



Social Entrepreneurship and Woman Empowerment Study Exploratory for Poverty Alleviation

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Abstract

Poverty is still a basic and major problem for all countries, including developing countries. There have been several government efforts undertaken to alleviate poverty but they have not yielded good results. The idea of social entrepreneurship has been widely applied by many countries in an effort to reduce poverty. Empowering women is one way to reduce the high unemployment rate because most of the unemployed are women. The purpose of this study was to see the effect of social entrepreneurship and women's empowerment on poverty alleviation. The research was conducted in Kajeksan Village, Kudus Regency, Central Java with an exploratory quantitative research model where the aim is to explore deeper ideas on how to alleviate poverty through the existing sample. The sample was calculated using the Slovin formula and obtained 145 poor women. The sampling technique used random sampling and data collection using a questionnaire. The data that has been collected will be analyzed using SEM with the help of the WarpPLS analysis tool. The results of this study prove that social entrepreneurship and women's empowerment have a significant effect on poverty alleviation.

Keywords: Social Entrepreneurship, Women's Empowerment, Poverty, Women, Village Residents

Abstrak

Kemiskinan masih menjadi masalah dasar dan besar bagi seluruh negara termasuk pada negara berkembang. Telah ada beberapa upaya pemerintah yang dilakukan untuk mengentaskan kemiskinan namun ternyata belum juga memberikan hasil yang baik. Gagasan kewirausahaan sosial telah banyak diterapkan banyak negara sebagai upaya mengurangi penduduk miskin. Memberdayakan perempuan merupakan salah satu cara agar dapat mengurangi tingkat pengangguran yang tinggi karena sebagian besar pengangguran adalah perempuan. Tujuan dari penelitian ini adalah melihat pengaruh kewirausahaan sosial dan pemberdayaan perempuan terhadap pengentasan kemiskinan. Penelitian dilakukan di Desa Kajeksan Kabupaten Kudus, Jawa Tengah dengan model penelitian kuantitatif eksploratori yang mana tujuannya adalah untuk mendalami ide lebih dalam tentang cara mengentaskan kemiskinan melalui sampel yang ada. Sampel dihitung menggunakan rumus slovin dan didapat 145 perempuan penduduk miskin. Teknik pengambilan sampel menggunakan random sampling dan pengambilan data menggunakan kuesioner. Data yang sudah terkumpul akan dianalisis menggunakan SEM dengan bantuan alat analisis WarpPLS. Hasil dari penelitian ini membuktikan bahwa kewirausahaan sosial dan pemberdayaan perempuan berpengaruh signifikan terhadap pengentasan kemiskinan.

Kata Kunci: Kewirausahaan Sosial, Pemberdayaan Perempuan, Kemiskinan, Perempuan, Penduduk Desa

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INTRODUCTION

Poverty is still a basic problem in economic development, especially in developing countries like Indonesia. Poverty can be defined as the inability or inability of individuals to fulfill their basic needs (basic needs) because they are powerless to access or control economic resources (Ogundele et al., 2012). Uneven economic development is one of the most common causes of poverty. Therefore, poverty alleviation and equitable development are very important for all government policies whoever is in office.

Indonesia is one of the most densely populated countries in the world. The total population in Indonesia recorded by BPS in 2018 was 261,890,900 million people, which made Indonesia ranked fourth after China, India and America. This number is projected to continue to increase every year. In the release of Bappenas regarding the 2010-2035 Indonesian Population Projection report, in 2020 the total population of Indonesia is predicted to reach 271 million, or an increase of 10 million from the population in the previous year. In fact, Bappenas predicts that by 2035 Indonesia's population will reach 300 million (Katadata, 2017).

The large occupation certainly has a positive and negative impact. With a large population, it can certainly be a demographic bonus to welcome the golden generation of 2045. But the demographic bonus can actually become a burden and even a time bomb for the country if it is not accompanied by an increase in the quality of human life in it. One of the important issues of

the quality of human life is welfare. The welfare of human life is currently still assessed in terms of poverty. The poor population in Indonesia reached 26.58 million people (10.12%) in 2018. This poverty number is considered quite high when viewed from the total population of Indonesia itself.

