



Application of social entrepreneurship in rubbish treatment innovative

Author Name(s): Arniati Arniati, Muhammad Rusydi, Andi Arifwangsa Adiningrat, Muryani Arsal, Naidah Naidah, Warda Warda

Publication details, including author guidelines

URL: <https://jurnal.iicet.org/index.php/jppi/about/submissions#authorGuidelines>

Editor: Nilma Zola

Article History

Received: 10 May 2024

Revised: 9 Mar 2025

Accepted: 10 Sept 2025

How to cite this article (APA)

Arniati, A., Rusydi, M., Adiningrat, A. A., Arsal, M., Naidah, N., & Warda, W. (2025). Application of social entrepreneurship in rubbish treatment innovative. *Jurnal Penelitian Pendidikan Indonesia*.11(3), 79-85. <https://doi.org/10.29210/020253978>

The readers can link to article via <https://doi.org/10.29210/020253978>

SCROLL DOWN TO READ THIS ARTICLE



Indonesian Institute for Counseling, Education and Therapy (as publisher) makes every effort to ensure the accuracy of all the information (the "Content") contained in the publications. However, we make no representations or warranties whatsoever as to the accuracy, completeness, or suitability for any purpose of the Content. Any opinions and views expressed in this publication are the opinions and views of the authors and are not the views of or endorsed by Indonesian Institute for Counseling, Education and Therapy. The accuracy of the Content should not be relied upon and should be independently verified with primary sources of information. Indonesian Institute for Counseling, Education and Therapy shall not be liable for any losses, actions, claims, proceedings, demands, costs, expenses, damages, and other liabilities whatsoever or howsoever caused arising directly or indirectly in connection with, in relation to, or arising out of the use of the content.

JPPI (Jurnal Penelitian Pendidikan Indonesia) is published by Indonesian Institute for Counseling, Education and Therapy comply with the [Principles of Transparency and Best Practice in Scholarly Publishing](#) at all stages of the publication process. JPPI (Jurnal Penelitian Pendidikan Indonesia) also may contain links to web sites operated by other parties. These links are provided purely for educational purpose.



This work is licensed under a [Creative Commons Attribution 4.0 International License](#).

Copyright by Arniati, A., Rusydi, M., Adiningrat, A. A., Arsal, M., Naidah, N., & Warda, W. (2025).

The author(s) whose names are listed in this manuscript declared that they have NO affiliations with or involvement in any organization or entity with any financial interest (such as honoraria; educational grants; participation in speakers' bureaus; membership, employment, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements), or non-financial interest (such as personal or professional relationships, affiliations, knowledge or beliefs) in the subject matter or materials discussed in this manuscript. This statement is signed by all the authors to indicate agreement that the all information in this article is true and correct.

JPPI (Jurnal Penelitian Pendidikan Indonesia)

ISSN: 2502-8103 (Print) | ISSN: 2477-8524 (Electronic)



Application of social entrepreneurship in rubbish treatment innovative

Arniati Arniati^{*)}, Muhammad Rusydi, Andi Arifwangsa Adiningrat, Muryani Arsal, Naidah Naidah, Warda Warda

Faculty of Economics and Business, University of Muhammadiyah Makassar, Indonesia

Article Info

Article history:

Received May 10th, 2024

Revised Mar 9th, 2025

Accepted Aug 10th, 2025

Keywords:

Social entrepreneurship

Waste management

Innovation

ABSTRACT

The urgency of social entrepreneurship application research refers to environmental problems such as increasing amounts of waste and environmental pollution. The purpose of this study is to examine the application of social entrepreneurship in innovative waste management at Arta Samudra. The research method used is a qualitative approach with data collection techniques through interviews. Practically, this study is an increase in the economy of Artha Samudra employee members, reduced waste volume and reduced environmental pollution. Theoretically, this study contributes to innovative social entrepreneurship in increasing business. The results of the study indicate that social entrepreneurship is effective in waste management through innovation. The novelty of this study emphasizes innovation in social entrepreneurship for waste management in rural areas. This study has implications in social, economic, and environmental aspects, and can be a reference for the development of more innovative and sustainable social entrepreneurship policies.



© 2025 The Authors. Published by IICET.

