

Social Entrepreneurship in the Digital Age: Opportunities and Challenges in Achieving Social Welfare

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Abstract

Social entrepreneurship is an innovative approach that combines a social mission with entrepreneurial principles to create a positive impact on society. This study aims to analyze the opportunities and challenges of social entrepreneurship in the digital era in achieving social welfare. This study uses a qualitative approach with descriptive methods, collecting data from literature studies, in-depth interviews, and analysis of digital-based social organization reports. The results of the study show that social entrepreneurship in the digital era has great potential to provide positive impacts for society, especially in creating solutions to various social and economic problems. The use of digital technology has opened up significant opportunities, such as global market access, ease of marketing, cost efficiency of promotion, and the ability to work with distributed teams. However, this study also identified several challenges faced, including digital inequality, limited resources, intense competition, and regulatory complexity. Thus, innovative strategies and adaptive policy support are needed to overcome these challenges, so that social entrepreneurship can develop more optimally and contribute to achieving sustainable social welfare. In conclusion, social entrepreneurship in the digital era has great potential to create more equitable social welfare if managed properly and sustainably.

Keywords: Social Entrepreneurship, Social Welfare, Digital Age, Marketing

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1. Introduction

In the rapidly developing digital era, innovation and technological growth have become the main drivers of transformation in various aspects of life, from the economy, education, health, to social interaction (Torido, 2021). The development of digital technologies such as artificial intelligence (AI), big data, the Internet of Things (IoT), and blockchain have created great opportunities to increase efficiency, productivity, and accessibility. In the economic sector, digital technology opens up global market access for business actors, including small and medium enterprises (SMEs), and accelerates the process of product and service innovation (Wulandari et al., 2024). In the education sector, online learning platforms enable equal access to knowledge for various levels of society. In the health sector, telemedicine technology makes it easier for people to get medical services without geographical boundaries. In addition, social media and communication applications have changed the way individuals interact, strengthening relationships even though physical distance separates (Munawar et al., 2021).

According to Asikin et al (2017), rapid advances in digital technology have had a significant impact on improving the economic welfare of companies globally. Rapidly developing digitalization or computerization in recent decades has changed almost all aspects of business operations, from systems and procedures to products and administration. Digital technology replaces conventional work methods that usually rely more on face-to-face and manual interactions, with more efficient and automated technology-based solutions. Business processes that previously required large amounts of time and resources can now be completed faster and more accurately using software, cloud-based management systems, and automation that enable companies to save costs, increase productivity, and provide better service to consumers (Aminah et al, 2024).

In the digital era, one of the increasingly growing phenomena is the emergence of social entrepreneurship, which offers a new perspective in the business world. Unlike conventional business models that focus solely on achieving profits, social entrepreneurship prioritizes creating positive impacts for society and the environment (Farida & Nisa, 2024). This business not only aims to make a profit, but also tries to solve existing social problems in an innovative and sustainable way . By utilizing digital technology, social entrepreneurship can now access wider markets, accelerate the distribution of products or services, and increase the social impact generated (Wahyono et al., 2019). Digital platforms also enable collaboration between various parties, both from the government, private, and community sectors, to create more effective solutions to social challenges.

Social entrepreneurship plays an important role in fostering an entrepreneurial spirit in individuals, because it combines economic and social goals into one strong unit. This model provides opportunities for entrepreneurs to create innovative solutions to social problems, while maintaining business continuity (Zaidan et al., 2023). The transformation of people's mindsets, which were previously solely profit-oriented, has now shifted to a more inclusive orientation, which involves social concern as an integral part of business objectives. The profits obtained from this business are not only enjoyed by the business owner, but can also be used to address various social issues, such as poverty, education, health, and the environment (Prabawanti & Herman, 2019).

