

ORIGINAL ARTICLE

Impact of Social Enterprise Platform in West Java: The Case of Platform Usaha Sosial (PLUS)

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Abstract

West Java is the province with the largest population in Indonesia, which is the basis for identifying social enterprises by sector. This research aims to uncover the social enterprise sectors developing in West Java and their impacts. This research uses a qualitative approach with the main data obtained through the PLUS database. The results show three main sectors with the highest number of social enterprises. The creative economy sector took the top spot with 19 social enterprises, which emerged in response to various social problems. The technology sector came in second with 12 social enterprises, which developed due to the need for digitalization in various areas of West Java. Meanwhile, with 11 social enterprises, the environmental energy sector developed in response to various environmental problems and low public awareness of environmental issues. The presence of social enterprises in West Java has a significant impact on three main aspects, namely social, economic, and environmental. This research emphasizes the importance of social enterprises in facing social and environmental challenges and their role in local economic development.

Keywords

Social Enterprise, Social Enterprise Platform, Platform Usaha Sosial (PLUS), Creative Economy, Environment

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1 | INTRODUCTION

The concept of entrepreneurship is a change-oriented process, vision, and value creation based on opportunity analysis carried out to generate and implement a creative idea or innovative solution (Demircioglu & Chowdhury, 2021). Entrepreneurship is a form of economic activity, so entrepreneurship is often considered a promising job due to the amount of profit generated (Toma et al., 2014). In the process, entrepreneurial practices involve many people as drivers and make the community the main consumer market. Therefore, many people carry out entrepreneurial practices to get high profits. Entrepreneurial practice is an opportunity for someone with high creativity. The presence of entrepreneurial practices in people's social lives has many impacts on the lives around them, both direct and indirect impacts, and negative and positive impacts (Rawhouser et al., 2019).

Along with the times, the concept of entrepreneurship has experienced many dynamic changes. Entrepreneurial practices are not limited to profit orientation alone. Entrepreneurs no longer prioritize the achievement of maximum profit for personal gain (Ruskin et al., 2016). Based on the many public problems that exist in the midst of a very large population of people, there is a paradigm shift regarding the concept of entrepreneurship that does not stop at the goal of earning a lot of profit. However, entrepreneurship adheres to how the course of entrepreneurial practice can produce social public values resulting from its practice. This view can be said to be a social enterprise. It can be concluded that social enterprise is an entrepreneurial concept that conducts its business practices based on the creation of social value or change for society through appropriate social approaches. Although, in principle, social enterprise is not oriented to get as much profit as possible, it does not mean that social enterprise is not oriented towards profit at all; profit remains one of the targets of social enterprise. However, what distinguishes it from ordinary entrepreneurship is the purpose of the profit generation. Entrepreneurship generally generates profits for personal use, whereas profits generated by social enterprises should be reinvested towards social value creation.

The presence of the principle of creating social or public values characterizes the existence of social enterprise. Thus, the principle of social value creation is vital in developing the social entrepreneurship model. Technically, this model involves the interests of related stakeholders and focuses on entrepreneurship that relies on social opportunities. In line with this, social enterprise is not just looking for financial profit but, more broadly, to create a positive impact on society. Indeed, this includes initiatives such as addressing social, economic, and environmental issues through creative practices and innovative and sustainable solutions. In the context of stakeholders, such as the community government and the private sector, collaborating in this concept is not only to achieve the goal of commercial success but to provide benefits to society.

Research on social enterprise has previously been conducted in Tasikmalaya City. For instance, Rachmani et al. (2023) showed that the role of the existence of social enterprise in Tasikmalaya City is the alleviation of social problems and poverty. The existence of social enterprise in Tasikmalaya City produces various impacts such as increasing product and service innovation, increasing the economic growth of citizens, reducing environmental pollution, empowering the ability of citizens. In general, the presence of social enterprise in Tasikmalaya City is useful for the social, economic, and environmental sectors. Another research by Sunarni (2023) found that there are three factors that influence the success of social enterprise, such as CV. Pangalusna Sukabumi. The three factors are environmental sustainability, risk management, and funding model. Firdaus (2014) also found that social entrepreneurship plays a role in reducing economic disparities, community independence, and business innovation in encouraging impactful social entrepreneurship. Taking into account these studies, it is important to conduct further research on social enterprise in West Java, especially regarding the analysis of the impact of social enterprise in West Java.

At the Indonesian national scale, research from the British Council and Developing Inclusive and Creative Economies (British Council, 2018) shows that the existence of social enterprises in Indonesia contributes 1.9% to GDP (Gross Domestic Product) and is able to reduce gender inequality through many job opportunities for women, young people, and groups with disabilities. At the international level, Summerfield (2020) states that social enterprises can create jobs, provide innovative services and products, encourage sustainability and provide hope for the future. It further explains that the social entrepreneurship sector currently employs around 40 million people and involves more than 200 million volunteers worldwide and continues to grow.

In this research, the author analyzes the impact of social enterprises using data available on the PLUS platform with a locus in West Java Province. The author chose a specific locus or study in West Java Province because West Java is the province with the largest population in Indonesia, but even though West Java is a province with a large population, West Java is also included in the province with the 4th highest education level in Indonesia. In addition, research that discusses social enterprise specifically in West Java is still rare. Thus, this research is expected to be a recommendation for the development of social entrepreneurship in West Java Province. In this research, the author has two main focuses, namely first, identifying existing social enterprises in West Java. Second, to identify the social impact and value of each social enterprise. Identification is carried out for the type of social enterprise that is most prevalent in West Java Province.

