

Voluntary-Based Sociopreneurship Business Model in the GNJ Foundation (*Gerakan of Nasi Jum'at*): A Transformation

Triana Septiani¹, Dwi Prasetyani², Yuaninda Ajeng Prawesti³, Tri Putri Kurniawati⁴

^{1,2,3,4}Universitas Sebelas Maret, Surakarta, Indonesia

Email: Trianasptiani@gmail.com

Abstract

Sociopreneurship (Social Entrepreneurship) plays an essential role in improving the community's economy. Sociopreneurship has several forms of business models, including a voluntary-based business model. Voluntary-based business models are usually applied to non-profit organizations such as foundations and NGOs (Non-Government Organizations). *Sociopreneurship* encourages economic development through community empowerment. This study looks at changes or transformations in the voluntary-based sociopreneurship business model and the implementation of sociopreneurship at the GNJ Foundation (*Gerakan Nasi Jumat*). The method used is qualitative with a case study approach. Data collection techniques through in-depth interviews, literature studies, and observation. This study explains that when GNJ entered its 3rd year, the sociopreneurship business model was transformed by mobilizing resources to develop an economic model and transforming the meaning of success for the founder. GNJ is classified as a voluntary-based sociopreneurship business model because GNJ provides social services voluntarily by carrying out main activities in the form of sharing appropriate food needs with marginal communities by paying attention to nutritional value and packaging that is not harmful. The GNJ Foundation applies the sociopreneurship concept identified in 4 elements. The first is that empowered entrepreneurs at GNJ can provide an economic turnaround for members in need and people experiencing poverty who are generally single-parent. The second is the idea/idea by making members and people experiencing poverty as food suppliers/suppliers in every GNJ activity, the third is the opportunity to create the GNJ Olshop WhatsApp group as a medium for business promotion and GNJ activities as a business target market, and fourth is the organization in which GNJ is a foundation that has a vision and mission and members. The sociopreneurship concept succeeded in creating sustainability at the GNJ foundation by empowering to increase economic income for members in need and people experiencing poverty who generally have single-parent status so that economic status improves and an attitude of mutual love is created without neglecting the primary purpose of this organization to share.

Keywords: *Sociopreneurship, Transformation, Voluntary Based Business Model, GNJ Foundation.*



A. INTRODUCTION

Indonesia is a country that has been named the most generous country in the world according to the World Giving Index (WGI) launched by the Charities Aid Foundation 2021 with a score of 69%, an increase of 10% from 2018 (philantropi.or.id). The many social and volunteer activities in Indonesia prove this. Media that provide information on social activities and volunteerism are followed by more than 100 thousand accounts on social media, such as Indorelawan, with 140

thousand followers, and id-volunteering, with 522 thousand followers. This shows that the spirit of social activists in Indonesia is relatively high. These activities aim to assist and empower communities in marginal, economically difficult conditions and environmental preservation.

Currently, social activities are developing more than just as straightforward social activities as sharing and fundraising. However, the term social entrepreneurship or sociopreneurship has emerged, which has become popular since Muhamad Yunus received the Nobel Peace Prize for his success in reducing poverty in Bangladesh through the bank he founded (Rafsanjani, 2018). The bank is called Grameen Bank, which provides small loans to people experiencing poverty to start businesses (Shuvro et al., 2020). Muhamad Yunus' success in alleviating poverty in his country stole the world's attention. So many other countries have also adopted their ideas and strategies to build social entrepreneurship. In Indonesia, social entrepreneurship was introduced by Ashoka in 1983. Ashoka Indonesia is an international organization focusing on increasing social entrepreneurship.

(M. Yusuf Azwar anas, 1994) said many acronyms in the term entrepreneur are associated with specific activities, such as digital, social, and technology entrepreneurs. Where the term social entrepreneurship with sociopreneurship is being debated among researchers, some use the term social entrepreneurship using social entrepreneurship in English, and some use the term sociopreneurship.

Entrepreneurship is identifying, developing, and bringing a vision, and it can be an innovative idea, an opportunity, or a better way of doing things. The result of this process is the creation of new businesses formed under risk or uncertainty conditions. So according to (M. Yusuf Azwar anas, 1994) sociopreneurship and social entrepreneurship have different terms but have the same meaning, namely, someone who does business or business oriented towards social goals. Short term from social entrepreneurship to sociopreneurship. (Wibowo & Nulhaqim, 2015) stated that the aspects that build social entrepreneurship differ between social entrepreneurship and small and medium enterprises, such as motivation, innovation, support, and leadership. A social network is an essential aspect of the development of entrepreneurship both in cities and villages; when it is linked to business continuity, entrepreneurs in villages can benefit more.

In Indonesia, sociopreneurship has become increasingly popular in recent years, mainly since the advent of the gojek, with its technological innovations, has succeeded in modernizing motorcycle taxi drivers and increasing their income. Until now, we know that GoJek has succeeded in changing the social system in society towards online-based transportation services that guarantee security, price accuracy, and functional mobility. Quoted from CNN Indonesia that there were at least 340,000 sociopreneurs in Indonesia until 2018. Young Indonesians see that in their country, there are so many social issues that must be resolved. Starting from the environment, marginality, agriculture, fisheries, health, etc. So that social entrepreneurship emerges by bringing social innovation to create an impact and benefit the target community (Darwis et al., 2021; Maisaroh, 2021).