This is an open access article under the CC BY-NC-SA license
(<https://creativecommons.org/licenses/by-nc-sa/4.0>)

Corresponding Author:

Arniati Arniati

University of Muhammadiyah Makassar

Email: arniati@unismuh.ac.id

Introduction

Environmental problems caused by increasing amounts of waste and pollution are increasingly becoming a global concern. These problems not only impact the environment but also public health and local economies. One approach that can be used to address these problems is social entrepreneurship in waste management. Social entrepreneurship combines social and business objectives to create a positive impact in society. This approach not only offers environmental solutions but also provides economic opportunities for local communities.

The application of social entrepreneurship in waste management has a significant positive impact, both from the economic, environmental, and social aspects. From an economic perspective, it can improve community welfare, especially for groups directly involved in the waste processing process (A. Arniati 2020; Muhe 2019; M. A. Arniati 2023). Environmentally, more effective waste management can reduce pollution and improve the quality of life of the community. Meanwhile, from a social perspective, this approach encourages awareness and active participation of the community in

maintaining environmental cleanliness. With the right approach and collaboration between various parties, social entrepreneurship can be the main driving force in creating a more innovative waste management system.

However, the implementation of social entrepreneurship in innovative waste management at Usaha Artha Samudra in Polewali Village, Gantarang District, Bulukumba Regency faces various problems that need to be addressed in terms of increasing the amount of waste and environmental pollution, low public awareness of the importance of waste sorting and management, so that participation in this program is still limited.

Various previous studies have highlighted the importance of social entrepreneurship in waste management. For example, research by (Muhammad Yunus 2010) emphasized that social entrepreneurship can be an effective tool in overcoming various social problems, including waste management. A study conducted by (Seelos Christian 2005), also showed that innovation in social entrepreneurship is able to create sustainable solutions in various social and environmental aspects. Meanwhile, research by (Helen Haugh 2007) revealed that the sustainability of social entrepreneurship depends on the organization's ability to create innovative and adaptive business models to environmental changes. Social entrepreneurship in waste management can have a positive impact. (Armadi 2021) stated that community participation and policy support play a role in the success of waste management programs. (Muhammad Hanif et al 2024) this program succeeded in improving the skills and income of participants through recycling plastic waste. In addition, this initiative contributed to reducing pollution and environmental sustainability, while (Bintarsih Sekarninngum, Yogi Suprayogi S 2020), (Eni Muryani, Ika Wahyuning Widiarti 2020) found that community-based waste management contributed to changes in citizen behavior.

Furthermore, (Nurin Rochayati 2018; E Yuningtyas Setyawatia 2020; Pirjinia Pradina 2023) highlighted that social innovation in waste management strengthens women's empowerment, while (Susilo 2023) examined the application of a circular economy in environmentally based social businesses. (Shinta 2024) revealed the economic impact of waste management efforts in rural areas, (Yola Purnama Sari 2024) showed how processing organic waste into compost can be a social business model. (Dewi, Septiana Novita. 2017; Terziev Venelin 2019) discussed the sustainable impact of waste management innovations in underdeveloped areas, while (Mayla Farida Shofiyanti 2024) reviewed social entrepreneurship in building a sustainable creative economy in the era of society 5.0

Social Entrepreneurship proposed by (Dees 1998) emphasizes that social entrepreneurship is oriented towards creating social value using business principles. In the context of waste management, this theory is the basis for innovation that transforms waste into economic resources that can provide benefits to the surrounding community. Several other theories that are relevant in this study include the circular economy theory (Ellen MacArthur Foundation 2013) which focuses on waste reduction with the principles of reduce, reuse, recycle, and the sustainability theory (John Elkington 1997), (Suratno 2023) which uses a triple bottom line approach (economic, social, and environmental) in social business. In addition, social innovation theory (Mulgan et al 2007; Pandikar Ernandia 2024), (Solikin 2024) highlights the importance of innovation in creating sustainable solutions, while community capacity theory (Chaskin 2001) describes how communities build capabilities in managing resources. (Seelos Christian 2005) states that social entrepreneurship can be an effective tool to address poverty and social inequality by creating sustainable business models that have positive social impacts.

