



## Community-Based Social Entrepreneurship In Clean Water Management In Gudang Garam Village, Bintang Bayu Sub-district, Serdang Bedagai District

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### Abstract

The theory of social entrepreneurship is used in analyzing and looking at the phenomena that occur in the development pattern of gudang garam village. Can be seen in four aspects of social entrepreneurship. The first social value, with social benefits, is donating the profits obtained for the benefit of the community. The social mission continues to try and strive to get clean water, and social entrepreneurship opportunities are used as development assets, and there are purchases for clean water users. Second, the civil society originated from the village government's initiative to form BUMDES to increase and develop BUMDES businesses. Community participation by cooperation and self-help in damages, social media used to promote businesses, namely the youtube and Facebook websites. The three innovations, namely adding value to the village government, continue to advance their water management potential and open jobs to make the product superior. Finally, economic activity is engaged in entrepreneurial activities facilitating the community and continuing to be creative in developing its business product; the distribution of businesses profits that are owned is very promising in the long term and makes the community prosperous.

**Keywords:** Entrepreneurship, Clean Water, Village Owned Enterprises.

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## INTRODUCTION

Water is an essential requirement in human life to be used in everyday life. Such as the need to eat, drink, cook, wash, bathe, clean up the dirt in the house, and so on. The magnitude of the benefits of water for human life is excellent and good water quality. Water is the source of life for living things, and because of that, the existence of water is needed in life. Sound, clean water systems can benefit the economy and protect the environment for human health.

The functions and benefits of water require various efforts to increase and protect the water so that it is efficient and effective. Population growth, water crisis, and environmental problems create difficulties in ensuring equal access and sustainable availability of water resources. Human water needs always increase from time to time because of the increasing intensity and variety of water needs.

With the increase in population yearly, the need for clean water is also increasing. The supply of clean water can only meet some of the community's demands due to various factors such as river

water pollution and forest destruction, so raw water sources become difficult. Thus, improving the quality of clean water and its services is necessary to meet the community's needs.

Society is individuals from several other groups who can relate directly to and greatly influence one another. With that, society is also referred to as a place of social relations consisting of several grouping collectives into better groups (Kharis Abdul, 2018). Society is defined in terms of language as several groups of people with the most profound or comprehensive meaning bound in a culture that is considered the same; as with language, a group that feels they have a common language is included in the group.

Gudang Garam Village is located on a plateau; like a plateau, it is tough to make clean water sources in dug wells (according to parents and villagers in 1932). In the village, which is occupied by 247 families with 865 people, for clean water, the community takes water from coconut tree trunks and roofs of houses when it rains. Using bamboo gutters, it is channeled to the house or taking river water and using jerry cans and buckets with a distance of 1.5 km or a round trip with a distance of 3 km to the Bah Kari River west of Gudang Garam Village.

The limitations of this village are not an obstacle to the difficulty of getting water in the dry season. The village head at that time worked hand in hand with village officials and the community to work hard during the dry season. This has great potential, namely finding water sources in the Bah Kari River by seeking assistance from high-level parties to construct or construct water reservoirs, which is also one of the government's programs for developing community welfare regarding clean water.

Realizing the importance of the availability of clean water for the people of Gudang Garam Village, the village government makes the management of clean water a village asset to increase income and contribute to village income. For this reason, it is necessary to form a Village Owned Enterprise (BUMDes) as the basis for village business activities contained in Village Regulation Number 01 of 2014. The proceeds from taking clean water are 50% for maintenance costs, 40% for TP3 fees, and 10% for Village Original Revenue (PAD).

The form of clean water management in Gudang Garam village can be seen from the perspective of social entrepreneurship through village development efforts. In installing the piping, the people were pleased; they took a little time to get clean water. The clean water management unit innovates and develops through BUMDes so that by managing springs, it will no doubt get jobs and empower the community. Social entrepreneurship in the village can be developed because the community has a strong collective awareness character to achieve shared prosperity. Social entrepreneurship in rural areas requires encouragement because of the available resources.

Social entrepreneurship has been developed in several fields, ranging from not-for-profit, for-profit, public sector, and combinations. The concept of social entrepreneurship consists of four: knowledge, social capital, and social skills that can solve social problems into social innovation. second, social activities guided by firmness, innovation, and discipline. Third, find opportunities with minimal resources and the spirit of hard work to improve people's welfare. Fourth, the characters of innovator, discipline, high dedication, creator, and leadership in program implementation.

