

## **Development Model of Sociopreneur MSME based on Pentahelix Network**

**Retno Kurniasih<sup>1\*</sup>, Nur Choirul Afif<sup>2</sup>, Siti Zulaikha Wulandari<sup>3</sup>**

<sup>1</sup>Universitas Jenderal Soedirman, retno.kurniasih@unsoed.ac.id, Indonesia

<sup>2</sup> Universitas Jenderal Soedirman, , Country

<sup>3</sup> Universitas Jenderal Soedirman, Email Address, Country

\*corresponding author

---

### **ABSTRACT**

Using the Pentahelix Framework, this study aims to present a conceptual model concerning the type of assistance required by UMKM in order to survive in their early phases. This is a qualitative study that employs the Focus Group Discussion approach, with participants consisting of six early-stage technology-based business founders and CEOs who were convened to hold a series of discussions about the issues. As the key contribution from the conversation, a model called Pentahelix support for startups was depicted. This model provides policymakers with a complete practical guidance to supporting startups from five perspectives.

**Keywords:** support for startups, Penta Helix, focus group discussion

---

### **1. Introduction**

MSMEs, or Micro, Small, and Medium Enterprises, are Indonesia's most numerous business entities. MSME owners are a type of proven perpetrator business in Indonesia. According to data from the Ministry of Cooperatives, Small and Medium Enterprises (KUKM) for 2018, the number of SMEs in Indonesia reached 64.2 million, accounting for 99.99% of all active enterprises ( [www.djkn.kemenkeu.go.id](http://www.djkn.kemenkeu.go.id) ). As a result, SMEs play an essential role in the development of the Indonesian economy.

SMEs provide the greatest contributions to the national economy. According to data from the Ministry of Cooperatives, Small and Medium Enterprises (KUKM) for 2018, absorb power SMEs employ 117 million people, accounting for 97% of the power absorb power business world. Temporary contribution of SMEs to the economy (GDP) of 61.1%, and the rest, i.e., 38.9% contributed by the actor's effort significant in number only of 5,550 or 0.01% of amount perpetrator work. ([www.djkn.kemenkeu.go.id](http://www.djkn.kemenkeu.go.id)).

Moments of these MSMEs in Indonesia include a variety of field operations. SMEs in culinary, craft hands, fashion, MSMEs-based social economy, or sociopreneurship, for example. From the twentieth to the twenty-first centuries, the word "sociopreneur" has become commonplace in the commercial world. In general, a sociopreneur is someone who runs an effort or a business with the

goal of improving the social life of others. So, profit is not the primary goal of sociopreneurship or the people who operate it, but rather used to the community and the environment.

Destination's core sociopreneur goal is to improve life, society, and the environment. This becomes an opportunity for the perpetrator sociopreneur, in addition to entrepreneurship, to do good. This is due to the fact that sociopreneurship entails working directly with society and the environment. As a result, the perpetrator sociopreneur will be more attentive to and thoughtful of issues in his or her surroundings. Sociopreneurs respect a business's social score, which naturally leads to greater usefulness for society.

Similarly, to doing business in general, operating a sociopreneur requires a variety of different parties. Academics, businessmen, government, society, and the media are all involved in the formation of sociopreneurs (Pentahelix).

## **2. Literature Review**

### **Definition Sociopreneur**

*The term Sociopreneurship is derived from the phrases Socio and Entrepreneur. Meaningful socio-social or meaningful socioeconomic someone who makes an attempt or an entrepreneur; please provide a brief definition. A socio-entrepreneur is someone who identifies a problem in the social environment and uses his entrepreneurial skills to make efforts to improve well-being or social order.*

According to Dees (2001), *social entrepreneurship* is a combination of tremendous passion in social mission with discipline, invention, and determination as normal applied in the commercial sector. Socialpreneurs build and lead designated organizations as catalysts to change the social order system through new ideas, products, services, techniques, and social changes. In general, the major purpose of a *sociopreneur* is to improve the quality of life in the area. So, profit is not the fundamental goal of a *sociopreneur*.