Community empowerment (Indah Safitriani 2024; Indradewa 2024) analyzes how communities are empowered in economic activities, while environmentally conscious behavior (Stern Paul C, 2000; Hodon Yan 2018) explains factors that influence environmental awareness in society. Waste management theory (Tchobanoglous et al 1993) examines various approaches to effective waste management, and green economic theory (Pearce et al 1989) proposes the integration of sustainability into economic activities. (Budi Hasanah et al 2022) in effective social entrepreneurship through mental involvement, motivation, and individual responsibility in group activities. The resulting socio-economic impact increases business capacity and independence. Sustainable government support and policies are needed to accommodate economic opportunities. Research recommendations include strengthening the social entrepreneurship model, increasing partnerships with larger businesses, and regulations that support community participation and economic impact.

In the Indonesian context, research by (Wijayanti dan Suryani 2015; Andersson, F. O., & Ford 2015) found that a social entrepreneurship-based business model in waste management in urban areas can improve community welfare and reduce negative environmental impacts. However, similar research in rural areas is still very limited, so further studies are needed on the effectiveness of implementing social entrepreneurship in waste management in rural areas, especially in Bulukumba Regency. The application of social entrepreneurship in waste management in rural areas, which is still rarely studied. With this research, it is expected to contribute to the development of more effective social entrepreneurship in waste management in Indonesia, especially in rural areas. This research is also expected to enrich academic literature related to social entrepreneurship that can be applied in various sustainable development sectors.

Method

The research method used in this study is a descriptive qualitative approach. This study focuses on the application of the social entrepreneurship model in waste management at Usaha Artha Samudra. Primary data were collected through semi-structured interviews with leaders (1 director) and 5 employees, as well as direct observation of the waste management process. In addition, secondary data were obtained from company documents and relevant literature. The selection of informants was carried out by purposive sampling, taking into account their involvement in the business process and their understanding of social entrepreneurship practices at Artha Samudra and a minimum of 5 years of work experience. The data analysis technique used the Miles and Huberman interactive model, which involves data reduction, data presentation, and drawing conclusions to gain a deeper understanding of the social entrepreneurship applied.

Results and Discussions

Artha Samudra was established to address the waste problem while opening up employment opportunities for the community. The social entrepreneurship system is implemented through community empowerment with waste sorting training and an incentive system for residents who actively collect waste. Innovation in this business includes processing waste into products with economic value such as organic fertilizer and handicrafts from recycled materials.

Workers at Artha Samudra earn a steady income and their awareness of the environment increases. However, the waste sorting process still takes time because many residents are not used to sorting waste at home. Recycled products have the potential to grow more widely if marketing strategies are strengthened. The existence of Artha Samudra has had a positive impact on the surrounding community by creating a cleaner environment and opening up job opportunities. However, further education is still needed so that the community understands how to sort and process waste effectively.

Based on field observations, waste is collected from households and small shops before being sorted into organic and inorganic for further processing. Plastic waste is recycled into plant pots and various handicraft products. In addition, the community is given training on the economic benefits of waste management.

This study examines the application of social entrepreneurship in innovative waste management at Usaha Artha Samudra, Polewali Village, Gantarang District, Bulukumba Regency. This study found that innovation in waste management has a positive impact on the environment and the economy of the surrounding community. This finding is reinforced by the analysis of the interactive model of Miles and Huberman which includes data reduction, data presentation, and drawing conclusions.

The results of the study show that Artha Samudra has implemented social entrepreneurship in waste management through product innovation. The model implemented includes waste processing based on social entrepreneurship, where the collected waste is not only disposed of, but also processed into value-added products, such as compost and handicrafts from recycled materials. In addition, Artha Samudra involves local residents in the waste processing process, creates job opportunities, and increases environmental awareness. Partnerships with the surrounding community are also carried

out to support business sustainability. Environmental education and campaign programs are also implemented to change people's behavior towards household waste.

Several previous studies have discussed the application of social entrepreneurship in waste management, and the results of this study confirm and enrich the existing findings. According to (Muhammad Yunus 2010; Arasti, Z., Zarei, H., & Didehvar 2015) social entrepreneurship aims to create social impact through sustainable business innovation, and Artha Samudra demonstrates this principle by integrating environmental solutions into their business model. A study by (Safrudiningsih Safrudiningsih et al 2024; Aquino R.S., Lück M. 2018) found that community-based waste management initiatives can increase public awareness and generate additional income, which is in line with community involvement in waste processing and production of recycled goods at Artha Samudra.