This research on social enterprise is novel. Based on the results of bibliometric analysis in the form of a network map, two important things are obtained. First, the topic of social enterprise has a network link with the keywords of government and economy. These two keywords are topics that have been widely discussed in research on social enterprise. The Vosviewer visualization network map does not show an attachment to the keyword "impact" or "effects" this is evidence that research on the impact of social enterprise in Indonesia remains under research.

2 | LITERATURE REVIEW

2.1 | Social Enterprise

Social enterprise or social enterprise refers to activities carried out by an organization by combining social missions and non-profit or government programs through a business and market-driven approach (Bandini, 2017; Monteiro et al., 2022). Tan et al. (2005) ensures that social enterprise is an altruistic activity that accommodates several segments of society and is run by an entrepreneurial organization that is not limited to any legal form. According to the British Council (2018), social enterprise is a hybrid activity between business and social, which in the process refers to a business or trade with the aim of addressing existing social or environmental problems and the profits earned will be reinvested for the sustainability of the program. This Social Enterprise uses market techniques to achieve its social goals. The activities carried out are balancing between profit and social goals to be achieved (Barraket et al., 2017).

2.2 | Social Entrepreneurship

Social entrepreneurship has the main characteristics of producing a social innovation that is able to transform business goals into social goals and has entrepreneurial, ethical and creative individuals to initiate the innovation (Phillips et al., 2015). Innovation is seen as the basis of social entrepreneurship, which is defined as entrepreneurial activity undertaken for social purposes, changing the way social needs are met. Social entrepreneurship can also be seen from its role.

Furthermore, as Farinha et al. (2020) and Petrella & Richez-Battesti (2014), social entrepreneurship is the creation of social value through cooperation between community organizations involved in a social innovation. This implies economic activity with a social purpose. Thus, through innovation, social entrepreneurship increases efficiency and effectiveness in meeting social needs. Social entrepreneurship can be defined as the process of creating economic and social goals. The focus in "entrepreneurship" is only on "profit-seeking" activities whereas

"social entrepreneurship" focuses mainly on activities with a social purpose. Therefore, social entrepreneurship seeks to solve societal needs while fulfilling business objectives.

2.3 | Impact of Social Enterprise

In practice, social enterprises and social entrepreneurship are not only profit-oriented, one of the benefits of social enterprises is to present a business as a form of solution in answering social, economic, educational, environmental problems, and problems that have become world challenges (Müller et al., 2024). In line with what is listed in PLUS (Social Enterprise Platform), social enterprises have an impact in terms of public policy, where the existence of social enterprises is able to get the attention of stakeholders or policy makers to create regulations to develop existing social enterprises. Furthermore, entrepreneurship has a role as "*intermediate between unemployment and the open labor*" where the practice of social entrepreneurship brings primary value as job creation and quality of employment (Rani et al., 2010). This is because social entrepreneurship in practice provides employment opportunities and job training to marginalized groups who have problems, such as long unemployment experience, incompetence in work, homelessness, school dropout, or gender discrimination.

Social entrepreneurship can also be seen from its role, there are several roles of social entrepreneurship (Diaz-Sarachaga & Ariza-Montes, 2022; Zahra & Wright, 2016). First, expanding employment opportunities for the community, second, presenting an innovation and creation of goods and services needed by the community, third, acting as social capital, and fourth, increasing equality. The approach used in this social enterprise is business to social issues. This approach between business and social is the basis of the business approach in the public sector because it emphasizes effectiveness and efficiency commonly known in the new public management paradigm (Bryson et al., 2014).

The impact of social enterprises can be examined through the Triple Bottom Lines theory. This is a concept that states that the working practices of a company should be broadly measured based on how its combined contribution to economic well-being, environmental quality, and social capital Green (Rahdari et al., 2016). Furthermore, Triple Bottom Lines as the practice of creating goods and services using processes that are non-polluting, conserve energy and natural resources, economically viable, safe and have a positive impact on the health of employees, communities, consumers, have benefits for society and creative value for all workers (Žak, 2015). All of the above concepts can be concluded if the Triple Bottom Line Theory provides a view if the measurement of a company's performance does not only focus on the amount of profit obtained, but how the company's practices can contribute to the three pillars of planet, profit, and people. The Triple Bottom Line concept is a theory adopted by how social enterprises work (Conway, 2008; Kilpatrick et al., 2021).

First, Planet refers to the environment, which is something related to all areas of human life. All life carried out by all living things will always depend on environmental dynamics. This pillar refers to how the practices of an organization do not damage the existing environment, but the existing practices have positive implications. As research from Ayuso et al. (2014) states that a sustainable company is not only oriented towards financial gain, and also not only increases shareholder value between stakeholders. Second, profit is an important part of how companies can continue their practices, capital is one of the vital elements in the running of a business practice (Hiferding, 2019). In this context, existing profits are generated without ignoring the other two pillars, in the sense that profits are generated by carrying out practices that do not harm humans and the environment. Third, people refer to humans in a broad sense, be it employees, the general public, or company owners. In this context, people mean how the company's practices can have positive implications for the people involved in these practices, such as employees, the community as consumers, and owners.