The primary goal of a *sociopreneur* is to improve the quality of life, social society, and the environment. This \_becomes an opportunity for perpetrator sociopreneur in addition to entrepreneurship is also a possibility for doing good. *Sociopreneurship* refers to activities that interact directly with society and the environment. As a result, the perpetrator *sociopreneur* will be more concerned about concerns in the surrounding area. Sociopreneurs create more value for society. Prioritizing social scores from a firm will automatically result in higher usefulness for society. On the side, a doer sociopreneur could aid those around him.

### **Pentahelix**

Draft *Pentahelix* produced in accordance with development draft named Triple Helix hypothesis, then developed into Quadruple *Helix*, and then *Pentahelix*. Etzkowitz and Loet Leydesdorff (1995) launched research on Triple Helix relationship models between academics, industry, and government. They created this model and claimed that there is a shift from the dual helix relationship model (industry-government) or the connection between industry and academia, to a triple helix relationship with the following components: (1) government, (2) industry/business, and

(3) academics/colleges high. This believed that interaction between academics as developing parties knowledge, industry / business as the mover economy, and the government as the policy regulator, in an area, will give contribution superiority competitive for country or area about development economy based knowledge ( Dolfma & Soete , 2006; Etkowitz & Leydesdorff , 2000b; Leydesdorff , 1995; Tjakraatmadja , Martini, & Anggoro , 2011). One of the draft's detractors is that it does not take into account social aspects in the innovation template produced by government-based industry scholars (Fyodorov et al., 2012), which led to the development of the triple helix concept, which resulted in the creation of the Quadruple Helix.

Draft *Quadruple Helix* is a development of the triple helix that incorporates public civility as well as innovation and knowledge ( Mulyana, 2014). The quadruple helix idea proposes that four sectors, including government, business, scholars, and civil society, will contribute to growth and innovation (Campbell, Carayannis , & Rehman, 2015; Parveen, Monday , & Umar, 2015).

Furthermore, during the model creation process, a quadruple helix is transformed into a penta helix. The Penta helix is a development strategy that drives socio-economic knowledge to innovation and entrepreneurship through collaboration and usability. It involves academics, government, industry, non-governmental organizations, civil society, and businesspeople ( Tonkovic , Veckie , & Veckie , 2015). This is further explained by Lindmark, Sturesson, and Roos (2009), who argued that the Penta Helix is an extension of the triple helix that involves multiple elements, public or nonprofit, in order to actualize innovation. This expectation might actualize innovations supported by varied sources of existing power interact synergistically through synergize, and collaborate (Lindmark, Sturesson, & Nilsson Roos, 2009). As a result, it is possible to see that the institution self-sustaining community, society civilians, and social entrepreneurs are added elements in the draft. Triple helix and then build the Penta helix notion. They also mentioned that the Penta Helix model is built on the interests of five sorts of stakeholders, namely: business administration public, community locals, scholars, and investors ( Muhyi , Chan, Sukoco , & Herawaty , 2017). What is meant by Pentahelix in this study is a framework composed of interactions from Academics, Entrepreneurs, Government, Society, and Media, which is intended for Sociopreneur. stakeholders interests of the Penta Helix used in Research this is in line with the developed conceptual model for support digital business (Awaluddin, Sule, & Kaltum, 2016) as well as the Pentahelix model developed for support innovation from college high ( Halibas et al., 2017).

### **3. Research Methodology**

This is descriptive research using a qualitative technique. Procedure searches create descriptive data, such as those noticed in written words and supported by literature or studies. References based on an examination of the literature, statistics, and figures so that the reality can be grasped. This study is intended to investigate the problem of poverty in Indonesia based on the potential of the local economy with the development of sustainable social entrepreneurship. During the analysis process, the author attempts to draw one by one the core of each customized problem for the research field and then concludes the solve solution.