The economic impact of innovation in waste management has been discussed in a study by (Muhammad Hanif et al 2024; Bacq, S., & Eddleston 2018) which states that recycling-based social enterprises can improve community welfare. This study found that workers at Usaha Artha Samudra earned additional income from the waste processing process, while the community received incentives from participating in the waste sorting program. In addition, research by (Seelos Christian 2005), (Bhatt, B., Qureshi, I., & Riaz 2019) shows that social entrepreneurship can be a solution to environmental problems through a community-based approach. This study found that with education and community involvement, there was an increase in awareness of the importance of waste management, which was also observed in this study where community participation in sorting waste increased over time.

Referring to previous studies, it can be concluded that the success of the social entrepreneurship model in waste management is highly dependent on innovation, community involvement, and strategic partnerships. Artha Samudra is a real example of how innovative waste management can have a positive impact on the environment and the economy of rural communities. The application of social entrepreneurship in waste management by Artha Samudra proves that this model not only contributes to waste reduction but also provides economic and social benefits to the community. This study strengthens the findings of previous studies that a community-based approach, innovation, and collaboration are the keys to sustainability in social entrepreneurship related to waste management.

Despite having a positive impact, this study also identified challenges in implementing social entrepreneurship in waste management. One of the main challenges is the low public awareness of the importance of sorting waste before recycling. This is in line with research by (Seelos Christian 2005; Mao and Yao 2025) which states that one of the main obstacles in the recycling system is the lack of education and community involvement. Another study by (Budi Hasanah et al 2022; Raymond Xiaoti Hu 2024) highlights the importance of government support and policies that support social entrepreneurship-based waste management. This study also found that government policies that are more supportive of waste management initiatives can increase the effectiveness of programs run by Usaha Artha Samudra.

The results of this study have several implications. First, social entrepreneurship in waste management can be an effective model to address environmental problems and improve community welfare. Second, support from various parties, including the government and community organizations, is needed to increase the effectiveness of this program.

Conclusions

This study found that the application of social entrepreneurship in waste management at Usaha Artha Samudra has a positive impact on the environment and the community's economy. Although there are challenges in public awareness and policy support, innovation in waste recycling shows great potential to be developed. By linking these findings with previous research, it can be concluded that social entrepreneurship is an effective strategy in overcoming waste problems and improving community welfare in a sustainable manner.

Acknowledgments

The Writing Team would like to express its infinite gratitude to the MU Research Grant funders who have funded this research so that it was carried out well and smoothly. The writing team would like to thank the Chair of the Development Economics Study Program, Dean of the Faculty of Economics and Business, LP3M Muhammadiyah University of Makassar who has supported and motivated this research activity so that it was carried out well. Thank you to the village head, partner leaders and all employees for their participation so that this activity can run smoothly.