2.4 | Public Value

Public value is value for and from society. A new perspective on public value (PV) views public values as value creation. This perspective places the notion of "*public interest*", "*common good*", or "*barang publik*". It can be said that public value is when the benefits received by the community are greater than the costs incurred (Bryson et al., 2014). There are several dimensions in public value in the form of satisfaction with the public, economic value in the form of creating jobs or economic activities, social value by strengthening community relations (social cohesion), political value with increased public participation, ecological value in the form of sustainable development, reducing pollution, waste, global warming, financial performance in the form of revenue, value for money spending, non-financial performance efficiency in the form of efficiency, customer satisfaction, service quality social value from the consumer's point of view (Andersen et al., 2012; Jaspers & Steen, 2021).

3 | METHOD

The method used in this research is a qualitative method with secondary data analysis. The author took the main data from the PLUS (Social Enterprise Platform) website (Fig.1) and additional data from other documents to help strengthen the argument against the findings.

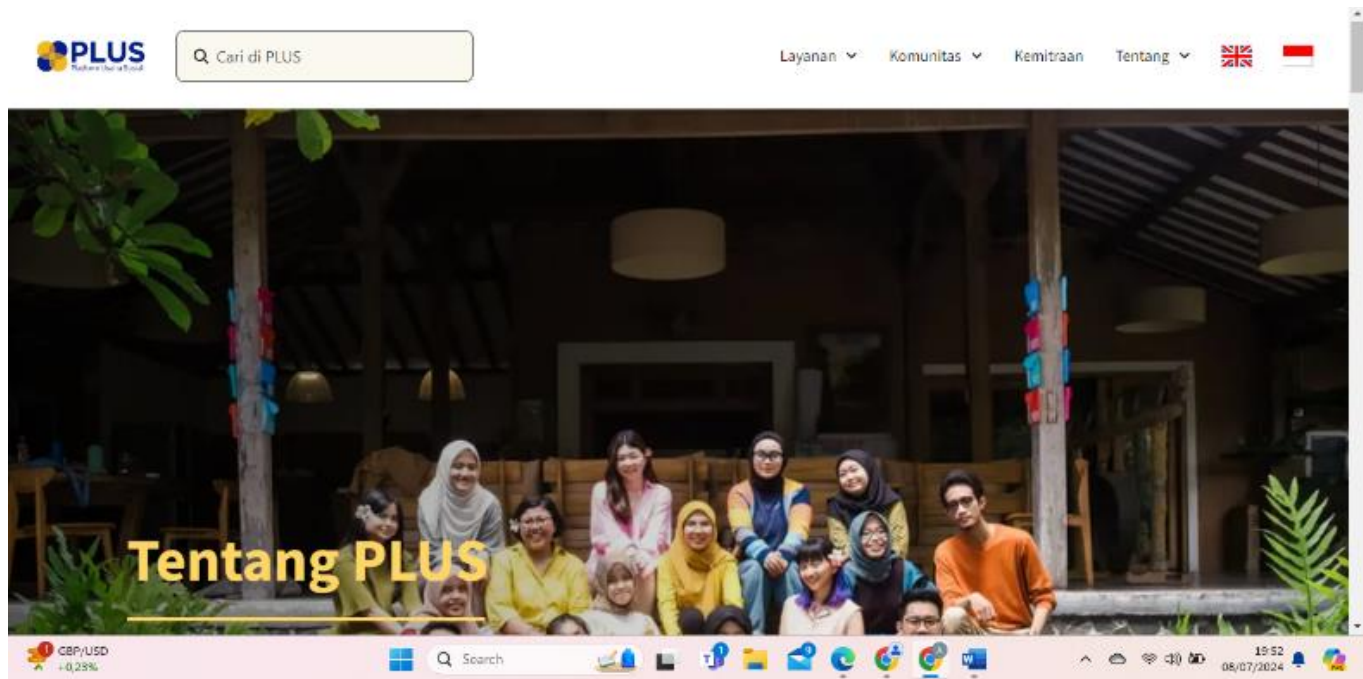


Fig. 1. Social Enterprise Platform

Source: Platform Usaha Sosial (PLUS) - <https://usahasosial.com/>

PLUS or Platform Usaha Sosial is a database website in Indonesia that provides information about social enterprises in Indonesia, this platform acts as a collaborative space between social enterprises in Indonesia with the mission of providing a platform and a way to increase the potential of Indonesian people in creating economic independence through entrepreneurship. In order to achieve its mission, PLUS pursues several programmes including: Training and coaching, Social Enterprise Community, and Resource Centre. Through this platform, readers can see the information space regarding the list of social enterprise locations in Indonesia and what they do including various sector classifications of existing social enterprises as shown below.

In this study, the authors filtered the provinces with the highest number of social enterprises (Fig. 2). The results show that West Java Province is the province with the highest number of social enterprises. The researcher then looked at the number of each social enterprise from each existing sector and focused on the top 3 social enterprise sectors.

Sectors

- Advisory & Advocacy
- Agriculture, Fishery & Forestry
- Consumer Goods
- Creative Economy
- Education & Health
- Empowerment
- Empowerment, Education & Health
- Energy & Environment
- Technology

Provinces

[Dropdown menu]

Keyword

[Text input field]

Filter **Reset**

Fig. 2. Sector and Province Filtration
 Source: Platform Usaha Sosial (PLUS) - <https://usahasosial.com/>

4| RESULTS

The author filtered each social enterprise sector in West Java, and found that the three sectors with the highest number of social enterprises are the creative economy sector, the technology sector, and the consumer goods sector.