Sociopreneurship is a social movement solution in the economic field that can drive the economy of marginalized communities (Kusumastuti et al., 2019). Apart from improving the micro-economy, sociopreneurship can improve the national economy (Khalida & Sjaf, 2021). Here, sociopreneurship can be a solution because, apart from being economically and socially sustainable, sociopreneurship can provide a practical and tactical solution to Indonesia's socio-economic conditions. The existence of sociopreneurship seeks to change the socio-economic conditions of human resources and empower economic actors. *Sociopreneurs* see a problem as an opportunity to create socially helpful business models where existing social problems are solved by using entrepreneurial principles to organize, create and manage a business to achieve social goals. Some of the characteristics of sociopreneurship are social value creation, entrepreneurship, social entrepreneurial organizations, market orientation, and social innovation (Choi, 2013; Khalida & Sjaf, 2021).

Sociopreneurship is currently broadening, and even NGOs and foundations as non-profit organizations are starting to adopt sociopreneurship concepts with voluntary-based business models, for example, Girln Nusantara, Independent Children's Shelters, SAPDA, Girli, and so on (Kusumasari, 2015). Therefore, social entrepreneurship or sociopreneurship is a phenomenon that is quite interesting because of its role as a business model that can also focus on community empowerment as a form of social care. In contrast to business entrepreneurship, which aims to achieve material benefits and customer satisfaction, sociopreneurship has a more worthwhile goal: to create strong and competitive social capital (Desembrianita et al., 2021).

As is the case with the Friday Rice Movement Foundation (GNJ). The spirit of Mrs. Mirza Zufraida started GNJ as the founder who wanted to share with marginalized communities such as the dhuafa, the poor, and orphans at the end of 2014. At that time, this social activity only had 10-20 members. However, in 2018 GNJ has officially become a foundation and has 750 members spread across several other regions, namely; Central Java, East Java, West Java, Jakarta, and Kalimantan. GNJ members come from various backgrounds, be it donors who are called GNJ benefactors who generally work as entrepreneurs, lecturers, teachers, government officials, members of the legislature, and other professionals. The GNJ also has a team that serves as the manager or caretaker of the Foundation, which is called the GNJ istiqomah team. GNJ istiqomah team members also come from various backgrounds and professions who have the good intention to share in the form of their energy, time, and to a lesser extent, money.

A woman founded the company. Initially, GNJ's actions consisted solely of sharing food that they purchased from a restaurant every Friday and subsequently delivered to the poor and underprivileged. However, after three years of operating activities, the creator of the GNJ Foundation began to make changes by empowering its members and those who needed to cook, particularly women who are GNJ

members and can be empowered, as well as the underprivileged who require economic activities.

The sociopreneurship model based on community empowerment is a solution to development failures focusing on economic concepts. Community empowerment is a process in which people are allowed to increase their dignity, including collaboration and co-creation (Yudarwati, G. A., & Gregory, 2022), to become a resilient community in various sectors of life(Coy, D., Malekpour, S., Saeri, A. K., & Dargaville, 2021);(Hilman, Y. A., & Nimasari, 2018).

Following the nature, goals, and activities of sociopreneurship in Indonesia, it is classified into several business models. In the previous literature study, Kusumasari B (2015) classified sociopreneurship into four types of business models: Mixed-based, Share-based, Volunteerism-based, and Cooperation-based. The author classifies GNJ into the volunteerism-based model, which involves foundations as a driving force to change marginalized communities' socioeconomic and socio-cultural systems. *The volunteerism-based model* focuses on assisting and empowering target communities, prioritizing building value networking. This model is usually applied to NGOs (Non-Government Organizations) or foundations that focus on particular issues in providing community assistance and empowerment and are non-profit oriented. Based on this explanation, this research will explain the changes or transformations carried out by GNJ in empowering and implementing voluntary-based sociopreneurship carried out by the GNJ Foundation.

B. LITERATURE REVIEW

(Puspitasari, 2018) stated that becoming a sociopreneur requires a variety of skills and competencies correlated with the performance of the social business he started. From the start, belief has become the main force that can move one to play an active role in solving social problems. Preferences of values and norms can be internalized in all social business processes, including in the workplace, partner networks, clients or beneficiary communities of social services, and family institutions.

According to (Surniandari et al., 2018), technological developments in this disruptive era play an essential role because the changes caused by new inventions and innovations require information technology in their development. Entrepreneurship is a field that has recently received special attention from the government, the world of education, and the general public because being an entrepreneur is considered to be able to break the queue of job seekers and open up new jobs. Being an entrepreneur is not always seeking profit, but the goal is goodness and progress for many people, especially social entrepreneurs.

(Suyatna & Nurhasanah, 2018) mentioned that sociopreneurs must be able to transfer positive entrepreneurship values to their fostered partners' communities to expand their social businesses. Most of those who are aided and become partners for sociopreneurs are those who do not have access to schooling (marginalized groups). Socioeconomic business activities might be considered another option for diverse

socioeconomic classes in terms of producing economic prospects. The gap in societal and economic distribution caused by welfare, which is always associated with addressing material necessities, can, be exchanged by the decision to become a young sociopreneur agent. The demographic dividend Indonesia will receive between 2030 and 2045 will boost the development of sociopreneurship.

