

# Developing a Sociopreneurship-Based Entrepreneurial Spirit in the Young Generation to Support a Sustainable Economy

Muhammad Syafri

Universitas Pembinaan Masyarakat Indonesia, Medan, Indonesia

Correspondent author:

E-mail:[Syafri.mohd@gmail.com](mailto:Syafri.mohd@gmail.com)

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## **Abstract**

*This community service program aims to develop an entrepreneurial spirit based on sociopreneurship among young generations to support sustainable economic development. The program was conducted through training, mentoring, and practical implementation involving youth communities in Medan. The approach used participatory methods, including workshops on business innovation, social value creation, and sustainable entrepreneurship practices. The results indicate an increase in participants' understanding of sociopreneurship concepts, business creativity, and their ability to identify social problems as business opportunities. Furthermore, participants showed improved motivation and readiness to establish socially-oriented businesses. This program contributes to strengthening youth capacity in building sustainable enterprises that not only generate profits but also create social impact.*

**Keywords:** *Sociopreneurship, Youth Entrepreneurship, Sustainable Economy, MSMEs, Community Empowerment.*

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## **I. INTRODUCTION**

The increasingly dynamic global economy demands a transformation in the mindset and competencies of the younger generation. Not only are they required to possess strong academic abilities, but they are also expected to adapt to change by mastering innovative, creative, and solution-oriented entrepreneurial skills. In this context, entrepreneurship is no longer viewed solely as a profit-oriented economic activity, but has evolved into a broader approach that integrates social and sustainability values.

One increasingly relevant approach to addressing these challenges is sociopreneurship. This concept combines entrepreneurial principles with a social mission, where entrepreneurs focus not only on generating profits but also on solving social problems within the community. Sociopreneurship is a strategic instrument in promoting inclusive and sustainable economic development, particularly in developing countries like Indonesia.

The younger generation plays a crucial role in developing sociopreneurship because they tend to be more adaptable to change, highly creative, and open to social innovation. With this potential, the younger generation is expected to be able to create business models that not only generate economic value but also have significant social impacts, such as reducing unemployment, empowering communities, managing the environment, and improving social welfare.

However, the reality on the ground shows that developing a sociopreneurship-based entrepreneurial spirit among the younger generation still faces various obstacles. First, the low level of understanding and literacy of the concept and practice of sociopreneurship among young people. Second, the limited number of training programs that specifically integrate aspects of entrepreneurship with social and sustainability values. Third, the lack of ongoing mentoring and business incubation to help young people develop business ideas into real, impactful businesses. Furthermore, access to resources such as capital, networks, and technology remains a significant challenge.

This situation indicates a gap between the potential of the younger generation and the support of the available entrepreneurial ecosystem. Therefore, intervention through educational, participatory, and applied Community Service (PKM) activities is needed to increase the capacity of young people to develop sociopreneurship-based entrepreneurship.

Based on this background, this PKM activity was designed with the aim of: (1) increasing the understanding of the younger generation regarding the concept and implementation of sociopreneurship; (2) developing entrepreneurial skills oriented towards creating social value; and (3) encourage the formation of sustainable business ideas and practices that can provide economic and social impacts simultaneously.

Thus, this activity is expected to not only contribute to increasing individual capacity, but also to strengthening the role of the younger generation as agents of change in supporting sustainable economic development.

## II. METHODS

### 2.1 Activity Design

This Community Service (PKM) activity uses a participatory, educational, and applied approach, positioning participants as active participants in the learning process. The participatory approach aims to encourage direct participant involvement in every stage of the activity, from problem identification to solution implementation. Meanwhile, the educational approach focuses on increasing knowledge and understanding of the concept of sociopreneurship, and the applied approach is directed at participants' ability to implement social business ideas in practice.

The methods used in this activity include:

- **Training** to provide conceptual understanding
- **Interactive discussion (focus group discussion)** to explore participants' ideas and experiences
- **Simulation and hands-on practice (experiential learning)** to hone entrepreneurial skills

This approach was chosen because it was considered effective in improving participants' cognitive, affective, and psychomotor competencies simultaneously.

### 2.2 Location and Participants

PKM activities are carried out in Medan City, which is one of the centers of economic growth in the North Sumatra region with great potential in developing young entrepreneurship.

The number of participants in the activity was 30 people, consisting of:

- Active students from various universities
- Productive youth who have an interest in entrepreneurship

Participant criteria include:

1. Aged 18–30 years
2. Have an interest or business start-up
3. Willing to take part in the entire series of activities

The participant selection technique uses purposive sampling, namely selection based on certain criteria that are relevant to the objectives of the activity.