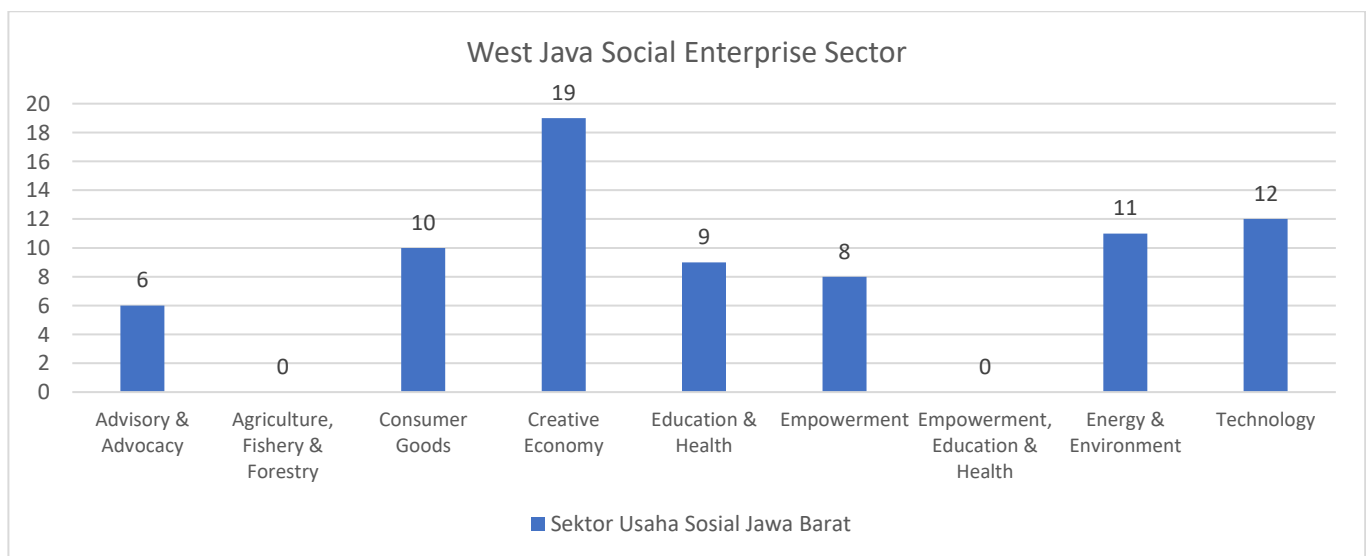


Fig. 3. Graph of the number of social enterprises per sector
 Source: Processed by the author based on data from the Social Enterprise Platform (PLUS)



4.1 | Creative Economy Sector

The following table shows the existence of social enterprises in the creative economy sector in West Java and the public value generated by each social enterprise. The table illustrates that the creative economy sector includes 19 social enterprises, all of which in practice create positive economic, social and environmental impacts.

Table 1. Identification of creative economy sector social enterprise.

Sector	Social Enterprise	Public Value		
		Economy	Social	Environment
Creative Economy	Amygdala Bamboo	•	•	•
	Angel Traveler	•	•	•
	Ariga	•	•	•
	Bagoes	•	•	•
	Batik Fractal	•	•	•
	Canting Hijau	•	•	•
	CV d’create	•	•	•
	Ecodoe	•	•	•
	Good Note Indonesia	•	•	•
	Kostoom	•	•	•
	Loak. Co	•	•	•
	Lucklig & Co	•	•	•
	Pijak Bumi	•	•	•
	Puka - Pulas Katumbiri	•	•	•
	Rubah Kertas	•	•	•
	Rubysh	•	•	•
	Sipetek Crispy Ikan	•	•	•
	Topiku	•	•	•
	WOODKA	•	•	•

Source: Processed by the author based on data from the Social Enterprise Platform (PLUS).

4.2 | Technology Sector

The following table shows the social enterprises in the technology sector in West Java Province and the public value generated by each social enterprise. It can be seen that there are 11 social enterprises in the technology sector, each of which has a positive economic, social and environmental impact. The Agromaret, Atma Go, Badr Interactive, Bandros, Infokes, Lentera Bumi Nusantara, Pikel Indonesia, Rezycology, Sagara Asia, Sibejoo, and Yuk Bisnis.

4.3 | Energy and Environment Sector

The following table shows the social enterprises in the energy and environment sectors in West Java and the public value generated by each. In the environmental sector there are 11 social enterprises, and each social enterprise in the energy and environmental sectors has a positive economic, social and environmental impact. The Bebasampah.id, Daurulang.id, Fam Organic Fam, Generation Foundation, Mycotech, Nazava Water Filter, Rezycology, Smash, Sustainable Energy Movement, Telobag, Waste4Change

Table 2. Identification of technology sector social enterprises

Sector	Social Enterprise	Public Value		
		Economy	Social	Environment
Technology	Agromaret	•	•	•
	Atma Go	•	•	•
	Badr Interactive	•	•	•
	Bandros	•	•	•
	Infokes	•	•	•
	Lentera Bumi Nusantara	•	•	•
	Piksel Indonesia	•	•	•
	Rezycology	•	•	•
	Sagara Asia	•	•	•
	Sibejoo	•	•	•
	Yuk Bisnis	•	•	•

Source: Processed by the author based on data from the Social Enterprise Platform (PLUS).

