Analysis of Collective Social Entrepreneurship and Business Ethics Challenges in Group Alms Giving with SWOT Method

Helfario

1Postgraduate Study Program of Management, University of Muhammadiyah Tangerang
*helfario@yahoo.co.id

Abstract

One of the case studies of the implementation of Social Entrepreneurship is in the alms organization of the group. The variations that exist in the alms of the group are not only Social Entrepreneurship but Collective Social Entrepreneurship. The analytical methods used in this paper are the strenght, weakness, opportunity, treads (SWOT) method. How is the analysis of Collective Social Entrepreneurship, the ethical challenges of the group’s alms business with the SWOT method. SWOT analysis emphasizes more on how the company’s strengths and weaknesses are in dealing with existing opportunities and threats. The strength that the Entourage Alms organization can excel in is a reliable service, that is, the absence of a long bureaucracy in the business map. The weakness is the limitations in terms of existing resources in an organization that can be a hindrance to organizational performance. The opportunities in the future of The Troupe Almsgiving are big enough to continue to shine more and more. Because it has won the trust of many parties to be a bridge for the delivery of funds from the almsgiving to the poor. Threats to the Alms Organization of the Group, namely in facing ethical issues and challenges. The concept of Collective Social Entrepreneurship is a social entrepreneurship that is carried out collectively. Social entrepreneurship is an interesting phenomenon today because of its differences with traditional entrepreneurs who only focus on material profits and customer satisfaction. Social entrepreneurship began to develop in all countries, including Indonesia.

Key words: social entrepreneurship, collective social entrepreneurship, SWOT, alms group

Introduction

The emergence of entrepreneurship is an important phenomenon for the progress and prosperity of the world, even entrepreneurship has become the basis of economic growth. This is evident from the United States’ economy which experienced stagnation in the 1970s which was finally able to revive due to the existence of new small businesses so that they could deal with the problem of unemployment properly (Agshodiora, 2018).

Low intellectual, skill, and social competence brings individuals and society are in a class that is not strategic. Class which is not strategy is very vulnerable to becoming the object of impartial policy change. Poverty is an indicator that the direction of development is uneven and not in favor of weak groups of people. Likewise with gaps. village and city infrastructure has resulted in population density in urban areas while villages are abandoned because they lack attractiveness (Masturin, 2013). In advanced times like today, orientation creates workforce quality must be
balanced with the creation of entrepreneurs who quality with high quantity as well so that more and more quality entrepreneurs then the number of jobs and income the community’s economy also increased and had an impact on decreasing the number unemployment (Reginald & Mawardi, 2015).

Entrepreneurship that is currently growing in Indonesia is social entrepreneurship or social entrepreneurship. As for knowing how successful social entrepreneurship has been in Indonesia, according to (Dess in Wibowo, 2015), the best way to measure success is social entrepreneurship is not by calculating the amount of profit produced, but at the rate at which they have generated values social (social values). Social entrepreneurs act as agents of internal change social sector in various ways as stated by Dees et al. Clear once in Dees’ description it is illustrated that social entrepreneurship is a movement with a social mission, which is pursued by efforts to find opportunities and process them with innovation and a continuous learning process and readiness to act without the support of adequate resources.

One case study example implementation social entrepreneurship namely in the group alms organization. Even the variations that exist in group alms are not only social entrepreneurship but Collective Social Entrepreneurship. For this reason, this paper will try to discuss the concept of Collective Social Entrepreneurship as well as from the challenges of business ethics. Of course, by using a particular analytical method that is used in this paper, namely the method strength, weakness, opportunity, tracks (SWOT).

**Formulation of the Problem**

a. What is meant by the concept of Collective Social Entrepreneurship?
b. What is a business ethics challenge?
c. What is meant by the SWOT concept?
d. How is Collective Social Entrepreneurship analysis and business ethics challenges in group alms with the SWOT method?