Paul C. Light in (Karim, 2020) argues that social entrepreneurship (sociopreneurship) is formed from four major components: entrepreneurship, ideas, opportunities, and organizations.

1. Entrepreneurship

Light said that entrepreneurship is the main factor in social entrepreneurial activity. There will be no social entrepreneurial activity without the talent, creativity, and entrepreneurial drive of individuals who always want to move to dismantle the existing establishment. Entrepreneurs (entrepreneurs) are very easy to recognize before leaving their mark. This is the picture of entrepreneurship. They are described as someone who hold his vision very tightly. They move to achieve their visions, which those around them often find strange. However, without a tireless individual like this, social entrepreneurship takes place.

2. Ideas

The second component forms social entrepreneurship. The idea is the basis for differentiating the social and business entrepreneurship movement. The difference between the two types of entrepreneurship is that social entrepreneurship starts with ideas/ideas to reduce/overcome problems, while in business entrepreneurship, the initial idea or idea is to generate maximum profits.

3. Opportunities

Light describes opportunities like the Peter Pan Phenomenon, namely if you believe you can fly, you will be able to fly. Dess stated that when others see problems, social entrepreneurs see opportunities. They are not only driven by their view of social needs / their sense of empathy. However, they have a vision of how to achieve improvement and various efforts to ensure their vision is achieved. They are very persistent people.

Thus, the opportunity is something that ordinary people may overlook but can be discovered by those with an entrepreneurial spirit. These social entrepreneurs are moved not only because they perceive something is not quite right but also because they see a chance to improve things.

4. Organization

The organization is the fourth aspect of social entrepreneurship. Social entrepreneurship activities are believed to vary from individual movements to passive movements. (Kusumasari, 2015) declared that there are four types of social entrepreneurial business models in Indonesia, based on the mapping results found in organizations that aim to solve social, economic, and environmental problems in Indonesia. This research succeeded in identifying four types of business models:

mixed-based model, shariah-based model, volunteerism-based model, and cooperation-based model.

Researchers will discuss the volunteerism-based model as a sociopreneurship business model implemented by the Foundation. In line with that, financial gain is not a goal for an organization in the form of a foundation. Everyone involved in a volunteer-based organization realizes their contribution to the organization is voluntary based on (Kusumasari, 2015).

(Kusumasari, 2015) added that the main characteristics of the identified volunteerism-based model can be seen from several things, namely, its main activities where the volunteerism-based model supports marginalized communities; general use or benefit in the form of creating equality for marginalized communities, approaching social and environmental issues in the form of building networks, the scope of configuration is in the form of value networking, the logic and primary value of creation in the form of production and management of social service profits, driving activities in the form of social services, mechanisms in obtain the principal value, namely marginalized communities: social integration, as well as long-term time limits.

C. METHOD

This research uses a qualitative method with a case study approach. Data collection techniques through in-depth interviews. This type of interview is flexible, unstructured, not in a formal setting, and can be repeated. The questions can be more focused so that in-depth and detailed information will be collected (Zed, 2008) in (Kartiningrum, 2015).

This study's triangulation test can be evaluated using triangulation from the researchers' integrity, theories, research models, and data sources (Bungin, 2007). This strategy assesses field researchers' skills, subjectivity, and integrity in data collection. Sometimes, researchers accidentally perpetrate dishonest acts or reveal too much subjectivity when collecting data in the field.

Triangulation with this data source can be done through 5 comparisons. In addition, the opportunities created from triangulation of data sources can be used to a) respondents can provide an assessment of research results, b) correct errors by data sources, c) provide additional information voluntarily, d) involve informants in research, have the opportunity to summarize the initial steps of data analysis, e) Meleong said assesses the overall adequacy of the data collected. Triangulation with this triangulation model is used to cross-check the data that has been collected. This cross-checking aims to discover the similarities and differences in the information obtained from the interview and observation processes.

According to Lincoln and Guba in (Moleong, Lexy.J, 2010) triangulation with theory assumes that the degree of trust cannot be checked with several theories. Meleong mentioned that checking discussions on checking results through discussions with various groups, especially those who understand research

problems, can provide meaningful information for researchers, as well as an effort to test the validity of research results.

D. RESULT AND DISCUSSION

1. Profile and History of Gerakan Nasi Jumat Foundation (GNJ)

Gerakan Nasi Jumat (GNJ) is a non-profit social movement founded on Friday, 5 December 2014, by Mrs. Mirza Zufraida. This movement aims to distribute aid from donors to the dhuafa, people experiencing poverty, and orphans through Friday rice. Initially, GNJ only consisted of 10-20 women. Through their money, these women bought rice and distributed it to people experiencing poverty, the poor, and orphans (Zufraida, 2019).

After two years of existence, GNJ's network has expanded. More and more donors have joined to contribute their money, and others have joined to help manage GNJ with their energy and time. So that there are GNJ members who are called GNJ benefactors as donors, and there are also those who are called GNJ Istiqomah as administrators or managers of activities in the field. GNJ benefactors usually send money or raw food materials to the branch office. GNJ Istiqomah then manages it into food as Friday rice and distributes it to designated places.