Table 3. Identification of social enterprises in the energy and environment sector

Sector	Social Enterprise	Public Value		
		Economy	Social	Environment
Energy and Environment	Bebassampah.id	•	•	•
	Daurulang.id	•	•	•
	Fam Organic Fam	•	•	•
	Generation Foundation	•	•	•
	Mycotech	•	•	•
	Nazava Water Filter	•	•	•
	Rezycology	•	•	•
	Smash	•	•	•
	Sustainable Energy Movement	•	•	•
	Telobag	•	•	•
	Waste4Change	•	•	•

Source: Processed by the author based on data from the Social Enterprise Platform (PLUS)

5 | DISCUSSION

5.1 | Creative Economy Sector

The creative economy sector is the sector with the most social enterprises in West Java, where this sector has 19 social enterprises. The creative economy sector makes a problem into potential, where West Java has a lot of organic waste (wood and bamboo) this waste is reused into potential. In addition, West Java still has many environmental problems and waste that is present polluting the environment. Waste in West Java annually reaches an average of 5,972,325.72 per year for the last 7 years. Social enterprises in the creative economy sector in West Java pay close attention to local communities. Local communities are involved by these social enterprises as craftsmen. The aim is to improve their ability to be financially independent. Many craftsmen in West Java are not yet economically empowered and therefore cannot keep up with the competition in the craft industry. The creativity of the people of West Java in marketing typical Indonesian products is still lacking, so many social business sectors are moving to

conduct training in order to digitize trade in typical Indonesian goods. The following are examples of social enterprises doing just that:

Amygdala bamboo, is a social enterprise engaged in furniture by utilizing bamboo waste or using bamboo raw materials by affiliating and or cooperating with bamboo farmers from the village, especially the village of Selaawi Garut. The beneficiaries of amygdala bamboo are bamboo craftsmen in the village (especially Selaawi Garut Village) and the Local Economy with consumers from local and foreign communities (Australia, Singapore etc.).

Angel traveler, is a social enterprise that facilitates a platform between tourists and local communities in the tourist destinations visited. The goal is to provide access to tourists to engage in activities that allow them to contribute to environmental protection efforts in the destination, such as conservation, or educational programs that will give them the opportunity to help build a better future. The beneficiaries of the angel traveler are the Bogor community, underprivileged children who do not have the opportunity to attend school and the local community and consumers who use this angel traveler are local or foreign tourists who have an interest in traveling and also have a concern in the environmental field.

Ariga, is a social enterprise engaged in the creative economy, in the process Ariga produces products (generally in the form of watches) by utilizing wood waste. The beneficiaries of Ariga are local people and local communities (wood waste collectors) with consumers being local people.

Bagoes, which sells bags without environmentally friendly plastic bags, partners with 40 or more home-based businesses. Local people and local communities in this case housewives and home communities as beneficiaries with the existence of this bagoes and consumers are local people, especially those who have concerns in environmental issues and foreign communities.

Batik Fractal, with technology, batik fractal helps batik artisans to improve technological literacy with training and use of software and marketing of batik artisans' products. Here, batik artisans and women are the beneficiaries in batik marketing efforts whose marketing targets are the public and tourists.

Canting Hijau, a social enterprise that produces batik products but, in the process, canting hijau produces social value and also pays attention to the environment. Regional batik craftsmen and regional tailors as beneficiaries of green canting with consumers in the form of local people, especially those who have an interest in culture and the environment and people in foreign countries.

CV d'create, producing horta (Horticulture) dolls where this doll is a doll made of sawdust in which there are plant seeds that can function as a medium for growing plants, this doll is sold to children to introduce agriculture to children so that many young people are interested in agriculture. The unemployed of Telahoni Village, Ciomas, Bogor, mothers of Telahoni Village, Ciomas, Bogor and children as beneficiaries of the production of this horta doll, where the target market of this doll is children from kindergarten to high school and the general public locally and abroad.

Ecodoe, is an Indonesian green souvenir, made from discarded fleece and natural aromatherapy. Each Ecodoe product is handcrafted to perfection by local communities and artisans in West Java, Indonesia. In the process, Ecodoe sources materials from collectors living around IPB, and the materials used are unused waste. Local communities, especially those living in areas near the IPB campus, are the beneficiaries in the process of making ecodoe with a target market of local and foreign communities.

Kostoom, empowers and connects individuals, designers and fashion entrepreneurs with home-based tailors. With kostoom, Depok home-based tailors and the local economy receive economic benefits with the target market being the local community.

Loak.co, as a platform to sell and buy quality second-hand goods (interior design and upcycling furniture). This local community (people who sell and buy goods to Loak.co) receives economic benefits in the sale of used goods, the consumers of this social enterprise are people on a national scale.

Lucklig & Co, is a small business located in Depok, a city near Jakarta, that helps women to improve their ability to become financially independent. Lucklig & Co not only aims to be a One Stop Wedding Solution that provides all party and wedding needs, but also empowers women and young people. The presence of Lucking & Co benefits women's groups in the Depok area financially. The products from lucking & co have a target market of local people, especially people who want to get married.

