, it was shown that all variables had a positive and significant correlation with each other. Nevertheless, it was revealed that self-efficacy was the only factor that contributed to social entrepreneurship with ($\beta = 0.310$, $t\text{-value} = 2.87$ and $p\text{-value} = 0.05$). It can be concluded that more efforts should be made towards the non-significant variables (empathy and moral obligation) as empirically proven by previous researchers their importance in determining social entrepreneurial intentions. Future research can contribute by adding more variables or using different methods or approaches so that it will contribute more to social entrepreneurship intention in higher education institutions in Malaysia.



Figure 7: Co-occurrence Network

The co-occurrence network displays words related to the keywords of documents related to the theme of Social Entrepreneurship, in the form of colored clusters by considering the relationship between one word and another. Some keywords that frequently appear in research on the theme of Social Entrepreneurship are divided into 3 clusters, namely:

- Cluster 1 in red consists of the keywords: Social Enterprise, Value Creation, Social Value, Empowerment, Development, Innovation, Entrepreneurship, Gender, Leadership, Social Entrepreneur, Business Models, Education.
- Cluster 2 in green consists of the keywords: Higher Education, Entrepreneurial Intention, Education Innovation, Entrepreneurship Education.

- Cluster 3 in blue color consists of keywords: Social Entrepreneurship, Social Capital, Social Economy, Social Innovation, Sustainable Entrepreneurship, Corporate Social Responsibility, Collaboration, Social Entrepreneurship Education, Entrepreneurial Orientation, Institutional logics, Social Mission, Case Study, Emphaty, Hybrid Organization, Social Entrepreneurial Intention, Crowdfunding, Social Value Creation, Social Enterprises, Social Responsibility, Covid 19, Business Model, Social Impact, Culture, Sustainable, Sustainable Development, Social Change, Social Entrepreneurs, Culture, Social Business, Institutions, Institutional Theory, Motivation.

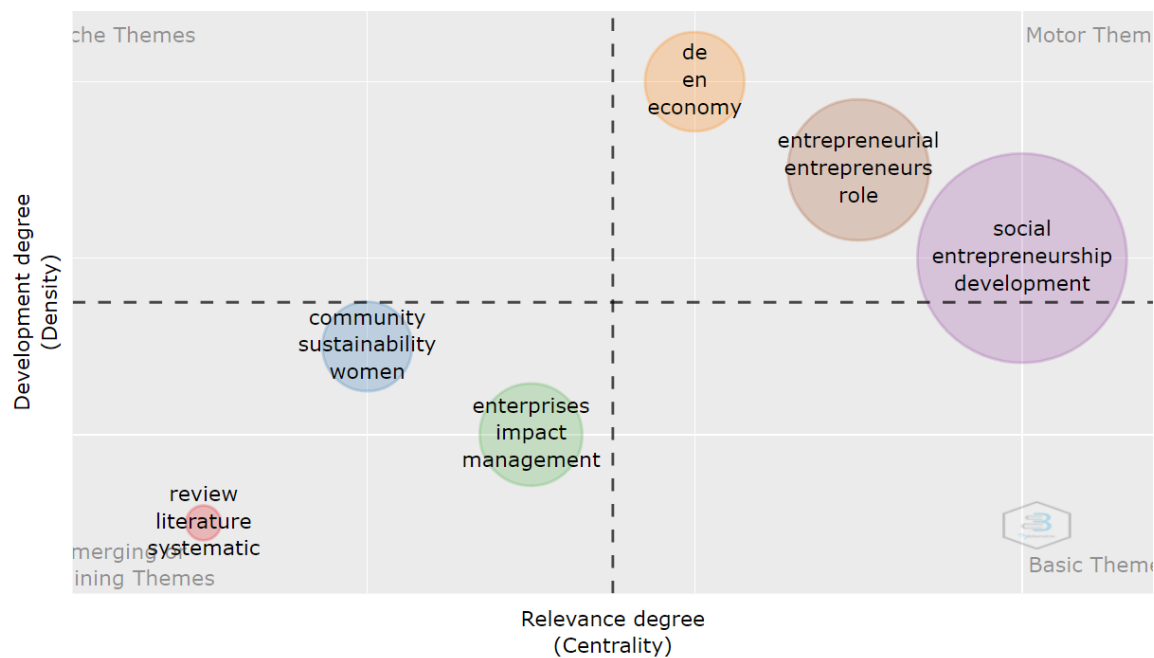


Figure 8: Thematic Map

This research will also analyze thematic maps that appear based on density and centrality which are analyzed based on document titles with the theme of Social Entrepreneurship research which is divided into 2 quadrants. This result is obtained from semi-automatic algorithm by reviewing the titles of all references on the object of research.