The poverty problem in Indonesia is very complex and needs to be addressed immediately. The government has a big responsibility towards its citizens, including overcoming the existing poverty problem. However, given the complexity of the problem of poverty, it is necessary to seek innovative steps from the citizens themselves to help the government in alleviating poverty or at least to reduce poverty.

One of the causes of high poverty is high unemployment (Alvarez et al., 2015). The unemployment problem is actually a common problem that exists in all countries. Unemployment is no longer a problem that needs to be highlighted because unemployment generally occurs due to an imbalance between job seekers and employment opportunities. This issue also occurs in Indonesia and is a serious problem to deal with because of the high unemployment rate. The open unemployment rate (TPT) in 2019 showed a figure of 5.28% which indicated a decline from the previous year (5.54%). However, the decline in the unemployment rate was actually accompanied by an increase in population, so that the ratio of unemployment to the total population of Indonesia remained very high. From these data, the working population is still dominated by those with elementary school education and below, amounting to 45.

The high unemployment rate in Indonesia is influenced by the quality of workforce in Indonesia, which is still far from being appropriate in terms of qualifications and competencies. Indonesia currently ranks 110th out of 187 countries in terms of the human resource development index released by the United Nations Development Program. The high unemployment rate makes poverty alleviation difficult to achieve if there are no accurate preventive measures from the government. Real solutions are needed to reduce social problems that arise due to limited employment opportunities.

This condition can get worse due to a situation of global competition such as the implementation of the ASEAN Economic Community which will expose Indonesian citizens to compete freely with foreign residents. So higher education graduates in Indonesia need to be directed and supported to not only become job seekers but also someone who creates jobs (job creators).

Furthermore, the problem of poverty cannot be separated from income inequality. Even though many residents have worked and the unemployment problem has been resolved bit by bit, the problem that followed was a very tight difference in income. There is a strong relationship between poverty and income inequality of citizens (Lateh et al., 2018). Income inequality usually describes improving economic growth but still unable to reduce poverty. Usually it is said that the rich will get richer and the poor will get poorer.

As an effort to reduce poverty and income inequality, the government can implement policy strategies that support the welfare of the poor. Governments can use effective public

policies by forging partnerships with the private sector and civil society organizations (World Bank, 2014). Partnership strategies are important to do in order to create synergies in economic development which are expected to be inclusive of the community. In addition, another important strategy is to help the poor to improve their economy by providing employment opportunities.

Poverty is a social problem that should be the responsibility of both the government, private sector and civil society organizations. The government has a role in presenting development programs and policies that have been carried out to spur economic growth. Basically, the government can do many things to solve this poverty problem because of its unlimited ability to access and process power sources. However, in reality there are several basic reasons why the government always fails to solve the existing problems.

First, the government can behave inefficiently, be slow in acting, vulnerable to corruption, bureaucracy and inherent individual interests. Second, the government often has a good ability to make a policy, but the ability to execute it is inversely related to the ability to formulate it.

The failure to solve social problems is not only experienced by the government but also by government partners such as the private sector and civil society organizations. The private sector is currently required to create a CSR (Corporate Social Responsibility) program, especially for companies that do exist in the middle of public housing. However, it turns out that this program also has many weaknesses. CSR itself is a socially responsible business concept that is carried out with good intentions.

However, in practice CSR programs are misused to seek personal gain for the company. Usually companies carry out CSR with the aim of obtaining a positive image as a material for publication (window dressing).

Meanwhile, civil society organizations or non-government organizations (NGOs) have limitations in their efforts to resolve existing social problems. The limitations of NGOs are usually caused by NGOs that are still dependent on financing issues. NGOs depend on donors or funding grants. So if NGOs no longer have donors, the sustainability of solving social problems will be disrupted. The weaknesses of the government, private sector and civil society organizations as well as the increasingly volatile dynamics of social problems lead to a more preventive and innovative approach.

