

## **Growing interest in become a social entrepreneur in youth through waste bank planning**

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### **Abstract**

This paper aims to find out the interest in social entrepreneurship in adolescents, especially UPI students in the Tasikmalaya area. Using qualitative method with a questionnaire to students of the UPI Kampus Tasikmalaya which was carried out before starting the Garbage Bank business. The emergence of this waste bank initiative is one of the efforts of students to tackle the problem of waste, at least for the campus environment. In addition to making students more concerned about the environment by managing waste, saving waste allows the campus to generate rupiah. However, along the way, there are many waste banks whose sustainability is not clear.

**Key words:** Environment; social entrepreneur interest; waste bank planning

## INTRODUCTION

Social entrepreneurship is a process of finding solutions and innovations in social problems that have a mission to create and maintain social values through adaptation and learning, with the idea that business is good for profit or not (non-profit). Social entrepreneurship is entrepreneurship that is carried out for the benefit of society, not just for personal gain (Diandra, 2019).

According to Mair et al (2016) interest in social entrepreneurship is human psychological behavior in influencing others to gather knowledge, understand ideas and implement social business plans to become a social entrepreneur. Based on many studies, it is explained that entrepreneurial interest is influenced by several factors, both directly and indirectly. Like the research conducted by Ayob et al (2013), where it was explained that empathy for an event can have a positive effect on interest in social entrepreneurship. In contrast to the research of Rashid et al (2018) which found that empathy has no positive effect on interest in social entrepreneurship (Jadmiko, 2019).

Environmental problems are still a problem that has not been resolved until now, especially the waste problem. Head of Dinas Lingkungan Hidup (DLH) West Java Prima Mayaningtyas said, waste in West Java is still a thorny problem considering the high waste where it is recorded that 24,000 tons of waste are produced every day in West Java, Prima hopes that the increasing number of waste banks can foster public awareness of the environment (Nurulliah, 2022).

Garbage bank is a concept of collecting dry and sorted garbage and has a management like banking that collects garbage. The trash that is saved will be weighed and valued with a certain amount of money, then will be sold to parties who have cooperated with the trash bank. The development of this waste bank helps the local government in empowering the community to manage waste with reciprocity which is additional income for the community (Asteria & Heruman, 2016).

UPI Kampus Tasikmalaya is trying to take firm action against environmental problems by issuing several regulations regarding campus cleanliness, but it is still difficult to implement these regulations because there is a need for awareness and empathy from all UPI Kampus Tasikmalaya students. Social entrepreneurship is an entrepreneurial behavior that does not prioritize the acquisition of profits or the profits earned are utilized for social activities. Through planning a waste bank, this interest in social entrepreneurship can be grown which is expected to help deal with waste management and help make UPI Kampus Tasikmalaya students aware of a healthy and clean environment. That way the environment can be maintained and students can foster an interest in social entrepreneurship.

Therefore the researcher is interested in writing a study entitled "Growing interest in become a social entrepreneur in youth through waste bank planning case study of Universitas Pendidikan Indonesia Kampus Daerah Tasikmalaya students" with the aim of knowing the waste problem at UPI Kampus Tasikmalaya and how to foster interest in all students of the UPI Kampus Tasikmalaya towards social entrepreneurship through waste bank planning.

## METHOD

The type of research used is qualitative with a case study methodology by observing the growing interest in social entrepreneurship in UPI students at the Tasikmalaya Campus. The data sources used in this study were obtained from interview analysis with students and direct observation supported by some scientific research literature as triangulation for data validation.

### Social Entrepreneurship Interest

According to Dees (2001) social entrepreneurship is a concept whereby entrepreneurs adapt their activities with the aim of creating social value. A social entrepreneur combines the passion of a social mission with the images of business disciplines such as innovation and determination. Saifan (2012) explains that there are four factors that differentiate the concept of social entrepreneurship compared to the concept of entrepreneurship in general (Saragih, 2017):

Mission encouragement: all forms of activities and decisions made based on the mission of serving social values;

Performing entrepreneurial actions through a combination of characteristics that distinguish them from other entrepreneurs; and

Actions and activities in entrepreneurial-oriented organizations by carrying out innovation and openness  
Financially independent organizations. Have a strategy and planning to generate income.

