



## The Disabled Community Empowerment Model with Social Entrepreneurship Approach to Tenoon Business

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### Abstract

The idea of community-oriented resource management (local resource management) is a development management figure that tries to answer development challenges like poverty, environmental degradation, and the lack of community participation in the development process that concerns them. This research aims to build an inclusive community empowerment model through a social entrepreneurship approach in the creative economy sector. This study uses a qualitative descriptive method which includes data collection through observation, interviews, and documentation using key and additional information. Data analysis techniques used are data collection, data reduction, data presentation and conclusion. The results of the study show that the model of empowering people with disabilities with a social entrepreneurship approach in tenoon businesses is based on the strengths and capabilities of people with disabilities so that through empowerment with a social entrepreneurship approach in the creative economy sector it can produce self-recognition, self-confidence and self-reliance that can support person, power and profit on strengthening the next empowerment.

**Keywords:** Empowerment, Social entrepreneurship, Tenoon, Community-oriented.

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### 1. Introduction

One of the most important things in improving a country's economy is community empowerment or human resources. The community is empowered or has power, strength, or ability is the main responsibility in the development program. Empowerment is aimed at the abilities of individuals who are less capable or weak so that they can explore themselves and create their own benefits to be able to increase economic income according to their needs and develop the skills that they need. The idea of community-oriented resource management (local resource management) is a development management figure that tries to answer development challenges like poverty, environmental degradation, and the lack of community participation in the development process that concerns them. This concept is a planning mechanism for people-centered development (human-oriented development), which emphasizes social learning [1]. To empower individuals with disabilities in weaving businesses through a social entrepreneurship approach, it is crucial to consider various aspects highlighted in the literature. The importance of community governance in empowering people with disabilities is focusing on social capital elements within the community to facilitate empowerment initiatives [2]. This study underscores the significance of understanding the social capital possessed by the community to effectively implement empowerment strategies.

Research with a model of empowerment of the disabled community with an entrepreneurial approach is very important because some Empowerment of the disabled community is about empowering individuals with disabilities to become an active part in society. The entrepreneurial approach allows them to develop skills and resources that can increase their independence economically and socially. This research certainly has the novelty of raising the topic of entrepreneurship in triggering innovation. By applying the entrepreneurship model in empowering the disabled community, we can see the invention of new solutions to the challenges faced by individuals with disabilities, whether in terms of accessibility, assistive technology, or other support services. According to a research results, one way to address these social issues is to use youth-initiated programs in Indonesia that use social entrepreneurship, also known as social entrepreneurship, to empower individuals with disabilities [3].

Social entrepreneurship is the process of organizing, establishing, and managing firms to bring about social change through the application of corporate concepts to social problems [4]. In this context, social entrepreneurship has multiple dimensions of social mission or social needs and also influences poverty, employment in terms of increasing income and education. The institutional work of social entrepreneurs consists of: (1) bridging: helping beneficiaries gain access to resources and opportunities; (2) enable: help beneficiaries develop skills; and (3) bonding: helping beneficiaries form cohesive networks [5]. By having the opportunity to

actively participate in economic and social activities, and feeling recognised and valued in society, the quality of life of individuals with disabilities can be significantly improved.

Social entrepreneurship has the ability to address a number of social issues on a worldwide scale by utilizing social innovation and an entrepreneurial mindset to address pressing social issues. Opportunities owned by social entrepreneurs need to be backed by a logical and practical business model, just like in normal business. Exploring sustainable tourism approaches in the weaving industry, emphasizing the importance of training and knowledge transfer to enhance the competitiveness of weaving businesses [6]. This suggests that training programs and knowledge-sharing activities can play a vital role in empowering individuals engaged in weaving activities.

The research objective of taking an entrepreneurial approach allows for the creation of a sustainable empowerment model. By creating economic opportunities and teaching skills that can be used to create sustainability, this model can strengthen the disabled community in the long run. Because of this, a social entrepreneur can create a new business model where this model will improve the performance of social entrepreneurs as well as social welfare. Social network size positively influences entrepreneurial information obtained in social network jobs, which, in turn, has a positive impact on entrepreneurial intentions. Compared to the traditional entrepreneur's sole orientation to gain business benefits, social entrepreneurs have another orientation of continuous altruism to help society overcome certain problems [7].