Pijak Bumi, is a social enterprise engaged in fashion, especially leather shoes and leather bags. In the process, Pijak Bumi employs underprivileged people, especially those who do not have jobs. Environmentally friendly materials are used such as: Mumps fiber, coconut shell fiber, and so on. The raw materials used by Pijak Bumi are natural based and recycle based. The residue from the raw materials from this production will later be given to the waste management organization to be used as one of the materials for making asphalt. The presence of pijak bumi provides benefits to community groups in general and underprivileged communities in particular who do not have jobs. The fashion products produced by pijak bumi are favored by local and foreign communities.

Puka-Pulas Katumbiri, is a social enterprise that has crafting products and in the process they empower people with disabilities through selling high-quality crafts. The first products launched by Puka are laptop bags, mini sling bags, pencil cases, and pouches. PUKA's company mission consists of four aspects. First, distinguishing product characteristics by showing disabled students' talents in handicrafts. Second, building long-term relationships with disabled students. Third, increasing consumer awareness of people with disabilities. Fourth, empowering students with disabilities with job skills to enter the workforce. The presence of puka - pulas katumbiri provides benefits for groups of people with disabilities. The quality products produced by this disability group are very attractive to local and foreign consumers.

Rubah Kertas, is a social enterprise engaged in the recycling of unused paper waste, in the process, Rubah Kertas employs local people, especially the unemployed, to collect paper waste and then the results are deposited into the Rubah Sosial social enterprise. Paper foxes provide employment to unemployed people. The consumers of this paper fox are local people, especially those who have an interest in the environment.

Rubysh, is a social enterprise that utilizes unused waste materials that are recycled into precious or imitation metal jewelry. In the process, Rubysh not only contributes to environmental issues but also often provides seminars or workshops in sorting waste and utilizing the waste to people who live around the location of the social enterprise, as well as empowering women in the form of waste recycling training who will later be recruited to work as Rubysh employees. The presence of Rubysh makes the local community and women as beneficiaries and consumers.

Sipetek Crispy Fish, an effort to utilize local fish to become a superior product for the community and make a source of community income. The community (local fish producers) is greatly helped by this social enterprise from an economic perspective. The products produced are usually consumed by the local community and the public.

Topiku, is a unique hat business made by hand from recycled materials by craftsmen in Cigondewah. The community and craftsmen in Cigondewah are the producers and beneficiaries. The sales target of this hat is the general public.

WOODKA as a company that integrates the beauty of nature, ethnicity and art into our daily lifestyle, using recycled wood media and preserving Indonesian culture through products. The presence of WOODKA benefits the local community (wood craftsmen/wood industry) and the general public as consumers.

5.2 | Technology Sector

West Java is a province that still has many areas or areas whose main livelihood is in agriculture, but the selling power of farmers in West Java is still narrow. Therefore, many social enterprises are engaged in improving the digital capabilities of farmers in West Java so that they can sell their agricultural products more widely. SMEs in West Java are still unable to develop their business using technology and even the agriculture and fisheries sectors are still not massively distributed in popular e-commerce in Indonesia. Farmers in the 30-50 age group who are willing to accept the use of e-Commerce have the physical potential to support agricultural activities, are active, creative, and quickly adopt new technological advances (Khan et al., 2022; Wei & Ruan, 2022). However, most of the farmer groups do not have an adequate understanding of technology and have obstacles in applying it. This is supported through Sakernas data that the education level in the agricultural sector is 81.32% with an elementary school education and below. So many social enterprises build customized technology solutions such as e-commerce and provide services in creating marketplaces to make transactions between sellers and buyers easier.

Agromaret is a community and marketplace that focuses on the agricultural sector and has been operating since 2019. Agromaret emerged to reduce market domination of the agriculture, livestock and land sectors. Farmer groups, especially those living in Bogor, are helped and benefit from the existence of agromaret as a marketplace to help sell their business products with consumers in the form of local communities.

Atma go is a platform in the form of a social media site and application based on citizen assistance, where Atma go facilitates users to find and provide job-related information, report problems, share solutions, and upload news about the environment. Local community groups, the unemployed, farmers, and so on are helped with job-related information and the local community in general can use atma go.

Badr Interactive is a social enterprise engaged in the IT field, although it is an Islamic company Badr Interactive in operating the company uses Islamic values. The company provides two programs namely E-Learning and E Commerce. Badr Interactive moves to, Exalt Islam with the skills possessed, become an incubator for the young generation of Muslims in the IT field in Indonesia, provide benefits for Islamic community groups.

Bandros.co.id is a social enterprise that is an e-commerce platform that connects resellers and dropshippers, but has no relationship and products with umkm and craftsmen who have products. The presence of bandros.co.id makes it easy for community groups who want to start a business, business people and the products produced can be sold to the general public.

PT Infokes Indonesia or better known as "infoKes" is an Information Technology company that focuses on developing online and integrated Health Information Technology products and solutions in Indonesia. Infoker has been trusted for more than a decade to help improve the quality of health services in Indonesia by implementing systems at more than 2,500 points (Puskesmas, Clinics, Pustu, Posyandu, City / District Health Office) spread throughout Indonesia in real time which benefits the people of Indonesia.

Kapiler Indonesia, a social enterprise that connects agents of change with orphanages to enlarge the network of kindness and improve the welfare of orphanages. Orphanages in Indonesia benefit from the expansion of the orphanage network and are supported by investors.