One of the ways to overcome social problems that are currently of great concern to developing countries, including in Indonesia, is social entrepreneurship. Social entrepreneurship is becoming a very interesting phenomenon today because of its difference from other general traditional entrepreneurship which only focuses on material benefits and customer satisfaction and its significance for people's lives.

Social entrepreneurship sees problems as opportunities to form a new business model that is useful to empower the surrounding community. Social entrepreneurship is the use of entrepreneurial behavior whose orientation is more towards the achievement of social goals and does not prioritize profit acquisition, or still prioritizes profit acquisition but the profits obtained are used for social interests (Noruzi et al., 2010)(Alvarez & Barney, 2014).

Social entrepreneurship is actually no longer a new phenomenon. This phenomenon has been around for a long time and is still

growing. But it turns out that the definition of social entrepreneurship is still being debated today. This is because the concept of social entrepreneurship is still confused by all parties, whether it is a decline from the old entrepreneurial paradigm or is an independent field of study. However, the concept of social entrepreneurship has been widely used in understanding the study of entrepreneurship in relation to poverty reduction.

The concept of social entrepreneurship can be assessed as an extension of the basic concept of entrepreneurship which has historically been recognized as an economic driver, especially in solving social problems. (Noruzi et al., 2010). In the context of social entrepreneurship, the value aimed is more on social values because social entrepreneurship emphasizes how to create very innovative ideas in order to solve social problems.

Social entrepreneurship usually combines the concepts of business, charity and social movement models to build solutions to social problems in a sustainable manner and create social value orders (Caudill et al., 2015). In fact, the practice of social entrepreneurship has proven successful in reducing poverty rates because in practice it has played an important role by using new approaches to social ills through new ideas or models in the form of poverty alleviation, wealth creation, welfare improvement, environmental preservation and legal assistance. (Firdaus, 2014). According to (Najafizada & Cohen, 2017), social entrepreneurship arises as a result of collective awareness to improve the quality of life. This collective awareness becomes a link in order to invite others to improve the quality of life as well, this is why social entrepreneurship has an effect on poverty alleviation.

The development of free market ideology and competitive behavior in utilizing resources spawns the concept of social entrepreneurship in an effort to overcome the impact of uneven economic development (Diochon, 2013). The development of social entrepreneurship in Indonesia has started to grow, marked by the rise of workshops on social entrepreneurship, the establishment of social entrepreneurship study centers and even courses on social entrepreneurship on several campuses and the formation of the Indonesian Entrepreneurship Association (AKSI) on November 16, 2009. This phenomenon shows that many parties believe that that social entrepreneurship is one of the solutions needed to overcome social problems that occur in Indonesia.

There is one important factor that is often overlooked by the government in reducing poverty, namely the feminist dimension and gender inequality. So far, poverty has always displayed the face of women in front. Research(Alese, 2013)revealed that in a poor family, women are always the rescue valve for the family economy. Women are considered as a diving valve for the family economy due to the various roles women take in a family, such as (1) as the manager of family finances; (2) as the person in charge of all domestic work; (3) as the breadwinner of the family; and (4) as an important social network node in terms of social transfer, especially during critical and crisis times(Weekly, 2013).

Poverty can be a gender issue because of the central role of women in the management of their family's welfare. A dimensional crisis like what Indonesia is currently experiencing has resulted in an increase in the price of food and other basic necessities, the difficulty of clean

water and others, which makes women bear the heaviest burden. Generally, women in poor communities always try to escape from the shackles of economic difficulties and seek a better economic life in certain forms or methods by optimally utilizing their potential.