**Research Purposes**

a. Knowing and understanding what it is about the concept of Collective Social Entrepreneurship.
b. Know and understand what is the challenge of business ethics.
c. Know and understand what the SWOT concept is.
d. Knowing and understanding Collective Social Entrepreneurship analysis and business ethics challenges in group alms case studies using the SWOT method.

**Benefit**

a. To understand Collective Social Entrepreneurship and business
b. Gain insight about Collective Social Entrepreneurship and the challenge of business ethics from the example of a group alms case study.

**Results & Discussion**

**Collective Social Entrepreneurship**

Collective social entrepreneurship actually similar to social entrepreneurship but done collectively. As for 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 the three. According to Bill Drayton (founder of Ashoka Foundation) as the initiator of social entrepreneurship, there are two key things in social entrepreneurship. First, there is social innovation that is able to change the existing system in society. Second, the presence of visionary, creative, entrepreneurial, and ethical individuals behind these innovative ideas (Sofia, 2017). Social Entrepreneurship becomes a very interesting phenomenon at this time because the difference with traditional entrepreneurs who only focus on material gain and customer satisfaction. The concept of social entrepreneurship is reaching its peak understanding in the decade of 2006 was proven in the eyes of the world Internationally a Mohamad Yunus winner of the Nobel Peace Prize its work in the field of microeconomics which is specifically shown by women in Bangladesh. It is recognition and appreciation for a social entrepreneur (Social Entrepreneurship) (Sofia, 2017).

According to Kaswan (2017) the use of the term social entrepreneurship or which we are more familiar with as social entrepreneurship begins growing rapidly in all countries including our country. This is a big trend because social entrepreneur is the implementation of the basic concept of entrepreneurship within the framework of socially motivated economic activities. Indonesian Entrepreneurship Association (AKSI) (Utomo, 2014). the phenomenon shows that many parties believe that social entrepreneurship is one of the solutions needed to overcome the social problems that occur in Indonesia. Social entrepreneurs see problems as opportunities to form a social
enterprise new business capital that is useful for empowering the surrounding community. Research on social entrepreneurship was conducted by Penny Rahmawati, Dyna Herlina Suwarto and M. Lies Endarwati (2012) with the title Development of Character Education Learning Methods Through Social Entrepreneurship (Sociopreneurship).

**Business Ethics Challenge**

Business ethics are ways to conduct business activities, which cover all aspects related to individuals, companies, industries, and society. All of this includes how we do business fairly, in accordance with applicable law, and does not depend on the position of individuals or companies in society.

Challenges in business ethics are challenges faced and awareness of the company’s limitations in predicting and controlling each of its decisions makes companies more aware of the ethical challenges that must be faced. The number of challenges that will be faced are first, innovation and employment. The economic benefits of innovation and change are usually used as the primary justification. Many employees consider innovation to undermine their abilities, so employers must balance innovation with new technology and workforce.

Second, market and marketing. The terms monopoly and the capitalist system are familiar to us. The abuse of market power through monopoly is a classic concern with how markets and marketing are conducted. The tendency to concentrate and the real power of giant corporations must be viewed with caution. Much criticism has been made on marketing aspects, for example, abuse of buyer power, promotion of goods that are harmful, stating questionable values, or other specific abuses, such as advertising that is harmful to children.

Third, multinational challenge. International companies affect the social economic development of a country's society. They can succeed in the country's aspirations or even frustrate them by hindering national goals. An example is a batik producer from China where batik has become an Indonesian culture that has been recognized by the United Nations, but with a lower price, batik from China can beat domestic batik producers. Isn't this going to kill our economy?

**SWOT Concept**

SWOT analysis (strength, weakness, opportunity, threats) is one method in preparing the company's strategy by looking at the condition of the corporate environment both internal and external environment. SWOT analysis places more emphasis on the company’s strengths and weaknesses in dealing with existing opportunities and threats. SWOT itself is an acronym for Strength, Weaknesses, Opportunities, and Threats. SWOT analysis is used in conducting a strategic analysis of the company.