References

- Andersson, F. O., & Ford, M. 2015. "Reframing Social Entrepreneurship Impact: Productive, Unproductive and Destructive Outputs and Outcomes of the Milwaukee School Voucher Programme." *Journal of Social Entrepreneurship*, 6(3): 299-319.
- Aquino R.S., Lück M., & Schänzel H.A. 2018. "A Conceptual Framework of Tourism Social Entrepreneurship for Sustainable Community Development." *Journal of Hospitality and Tourism Management* 37: 23-32.
- Arasti, Z., Zarei, H., & Didehvar, F. 2015. "Identifying the Evaluative Indicators of Regulatory Policies for the Development of Social Entrepreneurship." *Public Organization Review* 15(3): 453-74.
- Armadi, Ni Made. 2021. "Peran Serta Masyarakat Dalam Pengelolaan Sampah Sebagai Kunci Keberhasilan Dalam Mengelola Sampah." *Jurnal Ilmu Sosial dan Ilmu Politik* 35(1): 9-24.
- Arniati, Arniati. 2020. "Pelatihan Kewirausahaan Dalam Meningkatkan Pendapatan Keluarga Di Kelurahan Bontoduri Kecamatan Tamalate Kota Makassar." *KOMMAS: Jurnal Pengabdian Kepada Masyarakat* 1(1). <http://openjournal.unpam.ac.id/index.php/kommas/article/view/4614>.
- Arniati, Muryani Arsal. 2023. "The Influence of Leadership, Training, Competence on Lecturer Performance in Higher Education." *JPPi (Jurnal Penelitian Pendidikan Indonesia)* 9(3): 1769-79.
- Bacq, S., & Eddleston, K. A. 2018. "A Resource-Based View of Social Entrepreneurship: How Stewardship Culture Benefits Scale of Social Impact." *Journal of Business Ethics* 152(3): 589-611.
- Bhatt, B., Qureshi, I., & Riaz, S. 2019. "Social Entrepreneurship in Non-Munificent Institutional Environments and Implications for Institutional Work: Insights from China." *Journal of Business Ethics* 154(3): 605-30.
- Bintarsih Sekarninngum, Yogi Suprayogi S, Desi Yunita. 2020. "PENERAPAN MODEL PENGELOLAAN SAMPAH 'POJOK KANGPISMAN.'" *Kumawula* 3(3): 548 - 560.
- Budi Hasanah et al. 2022. "Kewirausahaan Sosial: Partisipasi Masyarakat Dan Evaluasi Dampak Sosial-Ekonomi." *Administrasi Negara* 28(3).
- Chaskin. 2001. *Building Community Capacity*. Aldine de Gruyter.
- Dees, J. Gregory. 1998. *The Meaning of Social Entrepreneurship*. Duke University, The Fuqua School of Business (Center for the Advancement of Social Entrepreneurship).
- Dewi, Septiana Novita., dan Aris Tri Haryant. 2017. "Dampak Keputusan Berwirausaha Dengan Lingkungan Sosial Dan Pendidikan Formal Pada Motivasi Berwirausaha." *Jurnal Perilaku Dan Strategi Bisnis*.
- E Yuningtyas Setyawatia, et all. 2020. "Partisipasi Perempuan Dalam Pengelolaan Sampah Yang Bernilai Ekonomi Dan Berbasis Kearifan Lokal." *JAMBURA GEO EDUCATION* 1(2): 55-65.
- Ellen MacArthur Foundation. 2013. *Towards the Circular Economy*. Ellen MacArthur Foundation.
- Eni Muryani, Ika Wahyuning Widiarti, Novia Devi Savitri. 2020. "Pembentukan Komunitas Pengelola Sampah Terpadu Berbasis Masyarakat." *JPPM (Jurnal Pengabdian dan Pemberdayaan Masyarakat)* 4(1).
- Helen Haugh. 2007. "Communityâ€œLed Social Venture Creation," *Entrepreneurship Theory and Practice*. *sagepub* 31(2): 161-82.
- Ho-don Yan. 2018. "Social Entrepreneurship and Charismatic Leadership: Master Cheng Yen and Tzu Chi Foundation." *International Journal of Innovation and Regional Development* 8(4): 136-58.
- Indah Safitriani. 2024. *Pemberdayaan Masyarakat: Teori Dan Praktik*. Widina.