The international commitment emphasizes the importance of realizing gender equality and empowering women as an effective way to reduce poverty and support sustainable development. The application of a gender perspective in viewing poverty is not to rule out the meaning of poverty experienced by men, but to emphasize that the poverty experienced by women is specific so that special handling is needed as well (Kumar, 2016). A patriarchal culture causes women to be in a weak bargaining position. Meanwhile, women's voices in fighting for their interests are difficult to channel through formal decision-making mechanisms. Marginalization, discrimination and exploitation of women and children are important causes of the severe poverty problems faced by developing countries. The application of a gender perspective in seeing poverty is not to reduce the meaning of poverty experienced by men, but to emphasize that the poverty experienced by women is specific so that special handling is needed(KHAN, 2016).

Empowerment of women is an effort to achieve equal roles, access and control of women and men in all fields of development. So far, the women's empowerment program carried out by the government and the community is an effort to always create the benefits of development for both men and women. Although the efforts to create gender equality have been carried out for a long time, there are still several things and

aspects of life that do not yet reflect the existence of equality between women and men. Research result (Diochon, 2013) revealed that the empowerment of women should be made to alleviate poverty because it has several important reasons as a reference, namely (1) women have the same interest in development and are also users of development products who have the same rights as men; (2) women also have special interests for women themselves and children, which are less than optimal if initiated by men because they require special sensitivity, related to the existing daily life, socio-culture; and (3) empowering and involving women in development, indirectly also empowering and transmitting a positive spirit to the next generation, which in general is closely related to the figure of the mother. (Kingdom, 2016).

Table 1. Total Population and Population Density per km² in All Districts in Kudus Regency

No.	sub-district	Total population	Population density
1.	Kaliwungu	98,675	3,016
2.	City	10,094	9,557
3.	Teak	111,331	4,242
4.	Undo	77,096	1,084
5.	Mejobo	79,096	2,151
6.	Jekulo	111,331	1,343
7.	Bae	75,052	3,218
8.	Gebog	106,884	1,941
9.	Dawe	110,840	1,291

Source: BPS Kabupaten Kudus

Kudus Regency is one of the districts in Central Java and is a district with a narrow area compared to other districts or cities. Kudus Regency has a population of 871,311 people with a density level of 2,049 people / km² and a sex

ratio of 96.908, which means that out of 100 women there are 97 men, it can be concluded that the population in Kudus Regency is more women than men. In the table 1 above is the distribution of the population in each district.

In the table 1 above, we can see that the largest population is in Jati District, but population density data is monitored in Kota District. This is because the area of Jati Subdistrict is the widest among others and Kota District is the smallest sub-district so that the population density is greater. The population density in the Kota District is accompanied by a large number of jobs there. Kota Subdistrict is indeed the heart of Kudus Regency, so it is not surprising if there are many MSMEs standing there. However, it seems that the large number of MSMEs standing there still cannot accommodate the number of workers in the Kota District.

The number of workforce in Kudus Regency in 2019 reached 484,530 with an open unemployment rate of 18,720 which, if seen, turns out to be the highest unemployment rate for men with 11,277. However, the number of non-labor force that falls into the category of taking care of the household, women have a high score, reaching 95,326. This means that most women in Kudus Regency do not enter the labor force because their job is to take care of the household even though they should be productive in the economy.

Women can play a big part in improving the family economy and even the state because women have strong control as the subject of development. This can be seen from the number of entrepreneurs in Kudus Regency, which shows that there are more women, namely 39,472 compared to men, namely 31,529. Here it can be stated that gender equality is important

for further consideration so that the number of poor people can be reduced in number.

Social entrepreneurship and women's empowerment are two activities that can be carried out by the Kudus Regency government to be able to alleviate poverty in Kudus Regency because of the principles of its own society. Most of the population in Kudus Regency is indeed a businessman because the ancestors of Kudus Regency have prioritized trading more than other jobs. It is recorded that 20% of businesses in Kudus are engaged in social entrepreneurship and all of them are under the guidance of the micro, small and medium enterprises. Due to the large number of women entrepreneurs in Kudus Regency, the empowerment of women who have not worked can occur by helping women. So, the purpose of this study is to see the effect of social entrepreneurship and women's empowerment on poverty alleviation in Kudus Regency.