SWOT analysis is simply understood as testing the internal strengths and weaknesses of a change, as well as the opportunities and threats to its external environment. According to Johnson, Scholes & Sexty (1989), SWOT is a general tool that is designed and used as an initial step in the decision-making process and as strategic planning in various applications. Robinson (2007) says that the SWOT framework provides an organized basis for discussion share information in depth that can improve quality and decisions company. This process is an important part of the process that companies go through in producing policies.

According to Rangkuti (2008), SWOT analysis is a systematic identification of various factors to formulate a company strategy. Analysis is based on logic that can maximize strengths, opportunities and at the same time minimize weaknesses and threats. Meanwhile, Pearce and Robinson (2007) say that SWOT analysis is a well-known historical technique in which managers quickly create an overview of a firm's strategic situation. The analysis is formed on the assumption that an effective strategy is derived from a good fit between internal resources and its external situation. An example can be described as follows: first, strength (strength). Strength is a capability that can be controlled by the company. Strength is also a resource that makes a company to be superior compared to its competitors in winning the market. Second, weakness (weaknesses). According to Pearce and Robinson (2007), weakness is a limitation or deficiency in one or more resources or capabilities of a company that becomes an obstacle in meeting customer needs. The three opportunities (opportunities). Opportunity is a favorable situation in the company's external environment. Opportunities can occur from a political and economic perspective, for example, government regulations and inflation rates, or it can happen from a socio-cultural perspective, such as lifestyle and trends that occur. Fourth, threats (threats). Threats are the opposite condition of opportunities, namely unfavorable situations from the external environment that cannot be controlled by the company. Threats must be recognized carefully, because threats can take many forms.

**Collective Social Entrepreneurship Analysis and Challenges of Business Ethics in Group Alms Using the SWOT Method**

Group Alms (SR), is an organizational activity that manages the distribution of alms from people throughout Indonesia to anyone in need. Business map group alms, which are obtained from donors for orphanages for disabled children, orphanages for abandoned babies, orphanages for orphans, widows of elderly dhuafa, sick people, and poor people,
school fees for orphans and dhafa, as well as Islamic boarding schools that are being built as well as those experiencing a lack of funding. Based on a number of main focuses that the SR organization has carried out, it is not surprising that it can be concluded that SR is a social organization that is always on the move to help others in all conditions. SR is an example of collective social entrepreneurship because there are changes that you want and can achieve from the things that SR organizations do. This is similar and congruent with social entrepreneurs who are agents of change (change agents), namely being able to carry out ideals, change and improve social values and become inventors of opportunities to make improvements in various fields (Santosa, 2007).

The SR organization is also a concrete manifestation of the concept of collective social entrepreneurship because a number of the main elements of social entrepreneurship are embodied in it, namely social values, civil society, innovation, and economic activity (Palesangi, 2013). Social Value is the most distinctive element of social entrepreneurship, namely creating real social benefits for the community and the surrounding environment. Civil Society because social entrepreneurship generally comes from the initiative and participation of civil society by optimizing existing social capital in society. Innovation because social entrepreneurship solves social problems in innovative ways, including by combining local wisdom and social innovation. Economic activity due to successful social entrepreneurship in general by balancing between social activities and business activities. Business/economic activities are developed to ensure the independence and sustainability of the organization's social mission. The enthusiasm for social entrepreneurship today, for example in the SR organization, is generally increasing due to a shift in social entrepreneurship which was originally considered an unprofitable activity (among others through charity activities) to become a business-oriented activity (entrepreneurial private-sector business activities).) (Utomo, 2014).

SWOT analysis is the identification of various factors to formulate strategy of a particular company/business organization. This analysis is based on the logic that can maximize strengths and opportunities, however can simultaneously minimize weaknesses and threats (threats). The company’s strategic decisions need to consider internal factors which includes strengths and weaknesses as well as external factors includes both opportunities and threats. Therefore it is necessary to have important considerations for a SWOT analysis. The SWOT analysis is as follows:

**Strength**
Strengths are the superior elements of the SR organization which are reliable service products, namely the absence of a long bureaucracy in the business map of the activities that SR carries out. Even though SR collaborated with many parties in raising alms that benefited others, there was no bureaucracy everywhere that generally complicates the course of activities in the general business map. This is an advantage that can be seen as different from other organizations that have services similar to SR. The existence of these advantages makes SR look stronger than its competitors who have similar services. Strengths are resources, skills, or other advantages relative to competitors and the needs of the market the organization serves or seeks to serve.