A social entrepreneur generally establishes a social enterprise with the main goal of creating jobs or providing opportunities for people to learn certain skills (Saragih, 2017). For example, they can provide jobs for people with disabilities or provide skills training for people who are unemployed and having difficulty finding work. In addition, social entrepreneurs also aim to provide solutions to unmet community needs, such as providing health services, arts activities, or youth programs in remote areas (Ubaidillah, 2021). Moreover, they strive to generate income that not only supports the sustainability of the social enterprise but also strengthens the positive impacts it generates, with the long-term goal of improving social welfare in a sustainable manner. Through this approach, social entrepreneurs are able to solve social problems while creating more inclusive and sustainable economic opportunities (Nuraini et al., 2019).

Indonesia, with its diverse cultural wealth and abundant natural resources, has great potential to develop social entrepreneurship as a solution to various social and economic problems. The diversity of culture and local wisdom spread across various regions can be utilized as capital in creating products or services that not only have economic value, but also support cultural and environmental preservation (Palesangi, 2012). Abundant natural resources, if managed wisely, can provide significant social impacts, such as improving community welfare through the development of environmentally friendly and sustainable businesses. Social entrepreneurship in Indonesia has great potential to address social challenges, such as poverty, inequality in access to education, and health problems, by empowering local communities and optimizing existing potential (Tenrinippi, 2019).

This study aims to analyze the opportunities and challenges of social entrepreneurship in the

digital era in achieving social welfare. Social entrepreneurship is an innovative approach that combines a social mission with entrepreneurial principles to create a positive impact on society. The benefits of this research are to provide deeper insights into the potential of social entrepreneurship as a tool to achieve sustainable social welfare, as well as to provide strategic recommendations for social entrepreneurs and stakeholders in optimizing digital technology to support social initiatives that have a broad impact. This research is also expected to be a reference in developing policies that support social entrepreneurship in Indonesia.

2. Research Design and Method

The method used in this research is a qualitative method, which is known as a research procedure that produces descriptive data in the form of written or spoken words from people involved in the research, as well as observable behavior. This method was chosen because of its ability to dig up information in depth and provide a more comprehensive understanding of the phenomenon being studied (Moleong, 2017). In this study, a qualitative approach allows researchers to explore the dynamics of social entrepreneurship with a broader context, as well as provide a more detailed explanation of how social initiatives can create impacts on society and the environment, especially in the rapidly developing digital era.

The data collection techniques used in this study consisted of in-depth interviews and literature studies. Interviews were conducted with social entrepreneurs, experts, and other relevant parties to gain first-hand perspectives on the challenges, opportunities, and impacts they face in running social enterprises (Yulianah, 2022). In addition, a literature study was conducted by reviewing various scientific articles, books, and information obtained from the mass media to enrich theoretical understanding of social entrepreneurship and digital technology. These documents provide a strong foundation for research analysis, so that the results can provide relevant and applicable insights for the development of social entrepreneurship in Indonesia.

3. Results and Discussion

Social entrepreneurship has the main goal of creating a positive impact that is directly felt by society, especially for marginalized groups, including lower-class people. This social enterprise is not only oriented towards financial gain, but more towards empowering communities who need access to economic opportunities, education, health, and social welfare (Silfiani, 2022). By focusing on those most in need, social entrepreneurship can pave the way for individuals or groups to improve their quality of life, create jobs, and provide relevant skills that can help them escape poverty or underdevelopment. Through these initiatives, social entrepreneurship is able to reduce social inequality and provide equal opportunities for all levels of society (Utomo, 2015).

In addition, social entrepreneurship also acts as a bridge connecting various parties to provide solutions to social problems faced by lower-class communities. This may include providing access to basic services, such as education, skills training, or health, which are often limited to those living in remote or less developed areas. With a more inclusive and socially conscious approach, social entrepreneurship seeks to change unfair social structures and empower communities to become economically independent. The positive impacts generated are not only measurable from a financial aspect, but also from increased social welfare, access to wider opportunities, and strengthening social ties that can help build more resilient and competitive communities.