RESEARCH METHODS

This study uses exploratory quantitative techniques with the aim of deepening knowledge and seeking new ideas about the symptoms of poverty to develop social entrepreneurship and empower women as an effort to alleviate poverty. This research was conducted in Kudus Regency, Central Java and took Kajeksan Village, Kota District as the research location. Kota Kecamatan has a high population density and the number of businesses established in Kota Kecamatan than others. However, according to data from the BPS of Kudus Regency, the number of poor people in Kajeksan Village, Kota District is still high, namely 45% compared to other sub-districts. The highest sex ratio is also found in Kota

Subdistrict, where there are 67% more female than male population.

The population of this study were 229 poor women in Kajeksan Village, Kota District. The sample was calculated using the Slovin formula and obtained 145 poor women as samples. The sampling technique uses random sampling so that the entire population has the opportunity to become a sample. The sampling technique used a closed questionnaire with 5 Likert scales. Data analysis using SEM (Strutural Equation Model) is assisted by using the WarpPLS analysis tool.

RESULTS AND DISCUSSION

Common method bias is used to account for errors in measurement because the use of survey methods can cause bias because different measurement constructs come from the same source.

Table 2. Value of Full Collinearity

Variable	VIFs
Social Entrepreneurship	1,723
Women empowerment	1,313
Poverty Alleviation	1,690

Source: data processed in 2020

The research model does not experience construct bias when the VIFs value <3.3 . In the table above we can see that the VIFs value for all variables is <3.3 , so the model in this study is not biased and can be continued for analysis. The outer model evaluation is carried out to construct each indicator from the existing variables to find out if an error has occurred. This evaluation includes assessing convergent validity and composite reliability. Construction indicator value can be seen from the combined loadings and cross loadings.

Table 3. Loading Factors, P Value, AVE and Composite Reliability

Item	LF	P Value	AVE	CR
Social Entrepreneurship				
X1.1	0.860	<0.001		
X1.2	0.877	<0.001		
X1.3	0.850	<0.001	0.663	0.921
X1.4	0.638	<0.001		
X1.5	0.804	<0.001		
X1.6	0.831	<0.001		
Women empowerment				
X2.1	0.659	<0.001		
X2.2	0.889	<0.001		
X2.3	0.912	<0.001	0.665	0.922
X2.4	0.882	<0.001		
X2.5	0.733	<0.001		
X2.6	0.786	<0.001		
Poverty Alleviation				
Y1.1	0.836	<0.001		
Y1.2	0.836	<0.001		
Y1.3	0.807	<0.001		
Y1.4	0.822	<0.001	0.648	0.928
Y1.5	0.793	<0.001		
Y1.6	0.749	<0.001		
Y1.7	0.786	<0.001		

Source: data processed in 2020

Outer model is accepted if the loading factor value for each indicator shows a number > 0.70. However, acceptance of the loading factor values < 0.70 and > 0.40 can still be considered to be accepted when the AVE value meets the criteria, namely > 0.50. The loading factor value in this research model shows 2 indicators < 0.70, namely the indicator of social entrepreneurship and women's empowerment variables. However, both variables have an AVE value > 0.50, so both indicators are still accepted and do not have to be eliminated. So that it is stated that this

research model meets convergent validity so that it can be stated that this research model is valid and can be continued for analysis.

The research model can be accepted when it meets convergent validity and composite reliability. Convergent validity of the model is seen from the loading factor value of each indicator and AVE, while the composite reliability is seen in the composite reliability coefficients that must meet the criteria, namely > 0.70. Table 3 above shows the requirements for the composite reliability have been met because the three variables have a composite reliability coefficient value > 0.70. Then this research model is declared reliable and can be analyzed further.