In 2018 GNJ was inaugurated as a Foundation. GNJ has even become a role model for other regions so that people in other cities want to create GNJ branches in their area. GNJ has approximately 750 members spread across several cities, namely East Java, Solo Raya, West Java, to the Jakarta area. GNJ members come from various backgrounds, namely entrepreneurs, lecturers, teachers, homemakers, government employees, the private sector, members of the legislature, or anyone who is moved to want to join GNJ.

There are currently 33 routine activities of the GNJ Foundation. Apart from sharing rice on Fridays and free alms restaurants (RMS) on Wednesdays aimed at the dhuafa, the poor, and orphans, GNJ also carries out other activities. The following is a routine GNJ agenda that they carry out every year:

- a. Blessed Friday (Sharing Rice Friday)
- b. Alms Restaurant (Wednesday Blessing)
- c. Mass Circumcision
- d. Sparkling GNB (Movement to Distribute Worship Tools)
- e. Gemar (Movement to Honor Ramadan)
- f. PSR (Ramadan Food Distribution)
- g. GNJ Cares About Disasters
- h. Gosay
- i. GNJ Sandals Ablution Program
- j. GNJ Circular Study
- k. GNJ Bus (Alms Bazaar)
- l. Construction of the GNJ Mosque

- m. Development of Islamic Boarding Schools
- n. UMKM in the Dhuafa Region
- o. Breakfasting with GNJ
- p. HBH GNJ
- q. GBC'ovid
- r. Otaya (Orphan Parents)
- s. Sebar Dua Ayat (Seneng Bareng Dhuafa dan Yatim)
- t. Khataman GNJ
- u. Sekedap (Sedekah Kebutuhan Dapur Santri)
- v. Siapa (Sedekah Ifthor Anak)
- w. Free Health Check
- x. ZamZam GNJ (Trusted Zakat)
- y. THR Dhuafa Yatim
- z. GNJ Outlet
- aa. RAKOR GNJ All Region
- bb. 29. GNJ Ramadan Study
- cc. 30. MENU Ramadan Online
- dd. GNJ olshop
- ee. BBQ GNJ (Belajar Baca Quran)
- ff. Gesia (GNJ Silaturahim Ulama)

2. Transformation of GNJ as a Sociopreneurship based Voluntary

In the first three years of its establishment, GNJ had not implemented sociopreneurship. However, they only focused on philanthropy by raising funds and processing them to distribute them to their target communities through food. However, entering its third year of empowerment, GNJ has started to run by creating business opportunities for members who have the potential to be empowered and people who are experiencing poverty who generally have single-parent status. They are empowered to actively carry out economic activities in every GNJ activity as food suppliers so that this brings material benefits.

According to Dess et al. (2001), entrepreneurship is an effort to seize opportunities without being limited by the resources at hand, so efforts to seize these opportunities are related to efforts to mobilize existing resources and maximize what is available. Several stages in mobilizing resources are 1) defining the capabilities needed for success; 2) dissecting it in the operating structure; 3) developing an economic model; 4) processing the resources needed. Dess maps the organization's position and potential resources that can be mobilized by classifying critical stakeholders on the choice of forms of social entrepreneurship consisting of beneficiaries, capital owners, workers, and suppliers. During its eight years of

existence, GNJ created a sociopreneurship model transformation by mobilizing supplier resources to develop an economic model.

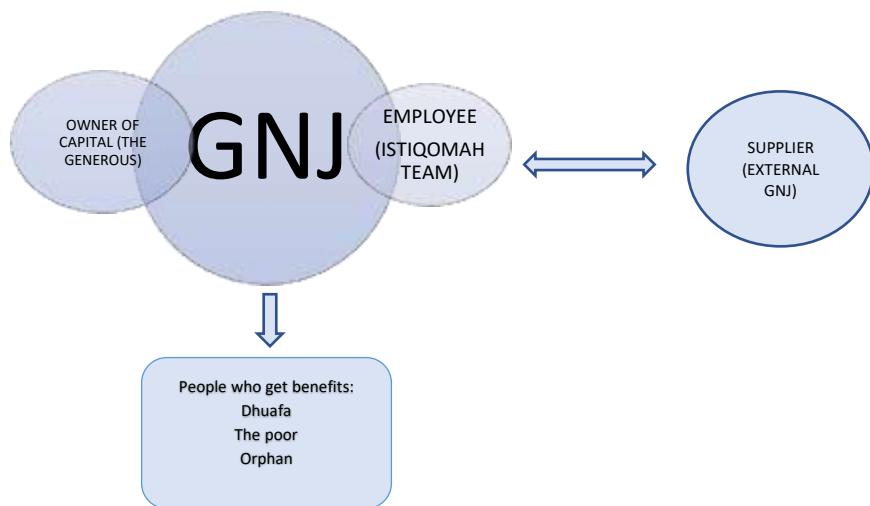


Figure 1. Early Period GNJ Resource Model (Pattern 1)