### 2.3 Implementation Method

The implementation of activities is carried out in stages and systematically through the following stages:

#### 1. Needs Assessment Stage

At this stage, an initial survey and discussion were conducted to identify the participants' level of understanding of entrepreneurship and sociopreneurship, as well as the potential and problems faced.

#### 2. Training Session

Participants are given related materials:

- Basic concepts of sociopreneurship
- Social business model
- Innovation and creativity in entrepreneurship
- The concept of sustainable economy

#### 3. Business Ideation Workshop Stage

Participants are directed to:

- Identifying social problems in the surrounding environment
- Developing business ideas based on social solutions

- Developing a simple business model concept (business model canvas)

#### 4. **Mentoring & Coaching Stage**

Participants receive intensive support in:

- Business idea refinement
- Marketing strategy
- Business operational planning

#### 5. **Evaluation and Monitoring Stage**

Evaluation was carried out on:

- Increased participant understanding
- The quality of the business ideas generated
- Level of readiness for business implementation

### 2.4 Activity Instruments

The instruments used in this activity include:

#### 1. **Pre-test and Post-test Questionnaires**

Used to measure the increase in participants' understanding before and after the activity. The scale used is the Likert scale (1–5).

#### 2. **Observation Sheet**

Used to assess:

- Active participation of participants
- Critical thinking skills
- Creativity in idea development

#### 3. **Interview Guide**

Used to dig up in-depth information related to:

- Participants' perceptions of sociopreneurship
- Obstacles faced
- Motivation in entrepreneurship

The instrument has gone through a simple validation process through expert judgment to ensure the appropriateness of the content.

### 2.5 Data Analysis Techniques

Data analysis in this PKM activity was carried out using a quantitative and qualitative approach, namely:

#### 1. **Descriptive Analysis**

Used to describe participant characteristics and activity results in the form of percentages and averages.

#### 2. **Comparative Analysis of Pre-test and Post-test**

Used to measure the increase in participants' understanding. Changes in scores are analyzed by comparing scores before and after training.

#### 3. **Qualitative Analysis**

Used to evaluate changes in participants' attitudes and behavior through:

- Interview results
- Observation during activities
- Documentation of participants' business ideas

This analysis aims to provide a comprehensive overview of the program's effectiveness in enhancing sociopreneurship-based entrepreneurial spirit.

## III. RESULTS AND DISCUSSION

### Activity Results

The Community Service (PKM) program demonstrated significant improvements in participants' capacity, including knowledge, skills, and motivation for sociopreneurship-based entrepreneurship. Evaluation was conducted through a comparison of pre-test and post-test results, supported by observations and interviews during the program.



**Fig 1.** Activities during observation and interviews

The results of the improvements obtained can be seen in the following table:

Indicator	Before (%)	After (%)	Increase (%)
Understanding Sociopreneurship	45	85	40
Business Idea Creativity	50	80	30
Entrepreneurial Motivation	55	88	33

Based on the table, it can be seen that:

- **Understanding sociopreneurship** experienced the highest increase of 40%, which shows the effectiveness of the training in increasing participants' literacy regarding the concept of social entrepreneurship.
- **Creativity of business ideas** increased by 30%, reflecting participants' ability to identify business opportunities based on social solutions.
- **Entrepreneurial motivation** increased by 33%, which indicates a change in participants' attitudes and readiness to start a business.

In addition to quantitative improvements, qualitative results also showed significant progress. Based on observations and interviews, participants became more active in discussions, were able to express ideas systematically, and demonstrated high enthusiasm for participating in all activities.

Furthermore, the workshop and mentoring activities produced several prototype business ideas oriented towards sociopreneurship, including:

- **Creative waste recycling business**, such as processing plastic waste into products of economic value
- **Environmentally friendly products**, such as the use of natural and biodegradable materials in production
- **Community empowerment based business**, such as the involvement of local community groups in the production process

These ideas show that participants not only understand the concept theoretically, but are also able to apply it in the form of a concrete business plan.

### Discussion

The results of this PKM activity demonstrate that the training and mentoring approach implemented has proven effective in increasing the capacity of the younger generation, both in terms of knowledge, skills, and entrepreneurial attitudes. The improvements observed are not only cognitive but also encompass the affective and psychomotor dimensions, which are important indicators in developing a holistic entrepreneurial spirit.