Table 4. Correlation among latent variables and errors

	X1	X2	Y
X1	1,000	<0.001	<0.001
X2	<0.001	1,000	<0.001
Y	<0.001	<0.001	1,000

Source: data processed in 2020

Based on the table above, there is a correlation between all variables in their diagonal values. All variables have met the criteria for discriminant validity. So, based on the results of convergent validity, composite reliability and discriminant validity, this research model can be accepted so that the inner model can be analyzed further. Inner model in WarpPLS is seen from the fit model and quality indices that must be met. Good and acceptable fit and quality indices models are described from the APC, ARS and AARS values that must be accepted according to the criteria.

The table below shows the APC, ARS and AARS values that meet the requirements because all of them < 0.05. Where it can be

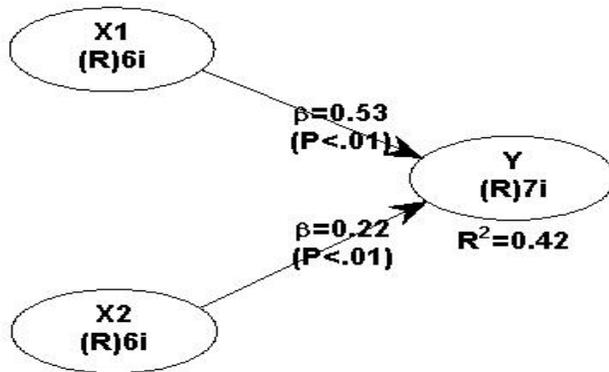
concluded that the sample in this study is well distributed and there is no bias between variables. So that the inner model can be accepted and continued in hypothesis making.

Table 5. APC, ARS and AARS values

Model	Fit Criteria	Analysis results
APC	P <0.05	P <0.001
ARS	P <0.05	P <0.001
AARS	P <0.05	P <0.001

Source: data processed in 2020

Hypothesis testing is seen from the results and the value of the model that comes out in the SEM analysis that has been done. The purpose of this test is to see the direction, relationship and the magnitude of the coefficient between variables.



Picture 1. Research Model

Source : Data Processed, 2020

Social Entrepreneurship towards Poverty Alleviation

The test results below show a positive direction between social entrepreneurship and poverty alleviation with a p value <0.001 and a coefficient value of 0.528. It can be interpreted that social entrepreneurship has a strong

influence on poverty alleviation. The relationship with this positive direction means that when there is a slight increase in the number of social entrepreneurship, poverty alleviation programs will increase sharply or are said to be very successful.

Table 6. Research Model Interpretation Results

Path	Coefficient	P Value
Social entrepreneurship towards poverty alleviation	0.528	<0.001
Empowerment of women in poverty alleviation	0.218	0.003

Source: data processed in 2020

Social entrepreneurship is a form of combining the concept of entrepreneurship which prioritizes economic activities that show the characteristics of an entrepreneur, but the goals achieved are not only profit-oriented, but also social goals or values that are not only to gain profit for themselves but also try to help the surrounding community. (Luke & Chu, 2013). This social entrepreneurship can be a way for someone to be able to make social changes such as alleviating poverty by means of entrepreneurship. People are starting to realize that through social entrepreneurship that is increasingly developing in society, it can have a big social impact on society, especially in alleviating poverty.

Social entrepreneurship here refers to positive and innovative activities with social goals in both the non-profit sector, as in commercial ventures for the purpose of developing the surrounding social. Social entrepreneurship that creates innovative solutions to immediate social problems and provides the mobilization of ideas, capacities,

resources and social arrangements necessary for sustainable social transformation. An innovative and entrepreneurial approach to addressing growing social problems (Ogundele et al., 2012). Social entrepreneurs offer many reasons to be hopeful about future poverty alleviation efforts. With society increasingly turning to business to help alleviate poverty, many different forms of social enterprise have emerged in recent years.