The development of technology in the digital era provides great opportunities for social entrepreneurship. These opportunities are as follows:

Access to global markets

The development of technology in the digital era provides a huge opportunity for social entrepreneurship to expand their market reach, including access to the global market. Previously, locally based social enterprises were often limited to a certain geographic area, but with the internet and digital platforms, products or services produced by social entrepreneurship can now be reached by consumers all over the world. This allows them to not only serve the domestic market, but also offer the social solutions they create to other countries that may face similar problems. For example, social enterprises that focus on eco-friendly products or skills training can easily be promoted and sold through international e-commerce platforms, such as Amazon, Etsy, or even social media such as Instagram and Facebook.

In addition, digital technology provides opportunities for social entrepreneurs to build wider international networks. Through digital forums, webinars, or online communities, they can collaborate with other organizations, institutions, or social entrepreneurs from different countries. This collaboration can take the form of an exchange of ideas, technology, or funding that can accelerate the growth and social impact of the business being run. For example, a social organization that produces recycled products from plastic waste can collaborate with a global network that focuses on environmental issues, expanding their impact internationally, and gaining access to previously unreachable resources.

Having access to the global market also opens up opportunities for social entrepreneurship to further innovate and develop products or services that meet the needs of the international market. Using analytical data obtained from digital platforms, social entrepreneurs can analyze consumer trends and preferences in different parts of the world, allowing them to tailor their offerings to be more relevant to global audiences. This can include adapting products to meet international standards, whether in terms of quality, packaging, or even the social aspects raised, such as sustainability or empowering local communities. Thus, social entrepreneurs can leverage technology to not only expand their markets, but also increase their competitiveness at the global level, which can ultimately accelerate the achievement of their social goals.

The convenience of digital marketing

The ease of digital marketing is one of the main opportunities offered by the digital era for social entrepreneurship. Digital technology allows social enterprises to market their products or services in a more efficient and affordable way compared to conventional marketing methods. One of the main advantages of digital marketing is the ability to reach a wider audience at a relatively low cost. Through various platforms such as social media (Instagram, Facebook, TikTok), search engines (Google), and email marketing, social entrepreneurs can market their initiatives to various market segments without requiring a large marketing budget, which is often a constraint for new social enterprises. Marketing campaigns can be run with a flexible budget, according to existing financial capacity, but still effective in reaching many people.

Digital marketing also offers a variety of analytical tools that allow social enterprises to monitor and measure the effectiveness of their marketing campaigns in real-time. With the data obtained through digital platforms, they can analyze consumer behavior, such as which products are more searched for or which types of content attract more attention, and adjust their marketing strategies based on these insights. This allows social enterprises to quickly adjust their marketing approach, so they can be more responsive to the evolving needs and preferences of the market. Additionally, digital marketing also allows social enterprises to identify specific market segments that are more likely to be interested in their products or services, such as groups concerned with environmental, health, or community empowerment issues, and focus their marketing efforts on those groups.

In addition to easy access and data analysis, digital marketing also allows direct interaction with consumers through various communication channels, such as comments on social media, direct messages, or online forums. This allows social entrepreneurs to build closer relationships with consumers, gain valuable feedback, and create a community that cares about the social mission they carry. The use of content strategies, such as blog articles, educational videos, or infographics, is also an effective way to convey messages and raise awareness about the social issues raised by social enterprises. In this way, digital marketing serves not only as a tool to increase sales, but also as a means to educate and build consumer loyalty to a larger social cause.

Reducing Promotion Costs

One of the big advantages of digital marketing is its ability to reduce promotional costs compared to traditional marketing methods. In conventional marketing, such as television, radio, or print media advertising, the costs involved can be very high, especially for social enterprises that have limited budgets. In contrast, digital marketing offers a much more affordable and accessible alternative for many types of businesses, including social entrepreneurs. Platforms such as social media (Instagram, Facebook, Twitter) and search engines (Google) allow social enterprises to run marketing campaigns at a much lower cost, even with a minimal budget. Additionally, through segmented digital paid advertising, social enterprises can reach the right audience, who are more likely to be interested in their products or services, without having to pay for broader but less effective reach.