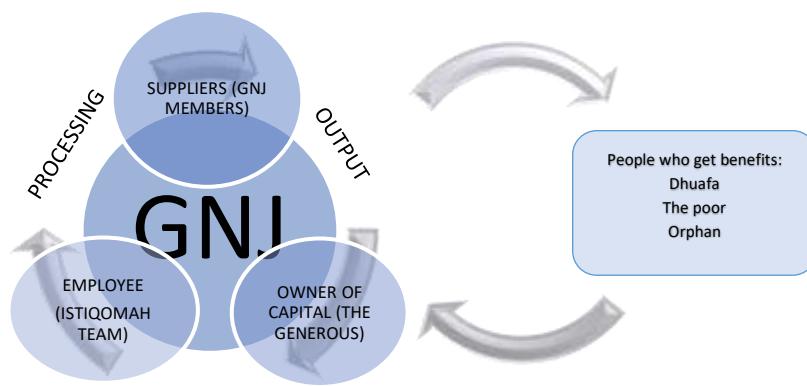


Figure 2. The Sociopreneurship Business Model by Mobilizing GNJ Resources (Pattern 2)

Pattern 1 and Pattern 2 explain the transformation of the resource model that occurs at GNJ. GNJ mobilizes existing resources to maximize what is available in developing an economic model. This pattern shows changes in suppliers/suppliers who initially came from external parties and then turned internal by empowering GNJ members who have the potential to be empowered and the dhuafa who were former beneficiaries starting to be empowered to cook and open business opportunities.

When the transformation of GNJ's resources occurs in Pattern 2, it can be seen that there is a business model created in the cycle that occurs in GNJ. The owner of capital as a channel of funds called Dermawan GNJ provides input to a workforce called GNJ Istiqomah as a Foundation administrator. Then the administrator processes the funds to suppliers who are also members of GNJ to produce ready-to-eat food in the form of rice boxes which will be distributed to beneficiaries, namely

the dhuafa, people experiencing poverty, and orphans. Improvements in economic status also occur when the dhuafa, whose status as beneficiaries, can shift to become suppliers/suppliers in GNJ activities.

The empowerment carried out by GNJ is motivated by the founder's belief that charity and helping fellow human beings will always receive the blessing of Allah SWT. This shapes every action and decision of the founder in carrying out GNJ's vision and mission as a social, philanthropic foundation. Mrs. Mirza Zufraida, as the founder, emphasizes the meaning of success on the principle of being helpful to others so that success is interpreted as the achievement of spreading benefits such as providing assistance and opening jobs for others. Figure 1 will illustrate the transformation of the meaning of success for the founder of GNJ, Bu Mirza Zufraida.

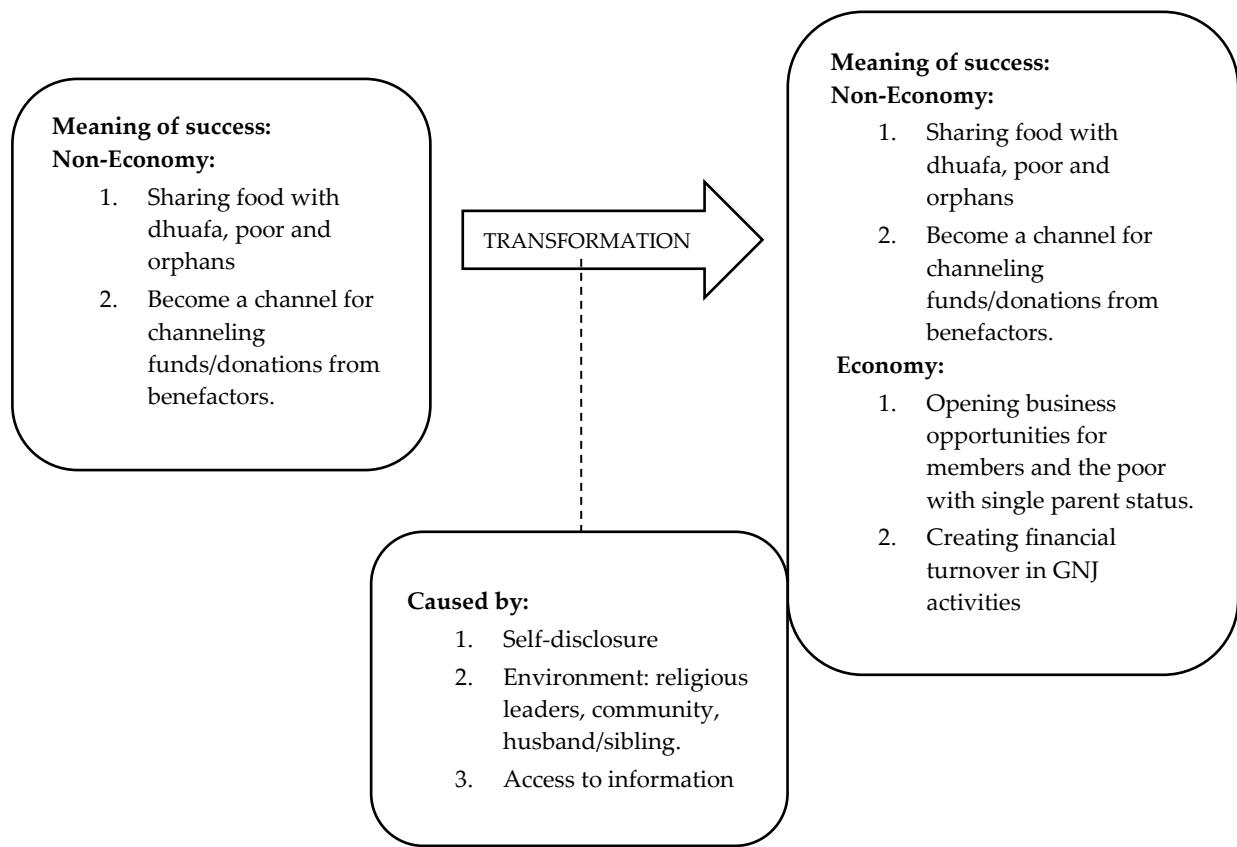


Figure 1. Schematic of the transformation of the meaning of success for the Founder of GNJ