The model of empowering the disabled community with a social entrepreneurship approach is important because it can provide significant benefits to the disabled group. In this context, the application of social entrepreneurship can be an effective means to improve the independence and welfare of the disabled community. The development of social entrepreneurs from among students can be a foundation for creating sustainable social entrepreneurship [8]. Tenoon is present as one of the disability communities in Makassar City that runs social entrepreneurship for people with disabilities in the field of handicraft/sewing skills and produces local products to be marketed domestically and abroad. Behind the product marketing process, tenoon makes use of numerous digital channels. Tenoon shares thought-provoking and engaging material on Instagram and other social media platforms in an effort to establish connections with the community and reach potential customers beyond Makassar. Tenoon uses innovation to empower people with disabilities and generates business concepts. People with disabilities benefit from this business endeavor by becoming more independent and of higher quality. Tenoon specifically employs the idea of Creative Business with Impact. Tenoon hopes to use product innovation in the creative economy to share his passion for Indonesian woven fabrics with a wider audience. He also hopes to serve as an inclusive platform for empowerment, using social entrepreneurship to enhance the welfare of people with disabilities in Makassar City.

## **2. Research Methods**

This research was conducted through a descriptive qualitative approach. The purpose of this research is to get a further picture of the model of empowering people with disabilities with a social entrepreneurship approach in the creative economy sector of Makassar City, specifically about the Makassar Weaving business. Qualitative research is used to describe phenomena that can only be explained descriptively. This includes methods such as mathematical formulas, work processes, concept explanations, characteristics of objects and people, graphics, homosexual scenes, models of cultural ordinances, and others.

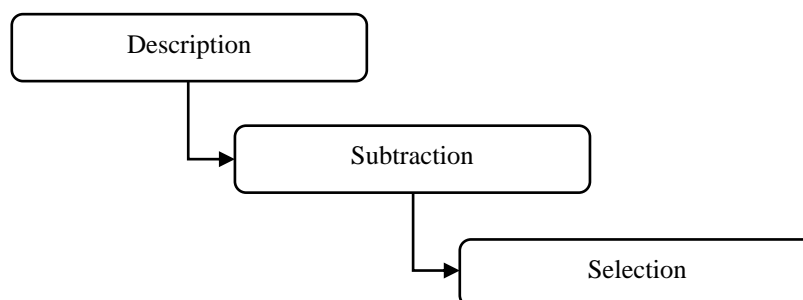


Figure 1. Data Test Stages

## **3. Results and Discussion**

In addition to boosting earnings as a social entrepreneur, Tenoon offers a variety of initiatives and programs to empower individuals with disabilities both within Tenoon and in other areas. Regarding friends with disabilities, we typically host training sessions, workshops, and inclusive events for both friends with and without

disabilities. This way, friends with disabilities from outside the office can interact with one another in addition to the staff. Additionally, they attempt to produce Tenoon goods (Tim Tenoon, interview, April 22, 2022).

This statement makes it clear that Tenoon provides the greatest opportunity for women and young people who want to participate in various trainings and workshops, as well as for persons with disabilities to build their capacity for self-care. Tenoon has an internal staff in addition to a platform known as Berdaya Bareng. Tenoon sets goals not just for its own disabled members but also for the disability community, women, and other young people. Tenoon launched Berdayabareng.com as a platform for people with disabilities. It increases capacity and ability to collectively become ungulates with disabilities in Eastern Indonesia and gives access to employment prospects. The website berdayabareng.com connects job providers who have made a commitment to provide inclusive workplaces for persons with disabilities.

Tenoon worked with Mata Kita to participate in the empowerment program and provided training on digital platforms for business based on the findings of informant interviews. According to Mrs. Sari, she has attended the course quite closely, which has allowed her to truly study it up to this point. This result is consistent with other research showing that active community participation, enabled by enabling actors, can lead to community empowerment. In addition, exploring local wisdom-based village potential through entrepreneurship can be a significant opportunity to empower communities [9]. Thus, empowering the disabled community through social entrepreneurship can be a relevant strategy in reducing poverty levels and lifting the living standards of the disabled group. Relevant references also highlight the importance of inclusive approaches in community empowerment. MSME empowerment programmes for people with disabilities through business development, business training, and expansion of social relations are prioritised in economic recovery [10]. Thus, through the empowerment model of the disabled community with a social entrepreneurship approach, an inclusive environment can be created and provide equal opportunities for all individuals to develop. By referring to the relevant literature, it can be concluded that the empowerment model of the disabled community with a social entrepreneurship approach is important because it can increase independence, welfare, and social inclusion for the disabled group.