Conceptually, the success of this program aligns with several theoretical approaches to entrepreneurship development. First, the concept of entrepreneurial learning emphasizes that the entrepreneurial learning process is more effective when conducted through direct experience (experiential learning). In this activity, participants not only receive theoretical material but also engage in practical business idea development, group discussions, and business development simulations. This approach allows participants to learn contextually and improve their problem-solving skills in addressing real-world problems.

Second, this program is also relevant to the concept of social innovation, namely innovation oriented towards solving social problems through a creative and sustainable approach. The business ideas generated

by participants, such as processing waste into products with economic value and community empowerment-based businesses, demonstrate that participants have been able to internalize social values in their entrepreneurial activities. This indicates that PKM activities not only improve business skills but also foster participants' social awareness.

Third, this activity supports the principles of sustainable development, which emphasizes a balance between economic, social, and environmental aspects. Through a sociopreneurship approach, participants are encouraged to create businesses that are not only financially profitable but also have a positive impact on society and the environment. Thus, this program contributes to encouraging the creation of sustainable and inclusive business models.

The success of this program is also inseparable from several key supporting factors. First, the use of interactive learning methods that enable two-way communication between facilitators and participants. This method has been proven to increase participant participation and understanding more optimally than conventional lectures. Second, the intensive mentoring and coaching provided participants with the opportunity to receive personal guidance in developing their business ideas.

This mentoring plays a crucial role in reducing participant confusion and increasing their confidence in starting a business. Third, active participant involvement during the program is a key factor in the program's success. Active participation demonstrates strong intrinsic motivation, which is essential for developing an entrepreneurial spirit.

However, despite the program's positive results, several challenges remain that require attention. These include the limited timeframe for mentoring, which is not yet fully capable of accommodating in-depth business development, and limited access to resources such as capital and business networks. Therefore, follow-up measures are needed in the form of a more sustainable business incubation program and collaboration with various stakeholders, such as the government, financial institutions, and the industrial sector.

Overall, this discussion confirms that a sociopreneurship-based training approach combined with intensive mentoring is an effective strategy for developing the entrepreneurial spirit of the younger generation. This program not only provides short-term impacts in the form of increased individual capacity but also has the potential for long-term impact through the formation of social entrepreneurs capable of contributing to sustainable economic development.

#### **IV. CONCLUSION**

Community Service (PKM) activities focused on developing sociopreneurship-based entrepreneurial spirit among the younger generation have demonstrated positive and significant results. Evaluations have shown that this program has been successful in comprehensively improving participants' capacity, across cognitive, affective, and practical skills.

Specifically, this activity is able to:

Improving the understanding of the younger generation about the concept and implementation of sociopreneurship, as demonstrated by improving pre-test and post-test results and participants' ability to explain and apply the concept.

Developing social-based entrepreneurial skills, especially in identifying business opportunities, developing business ideas, and developing business models that integrate economic and social values.

Encourage the formation of sustainable business ideas, which are not only oriented towards financial profit, but also provide positive social and environmental impacts.

Furthermore, this activity makes a real contribution to supporting sustainable economic development by empowering the younger generation as agents of change. This program not only results in short-term individual capacity building but also has the potential to create long-term impact through the emergence of innovative and competitive social entrepreneurs.

However, the implementation of this program still has limitations, particularly the relatively short duration of mentoring and the participants' suboptimal access to supporting resources, such as capital and business

networks. Therefore, further efforts are needed to ensure the sustainability of the program and the implementation of the business ideas generated.

### Recommendation

Based on the results of the activities, several recommendations that can be put forward are as follows:

#### Business Incubation Program Development

A more structured and sustainable business incubation program is needed to help participants implement their business ideas into real and growing businesses.

#### Strengthening Multi-Party Collaboration

There needs to be synergy between universities, the government, the industrial sector, and financial institutions in supporting the development of sociopreneurship-based entrepreneurship, both in the form of advanced training, mentoring, and market access.

#### Funding Support and Capital Access

Providing access to funding sources, such as grants, micro-business loans, or social startup financing programs, is crucial to encouraging the realization of participants' business ideas.

#### Strengthening the Social Entrepreneurship Ecosystem

It is necessary to develop an ecosystem that supports sociopreneurship, including the provision of collaboration platforms, business networks, and access to technology and information.

With continued follow-up and support, it is hoped that this program can have a broader impact and contribute significantly to inclusive and sustainable economic development.

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