GNJ has implemented a sociopreneurship business model in the last five years to develop an economic model by empowering low-income members and people with single-parent status to cook. This activity makes them a food supplier/supplier in every GNJ activity to bring financial turnover for them. However, the primary purpose of this organization is to share and continue because food is sold at below-market prices. This has made GNJ sustainable to date because GNJ's activities do not continue to depend on funds from benefactors. However, there is economic empowerment to create an attitude of mutual love.

In previous research, Kusumasari, B (2015) classified sociopreneurship into four types of business models based on several indicators, namely, the main

objectives of the activity, the benefits generated, the approach given to addressing social issues, the scope of the values to be achieved, the way to build the values to be achieved, the activities carried out, the targets that will benefit, and the time limit. The GNJ Foundation is categorized as a voluntaryism-based business model based on its objectives, activities, and other characteristics.

Table 1. Characteristics of the Voluntary-Based Sociopreneurship Model by GNJ

	Volunteerism-Based Model	Implemented by GNJ
Main Activity	Supporting marginalized communities	Share food needs to marginal communities
General Usage	Creating equality for marginalized communities	Provide proper food to marginal communities
Approach to social issues and environment	Establishing network	Build a network of good people who want to share
Configuration scope	Value network	Value network of all members
Logic in main value creation	Assistance and management of profit	sustainability in empowering and sharing
Drive of main value	Social services	Empower internal members to achieve sustainable social services
Mechanism in acquiring main value	To marginalized community: social integration	Create a sense of care and provide a sense of comfort to marginalized communities
Basic limitation of time	Long term	Long term

Source: refers to Kusumasari (2015) and data processed by researchers

GNJ is a foundation that focuses on sharing food needs with marginalized communities, including the dhuafa, people experiencing poverty and orphans. GNJ provides ready-to-eat food in the form of rice, which is distributed every Friday. GNJ also pays attention to how food is packaged by advising cooks not to use Styrofoam to ensure food is safe for consumption. This is intended to provide equality to marginalized communities so they can eat proper and nutritious food. Besides that, GNJ also provided school equipment in the form of ATK to children who needed PPE during the Covid pandemic.

Not only that, but GNJ has also started exploring activities to build Islamic boarding schools for orphans and poor children as an effort to support the need for education that every child must receive. Establishing Islamic boarding schools for orphans and the poor will bring them hope by obtaining formal education and helpful religious teachings for a better future.

With the spirit of sharing, GNJ seeks to benefit marginalised communities to create social integration. Social integration is a process of adjustment to differences that will produce a comfortable lifestyle for every layer of society. Creating social activities targeting people in areas of poverty and people experiencing poverty can

make them feel comfortable and create a sense of concern for the surrounding community.

Issues in society have specific ways of solving them, depending on the socio-economic and socio-cultural conditions of the community itself. GNJ, in its social activities, can attract people who have a calling to share money, time and energy. So, the approach taken by GNJ to achieve its goals is to build a network of good people who want to share. As a forum for sharing, GNJ is a gathering place for generous people and people who are committed to doing good deeds by voluntarily sharing their time and energy to help manage the GNJ Foundation so that the existence of GNJ can build a valuable network for each of its members.

This sharing activity carried out by GNJ creates ideas by empowering members who have the potential to be empowered and people experiencing poverty with single-parent status to cook and open businesses as food suppliers/suppliers at every GNJ activity. In addition to empowering women to start a business, GNJ also provides training for business owners to manage their businesses properly to bring profit and development. Some of them have employees and can send their children to school until they finish. This is a way for GNJ to achieve its goals and build value within its organization.

The activities carried out by GNJ can be categorized as social service activities that focus on sharing food needs with the target community. As a Foundation, GNJ carries out its vision, mission, and activities in the long term and without time limits. GNJ is eight years old, with 750 members spread across several cities with 33 routine activities each year. This indicates that GNJ has succeeded in building an extensive network and creating sustainability due to applying the sociopreneurship concept.

3. Application of Sociopreneurship at the Foundation of Gerakan Nasi Jumat (GNJ)

Sociopreneurship is a concept that brings together economic activities and social issues to solve social problems in society. Sociopreneurs believe that there is an opportunity to improve existing social problems. The GNJ Foundation sees that many people still live in a state of concern and deprivation, so the movement to share rice every Friday is carried out as a form of concern to share with the poor, people experiencing poverty and orphans. The spirit of sharing that the founder of GNJ transmitted allowed GNJ to expand its vision and mission so that it has developed to the present day.