Based on Suara Merdeka (2013) in the discussion "Social Entrepreneurship and Pitching Business Ideas" to pursue the world of social entrepreneurship, requires a high commitment and is willing to sacrifice everything, from finances, time, to even sacrificing feelings. Social entrepreneurship means that someone must be able to calculate abilities and be responsible for something that is occupied, have a strong desire to change the world, and be able to influence the environment (Utomo, 2014).

### **Environment**

Caring for the environment can be interpreted as attitudes and actions to prevent damage to the surrounding natural environment and develop efforts to repair the natural damage that has already occurred. It can be said that the character of caring for the environment is an attitude that is owned by someone who cares about the environment by trying to improve and manage the surrounding environment properly so that the environment can be enjoyed continuously without destroying its condition, and maintaining and preserving it so that there are continuous benefits (Purwanti, 2017). The existence of concern or empathy for the environment can foster a person's interest in doing something that has a positive effect such as social entrepreneurship so that this concern can be channeled.

### **Waste Bank Planning**

Susanto (2016) explains that planning is an effort to select and connect facts and make and use assumptions about the future by describing and formulating the activities needed to achieve the desired results (Murtiningrum & Oktoyoki, 2019).

According to the Unilever Indonesia Foundation (2013) a waste bank is a collective dry waste management system that encourages the community to participate actively in it. This system will accommodate, sort and distribute waste that has economic value to the market so that the community gets economic benefits from saving waste. In Peraturan Menteri Lingkungan Hidup RI Nomor 13 Tahun 2012 it is explained that a waste bank is a place for sorting and collecting waste that can be recycled and/or reused which has economic value (Saputro et al., 2015).

## **RESULT AND DISCUSSION**

Based on research entitled Social Entrepreneurial Intention among Business Undergraduates: An Emerging Economy Perspective which refers to the discussion by Shapero and Sokol (1982) as well as Kruger and Brazeal (1994) explained regarding studies on empathy and exposure research as antecedents to perceived desire and perceived worthiness, which in turn influences social entrepreneurial intentions. The full mediating effect of perceived desire on the perceived intention-eligibility relationship and perceived eligibility on the perceived desire-empathy relationship enriches the literature's explanation of social entrepreneurial intentions. This study explains that empathy is a significant determinant of the perceived feasibility of establishing a social enterprise (Ayob et al., 2013).

Meanwhile, the study entitled Factors Influencing Student's Social Entrepreneurship Intention: A Case of Duta Jauhar Program found that empathy had no significant effect on social entrepreneurship intentions. A high level of empathy will not affect a student's intention to become a social entrepreneur in the future. This insignificant result is the same as research conducted by Ernst (2011) with the conclusion that empathy has a negative impact on respondents' attitudes towards starting a social enterprise (Rashid et al., 2018).

Based on the comparison of the two studies, an analysis was carried out through interviews with several UPI Kampus Tasikmalaya students to find out the waste problems at UPI Kampus Tasikmalaya and how empathy can foster an interest in social entrepreneurship in UPI Kampus Tasikmalaya students through the Waste Bank planning with the following informant data.

**Table 1.**  
Informant Data

Informant	Information
SN	Class of 2019
KR	Class of 2020
SA	Class of 2021
RH	Class of 2021
AAD	Class of 2020