- Indradewa, Rhian. 2024. "Family, Friends, and Financial Know-How: Influences on Students' Intentions to Pursue Entrepreneurship, with the Moderating Role of Self-Efficacy." *JPPI (Jurnal Penelitian Pendidikan Indonesia)* 10(4): 602–15.
- John Elkington. 1997. *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*. Capstone Publishing.
- Mao, Di, and Wei Yao. 2025. "The Impact of Social Entrepreneurship Education on Students' Social Entrepreneurial Intention: The Mediating Role of Social Entrepreneurial Competence." *European Journal of Education* 60(1).
- Mayla Farida Shofiyanti, Fauzatul Laily Nisa. 2024. "Peran Kewirausahaan Sosial Dalam Membangun Ekonomi Kreatif Berkelanjutan Di Masa Society 5.0." 2(3): 203–14.
- Muhammad Hanif et al. 2024. "Pemberdayaan Perempuan Melalui Daur Ulang Plastik Untuk Pendapatan Dan Keberlanjutan Lingkungan." *Jurnal Abdimas Ilmiah Citra Bakti* 5(4).
- Muhammad Yunus. 2010. *Building Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs*. New York: Public Affairs.
- Muhe, Arniati. 2019. "Pengaruh Desain Pembelajaran Kewirausahaan, Status Sosial Ekonomi Terhadap Sikap Dan Kompetensi Wirausaha Siswa Pada SMK Negeri Di Kota Makassar." 2(1). <https://journal.stkip-andi-matappa.ac.id/index.php/dikdas/article/view/408>.
- Mulgan et al. 2007. *Social Innovation: What It Is, Why It Matters and How It Can Be Accelerated*. The Young Foundation.
- Nurin Rochayati, et al. 2018. "Pemberdayaan Perempuan Pedesaan Melalui Pelatihan Pengelolaan Sampah Rumah Tangga." *Selaparang* 1(2).
- Pandikar Ernandia, et al. 2024. "The Contribution of Problem-Based Learning in Fostering an Entrepreneurial Attitude Based on Pancasila Values." *JPPI (Jurnal Penelitian Pendidikan Indonesia)* 10(3): 422–28.
- Pearce et al. 1989. *Blueprint for a Green Economy*. Earthscan Publications Ltd.
- Pirjina Pradina, Badruddin Nasir. 2023. "Pemberdayaan Perempuan Melalui Program Daur Ulang Sampah Plastik Di Bank Sampah Darma Bakti Kelurahan Muara Rapak Kota Balikpapan." *Pembangunan Sosial* 11(4): 11–24.
- Raymond Xiaoti Hu. 2024. "No Title Multilevel Causal Mechanisms in Social Entrepreneurship: The Enabling Role of Social Capital." *Entrepreneurship and Regional Development* 37(1): 1–23.
- Safrudiningsih Safrudiningsih et al. 2024. "Peran Bank Sampah Berbasis Komunitas Dalam Mendorong Kesadaran Dan Kelestarian Lingkungan." *Innovative: Journal Of Social Science Research* 4(4).
- Seelos Christian, Johanna Mair. 2005. "Social Entrepreneurship: Creating New Business Models to Serve the Poor." *Business Horizons* 48(3): 241–46.
- Shinta, Agustina. 2024. "Pendampingan Pengolahan Limbah Pertanian Dan Rumah Tangga Menjadi Produk Bernilai Di Wilayah Rural Farming Menggunakan Partisipatory Rural Appraisal." *JMM (Jurnal Masyarakat Mandiri)* 8(1): 12.
- Solikin, et al. 2024. "Developing Company Competitiveness Based on Entrepreneurial Values, Transformational Leadership, and Service Innovation through Organizational Performance." *JPPI (Jurnal Penelitian Pendidikan Indonesia)* 10(1): 417–31.
- Stern Paul C. 2000. "Toward a Coherent Theory of Environmentally Significant Behavior." *Journal of Social Issues* 56(3): 407–24.
- Suratno, et al. 2023. "Entrepreneurial Intention Have Influenced by Entrepreneurship Education, Entrepreneurial Skills through Entrepreneurial Motivation: A Study on Jambi University Students." *JPPI (Jurnal Penelitian Pendidikan Indonesia)* 9(3): 1937–46.
- Susilo, Renaldo Fajar Nugraha. 2023. "Konsep Ekonomi Sirkular Dalam Model Bisnis Berkelanjutan Untuk Membangun Gaya Hidup Hijau Masyarakat Indonesia." *Jurnal Imagine* 3(1): 2776–9836.
- Tchobanoglous et al. 1993. *Integrated Solid Waste Management: Engineering Principles and Management Issues*. McGraw-Hill.
- Terziev Venelin, Marin. 2019. "Social Entrepreneurship: Support for Social Enterprises in Bulgaria." *SSRN Electronic Journal* 14(5): 744–49.
- Wijayanti dan Suryani. 2015. "Waste Bank as Community-Based Environmental Governance: A Lesson Learned from Surabaya." *Procedia - Social and Behavioral Sciences* 184: 171–79.

Yola Purnama Sari, et all. 2024. "The Effect of Financial Literacy, Risk Perceptions, and Social Media on Investment Decisions of The Millennials in Padang City." *Journal Of Multidisciplinary Research and Development* 6(2).