Additionally, many digital marketing tools offer performance-based payment models, such as pay-per-click (PPC) or cost-per-impression (CPI), which allow social entrepreneurs to only pay for results, such as clicks or ad views. This model is very efficient because they can control costs according to the available budget and only pay when there is a real response from the audience. In addition, digital marketing allows for the automation of most promotional processes, such as content scheduling or managing email campaigns, which reduces the need for additional spending on external marketing staff or agencies. By using tools such as analytics tools to measure campaign performance, social entrepreneurs can continuously refine their strategies to ensure that every marketing spend is delivering optimal value.

The ease of measuring and analyzing the performance of digital marketing campaigns also provides a major advantage in reducing ineffective promotional costs. With the ability to track consumer interactions with the content or ads they post, social entrepreneurs can clearly see which campaigns are generating positive impacts, such as increased sales or brand awareness, and which campaigns are less successful. This allows social enterprises to focus on the most effective strategies and allocate their budgets only to the channels that deliver the best results. Thus, digital marketing not only reduces promotional costs but also provides great flexibility and efficiency, which is very important for social entrepreneurship with limited resources.

Ability to work with distributed teams

The ability to work with remote teams is one of the advantages offered by the digital era for social entrepreneurship. In the context of social entrepreneurship, many social enterprises involve various parties, be it volunteers, employees, or partners who work in different locations, even in different countries. Digital technology allows them to stay connected and work together efficiently even though they are not in the same place. Communication platforms such as Zoom, Microsoft Teams, Slack, or Google Meet allow teams to hold virtual meetings, collaborate, and share information in real-time. With this capability, social entrepreneurs can access diverse skills, ideas, and perspectives from various individuals, which can increase the creativity and effectiveness of the team in achieving their social

goals.

In addition, digital technology also supports more structured task allocation and project management, even though the team is spread across multiple locations. Project management tools such as Trello, Asana, or Monday.com allow teams to plan, track, and complete their tasks more efficiently. Each team member can access project-related information, provide updates on their progress, and coordinate with other members on one platform. This makes it easier for project managers or social entrepreneurship leaders to monitor progress and identify obstacles or emerging needs, without having to meet physically. Thus, distributed teamwork can still run smoothly, coordinated, and productively even though team members are in different places.

The ability to work with distributed teams also allows social enterprises to access the best talent from around the world, without being limited by geography. They can recruit individuals with specialized skills that may not be available in their local market, thereby increasing the capacity and competence of the social enterprise. In addition, the cross-cultural collaboration that occurs in distributed teams can enrich perspectives and approaches to solving social problems, as each member brings unique experiences and knowledge from their background. Therefore, the ability to work with distributed teams not only allows social enterprises to be more flexible in their operations, but also expands opportunities for growth and greater social impact, by leveraging digital technology as a primary means of collaboration.

However, behind the great opportunities, the development of technology in the digital era raises a number of challenges that need to be overcome. These challenges can be as follows:

Digital inequality

Digital inequality is one of the major challenges faced by social entrepreneurship in the digital era. Although digital technologies offer a variety of opportunities, not all people or communities have equal access to these technologies. This inequality can be seen from several dimensions, such as access to sophisticated technological devices, fast and stable internet connections, and the digital skills needed to make maximum use of technology. In some areas, especially remote or less developed areas, people may not have adequate devices such as smartphones or computers, or even adequate internet access. This creates gaps in their ability to leverage digital technologies, which in turn limits their participation in the digital economy and access to the benefits of social entrepreneurship.

In addition, digital inequality is also reflected in the inequality in digital skills possessed by individuals in various levels of society. Although most urban communities or the younger generation have higher digital skills, many groups of people are less skilled in using technology, especially older groups or those living in areas with limited access to technology education and training. Without adequate digital skills, these individuals or groups will find it difficult to keep up with technological developments, participate in the digital market, or even take advantage of existing social entrepreneurship opportunities. Therefore, this skills gap can hinder the ability of social entrepreneurship to involve all parties in efforts to create social impact.