Members of the GNJ Foundation come from various social statuses and synergize with each other in achieving GNJ's vision and mission to share. Initially, GNJ was a movement initiated by women. Paul C. Light said that social entrepreneurship (sociopreneurship) is formed from four elements, the first of which is Entrepreneurship. After eight years of existence, in the 3rd year, GNJ began creating economic activities by empowering GNJ member mothers with the potential to be empowered and people experiencing poverty with single-parent status. So that

they can carry out economic activities by cooking rice purchased by GNJ to be distributed at every blessed Friday activity, alms restaurant on Wednesday, and other activities. This brings material benefits to mothers who need additional expenses for their daily life.

The GNJ istiqomah team manages the funds obtained from GNJ benefactors to empower members and people experiencing poverty to become entrepreneurs. Through the cash fund, mothers who are considered to need additional income are given business capital to do entrepreneurship as a livelihood. Initially, GNJ empowered around 7-10 women who were members or people experiencing poverty. However, currently, there are 20% of the 750 members of GNJ and some of the dhuafa with single-parent status are empowered to cook and make business units

The second is an idea. The founder saw that GNJ needed food suppliers for 33 of its routine activities, especially those distributed every Friday and Wednesday. GNJ creates ideas by making its members and people experiencing poverty who usually get assistance from them as food suppliers for every activity carried out by GNJ by providing them with capital assistance. At first, the food supplier/supplier came from outside. However, in the last five years, the founders have initiated the idea by empowering mothers to cook to create economic activity within the GNJ foundation.

The third is Opportunity; sociopreneurs see that social problems can bring opportunities. GNJ opens business opportunities for its members, both those given capital by GNJ to start a business or for other members with businesses. They share information about their businesses through their GNJ Olshop WhatsApp Group. So that GNJ can become a promotional platform as well as a target consumer for their business. The network between GNJ members creates value networking that can form relationships that need each other.

GNJ members come from various social and occupational statuses, including teachers, scholars, lecturers, government employees, the private sector, entrepreneurs and legislature members. So that the GNJ Foundation can become a promotional platform that can bring together sellers and buyers. This is intended for GNJ's internal activities and each member outside GNJ's activities.

The fourth is Organization. Sociopreneurship activities can be started from individual or group movements. In this study, GNJ started their activities in groups initiated by the founders and 10-20 members. However, now GNJ has grown into an organization or foundation that brings together 750 people from various regions with a vision and mission to share with people in need.

GNJ's success is inseparable from the spirit and strength of a solid team that cares for each other so that the organization as driving mode for achieving GNJ's vision and mission is to share and create economic activity within it so that this organization can be sustainable and accommodate the motivation of its members.

E. CONCLUSION

The GNJ Foundation transformed the sociopreneurship model by mobilizing resources to develop an economic model. In the first three years of its existence, GNJ had not implemented sociopreneurship but only focused on philanthropy. Then empowerment began to be carried out by GNJ by creating business opportunities for members who have the potential to be empowered and people experiencing poverty who generally have single-parent status to cook and become suppliers/suppliers for every GNJ activity. The transformation occurred in the business model created at GNJ and the meaning of success for the GNJ founders. This has improved economic status whereby the dhuafa, whose status is beneficiaries, can shift to becoming suppliers in GNJ activities.

Sociopreneurship has several forms of business models, including a voluntary-based business model. Voluntary-based business models are usually applied to non-profit organizations such as foundations and NGOs (Non-Government Organizations). Social entrepreneurship promotes economic development through community empowerment. Based on the objectives, activities and other characteristics, the GNJ Foundation is categorized as a voluntaryism-based business model because the GNJ Foundation provides social services voluntarily, carrying out its principal activities by sharing proper food needs with marginalized communities, including people experiencing poverty, dhuafa and orphans. GNJ pays attention to nutritional value and harmless packaging.

The GNJ Foundation applies the concept of sociopreneur, which is identified in 4 elements; the first is that entrepreneurs created in GNJ Internal can bring material benefits to members and people experiencing poverty. Second are ideas/ideas by making members and people experiencing poverty as food suppliers/suppliers in every GNJ activity. The third is the opportunity to create the GNJ Olshop WhatsApp group as a medium for business promotion and GNJ activities as their business target market, and the fourth is an organization where GNJ is a foundation with a vision, mission and members.

GNJ has effectively established a comprehensive value network and achieved sustainability by applying the sociopreneurship concept. This has become one of GNJ's strengths and can be sustained to date because GNJ's activities do not continue to depend on funds from benefactors. However, there is empowerment to increase economic income for members and people experiencing poverty as beneficiaries so that economic status improves and an attitude of mutual love is created without neglecting the primary purpose of this organization to share.

REFERENCES

1. Bungin, B. (2007). *Metode Penelitian Kualitatif*. Jakarta: Raja Grafindo Persada.
2. Charities Aid Foundation (CAF). 2021. *CAF World Giving Index 2021 Report*. Acceced 11 November 2022, from <https://filantropi.or.id/indonesia-kembali-jadi-negara-paling-dermawan-di-dunia/>
3. Choi, N. dan S. M. (2013). Social Entrepreneurship as an Essentially Contested

Concept: Opening a New Avenue: For Systematic Future Research. *Journal of Business Venturing*, 1–14.