Tenoon's product types, namely Lima, Bejana, Sesean, Lampa, Toelis and Saling, are woven fabrics from various regions in Eastern Indonesia, each with its own uniqueness. Tenoon has an online E-Commerce platform to facilitate marketing in Makassar City and outside the region and even throughout the world. With this, Tenoon usually earns more income by marketing its products abroad. "There are two, Business to Business and Business to Customer. For b2b we offer companies to make our products their merchandise. B2c is more about exhibitions and events and the results are for business continuity" (Interview with the Tenoon team, 23 April 2022). With this, Tenoon has two ways of marketing their products, namely by doing business to business with companies as well as promoting Tenoon's products as merchandise. This exhibition and bazaar is Tenoon's way of marketing by doing business to customers. The results obtained by Tenoon tailors are disability:

a. Economic Aspect

On the economic aspect, it was found that there was an increase in income while working at Tenoon when compared to the previous job which only benefited from making suitcases seasonally. He also said that the income generated was not only for daily needs but also took the time to save.

b. Skill Aspect

In terms of skills, of course, those with disabilities who are not only part of the permanent team, but also those from other disabled communities have received various skills, not only sewing and weaving skills, but also other skills that can increase their capacity.

c. Experience Aspect

When they succeed in producing a good product, the results are recorded in the market and are also included in the competition.

d. Social Aspects of Society

When they participated in several training sessions and workshops, they finally accepted their need to be recognized by the general public. So that it allows them to socialize, even though there is rarely a change in their condition but it is the Tenoon team that has improved to be able to interact with people with disabilities.

With the existence of several of these aspects to support the implementation of community empowerment with disabilities in Tenoon, in accordance with previous studies which examined that these aspects are indicators of development assessment in disabled craftsmen [11].

### **Strength-Based Disabled Community Empowerment Model**

The power base is very important for an institution like Tenoon to have in empowering people with disabilities. Strength/power applied to people with disabilities will result in self-recognition, self-confidence and independence through the process of social entrepreneurship. In accordance with the ACTORS theory developed by Cook and Macaulay, which elucidates community empowerment through factors such as authority, confidence, competence, trust, opportunity, responsibility, and support [12], it is crucial to analyze how various

actors interact within networks to achieve empowerment. There are three things that must be done in the context of community empowerment in Indonesia by using the ACTORS theory.

First, structural changes must be considered when planning a new project. To address inequality issues such as unemployment, poverty and inequality, development is also carried out as part of community outreach. By providing more space and opportunities to participate in building projects, the population as a whole will be encouraged to do so. Second, construction planning must begin with development coordination. Creating an atmosphere or climate that allows the community to develop can be seen from the first side during empowerment efforts; Third, increasing community capacity to build through various financial incentives, educational programs, and social and physical construction projects, as well as local institutional development; third, protect or side with the weak to create mutually beneficial partnerships and prevent unequal competition.

The significance of effective communication among project actors can be facilitated through structural changes in communication processes [13]. Clear and efficient communication is essential for managing changes in projects and ensuring that critical changes are addressed promptly and effectively. A research highlights the importance of engaging various community actors, including local leaders, community organizations, and key stakeholders, in outreach initiatives [14]. By involving these actors, development projects can leverage local knowledge, resources, and networks to effectively address inequality issues within communities. Moreover, another research emphasizes the significance of understanding and addressing social determinants of health, such as poverty and inequality, to advance health equity [15]. Development initiatives carried out through community outreach should focus on mitigating these determinants to reduce disparities and improve overall well-being.

a. Authority

People (disabilities) are encouraged to change their thoughts or feelings (work ethic) into things that are uniquely their own. In this way, they believe that the changes that are being made are the result of their desire for change for the better. Pak Anwar and Bu Sari started joining Tenoon for three years and of course their main reason is to increase their income so they can meet their daily needs.