Digital inequality can also exacerbate existing social and economic inequalities. Social enterprises that rely on technology to advance their mission or provide services to communities must consider these access barriers, as not all groups can be reached in the same way. For example, if social enterprises rely solely on online platforms to market their products or engage consumers, they may miss out on potential markets from individuals or groups who do not have access to technology or the internet. This can exacerbate social inequalities and reduce the inclusiveness of the social enterprise effort itself.

Limited resources

Resource constraints are a significant challenge facing social entrepreneurship in the digital age. Social enterprises often have limited budgets compared to large commercial companies, which limits

their ability to access advanced technologies, develop adequate digital infrastructure, or run full digital marketing campaigns. This lack of funding can hinder social entrepreneurs' efforts to scale their impact or introduce innovative solutions to a wider audience. For example, to build an efficient digital platform or application to serve their social purpose, social enterprises may need significant funding, but budget constraints prevent them from developing or sustaining these systems.

In addition, resource constraints can also include a lack of skilled and experienced workforce in the digital technology sector. Social enterprises often rely on volunteers or staff with limited technology skills, which affects the quality and effectiveness of their digital projects. Without adequate technical expertise, they struggle to implement optimal digital solutions or overcome technical issues that arise during operations. This also makes it difficult for them to harness the full potential of digital technologies to solve social problems or increase the impact of their social enterprises.

Resource constraints also include challenges in building and maintaining relationships with stakeholders, including customers, partners, or donors. In the digital world, building credibility and establishing strong relationships with various stakeholders is essential, but this requires investment in an effective digital marketing strategy, as well as infrastructure to manage customer relationships (CRM) and data. For social entrepreneurs with limited resources, these challenges are even greater, as they may not have the capacity to focus their efforts on marketing or maintaining consistent relationships with stakeholders.

Tough competition

Tight competition is one of the main challenges faced by social entrepreneurship in the digital era. With wider access to technology and global markets, more individuals and organizations are entering the entrepreneurial space, both in the social and commercial sectors. This creates a competitive environment, where social entrepreneurs must compete not only with fellow social enterprises but also with commercial companies that may have greater resources, more advanced technology, and more aggressive marketing strategies.

Social entrepreneurs often face challenges in attracting the attention of customers, investors, or donors amidst the onslaught of information and the variety of product or service options available online. In the digital era, presence on digital platforms such as social media, marketplaces, or special applications is a must. However, to compete effectively on these platforms, social enterprises need to build a strong brand, tell a compelling story, and provide unique value that sets them apart from their competitors. This competition is intensifying as commercial companies are also starting to adopt social impact-based strategies to attract consumers, thereby blurring the lines between commercial and social businesses.

Additionally, when it comes to fundraising, social entrepreneurship often competes with other initiatives that are also seeking financial support from individual donors, philanthropic organizations, or impact investors. Potential donors or investors have many options, and they tend to support ventures that demonstrate concrete evidence of their effectiveness and social impact. This requires social entrepreneurs to not only focus on their mission, but also ensure that they have effective impact measurement tools to demonstrate the results of their work.

Regulatory challenges

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4. Conclusions

Social entrepreneurship in the digital era offers a great opportunity to create a significant positive impact on society and the environment. The development of digital technology has opened access to global markets, facilitated marketing, reduced promotional costs, and enabled collaboration with teams spread across multiple locations. By utilizing digital platforms, social entrepreneurship can reach resources, expand reach, and improve operational efficiency. All of this provides an opportunity for social entrepreneurship to become a solution to various social and economic challenges, especially in countries like Indonesia that are rich in culture and natural resources. However, behind these opportunities, there are major challenges that must be overcome, such as digital inequality, limited resources, intense competition, and regulatory challenges. Inequality in access to technology can limit the participation of certain communities in the digital ecosystem, while increasingly intense competition requires innovative and differentiated strategies. In addition, the lack of a supportive regulatory framework is often an obstacle for social entrepreneurship to develop optimally. Therefore, synergy is needed between the government, business actors, and the community to create a conducive environment, including the development of adaptive and inclusive regulations, in order to maximize the potential of social entrepreneurship in achieving sustainable social welfare in the digital era

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