#### 4. Results and Discussion

The Penta Helix concept promotes socially supportive economies, innovation, and entrepreneurship through collaboration among five elements: academics, businesspeople, government, society, and the media. This draft is projected to provide a solution for developing entrepreneurial creativity, innovation, and technology among MSME-based sociopreneurs.

This research was carried out with the help of Focus Group Discussions, which focused on the support and expectations of stakeholders interested in assisting in developing MSME-based Sociopreneurs. Participants in the focus group discussed the interest that stakeholders have in producing MSME-based sociopreneurs.



Picture. Development Models Sociopreneur.

The first helix is from academics. Academics acknowledged that potency development endeavor is already OK, as demonstrated by various sources of power that can be maximized. Academics and MSME development-based sociopreneurship could be carried out by lecturers and students through various Tri dharma activities. Academics (lecturers) can Offer to assist based MSME development sociopreneurship in action Community Service by providing accompaniment relating to management, business management, the manufacturing process, and also the distribution process in the form of training and counseling. Students and alumni Of college tall could follow as well as provide information and knowledge gained during the study process for application to SMEs on campus. Form activities could include apprenticeship or short-term accompaniment through *Project Based Learning*. Then academics can help by utilizing an existing laboratory on campus. This is undoubtedly highly beneficial to SMEs in terms of streamlining business operations. For example, with Thing, you might research product content, do market research, or obtain certification by adding a score from the product.

An entrepreneur is the second helix. Business people have an essential role in the development of MSME-based sociopreneurs. Businessmen naturally have a lot of expertise and information about the business, which may be passed on to MSME players technique To provide mentoring and

training activities on managing the effort. Another crucial element to consider is the marketing of a product. We can be confident that businessmen have an extensive network to promote their products. In this FGD, entrepreneurs are ready to bridge MSMEs in promoting product quality through offline and online channels using digital marketing.

The third helix is government. Supporting government-based MSME development sociopreneurs is critical, as it is directly tied to MSME development. The government's role is to facilitate and providing ease in various processes, such as licensing and legality efforts. The government promised to make the permitting and awarding process for Thing finance approvals more convenient. Aside from that, the government assists in the form of venture capital awards to MSMEs to help them grow. Aside from capital and licensing, the government is expected to provide tax breaks for perpetrator export and import. It is critical for MSME development Sociopreneur support. Infrastructure is also becoming a part of the government, with good facilities and infrastructure supporting the smooth operation of business processes. The availability of the internet in remote villages and an adequate path — will considerably benefit MSME business procedures. The government can also impact marketing by providing methods such as networks and channels, for example, through an endorsement or a public call to love MSME products.

The fourth helix is society. MSME-based Sociopreneurs expect support from the community. If power-owned jobs are already competent, then MSME productivity can rise, and earnings in a specific period will increase. Society can also assist in the form of products and business ideas. Various middle problems are in the environment Public naturally could become an opportunity business-based SMEs sociopreneur. Aside from that, the community is expected to be able to execute the same business, supply varied information, and trustworthy vendor recommendations, establish a network, and provide support from a strong society.

The fifth helix is medium. Media exposure is likely to provide support—for example, a special program in the media covering MSME-based sociopreneurs, or free advertisement or publication. In addition, the media can use *public figures* to encourage MSME-based sociopreneurs. This approach may provide information about MSME-based sociopreneurs at a time when the broader audience is interested.

## **6. Conclusion**

Our model depicts the kind of assistance that the Penta Helix component stakeholders are expected to deliver to assist UMKM in meeting its problems. Summarizing the activities of the focus group talks gave us an overall picture of the services needed by UMKM, as agreed upon during focus group conversations by participants who did suffer challenges. Pentahelix stakeholders must practically supply these supports for startups to survive and prosper in their early stages of growth. Startups want this Pentahelix component, namely stakeholders, to provide assistance in the form of: (1) qualified personnel, training, management and engineering consulting, access to laboratories, creative product ideas from academicians, and so on. (2) Business stakeholders' seed capital, mentorship, business partnership, guidance, recommendations, and marketing assistance (3) Easy, rapid, and low-cost licensing, low-cost taxes and tariffs, infrastructure, promotion assistance, and government support (4) Recommendations, ideas, collaboration, information sharing, networking, channeling, and endorsement from the

community (5) Media attention and endorsement from public figures. The difference between this model and the preceding Pentahelix model is that it is relevant to be used to support startups, particularly during their early stages of growth.