b. Ability

Seeing their capacity to overcome obstacles helps create a sense of self-awareness of ability within them. Mrs. Sari, Mr. Anwar and friends with disabilities, especially the deaf, began to feel confident about their ability to sew Tenoon products.

c. Belief

Develop the idea that they have the capacity to succeed and must have the ability to do so. Like Mrs. Sari in the past, who from a young age had aspirations like normal people, now she finally has the confidence to be able to do anything and is increasingly able to do what other people can do, starting from training to being able to give ideas on what models and weaves she can weave. use in the products he makes.

d. Opportunity

Giving people the opportunity to investigate whatever they desire will allow them to develop to the full potential of the population as a whole.

e. Responsibility

To make a change, it must go through an approval process so that it is carried out with full focus on getting better.

f. Support

To be more effective, there must be cooperation from various organizations. In this case, additional stakeholder input is expected in addition to the usual economic, social and religious sectors (government, community and business) which are carried out simultaneously without interference from only one organization or factor.

A study illustrates the application of actor-network theory in understanding natural hazard mitigation strategies, highlighting the equal treatment of human and non-human actors within social functions [16]. This application showcases how the theory can be utilized to analyze complex socio-environmental issues and the interactions between various actors involved in mitigation efforts.

### **Strength-Based Disabled Community Empowerment Model**

In community empowerment, the concept of capability is an important thing that must be applied, especially to persons with disabilities. Economic, social and political capabilities or freedoms instilled in people with disabilities will result in self-recognition, self-confidence and independence. Amartya Sen introduced theories and concepts related to capabilities. According to individual abilities or capabilities, they are a combination of various human abilities that they can use to carry out their daily activities. The concept of capability is a crucial aspect in community empowerment, particularly concerning individuals with disabilities. Empowerment, when tailored to persons with disabilities, focuses on expanding their capabilities that are often restricted by societal norms, enabling them to take charge of their daily activities [17]. This approach emphasizes the importance of recognizing and enhancing the abilities and potential of individuals with disabilities, allowing them to exert

control over their lives and influence policy and service delivery. The application of the Capability Approach in community empowerment initiatives for persons with disabilities is essential for promoting their autonomy, well-being, and active participation in society. By recognizing and enhancing the capabilities of individuals with disabilities, empowerment efforts can lead to greater inclusivity, dignity, and respect for this population.

Based on previous findings, it is not enough just to empower the community alone which is needed. More than that, the need for human capabilities and the use of social capital in community empowerment [18]. Empowerment as an individual or human being is emphasized with attention to expansion, opportunities to access life choices, namely capabilities. Meanwhile, the space for empowerment as a group and/or community is also in line with the high social capital of the community. Community empowerment should be able to consider and pay attention to the capability aspect from the start. In addition, it also requires the utilization or optimization of social capital in society.

Social entrepreneurship or social entrepreneurship referred to in this study is a social enterprise that aims to seek profits for the welfare of the less powerless people. One of the social entrepreneurs in question is Tenoon Makassar which empowers people with disabilities in the creative economy sector, more precisely in the fields of weaving and sewing and producing local products.

a. Social Values

The benefits of social entrepreneurship for the general public and the surrounding environment are clear. Tenoon should have created real benefits, especially for people with disabilities. Social benefits have been felt by people with disabilities and also other communities who have acquired a lot of knowledge and have been absorbed in several jobs.

b. Civil Society

In its most basic form, social entrepreneurship comes from the initiative and active participation of the people by maximizing the social resources that are already available to them. Tenoon was established starting in 2017 which came from the initiative of Makassar youth. They see an opportunity to be able to package a product while also having a positive social impact on people who are less empowered. Recently, the creative combination of their resources to innovate towards social goals has initiated discussions about a collective perspective, which relies on collaboration and alliances within communities [19].

c. Innovations

Social entrepreneurship tackles social problems through fostering local charism and social innovation, among other innovative strategies. The social innovation carried out by the Tenoon team is to carry out activities for friends with disabilities to improve their abilities and interact with each other so that they can create new ideas. In order to launch a business or other initiative to seek fulfillment, social innovation is the foundation of social entrepreneurs, improving systems, considering new ideas, and providing solutions for more profitable environmental changes. Related to planned, coordinated, and goal-oriented actions aimed at stimulating social change, this occurs when a new idea sanctions institutional change through a new approach [20].

d. Economic Activities

Traditionally, social entrepreneurship has been successful by combining social and business activities. Business and economic activities are emphasized to advance the social mission of the organization. To support the sustainability of Tenoon's social mission, business activities are required. Tenoon has succeeded in selling its products abroad using e-commerce with business to business and business to customer methods. Apart from that, Tenoon also submitted proposals several times in the race to Germany to be able to increase funds. Product distribution has also so far reached abroad and has a large target consumer in Java.