**Weaknesses**
Weaknesses are deficiencies or limitations in terms of existing resources in an organization that can be a hindrance to organizational performance. In the SR organization, the weakness lies in marketing practices which, it should be suspected, still contain unethical interactions with associations as an extension of God's hand. In SR, there are no clear guidelines which should be able to explain what, who, and how the handover of aid is carried out, as well as who and how incoming donations can be audited. The existence of deficiencies or limitations that exist, of course, will more or less hinder the effective performance of the organization.

**Opportunity**
Opportunities are various things and situations that are profitable for an organization, as well as trends that are one source of opportunities. The future opportunity for SR is big enough to continue to shine. This is because currently SR has won the trust of many parties to become a bridge for the delivery of funds from sedekaholics to the poor. The opportunities for SR should be grateful in the future, it will be even better because SR has won the trust of the public to distribute compensation that is right on target and fast.

**Threats**
Threats are environmental factors that are unfavorable in an organization if not addressed then they will become obstacles for the company concerned, both now and in the future. Things that can be categorized as a threat to SR organizations in carrying out their activities are in dealing with ethical issues and challenges. SR activities are always documented as a form of reporting evidence that the aid delivery process has been carried out. In fact, the main purpose of the documentation is none other than transparency. However, not all parties can see the existence of such documentation as a good ethical issue. Documentation carried out can certainly be considered as a threat if viewed from the point of view of arrogance or insincerity.
Conclusion

a. The concept of Collective Social Entrepreneurship is social entrepreneurship that is carried out collectively. Social entrepreneurship becomes a very interesting phenomenon today because of the difference with traditional entrepreneurs who only focus on material gain and customer satisfaction. As for social entrepreneurship, it is starting to develop rapidly in all countries, including our country. This is a big trend because social entrepreneurship is the implementation of the basic concept of entrepreneurship within the framework of socially motivated economic activities.

b. The challenge of business ethics is a challenge that is found in the ways in which business activities are carried out, including them cover all aspects related to individuals, companies, industries, and also society. These challenges can relate to innovation and employment; market and marketing; as well as multinational challenges.

c. The SWOT concept is a concept in preparing the company’s strategy by looking at the company's environmental conditions both internal and external environment. SWOT analysis places more emphasis on the company's strengths and weaknesses in dealing with existing opportunities and threats. Formulating a SWOT analysis for a company is done in a number of ways take advantage of opportunities, strengths, and reduce threats and weaknesses. SWOT analysis begins by comparing external factors which consist of opportunities and threats with internal factors which consist of the company's strengths and weaknesses. SWOT can be carried out by administrators individually or in groups within the organization.

d. Knowing and understanding Collective Social Entrepreneurship analysis and challenges of business ethics in case studies of SR organizations using the SWOT method. Based on the SWOT method, it can be seen that SR has strengths, namely there is no long bureaucracy in the business map of the activities that SR does. The weaknesses are relies in marketing practices that should be suspected still contain unethical interactions with associations as an extension of God's hand. In terms of opportunities, SR has won the trust of many parties to become a bridge for the delivery of funds from sedekaholics to the poor. Meanwhile, from a threat standpoint, because SR activities are always documented as a form of reporting evidence that the aid delivery process has been carried out, there are obstacles, namely ethical issues and challenges due to documentation in the distribution of aid.

Suggestion

The author is aware that in the preparation of this paper there will certainly be deficiencies or oversights, either intentionally or unintentionally. Therefore, suggestions and criticisms from readers are very helpful in improving this paper in the future. Hopefully this paper will add knowledge to readers and thank you for all the attention.

References