Lentera Bumi Nusantara, a company engaged in the Industrial sector based on community development and technology. With the development of three sectors namely energy, food and water. Lentera Bumi provides benefits to rural communities who need access to energy and water. It is supported and supported by investors in community development and technology.

Piksel Indonesia, Utilization of technology in making and preserving batik. This technology is used in the creation of batik pattern formulas. The presence of Piksel benefits regional batik craftsmen for the ease of making

batik patterns using technology. Consumers who buy this product are the general public, especially those who have an interest in culture.

Sagara Asia is a social enterprise in building mission-based technology that helps people solve critical real-world problems. Sagara Asia creates impact through digital, design, hardware, and software. Sagara Asia is driven by a mission to help people and industries improve their work, they believe in their core values that guide them to care for their customers and provide the best technology solutions. The presence of Sagara Asia provides benefits for MSME groups in technology-based business problem solving. Sagara Asia can also be used by the general public and foreigners.

Sibejoo, a community that provides free learning videos for people in Indonesia. The general public, elementary - high school students, teachers, and tutors benefit from the presence of sibejoo which provides free learning videos.

Yuk bisnis, A service provider by providing stores and websites for selling with the aim of growing SMEs and providing transparent seller contacts. With the existence of Yuk bisnis, it provides benefits for MSMEs and the general public in increasing transparent sales capabilities.

5.3 | Energy and Environment Sector

The excessive use of plastic bags makes plastic waste production tend to be uncontrolled (Horodytska et al., 2019; Kedzierski et al., 2020). The lack of categorization of the types of waste that are still not categorized encourages social businesses engaged in waste categorization with the principle of behavior change and responsible management. In addition, the level of water pollution in West Java is high, according to provincial data West Java has 19% of villages whose water has been polluted. Low public knowledge of renewable energy, so there is a social enterprise that has the aim of introducing renewable energy to the community. Waste from the agricultural sector that has accumulated in West Java province, agricultural waste that is rotten in landfills will contribute a lot of dangerous methane gas if the waste is left to rot in the landfill and contribute methane gas which is harmful to the environment. In addition, there is the potential of fungi as biomaterials that have a high level of sustainability by utilizing biotechnology.

Bebas Sampah, is a social enterprise based on an internet platform, where the platform becomes an information platform that is accessed by the community. The information available is in the form of locations of waste management places categorized into 9 points, namely: TPS, Business Unit, Repair, Collector, Waste Bank, Composting, Area, Event, and School or Office. The presence of free waste provides convenience for the general public, local communities such as waste collectors, farmer groups, educational institutions, local communities in waste management and collaborates with the ITB engineering alumni association, YSEALI, World Clean up day.

Fam Organic fam, is an eco-sociopreneurship in the field of environmental health and public health through organic farming and urbanutri garden urban farming. The general public and farmer groups are beneficiaries with the presence of social enterprises in organic farming and business actors and the general public as consumers.

Generation Foundation, is a social enterprise that focuses on several issues, namely, consumption, production, waste management. In the process, Generation Foundation collaborates with several parties such as the government, private sector, academics, and students. The general public here benefits from the existence of these social enterprises.

Mycotech, a social enterprise engaged in making composite materials through recycling agricultural waste. Communities with this farming business feel helped by the existence of mycotech in agricultural waste management. Products produced by mycotech are in demand by the national and international community.

Nazava Water Filter, Nazava Water Filters is a water filter manufacturer that is able to convert raw water into ready-to-drink water without the cooking process. Nazava is the only drinking water filter made in Indonesia that has been certified by the World Health Organization. Nazava has been tested by 30 laboratories at home and abroad, including ITB, Unpad, and several laboratories from the Ministry of Health.

Rezycology, an application or website for collectors to sell their waste to plastic waste recycling companies. Rezycology focuses on plastic waste management, especially PET. The presence of Rezycology provides benefits to the scavenger community and plastic waste collectors and the general public as consumers.

SMASH, the utilization of technology in the form of applications that support waste bank activities in Indonesia. Scavengers, collectors, and the general public benefit from the presence of SMASH, which provides convenience in managing waste banks and the general public can join the waste bank.

Sustainability Energy Movement (SEM) is the utilization of technology for innovation to improve the welfare of villages and outer islands. Here SEM seeks to introduce renewable energy to the community in order to increase the productivity of the community. Villagers and outer islands are helped and benefited by SEM in utilizing technology for village welfare. This is driven by the cooperation between the village community, investors, and the community in the outer islands.

Telobag is a plastic bag made from cassava and is environmentally friendly with strong flexibility to hold weight. People who work as cassava farmers benefit from the Telo bag. The resulting product is in demand by the national to international community.

Waste4Change, a Social Enterprise with the goal of waste management by changing behavior patterns and responsible waste management. The general public has an important role in waste management in Indonesia. The community has a dual role as consumers and beneficiaries.

