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THE INFLUENCE OF SOCIAL ENTREPRENEURSHIP AT KAMPUNG INGGRIS

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ABSTRACT

This study aims to support social entrepreneurship to increased mutual competitiveness of English Course at Kediri with the people around and their contribute to the local economy. This mutual cooperation to be able to solved the economic problem during the 1980 to 2018. It will the changes the economical background of the people from a farmer to be an entrepreneur.

This paper suggests that social entrepreneurship is being driven by other interest not self interest. Social entrepreneurship is the mechanism that leads societies to more efficient economic outcomes by ensuring that positive externalities are systematic explored for the benefit of society.

This study used descriptive method where the data was collected by using observation, interview and focussing on group discussion (FGD) by a literature studying and case studying an compare before and after Kampung Inggris (English Village) sustain the issues raised are how professionally relationship between english course and people around as entrepreneur which can improve marketing and their finance.

The result is they need to be able to increase its facilities and to build more place to stay with proper room for kids and old people.

Keywords: social, entrepreneurship, kampung inggris

INTRODUCTION

The English village at Pare is the biggest English language learning venue in Indonesia with over 100 courses at an affordable cost. It is called as Kampung Inggris (English Village) because the people in the village are not using the local language, nor the Indonesian language to communicate, but using a foreign language. Located in Pare, Kediri, Jawa Timur, this village uses the English language to communicate, even when they exchange messages via social media. Not inhabited by foreigners, this village has more than a hundred institute of foreign language courses. So no wonder, its known as "Kampung Inggris". This uniqueness not only succeeds in attracting the attention of local-scale public, but also the national scale. English village as an educational institution included in the category of non-formal education, established in 1977 by dropped out student from Pondok Pesantren Modern Gontor (Gontor Modern Islamic School) in Ponorogo named Mr. Kalend . He is a student from Kutai Kertanegara who successfully pioneered a course institution called BEC (Basic English Course) with six students in the first class. Interestingly, these students are not only equipped with world science such as foreign language mastery, but also spiritual knowledge by deepening the science of religion. The study of two contradictory yet interrelated sciences, attracted the interest of his former students to establish a similar institution in Pare. So ten years later, the BEC had a competitor of course institutions that, although business-oriented, remained good competing and mutually supportive. This business atmosphere then motivates the surrounding community to provide other supporting facilities so that students from outside region who want to follow the course are comfortable and safe. The brand then began to open businesses such as homes, food stalls until the transportation rental . Based on cheap learning at the English Village, then the target of this business is to help students must be shortcomings in mastery of foreign languages. As the name implies, then this facilities provided affordable for the students. The affordable cost for home during the learning

process. Accommodation and transportation such as bicycles. This is that makes Kampung Inggris grown from mouth to mouth and drastically lifted the name of English Village not only in the regional arena, but on a national scale. The increasing number of students who spend their holidays in from entire country.

The English village, which has hundreds of courses, has several mainstream categories that they want to learn. We can compare to learning English in formal school, which is generally study in English. Many of students from various formal education come to the institute to improve and deepen their skill in the English village of Pare.

Tours at Kampung Inggris (English Village)

English village as the founder's wanted, which is not only focusing on comprehensive language learning with high cost. Courses are held with a minimum of 7 days package also provides more value in the form of visits to tourist destinations as a means of refreshing the students after struggling with school's guidance material. Some alternative destinations are to see the process of batik in the village, visiting historical sites (temples) around Kediri, or just enjoy the atmosphere of the afternoon on the garden (down town) where there is a Garuda monument as the icon of Kampung Pare. In this place visitors can spend the night while enjoying the snacks peddled by traders around the square. Then about 40 minutes using bikes from the village of England there Surowono Temple and Goa Surowono. This cultural destination introduces the relics of Hindu history of the past.

Other destinations that are not less interesting, the Monument Simpang Lima Gumul. Visiting this monument seems to be in Paris because the architecture is similar to the Arc de Triomphe in Paris, France. Simpang Lima Gumul itself is a meeting of five roads leading to five areas in Kediri namely Gampengrejo, Pagu, Pare, Pesantren and Plosoklaten. However, to get to this monument visitors from the English Village must travel a considerable distance because it is located outside the district of Pare.

Privileged English Village

Currently the English language is a language that recognized by official international language community, the presence of the English villages offer language guidance learning center to set up the new generation for global competition. Indonesians as the nation's assets, are required to have an international competitive quality. The ability of foreign languages, especially English to be an absolute ability to master.

On the other hand, in terms of economy, the majority of Indonesian people are at the middle to lower level. While the cost of attending a language course is often unaffordable. This condition implies the ability of foreign language mastery is only owned by some people who come from middle to upper economic class. Based on these conditions, the existence of Kampung Inggris more or less has overcome solve this problem, because the cost offered is relatively affordable with a process that is not much different from the institute courses that operate in big cities. Unfortunately, the same village of Kampung Inggris is only in the District of Pare. Communities outside Java who are interested in improving their foreign language skills in Kampung Inggris are limited by access and operational costs.