Social entrepreneurship is an agent of change capable of carrying out social goals and discovering opportunities for improvement. An entrepreneur is always involved in the process of innovation, adaptation, and learning that continuously acts regardless of the various obstacles or limitations he faces and has accountability in being accountable for the results he achieves for the community.

## **METHOD**

This research uses a descriptive qualitative method. A qualitative descriptive method to describe and describe information data based on facts or facts in both scientific and engineering. The qualitative approach assumes that understanding human behavior (social behavior) needs to be sufficiently obtained from surface behavior. Still, the need to pay attention to the perspective from this approach to obtain a holistic picture of humans and their world is no less critical.

Data collection techniques generally use direct communication techniques, broadly divided into three main types: observation, interviews, and documentation studies. Observation in research is a process or initial activity carried out by researchers to find out the actual conditions of the research field. Interviews can be obtained directly from the data of various informants. Documentation studies are needed primarily to add to the trust and evidence of an incident and obtain data regarding community-based social entrepreneurship in the management of clean water in Gudang Garam Village.

## RESULTS & DISCUSSION

To see more clearly how social entrepreneurship is developed in clean water management in Gudang Garam Village, researchers will use the dimensions that characterize social entrepreneurship as compiled by Hulgard (2010): social values, civil society, innovation, and economic activity.

### A. Social Values

One dimension that is the main characteristic of social entrepreneurship is the creation of real social benefits for the community and the surrounding environment with a social mission that is pursued by efforts to find opportunities and process them with innovation. The social benefits arising from the presence of clean water businesses in Gudang Garam Village indeed depart from its primary purpose: to answer the fundamental problems the villagers face. Gudang Garam Village has experienced difficult times where the community directly experienced periods of drought and difficulty in getting clean water.

Previously, in 1932, before there were drilled wells for clean water needs, the community took water from coconut tree trunks and roofs of houses. If it rained using bamboo gutters, it flowed into the house or took water from the river using jerry cans or buckets with a distance of 3 KM back and forth to the Bah River—curry west of the village of Gudang Garam. However, after the independence era, the community began to make rainwater tanks with a size of 3 M X 3 M and a height of 2 M. During the dry season, the community still took water from the river or pennant (spring) near the river for drinking water needs, while for other needs Community toilets go directly to the river.

Of these problems, the village head and government made efforts to start water problems in Gudang Garam Village so that it was easy to get clean water. When the village government disbursed village development assistance funds (BANGDES) based on village meetings, the village head and community leaders decided to dig five wells in Gudang Garam Village, which is located in a basin or valley, this is because the groundwater table is intense, which is around 38M. Until now, there are five units of these wells, but they are not well maintained, and occasionally, there are also people whose houses near the wells are used for bathing.

This did not break the spirit of the village head and village government to get a water source because it was for the welfare of the people. Moreover, in the end, it was not in vain because they had found a water source with a depth of 38 M. From there, the people were pleased and excited when they found out that if asked, a source had been found, even though it was poorly maintained. In 1996, Gudang Garam Village received the PSAB-PLP program (Clean Water Facility Program for Rural Environmental Sanitation). The construction of the drilled well took until 1997 with a depth of 180 M with a submersible dynamo in Dusun II. The community is very grateful for the clean water building.

The entrepreneurial opportunity Water is collected using coupons purchased through TP3. However, if there is damage that costs money, the community is independent and responsible for helping with the costs of repairing the drilled well. The strategy for managing and developing clean water as a village asset is to increase village income and contribute to village communities.

## **B. Civil Society**

The second dimension that characterizes social entrepreneurship in civil society is that entrepreneurship generally comes from the initiative and participation of civil society by optimizing existing social media.

The initiatives that arise from the presence of clean water businesses in Gudang Garam Village are, of course, the village government's initiative to answer what initiatives the village government has taken in managing clean water. An initiative of the village government regarding the management of clean water after being taken over under the auspices of the village-owned enterprise. This is also in line with the research results showing that the management of clean water managed by village-owned enterprises can increase the community's ability to improve their business.