## References

- Awaluddin , M., Sule , ET, & Kaltum , U. (2016). the Influence of competitive forces and value creation on company reputation and competitive strategy: a case of digital creative industry in Indonesia with the Implications on sustainable business performance. *International Journal of Economics, Commerce and Management*, IV( 2), 201–234.
- Campbell, DFJ, Carayannis , EG, & Rehman, SS (2015). Quadruple Helix structures of quality of democracy in innovation systems: the USA, OECD countries, and EU member countries in global comparison. *Journal of the Knowledge Economy*, 6(3), 467–493. <https://doi.org/10.1007/s13132-015-0246-7>
- Dees, G., Emerson, J., & Economy, P. (2001). *Enterprising nonprofits: A tool Kit of social entrepreneurs*. California: Wiley Nonprofits Series.
- Dolfsma , W., & Soete , L. (2006). Understanding the dynamics of a knowledge economy. *Studies in Evolutionary Political Economy*, ix. <http://search.ebscohost.com/login.aspx?direct=true&db=eoh&AN=0873801&site=ehost-live>
- Etzkowitz , H., & Leydesdorff , L. (1995). The Triple Helix – University-industry-government relations: A laboratory for knowledge based economic development. *EASST Review*, 14(1), 14–19.
- Etzkowitz , H., & Leydesdorff , L. (2000a). The dynamics of innovation: from National Systems and "Mode 2" to a Triple Helix of university. *Research Policy*, 29(2), 109. <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=2815434&site=ehost-live&scope=site>
- Etzkowitz , H., & Leydesdorff , L. (2000b). The dynamics of innovation: from National Systems and “Mode 2” to a Triple Helix of university–industry–government relations. *Research Policy*, 29(2), 109–123. [https://doi.org/10.1016/S0048-7333\(99\)00055-4](https://doi.org/10.1016/S0048-7333(99)00055-4)
- Etzkowitz , H., & Zhou, C. (2017). Innovation incommensurability and the science park. *R and D Management*, 48(1), 73-87. <https://doi.org/10.1111/radm.12266>
- Fyodorov , MV, Peshina , EV, Gredina , OV, & Avdeev, P. A. ( 2012). Pentahelix as a concept of knowledge production in an innovative economy. *Upravlenec* .
- Lindmark, A., Sturesson , E., & Nilsson- Roos , M. (2009). *Difficulties of collaboration for innovation- A study in the Öresund region ( Masters Thesis)*. Lund University, Lund, Sweden.
- Mulyana , S. (2014). Enhancement capability innovation , excellence competition and performance through the quadruple helix approach : a study on industry creative fashion sector . *Journal Management Technology* , 13(3), 304–321. <https://doi.org/10.12695/jmt.2014.13.3.5>



Muhyi , HA, Chan, A., Sukoco , I., & Herawaty , T. (2017). The Penta Helix collaboration model in developing centers of flagship industry in Bandung city. *Review of Integrative Business and Economics Research*, 6(1), 412–417.

Parveen, S., Monday , AA, & Umar, A. (2015). Organization culture and open innovation: A Quadruple Helix Open Innovation Model Approach. *International Journal of Economics and Financial Issues*, 5(2), 335–342.

Tonkovic , AM, Veckie , E., & Veckie , VW (2015). Applications Of Penta Helix Model In economic development. *Economy of Eastern Croatia Yesterday, Today, Tomorrow* .

[www.djkn.kemenkeu.go.id](http://www.djkn.kemenkeu.go.id)

[www.djkn.kemenkeu.go.id](http://www.djkn.kemenkeu.go.id)