First, in the lower left quadrant are *emerging or declining themes*, this quadrant shows themes that have long been used but are experiencing an increasing or decreasing trend with low density and centrality. The themes in this quadrant are Community, Sustainability, Women, Enterprises, Impact, Management, Review,

Literature, Systematic. Looking at the development of the Social Entrepreneurship sub-theme *in* recent years, the trend of words in this quadrant has increased. Second, the upper right quadrant is a *motor theme* or driving theme characterized by high density and centrality, so it needs to be developed and is important to be studied in further research. The themes that appear in this quadrant are Economy, Entrepreneurial, Entrepreneurs, Role, Social, Entrepreneurship, Development.

Thematic Evolution

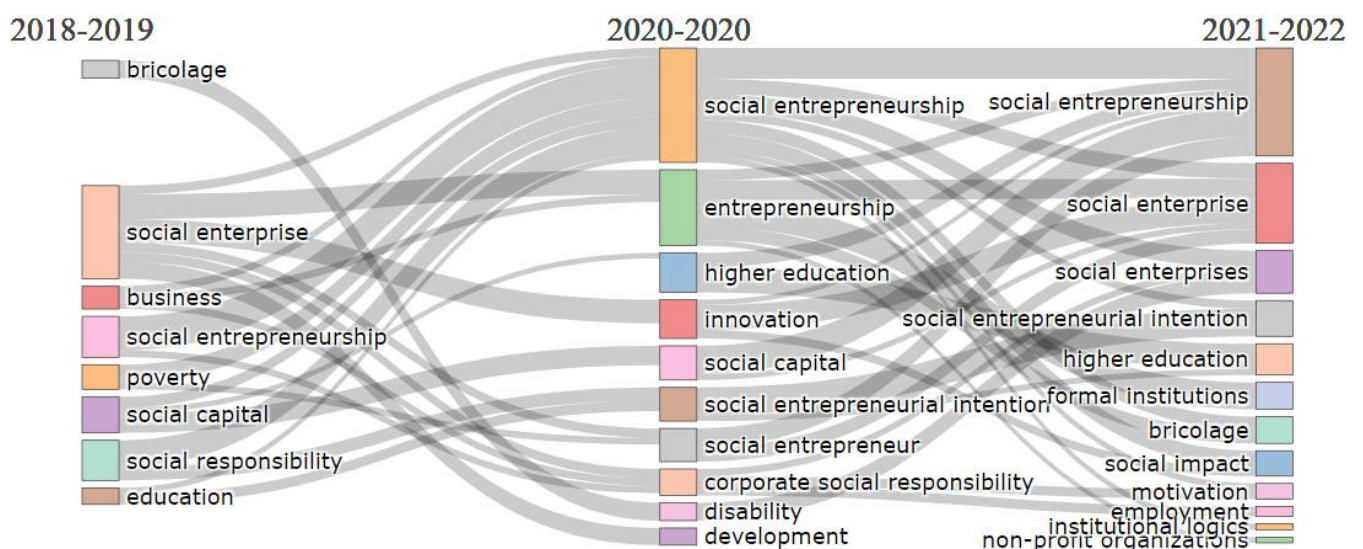


Figure 9: Thematic Evolution

The themes used in the papers that are the object of research continue to change, especially from recently published papers when compared to papers that have been published for a long time. *The figure above shows the evolution analyzed by theme with research related to Social Entrepreneurship consisting of themes depicted by rectangles with the larger size, the more widely used.* Although the theme of this research is Social Entrepreneurship, the data obtained shows that there are several sub-themes that are widely used.

Thematic Evolution is divided into 3 sections. Where the left side shows some of the themes that were widely used from 2018 to 2019, there are 8 themes listed with different sizes depending on the quantity of use of the theme. The theme "Social Enterprise" ranks first, followed by the theme "Social Entrepreneurship".

The second or middle section shows the most frequently used themes in the period between 2020-2020. There are 10 themes listed, of which 2 themes are evolutions of themes that appeared in the previous period, namely the theme "Social Entrepreneurship", "Social Capital" which is an extension of several themes shown by the colorful grooves.

The last or right section shows the most used themes from 2021-2022. There are 12 themes, of which there are 2 evolutionary themes from the previous period, namely "Social Entrepreneurship", "Social Enterprise" which is an extension of several themes shown by the colorful flow.

CONCLUSION

This research attempts to evaluate topics on Social Entrepreneurship using text analysis from 2018-2021. The conceptual structure of R 'biblioshiny' provides key research networks and themes. We have identified two research networks in Social Entrepreneurship literature using co-occurrence network. These research networks are "Social" and "Entrepreneurship". Combining these two research networks will address many environmental issues.

Furthermore, in the conceptual structure, this study has deployed a thematic map to place themes and subthemes on the graph and divide them into two clusters (dropping or emerging themes and motor themes). The themes in the emerging or declining themes quadrant are Community, Sustainability, Women, Enterprises, Impact, Management, Review, Literature, Systematic. In the motor themes quadrant, the emerging themes are Economy, Entrepreneurial, Entrepreneurs, Role, Social, Entrepreneurship, Development.

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