Some of the village-owned enterprise development plans include the installation of party equipment tracks, bri links for payment of electricity bills, RO drinking water depots, the field of clean water management, bottled cup drinking water, and car transportation. Serdang Bedagai district government's support for Gudang Garam village is going well through coaching and facilities through village fund allocations (ADD) which are disbursed annually to villages and village funds from the state budget. In 2015, it began to be disbursed to villages to increase the capacity of village-owned enterprises. With that, the government continues to make efforts and is enthusiastic about how the development of clean water can meet the community's needs.

The results showed that managing clean water managed by village-owned enterprises increased the community's ability to run the business they owned. So this salt cellar village not only supports it but also gets the village's original income. With the addition of water tank towers in hamlets I and III at that time, the government needed community workers; besides that, the community also actively participated by working together in the success of this development. Gudang Garam village can work together to create a developed village that has clean water and manages this water.

To learn about the development of clean water management and running a business, Bumdes Mandiri has its website so that people outside Gudang Garam Village can see transparency about the development of clean water management or Bumdes Mandiri. The following is to promote business and community activities through the YouTube and Facebook websites under the name Gudang Garam village government.

## **C. Innovation**

With the finding of clean water, Gudang Garam village works together to create a developed village that has clean water and manages this water. The village head and the community continue to innovate where to eliminate the long queuing process and time to obtain clean water; the BPD village government and the community agree to carry out the main pipe and piping.

The village government planned an innovation to eliminate the queue process and the long time it takes to obtain water by installing main pipes and piping. After installing the piping to residents' homes meters and water pipes, it is done free of charge at one point; if you add to the point, the community buys the pipes themselves, and the village-owned enterprise management installs them. After being managed by village-owned enterprises, 45% is for management operations, 20% is for the village's original income, and 35% is for maintenance of electricity accounts and additional village-owned capital.

With development innovations in advancing clean water management, Bumdes continues to develop, namely by managing dug wells to be able to open jobs and be able to empower the community as a workforce to manage bottled water as a production of dug well water management in a packaged form called GG WATER.

In this case, the managed water has gone through a certified laboratory process from the provincial health office, then returns to the laboratory to obtain SNI, BPOM, and MUI certificates. Bumdes hopes that their products will benefit the community, especially the Gudang Garam village community, who are helped by their own products. With that also to advance bottled drinking

water, the village government is collaborating with the Serdang Bedagai district government for superior products owned by Gudang Garam Village.

#### **D. Economy Activity**

With the ongoing management of clean water managed by village-owned enterprises to improve the community's economic conditions, social entrepreneurial activities to organize the economic sector, which indeed comes from clean water, can also lead to changes in the village and community economy with social goals and profit distribution.

In its activities for profit, Bumdes Mandiri also provides social goals by donating the profits earned to benefit the community. For example, Bumdes Mandiri donates six boxes of packaged water cups and other social activities whenever someone dies. Because social entrepreneurship in the management of clean water managed by Bumdes facilitates the community to continue to be creative and innovate on products that will be marketed by offering products to the community around the Bintang Bayu sub-district at meager prices for refill gallons and bottled water cups. Bumdes Mandiri is also innovating by collaborating with the Serdang Bedagai district government to develop GG Water packaged aqua products.

The social impact continues to be carried out by the community and village government by finding sources to build so that they can meet the most critical community needs for everyday life, all of which are obtained from the presence of clean water, which has turned Gudang Garam village into a superior village. Welfare also cannot only be felt by the village government, but the community also feels thrilled and the development changes. This is solely due to the collaboration between the village government and the community, who synergize to change the village to meet the community's needs. From this long-term social goal, Gudang Garam village also won a district to national level champion because of the development of clean water.

### **CONCLUSION**

The development of community-based social entrepreneurship in the management of clean water in Gudang Garam Village, Bintang Bayu District, Serdang Bedagai Regency, can be seen in four aspects of social entrepreneurship. First, social value, that is, with social benefits, donating the profits obtained for the benefit of the community, the social mission continues to try and strive to get clean water, clean water social entrepreneurship opportunities are used as development assets, there are purchases for clean water users. The second is civil society, originating from the village government's initiative to form BUMDES to increase and develop BUMDES businesses, community participation by cooperation and self-help in damages, and social media used to promote businesses, namely the YouTube and Facebook websites. The three innovations, namely adding value to the village government, continue to advance their water management potential and open jobs to make the product superior. Finally, economic activity is engaged in entrepreneurial activities facilitating the community and continuing to be creative in developing its business products; the distribution of business profits that are owned is very clearly promising in the long term and makes the community prosperous.

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