**Table 2.**  
Interview Result

Informant	Interview Result	Conclusion
SN	“Kondisi lingkungan di upitas masih terbilang belum cukup steril di beberapa lokasi yang ada disana. Contohnya kamar mandi atau bahkan taman-taman yang ada di kampus itu sendiri, ada beberapa mahasiswa yang belum menyadari penting nya menjaga lingkungan. Saya belum mengetahui betul tentang konsep kewirausahaan sosial karena tidak semua mahasiswa paham akan kewirausahaan, sebaiknya perlu adanya sosialisasi bagi seluruh mahasiswa pendidikan maupun non-pendidikan. Walaupun kurang yakin saya berpendapat bahwa seharusnya kewirausahaan sosial memiliki hubungan dengan bank sampah. Pengadaan program bank sampah ini merupakan satu langkah cara penanaman kampus bersih dan sejuk serta jauh dari sampah berserakan. Dan dampak baiknya adalah mahasiswa jadi mudah membedakan sampah yang dapat di olah kembali untuk di dimanfaatkan”	The waste problem is quite affecting environmental conditions to be uncomfortable.
KR	“Menurut saya, ketika jam kuliah pagi kelas masih ada bekas sampahnya. Seharusnya kelas tersebut dibersihkan terlebih dahulu ketika selesai jam kuliah. Mahasiswa dan dosen di kampus ini menurut saya sudah cukup sadar, tetapi masih ada sebagian orang yang tidak menyadari betapa bahayanya jika lingkungan kotor. Saya sendiri tidak tahu tentang konsep kewirausahaan sosial, tapi jika didengar dari penyebutannya saya yakin bahwa kewirausahaan sosial berhubungan dengan bank sampah. dengan adanya bank sampah kita dapat mengendalikan sampah yang berserakan dimana saja, terutama di tempat tertentu”.	There is empathy that raises interest in planning a waste bank related to social entrepreneurship.
SA	“Lingkungan Kampus cukup bersih, mungkin ada beberapa tempat khususnya di pojok-pojok yang tidak sering dilalui oleh mahasiswa/orang sehingga tidak terurus. Menurut saya untuk mahasiswa tidak semuanya sadar akan pentingnya kebersihan, terlebih lagi saya sering melihat mahasiswa yang jajan kemudian sampahnya dibuang sembarangan. Untuk dosen sendiri, saya kurang mengetahui tapi untuk sebagiannya In syaa Allah sudah sadar akan pentingnya kebersihan. mungkin saya sudah memahami sebagian konsep kewirausahaan sosial dan pasti juga dapat berhubungan dengan bank sampah. Saya menyetujui jika ada perencanaan bank sampah di kampus”	The waste problem still affects the environmental conditions of the UPI Tasikmalaya Campus coupled with the presence of students who are not aware of the dangers of environmental pollution.
RH	“Kondisi kampus bisa dikatakan belum bersih, karena di beberapa tempat terkadang masih ada sampah yang tertinggal. Secara teori, saya kira seluruh mahasiswa sudah paham pentingnya menjaga kebersihan. Namun dalam praktiknya masih ada yang kadang membuang sampah sembarangan. Secara konsepnya mungkin belum tahu, tapi kalau lihat contoh tentang kewirausahaan sosial mungkin bisa paham. Saya rasa kewirausahaan berhubungan dengan bank sampah, dan saya menyetujui jika ada perencanaan bank sampah”	There is empathy that raises interest in planning a waste bank related to social entrepreneurship.
AAD	“Menurut saya, lingkungan di kampus upitas sudah cukup bersih. Hal tersebut dapat terlihat di lingkungannya sudah terdapat fasilitas tempat sampah yang cukup banyak sehingga jarang terlihat sampah	The environmental conditions of the UPI Campus Tasikmalaya have been sufficiently avoided from waste problems with a note that several

Informant	Interview Result	Conclusion
	berserakan. Sudah sadar. Karena jika diperhatikan lagi baik mahasiswa ataupun dosen sudah sangat mengetahui kewajibannya tentang kebersihan yang harus dijaga oleh seluruh warga upitas. Jarang terlihat yang membuang sampah sembarangan juga menjadi salah satu aspek yang menjadi patokan sadar lingkungan. Saya sendiri belum memahami konsep terkait kewirausahaan sosial. Saya yakin ada kewirausahaan sosial berhubungan dengan bank sampah tetapi saya belum memiliki gambarnya. Saya setuju bila diadakan perencanaan bank sampah, namun dapat dipertimbangkan juga terkait sasaran yang akan terlibat didalamnya”	points are not taken care of, also not all students are aware of the importance of cleanliness

Based on the results of the interview above, it can be seen that the environmental conditions at the UPI Tasikmalaya Regional Campus have not been completely good, with trash still being found scattered at several points on campus. Students themselves already understand the importance of cleanliness but there is still a lack of awareness so that in the field itself we can still find scattered trash. Students also do not fully understand the concept of social entrepreneurship which can support improving the quality of environmental conditions at the UPI Tasikmalaya Regional Campus. with empathy for the environmental conditions, they agree that a waste bank plan will be held which includes social entrepreneurship socialization and training related to waste banks.

## CONCLUSION

The conclusion from this study is that the garbage problem at UPI Kampus Tasikmalaya can be said to be not good with the presence of garbage that litters several points at UPI Kampus Tasikmalaya. All students should have a high awareness of cleanliness. most students have empathy for the environmental conditions of the UPI Kampus Tasikmalaya which ultimately encourages an interest in social entrepreneurship through planning a waste bank. This proves that empathy for an event can affect the interest in social entrepreneurship in someone, especially UPI students on the Tasikmalaya Campus.

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