The results of this study are supported by research (Alvord et al., 2004) which also states that the slightest increase in social entrepreneurship activity can have a big impact in reducing poverty. This is because a strategy in alleviating poverty requires strategies and innovations that are always developing every year. The point is not just strategies that can go one way and are easy to stall. However, a strategy that is able to provide innovation in many directions so that whenever this strategy will not stop, it will be even wider with the number of social entrepreneurs who come.

Kudus Regency does not have much natural or tourism potential in it, but the industry level in Kudus Regency is very high, especially supported by the cigarette industry whose center is in Kudus. The food, textile and convection industries also dominate the industrial level in Kudus Regency. Kajeksan Village, which is in the Kota District, is one of the most strategic villages.

Apart from its location which is very close to the heart of the city, its existence is also in the midst of tourism potential, namely the Kudus Tower. On the other hand, Kajeksan Village is located in the food, textile, convection and embroidery industrial areas. Many businesses exist around Kajeksan Village. The presence of many businesses there should make Kajeksan

Village residents reduce their unemployment and poverty levels.

The high unemployment rate for women is due to low levels of education, on average junior high school graduates who do not meet the qualifications for job vacancies in the vicinity. Job vacancies offered by UMKM around Kajeksan Village still prioritize at least Junior High School graduates or at least those who already have certain skills. It is very rare for MSMEs to accept job seekers who do not have any skills. This is commonplace because the owners do not want to spend extra time and money on training them.

This concept of entrepreneurship should be changed slightly because on average women who do not work in Kajeksan Village are individuals with low education and do not have other skills that they can sell. In fact, the Kudus Regency job training institute has often provided skills training with various kinds of skills in Kajeksan Village. But what is very unfortunate is that not many quotas have been opened and the majority who follow are the wives of sub-district employees who in fact already have jobs or additional skills.

There are three medium-sized businesses that have applied 60% of the concept of social entrepreneurship in Kajeksan Village, which up to now has absorbed approximately 45% of unemployment in Kajeksan Village, especially women. The concept of entrepreneurship that is carried out is still prioritizing profit as the main goal, but on the other hand, they do not provide any conditions for their workers. Anyone can work with the ability they have and the owner is happy to train them as needed by the owner. In this way, they hope to help their neighbors to work and earn a decent little life even with a minimum wage.

Another entrepreneurial model that should be developed is to train the entrepreneurial attitudes of the poor so that they can not only work in an industry or MSMEs but can also establish their own business and attract other workforces to get jobs. But unfortunately, the poor women in Kajeksan Village do not have entrepreneurial potential in themselves. Based on the results of the questionnaire obtained, only 13.6% of women are willing and able to develop their entrepreneurial attitude from the way they lead and their personal character and from their strong desire to change the life of themselves and their families. The rest just want to work to be able to increase family finances in order to meet their basic needs.

According to (Perrini & Vurro, 2006), the concept of social entrepreneurship that has a link, will in fact further improve the economic situation of a region. Because every year, the workforce will increase, especially in countries or regions that have a density of young people. If social entrepreneurship only stops at 1 chain, over time job vacancies will also narrow and unemployment will get higher. But if the poor are provided with provisions to become entrepreneurs with the concept of social entrepreneurship, then this can be used as another link and increase job vacancies for other workforces.

Empowerment of Women in Poverty Alleviation

The test results above in table 6 show a positive direction between women's empowerment towards poverty alleviation with a p value of 0.003 and a coefficient value of 0.218. It can be interpreted that women's empowerment has a significant and significant

effect on poverty alleviation. The relationship with this positive direction means that when there is success in empowering women, poverty alleviation programs are also successful.

Research (Edralin et al., 2015) investigate the role of women in the country's economy. Women have an important share in the country's economy because women are creatures with stronger dimensions than men. Women's multitasking way is stronger than men. Women can have 2 roles at once, namely the domestic role and the public role. Women who carry out 2 roles at once will have less time to rest because in addition to doing free work, they still have the responsibility to do their work at home, especially women with additional duties as wives or mothers.

