World Conference Entrepreneurship in High-Potential Economies in the Digital Era
(WCEHPEDE-22)

Jakarta Raya, Indonesia

04th December, 2022

Institute for Technical and Academic Research

Editorial:

We cordially invite you to attend the World Conference Entrepreneurship in High-Potential Economies in the Digital Era (WCEHPEDE-22), which will be held in Jakarta Raya, Indonesia on December 04th, 2022. The main objective of WCEHPEDE-22 is to provide a platform for researchers, students, academicians as well as industrial professionals from all over the world to present their research results and development activities in Entrepreneurship in High-Potential Economies in the Digital Era. This conference provides opportunities for the delegates to exchange new ideas and experience face to face, to establish business or research relations and to find global partners for future collaboration.

These proceedings collect the up-to-date, comprehensive and worldwide state-of-art knowledge on Entrepreneurship in High-Potential Economies in the Digital Era. All accepted papers were subjected to strict peer-reviewing by 2-4 expert referees. The papers have been selected for these proceedings because of their quality and the relevance to the conference. We hope these proceedings will not only provide the readers a broad overview of the latest research results on Entrepreneurship in High-Potential Economies in the Digital Era but also provide the readers a valuable summary and reference in these fields.

The conference is supported by many universities and research institutes. Many professors played an important role in the successful holding of the conference, so we would like to take this opportunity to express our sincere gratitude and highest respects to them. They have worked very hard in reviewing papers and making valuable suggestions for the authors to improve their work. We also would like to express our gratitude to the external reviewers, for providing extra help in the review process, and to the authors for contributing their research result to the conference.

Since October 2022, the Organizing Committees have received more than 50 manuscript papers, and the papers cover all the aspects in Entrepreneurship in High-Potential Economies in the Digital Era. Finally, after review, about 11 papers were included to the proceedings of WCEHPEDE-2022.

We would like to extend our appreciation to all participants in the conference for their great contribution to the success of World Conference 2022. We would like to thank the keynote and individual speakers and all participating authors for their hard work and time. We also sincerely appreciate the work by the technical program committee and all reviewers, whose contributions make this conference possible. We would like to extend our thanks to all the referees for their constructive comments on all papers; especially, we would like to thank to organizing committee for their hard work.

Acknowledgement

ITAR is hosting the World Conference Entrepreneurship in High-Potential Economies in the Digital Era this year in month of December. World Conference Entrepreneurship in High-Potential Economies in the Digital Era will provide a forum for students, professional engineers, academician, and scientist engaged in research and development to convene and present their latest scholarly work and application in the industry. The primary goal of the conference is to promote research and developmental activities in Entrepreneurship in High-Potential Economies in the Digital Era and to promote scientific information interchange between researchers, developers, engineers, students, and practitioners working in and around the world. The aim of the Conference is to provide a platform to the researchers and practitioners from both academia as well as industry to meet the share cutting-edge development in the field.

I express my hearty gratitude to all my Colleagues, Staffs, Professors, Reviewers and Members of organizing committee for their hearty and dedicated support to make this conference successful. I am also thankful to all our delegates for their pain staking effort to travel such a long distance to attain this conference.

Dr. Albert Munroe
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Rumah Mandira: A Social Innovation for Community Empowerment Post Covid-19

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Abstract— **These days, the concept and implementation of social innovation have received extensive attention from many parties and have been applied to various fields. This paper presents the implementation of social innovation in empowering people who lost their jobs after the Covid-19 pandemic. The Department of Manpower and Transmigration of East Java Province (Disnakertrans Jatim), the implementing element of government affairs in manpower and transmigration, has carried out various efforts to solve this problem by organizing training activities. However, in practice, it is still difficult for the community and trained workers to find jobs that match their expertise fields. Based on the study and results of the Focus Group Discussion (FGD) conducted with Disnakertrans Jatim, it is concluded that several aspects are the cause of the above problems, including the lack of involvement of various parties in preparing the job seekers community, the lack of an integrated information system that could help bring together job seekers with companies that need workers, and the entrepreneurial potential of people seeking workers has not yet been developed. This paper discusses how social innovation can empower the community, especially workers, in increasing independence and entrepreneurial abilities post Covid-19 in East Java. Rumah Mandiri Sejahtera (Rumah Mandira or Mandira House), as a form of social innovation, was developed to become a center for community independence and entrepreneurship after the pandemic. In addition, a web-based integrated information system and social network for the Sahabat Mandira community were also developed as a means of interaction for community members, information dissemination, and training registration, as well as a forum to bring together job seekers and industrial partners as labor users and new entrepreneurs with business partners.**

*Keywords—*Social innovation, community empowerment, entrepreneurship, post Covid-19.

I. INTRODUCTION

These days, the concept and implementation of social innovation have received extensive attention from many parties and have been applied to various fields [1]. The Covid-19 pandemic and post Covid-19 has also encouraged the implementation of social innovations in various community empowerment programs using new and sustainable approaches [2]. The social innovation approach in community empowerment activities is believed to solve social problems/needs more effectively than current solutions, improve social capabilities and relationships, and make better use of assets and resources [3].