Social entrepreneurship can create new business models. The latter concept is at least tested as a social enterprise, and the literature on business models has grown exponentially. Social entrepreneurship is also an additional attribute by considering effective orientation, social mission orientation, and sustainability [21]. Social mission orientation guides or organizational behavior by addressing social needs in a way that can philosophically guide the organization [22]. Social entrepreneurship plays a crucial role in developing new business models that not only generate profit but also address societal challenges and create social impact. The concept of social entrepreneurship involves innovative approaches to business that aim to tackle social issues and create positive change in communities. By integrating social and commercial elements, social entrepreneurship can lead to the development of new business models that prioritize social value creation over personal and shareholder wealth. A research explores how social entrepreneurs utilize business model thinking to create successful and sustainable business models for social enterprises [23]. By leveraging business model innovation, social entrepreneurs can design ventures that are financially viable while also addressing social and environmental challenges.

Government support for social entrepreneurs, especially for the Tenoon business, is still very minimal. However, with so little government support, Tenoon is still trying independently to own a business entity so that he can

continue to support business continuity. After reviewing several existing empowerment theories and models, based on observations using a hypothetical model that has been compiled as follows:

Observations using a hypothetical model that has been compiled as follows:

a. Person

Tenoon wanted to fix everyone first. Understanding persons with disabilities is not easy because some people still have the mindset as objects that will receive direct assistance, be it from the government, organizations or independent organizations. By going through a process of power, capability (freedom) in social entrepreneurship can produce changes in self-recognition, self-confidence and independence in order to become more empowered so that understandings of power and freedom must be instilled persuasively.

b. Power

Empowerment with the theory of power must be embedded in people with disabilities. Conditions that enable people to also know their roles and enable involvement in outcomes reflect an empowering environment. Therefore, it is very important to manage development that can develop empowered community participation. The full involvement of persons with disabilities is Tenoon's goal to develop potential and encourage independence for friends with disabilities. there is active interaction between business actors and empowered communities, both of whom are involved in the development process. Meanwhile, in the empowerment process implemented by Tenoon, persons with disabilities are not used as objects but as subjects of the development effort itself. Through Tenoon's training,

c. Profit

Behind the product marketing process, Tenoon utilizes various digital platforms. Tenoon tries to build connections with the audience aiming to reach potential buyers widely, not only in Makassar, by sharing meaningful and interesting content on Instagram social media. Here it appears that creativity in a business process is an effort to meet the demands of modernization. From the resulting self-recognition, self-confidence and independence in person, power and profit, Tenoon can further strengthen its strengths and capabilities both in the process of empowerment and the sustainability of social entrepreneurship.

The model of empowering people with disabilities through a social entrepreneurship approach has an important basis on the strengths and capabilities of disabilities to be able to produce self-recognition, self-confidence and independence in increasing empowered people, strengths and advantages. The empowerment of people with disabilities in the social entrepreneurship approach in Tenoon's business is also based on the development of a creative economy because the products produced by Tenoon are based on the local wisdom of weaving typical of Eastern Indonesia, however, the largest market for these products is in Java. From these findings, researchers can also conclude that the government is still lacking in supporting social entrepreneurship in its sustainability.

### 3. Conclusion

The model of empowering people with disabilities through a social entrepreneurship approach has an important basis on the strengths and capabilities of disabilities to be able to produce self-recognition, self-confidence and independence in increasing empowered people, strengths and advantages. The empowerment of people with disabilities in the social entrepreneurship approach in Tenoon's business is also based on the development of a creative economy because the products produced by Tenoon are based on the local wisdom of weaving typical of Eastern Indonesia, however, the largest market for these products is in Java. From these findings, researchers can also conclude that the government is still lacking in supporting social entrepreneurship in its sustainability.

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