In this sense, women can be stronger to influence the economy than men. But unfortunately, women are still the source of objects, especially in domestic affairs. Women are still overshadowed by their roles as wives and mothers and the label "a good woman is a woman who does not work and takes care of the household in full". This case also occurred in poor women in Kajeksan Village. Due to the stigma surrounding women, many women in Kajeksan Village do not have higher education.

Apart from insufficient costs, the old-fashioned thinking of their parents made it better for them to marry young and take care of the household than to go to work. The entire economic burden is passed on to men, which sometimes makes women dependent and not the least that causes domestic violence to occur. Empowerment of women has an awareness of themselves as complete human beings and a position in their culture, while empowerment through skills training tailored to

local potential can increase and provide motivation to form productive economic enterprises. (Okoli & Igwegbe, 2015).

In empowerment, there is an element of recognition from other individuals and strengthening one's position through affirming the rights and obligations that are owned in all life structures. The empowerment process is endeavored so that other people dare to voice and fight for things that are considered unbalanced. Empowerment prioritizes one's own business and empowered people to achieve their empowerment. So it can be connotated that empowerment is very far from the meaning of dependence.

One of the efforts to optimize women's empowerment in Kajeksan Village can be taken by assisting women to increase the potential of previously existing women through developing productive businesses or verifying local results in groups. In this process, women are invited to first identify what the real needs of women are, both practical needs and strategic needs and what is the problem. By knowing their own needs, it is hoped that women can find solutions to their problems.

The implementation of women's empowerment for poor women is said to be effective in alleviating poverty because they can recognize themselves as complete human beings and uphold human values so as to create changes in the economic approach. The economic approach that is expected is that women can increase their income through productive economic efforts to meet the needs of a decent life (Khanna et al., 2015).

The potential that exists in women can be developed again to get a job or to build a job. Women who do not work, apart from discriminatory acts from the surrounding

community, also because they do not know about their potential. Guiding women to know their competencies and abilities has proven significant in reducing poverty in Cambodia (Alese, 2013).

Women's empowerment is also present because of the mutual support among other women, including in Kajeksan Village. The attitude of mutual support among other women is very high by poor women in Kajeksan Village. This mutual support is shown by how they mutually work together if neighbors are having difficulties and when there is an event, they come together to help each other. This attitude becomes the initial capital for further empowering women.

The Kudus Regency Government initiated the PKK (Program Kesejahteraan Keluarga) program towards empowering and providing advanced competency for women who participate so that they have additional abilities that they can get from the PKK program. The Chairperson of the PKK Desa Kajeksan explained that one of the PKK programs that had just been initiated and required by the government was to foster an entrepreneurial spirit for women, especially housewives so that they could have additional income and not depend on their husbands.

This step is one of the steps in long-term investment efforts for women in addition to ensuring women's health and education. If successful, the long-term investment made by the Kudus Regency government can reap a positive impact and a bigger demographic bonus. On the other hand, if women drop out of school, get married under age, have many children, work in the informal sector with low wages, the regions will lose the demographic bonus.

CONCLUSION

The conclusion of this study states that social entrepreneurship and women's empowerment have a significant effect on poverty alleviation. Social entrepreneurship has a strong significant influence, which means that when there is a slight increase in the number of social entrepreneurship, there is an increase in poverty reduction.

Social entrepreneurship is being intensified as a forum for increasing employment because the goal is not only to gain profits but also to have social benefits for those around them. However, what is a drawback of this research is that the entrepreneurial model will actually be cut off in one chain because there are no poor women who have entrepreneurial potential in them so that it is difficult for them to implement social entrepreneurship from themselves for others. Further research can formulate appropriate concepts and models so that social entrepreneurship can continue.

Empowerment of women is considered to have high potential to alleviate poverty because so far women have lost to men because there is no specific support for women to become better so that they can develop a minimum economy of the family economy.

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