The Covid-19 pandemic has increased the unemployment rate. Based on data from the Central Statistics Agency (BPS), the number of open unemployment in Indonesia reached 9.77 million in Q3 of 2020. In addition, approximately 29.2 million workers can become unemployed because they are laid off, half a day of work, or terminated by their employers. The Department of Manpower and Transmigration of East Java Province (*Disnakertrans Jatim*), which is the implementing element of government affairs in manpower and transmigration, has carried out various efforts to solve this problem, one of which is by providing training to improve workers' skills (upskilling) and adding skills (reskilling) to help workers get a better job.

However, in practice, it is still difficult for the community and trained workers to find jobs that match their expertise fields. Based on the study and results of the Focus Group Discussion (FGD) conducted with *Disnakertrans Jatim*, it is concluded that several aspects are the cause of the above problems, including the lack of involvement of various parties in preparing the job seekers community, the lack of an integrated information system that could help bring together job seekers with companies that need workers, and the entrepreneurial potential of people seeking workers has not yet been developed.

This paper discusses how social innovation can empower the community, especially workers, in increasing independence and entrepreneurial abilities post Covid-19 in East Java.

Rumah Mandiri Sejahtera (Rumah Mandira or Mandira House), as a form of social innovation, was developed to become a center for the development of community independence and entrepreneurship after the pandemic. Mandira House is a place that can be used for the community and job seekers to participate in various training that is managed in an integrated manner with the Ubaya Global Academy (UGA) unit and the Job Training Center (BLK) of *Disnakertrans Jatim*. The training is not only directed at improving workers' skills (upskilling) and adding skills (reskilling) but also at forming entrepreneurship skills to enable them to develop their businesses independently. In addition, a web-based integrated information system and social network for the *Sahabat Mandira* community were also developed as a means of interaction for community members, information dissemination, and training registration, as well as a forum to bring together job seekers and industrial partners as labor users and new entrepreneurs

with business partners.

II. MATERIAL AND METHOD

A. Social Innovation

Several definitions of social innovation have been proposed in the literature. According to [4] , social innovation is defined as new solutions or new value creation to address social problems more effectively, efficiently, and sustainably. Arocena et al.[5] postulate two main features of social innovation: re-thinking development and knowledge's role in supporting efforts to solve complex social problems. Murray et al.[6] state that the scope of social innovation is extensive, does not have fixed boundaries, and can occur in all sectors of the public sector, the non-profit sector (civil society), and the private sector. Pel et al.[1] propose the social innovation concept as a change in social relations, which includes new ways of doing things, especially in overcoming various challenges and processes of social transformation. Tracey and Stott [7] divide social innovation into three typologies: social entrepreneurship, social intrapreneurship, and social extrapreneurship. A similar characteristic of the three typologies is that each aims to solve social problems. The aspect that distinguishes the three is the process of creating innovation and involving actors. Social entrepreneurship is an effort to create new business activities that can answer various social needs in local and global communities, which conventional schemes cannot respond to. Social intrapreneurship is the creation of change from within the organization by optimizing the capacity and available resources. The last typology, social extrapreneurship is a collaborative process between organizations that accommodates a combination of ideas, space, and resources to create social change through collective efforts. Murray et al. [6] reveal the social innovation process into six stages as follows:

- Prompts, inspirations, and diagnoses: the process of finding the root of social problems and making the right frame of problem formulation. Conceptualization of the problem is a fundamental process that subsequently influences the development of innovative solutions.

- Proposals and ideas: the process of finding solutions or problem-solving ideas by allowing participation and collaboration from various parties.

- Prototyping and pilots: prototypes in the testing phase of innovation ideas to see if they are feasible to be implemented and can overcome problems.

- Sustaining: the sustainability of innovation after going through the trial phase. Innovation requires the following elements to be sustainable; business models, control and management models, funding, networking and communication, human resource management, and development planning.

- Scaling and diffusion: the process of promoting or marketing social innovation ideas to the public through various platforms and collaborative networks.

- Systemic change: the creation of systemic social change that is supported by several factors such as cross-sectoral collaboration, involvement of experts, mentoring and training processes to form skills and attitudes, making policies or regulations that support the social innovation process, and empowering social innovation beneficiaries.