LITERATURE REVIEW

The term "entrepreneurship" is basically derived from English entrepreneurs translations known as the meaning between taker or go-between. In the middle of the term "entrepreneur" is used to describe an actor as the person who leads the production object. Entrepreneurship is expressed by Joseph Schumpeter cited by Buchari (2017) as a person who breaks down the existing economic system by introducing new goods and services, by creating new organizational forms or processing new raw materials. The person performs the activity through a new or existing business organization. The definition emphasizes that entrepreneurs are people who see opportunities and then create an organization to take advantage of these opportunities.

While the entrepreneurial process is all activities of functions and actions to pursue and take advantage of opportunities by creating an organization. The terms entrepreneur and entrepreneurship are often used simultaneously despite having somewhat different substances. Scarborough, Norman M., and Thomas W. Zimmerer (1993) in Buchori (2017) put forward the following definition of entrepreneurship:

"An entrepreneur is one who creates a new business in the face of risk and uncertainty for the purpose of Achieving profit and growth by identifying opportunities and assembling the Necessary resources to capitalize on Reviews those opportunities".

An entrepreneur is someone who creates a new business in the risks and uncertainties for the success profit and growth by identifying opportunities and resources used to assemble the capital to seize opportunities.

According to Dun Steinhoff and John F. Burgess (1993) in Suryana (2003) states that in essence the notion of entrepreneurship is a mental attitude, outlook, knowledge and mindset and follow the pattern of a person against the tasks which it is responsible and is always oriented to the customer. In essence entrepreneurship is the nature, characteristics, and character of someone who has the will to realize innovative ideas into the real world creatively.

Social entrepreneurship, commonly defined as "entrepreneurial activity with an embedded social purpose" (Austin, Stevenson, & Wei-Skillern, 2006) has become an important economic phenomenon at a global scale (Mair & Marti, 2006; Zahra, Rawhouser, Bhawe, Neubaum, & Hayton, 2008). Some of the most striking social entrepreneurship innovations originate from developing countries and involved the deployment of new business models that address basic human needs (Seelos & Mair, 2005).

Although social entrepreneurs usually start with small, local efforts, they often target problems that have a local expression but global relevance, such as transportation or promoting small-business creation. The innovative solutions that social entrepreneurs validate in their local context often get replicated in others geographies and can spun new global industries (Zahra et al, 2008). Social entrepreneurship is thus having profound implications in the economic system: creating new industries, validating new business models, and allocating resources to neglected societal problems.

The development of a theory of social entrepreneurship is important because this phenomenon is fundamentally distinct from other forms of economic organization. While our economic theories are based on the assumption of self-interested economic actors, social entrepreneurship exhibit economic behaviours that seem inconsistent with this motivation. And while organization theory is still centered on the organization as unit of analysis, social entrepreneurship often involves systems of cooperation that transcend formal organizations.

RESEARCH METHODS

The kind of research is using descriptive qualitative approach. Data taken by observation, in-depth interviews and focus group discussion (FGD) by a literature studying and case studying. Sample are the students of BEC and society in the field of English Village, Pare.

The focus of this research is the disclosure process and interpretation of meaning. In this study, held assumption that social entrepreneur not only to generate material benefits, but also to create a better standard of living and to resolve a social problem. According to Hamid & Baharuddin, (2015:6) is research devoted to describe or described the facts is. Descriptive research is a form of research devoted to describe the fact in natural phenomenon.

Based on assumptions, this study focused on a qualitative approach. The qualitative term refers to the process and meaning that are not tested or measures strictly in terms of quantity, intensity or frequency, the emphasises given to the nature of social construction of reality and look at how social experience is shaped and given meaning (Denzin and Lincoln, 1994)

RESULT AND DISCUSSION

Business not only generate profits, yet it is an approach that seems able to adress some of the most pressing problem in modern society. Social entrepreneur challenges our assumptions about human behaviour and economic action. It is also challenges our beliefs about the role of entrepreneurship in society. Social entrepreneurship is one of the efforts in generating positive value in the business world. Because this business not only provides benefits to entrepreneurs, but also provides a positive impact on the surrounding community. Community economy grows in tandem. As is the business of foreign language courses in Pare. By engaging the people, the economy is progressing significantly. The community contributes to serving and providing support facilities in the management of language courses. For example the provision of a home stay, laundry, catering, bike rental, tour packages, and more. In order for the concept of business-based social entrepreneurship is running smoothly, the government or business professionals should do assistance. Because when will develop the concept of

social entrepreneurship, need to be introduced and socialized to the local community. So that communication and support will be obtained for the achievement of a self-sufficient social economy.

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