The analysis shows that the impact of the social enterprise sector in West Java can be seen from three aspects: economic, social and environmental (Fig. 4). The economic aspect refers to the profit generated. However, the profit is not used as personal gain but is re-invested into the business to have an impact on society. From the social aspect, it refers to the existence of social enterprises that have an influence that supports social efforts such as providing capital, training, job vacancies and empowerment. From the environmental aspect, it refers to social enterprises that manage their business by taking into account environmental aspects and are responsible for environmental sustainability and offer environmentally friendly products. Based on the analysis above, the existence of social enterprises in West Java has the following impacts:

Economic, the economic impact caused is by expanding trade access to MSME products, or business actors who do not have broad product distribution power and are able to facilitate these groups in order to expand the distribution range of their products. In addition, the presence of social enterprises contributes to providing employment opportunities for people in West Java. There are several social enterprises that have an impact on the economy, especially providing trade access to businesses in West Java, and providing employment to the community, three of which are social enterprises Kostoom, Loak.co, and Agromaret.

Social, the social impact of social enterprises in West Java is the opening of access to employment, income (economy) and empowerment for marginalized groups of people so as to improve the welfare and quality of life of certain groups. In terms of consumers, a mindset is formed to make a better change for the world both in terms of knowledge and behavior or lifestyle to support the resolution of a particular social problem to improve the quality of life. Social enterprises that have an impact in providing access to employment, income, and empowerment for marginalized groups include Lentera Bumi Indonesia, Kapiler Indonesia, and Telo Bag.

Environment, environmental aspects, many social businesses are present by contributing to environmental sustainability through reducing waste and managing the amount of waste where waste itself is a serious problem in West Java Province, data shows the average amount of waste in a day in 2021 Java Province West reached 586.7 tons per day. Another impact of the existence of social enterprises is as a facilitator in providing sustainable renewable energy to the environment. Several social enterprises in West Java contribute to environmental sustainability such as Ariga, Bagoes, Rezycology and Waste4Change.

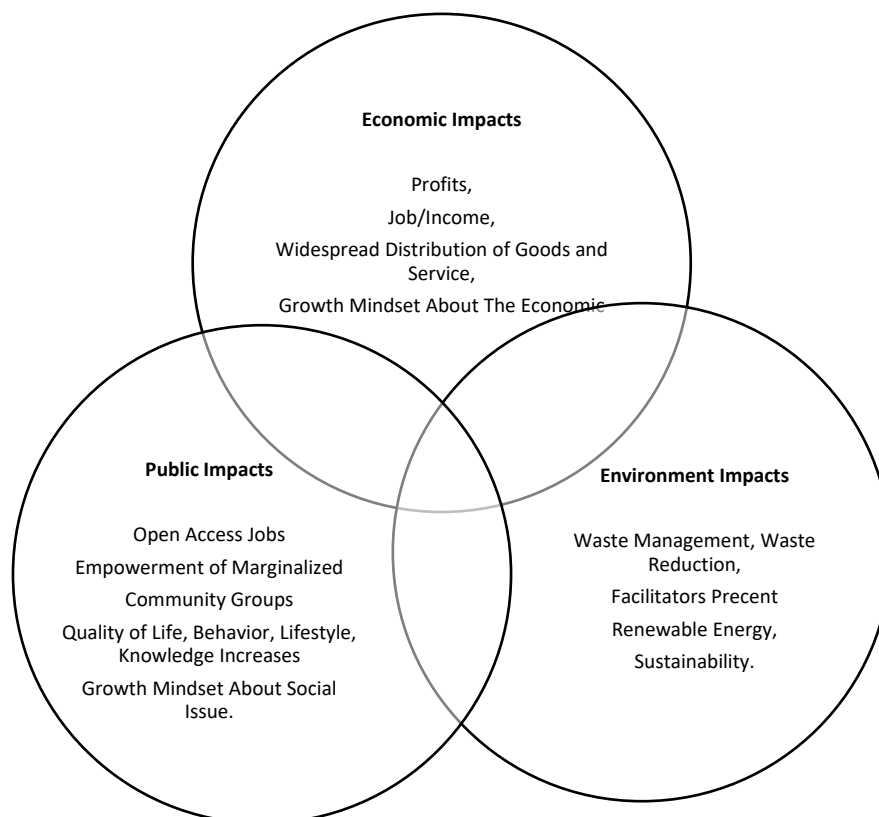


Fig. 4 Public Value Diagram

Source: Processed by the author, 2024

6| CONCLUSION

This research shows that there are three social enterprise sectors in West Java Province with the most dominant existence, namely the creative economy, technology, and energy and environment sectors. Each of these sectors develops due to various factors that encourage the emergence of social enterprises. The creative economy sector developed because of the many problems that can actually be turned into potential, such as the abundant wood waste in West Java. The technology sector grew due to the need for digitalization in areas that have not been reached by technology. Meanwhile, the energy and environment sector emerged as a response to pressing environmental problems and low public awareness of environmental issues.

The impact of social enterprises in West Java covers three main aspects: social, economic and environmental. In the social aspect, social enterprises contribute to improving people's quality of life through solving existing social problems. From an economic perspective, social enterprises help create new jobs and drive the local economy. In the environmental aspect, social enterprises play an important role in environmental preservation by

addressing existing environmental problems and raising public awareness about the importance of protecting the environment.

Overall, this research shows that social enterprises in West Java have enormous potential to continue to grow and provide sustainable positive impacts. The existence of social enterprises not only offers solutions to problems faced by the community, but also encourages innovation and collaboration in various sectors. Therefore, the development of social enterprises in West Java needs better support and facilitation to achieve inclusive and sustainable growth, which will ultimately improve welfare.

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Disclosure Statement

The authors declare that has no relevant or material financial interests that relate to the research described in this paper.

Data Availability Statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

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