4. CNN Indonesia. (2018). *Survei: Kewirausahaan Sosial Bisa Bangun Ekonomi Kreatif*. Retrieved from: <https://www.cnnindonesia.com/ekonomi/20181217184258-532-354362/survei-kewirausahaan-sosial-bisa-bangun-ekonomi-kreatif>
5. Coy, D., Malekpour, S., Saeri, A. K., & Dargaville, R. (2021). Rethinking Community Empowerment in the Energy Transformation: A Critical Review of the Definitions, Drivers and Outcomes Energy Research and Social Science. 72(May 2020), 101871. <https://doi.org/10.1016/j.erss.2020.101871>
6. Darwis, R. S., Miranti, Y. S., Saffana, S. R., & Yuandina, S. (2021). Kewirausahaan Sosial dalam Pemberdayaan Masyarakat. *Focus: Jurnal Pekerjaan Sosial*, 4(2), 135–147.
7. Dess, J. Gregory, Jed, E., & Peter, E. (2001). *Enterprising Non Profit: A tool for Social Entrepreneur*. Wiley Non Profit Series.
8. Desembrianita, E., Maruf, N., Wijayanti, T. C., & ... (2021). The Implementation of the Sociopreneur Strategy in the Role of Raharjo Village Owned Enterprises (BUMDES) in the Development of the Strawberry Barn Tourist *Research and Critics* ..., 7920–7931.
9. Hilman, Y. A., & Nimasari, E. P. (2018). Model Program Pemberdayaan Masyarakat Desa Berbasis Komunitas. *Aristo.*, 6(1), 45. <https://doi.org/10.24269/ars.v6i1.778>
10. Karim, K. (2020). Implementasi Social Entrepreneurship pada Unit Kegiatan Mahasiswa Himpunan Pengusaha Muda Indonesia Perguruan Tinggi Universitas Negeri Semarang. *Jurnal Pendidikan Ekonomi*, 3(4), 81–95.
11. Kartiningrum, E. D. (2015). Panduan Penyusunan Studi Literatur. *Lembaga Penelitian dan Pengabdian Masyarakat Politeknik Kesehatan Majapahit*, Mojokerto, 1–9.
12. Khalida, R., & Sjaf, S. (2021). Hubungan Kondisi Sosial Ekonomi Pemilik Ukm Dengan Persepsi terhadap Karakteristik Sociopreneur. *Jurnal Sains Komunikasi dan Pengembangan Masyarakat [JSKPM]*, 5(5), 619-646.
13. Kusumasari, B. (2015). The Business Model of Social Entrepreneurship. *International Journal of Administrative Science & Organization*, 22(3), 157–167.
14. Kusumastuti, R., Sakapurnama, E., Fauzi, A., & Nurita, P. (2019). Memahami Model Bisnis Praktek Inovasi Sosial: Kajian Desa Wisata Bisnis Tegal Waru. *AdBispreneur: Jurnal Pemikiran dan Penelitian Administrasi Bisnis dan Kewirausahaan*, 3(2), 131-142.
15. Maisaroh, M. (2021). Dampak Inovasi terhadap Transformasi Lingkungan Dalam Praktik Kewirausahaan Sosial. *Jurnal Ekonomi, Bisnis, dan Akuntansi*, 23(1), 1-15.
16. M. Yusuf Azwar Anas. (1994). *Mengapa Sociopreneur bukan Social Entrepreneur?* 1990, 38–59.
17. Moleong, L. J. (2010). *Metodologi Penelitian Kualitatif*. Remaja Rosda Karya.
18. Puspitasari, D. C. (2018). Menjadi Sociopreneur Muda: Potret dan Dinamika

Momsociopreneur 'Sanggar ASI. *Jurnal Studi Pemuda*, 7, 76–89.

19. Rafsanjani, H. (2018). Studi Kritis Pemikiran Muhammad Yunus Tentang Grameen Bank. *Jurnal Masharif al-Syariah: Jurnal Ekonomi dan Perbankan Syariah*, 2(1).

20. Shuvro, R. A., Saha, S., & Alam, M. J. (2020). Measuring the Level of Job Satisfaction of the Employees of Grameen Bank: An Empirical Study. *Can. J. Bus. Inf. Stud*, 2(1), 1-11.

21. Surniandari, A. A., Rachmi, H., & Kaafi, A. Al. (2018). *Social Media sebagai Pendukung Inovasi Sociopreneur di Era Disruptif*. 7–12.

22. Suyatna, H., & Nurhasanah, Y. (2018). Sociopreneurship sebagai Tren Karir Anak Muda. *Jurnal Studi Pemuda*, 6(1), 527. <https://doi.org/10.22146/studipemudaugm.38011>

23. Wibowo, H., & Nulhaqim, S. A. (2015). Kewirausahaan Sosial (Merevolusi Pola Pikir Menginisiasi Mitra Pembangunan). In *Program Manager*.

24. Yudarwati, G. A., & Gregory, A. (2022). Improving Government Communication and Empowering Rural Communities: Combining Public Relations and Development Communication Approaches. *Public Relations Review*. 48(3), 102. <https://doi.org/10.1016/j.pubrev.2022.102200>

25. Zufraida, M. (2019). *Gerakan Nasi Jum'at (GNJ), Gerakan Kepedulian Umat*. GNJ Publishing