B. Method

The stages and process of developing social innovations for the Mandira House applied the 6 stages proposed by Murray et al. [6] as follows:

Table 1. Stages and Processes of developing social innovation

Stage	Process
Prompts, inspirations, and diagnoses	Focus Group Discussion and field observation survey
Proposals and ideas	Focus Group Discussion and expert opinion
Prototyping and pilots	Business Model Canvas (BMC)
Sustaining	Matching fund Kedaireka
Scaling and diffusion	Development of the *Sahabat Mandira* platform
Systemic change	Plan Do Check Action (PDCA)

The stages and processes to find the root of the problem were carried out through Focus Group Discussion (FGD) activities with various related parties, such as the Head of *Disnakertrans Jatim* and related leaders, as well as 16 Heads of the East Java Job Training Center (BLK), trainers, field officers, training participants, and alumni of the training participants. In the first stage, surveys and observations were also carried out on 16 BLKs in East Java. In the second stage, FGD activities were carried out with several experts who were considered to understand the problem to be solved. There were 6 experts involved in the FGD: academics, industry practitioners, business partners, mentors, and consultants. In the third stage, based on the results in the first and second stages, an initial model of the social innovation of the Mandira house was developed using the BMC method, which was then carried out by testing the idea of social innovation to see whether it was feasible to be applied and can overcome the problem. In the fourth stage, the social innovation model that has been developed is included in the Matching fund Kedaireka from the Ministry of Education and Culture, Research, and Technology to obtain funding and further development.

The highly competitive selection process was also used to test and seek evaluators' input. After passing the funding stage, the process continued to the scaling and diffusion stage. At this stage, the concept of the Mandira House and the *Sahabat Mandira* platform was developed. The final part of the process of developing this social innovation is to carry out a systemic social change program through various training, mentoring, and consultation activities on an ongoing basis by applying the PDCA method.

III. RESULTS AND DISCUSSION

Based on the results of FGD activities and field observations in 16 BLKs, it is found that the Job Training Center of the East Java Manpower and Transmigration Office faces 3 primary problems as follows:

The data shows that approximately 40% of the training participants who have passed the training in all BLKs do not get a job placement (remain unemployed).

Information on training activities held by BLK is not maximally socialized to the community, so many people around the BLK location do not know.

No interest-aptitude test was conducted before the training. It makes participants often join training that does not match their talent and interest. This causes the training results cannot be maximized.

Based on the results of the study from expert opinion, several proposed ideas are as follows:

For problems related to 40% of participants who have participated in the training and could not get a job placement, entrepreneurship training can be done to make people who have lost their jobs can be assisted to become independent entrepreneurs. The response of the community and workers to this proposal has been very positive. People who have been trained hope that there will be additional training and assistance in entrepreneurship.

For problems related to the participant's areas of interest and the types of training that do not match, it is suggested to conduct an interest-aptitude test before training activities.

Socialization of types of BLK training and other efforts to place trained people into companies need to be done by developing a community network that connects job seekers with companies that need trained workers. Moreover, the training participants can use Mandira House to participate in other training types as an additional provision. Figure 1 exhibits the Business Model Canvas of Mandira House Innovation.

Key Partners	Key Activities	Value Preposition	Customer Relationship	Customer Segments
Mentors Training Certification org. Business & Industries Government	Training Certification Consultation Job & Career center	Free-of-Charge collaborative Learning place	Sahabat Mandira Community Word of mouth	People affected by Covid-19 Unemployed people
Cost Structure IT Cost Expert Fee Mentor Fee	**Key Resources** IT Infrastructure Expert Mentor	Many Frineds Many Opportunities	**Channel** Website Social Media	**Revenue Stream** Free Access Extra service

Fig. 1. The Business Model Canvas of *Rumah Mandira*

Another effort made at the Scaling and diffusion stage is to develop the *Sahabat Mandira* platform as a community network. The following are stakeholders' roles and benefits if they join the *Sahabat Mandira* platform.

Table 2. Roles and Benefits of *Sahabat Mandira*

Roles	Benefit
Professional Workers	As a place to support career development through quality training and a collaborative network
Company Partners	Acquire the best talent effectively and efficiently and a source of knowledge for the development of the company's human capital
Job Seekers	Get complete information about training and certification, job vacancies, and professional community
Mentors	A place to share experiences, knowledge, and skills, and to increase the mentors' reputation
Business Partners	Get prospective entrepreneurs who can be partners in joint business development
Training Institute	To become a means of information and a source of participants for training and certification activities

The following is description of the model of the Sahabat Mandira Platform

Fig. 2. Description of the model of the *Sahabat Mandira* platform

At the implementation stage, the social innovations of Mandira House and *Sahabat Mandira* were carried out in a planned manner with the PDCA concept. The purpose of each PDCA cycle is for systemic change in society so that social innovation can run sustainably. Based on the activity planning (Plan) that has been done for three months (Do) and has been evaluated (Check), several corrective actions (actions) are needed for improvements to the implementation of Mandira House and the *Sahabat Mandira* platform.

IV. CONCLUSION

Mandira House, as a form of social innovation, was developed to become a center for the development of community independence and entrepreneurship post Covid-19 pandemic. It is a place that can be used for the community and job seekers to participate in various training that is managed in an integrated manner with the Ubaya Global Academy (UGA) unit and the Job Training Center (BLK)of *Disnakertrans Jatim*. In addition, a web-based integrated information system and social network for the *Sahabat Mandira* community were also developed as a means of interaction for community members, information dissemination, and training registration, as well as a forum to bring together job seekers and industrial partners as labor users and new entrepreneurs with business partners. From the results of the implementation and evaluation carried out, the social innovations developed received positive reactions from various parties, especially the government, job seekers, and company partners.

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