

Sociopreneurship to Reduce Extreme Poverty in the Coastal Areas of Pangkajene Islands: A Literature Review

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ABSTRACT

Pangkep has many natural resources due to its characteristics consisting of urban areas, highlands and islands. On the other hand, Pangkep is an area with a high level of extreme poverty. This poverty portrait can be found in four districts of Pangkajene Islands and the farthest island, 293 kilometers from Pangkep City. Sociopreneurship offers the concept of community empowerment so that they can rise from the downturn due to the economic problems faced by the coastal communities of the Pangkajene Islands. This study aims to formulate strategies for implementing sociopreneurship in the coastal areas of the Pangkajene Islands that are experiencing extreme poverty problems. This study used a qualitative research method with a literature review approach. This study found three sociopreneurship models: providing a place to sell SME products, developing tourist villages, and seeking investors for processing marine products. Strategies for implementing sociopreneurship include (1) running a sustainable business model, (2) running a coastal community empowerment program, (3) innovating products and services, (4) establishing partnerships and collaborations, (5) adopting a community-based approach, and (6) considering economies of scale and reproducibility.

Keywords:

Sociopreneurship, Coastal Community, Sustainable Business Model, Extreme Poverty, Partnership

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1. Introduction

Poverty is a social problem faced by most regions in developing countries (Breunig & Majeed, 2020; Gibson et al., 2023; Hill, 2021). The value of the Poverty Line characterizes the poverty indicator as of September 2022 issued by the Central Statistics Bureau (BPS), which is IDR 535,547 per person per month, which is equal to IDR 17,851 per person per day (<https://www.cnbcindonesia.com>). This amount is associated with the income needed for people to fulfil their basic needs and function in society (Fahrudi, 2020; McArthur & Rasmussen, 2018; Xiong et al., 2018). The most severe poverty level is called extreme poverty," with a standard amount of expenditure below IDR 322,170 per person per month, equivalent to IDR 10,739 per day per person (www.liputan6.com).

One of the causes of poverty is a lack of jobs (Demirgüç-Kunt et al., 2020; Ranchhod & Daniels, 2021; Sarker, 2021; Sehnbruch et al., 2020). Unemployment might be caused by the level of education in the labour force that does not meet the competency standards required by the business world or industry (Afolayan et al., 2019; Kartseva & Kuznetsova, 2020; Meyer &

Hamilton, 2020; Tamesberger & Bacher, 2020). This condition is often found in areas with low educational awareness, such as the extremely poor. Extremely low-income families consider education expensive, while they need more money for food so they can work, even though their income from working cannot improve their quality of life (Muhtarom, 2018; Wijayanti & Jatiningsih, 2021). However, being an entrepreneur also requires the courage to start. For some people, entrepreneurship is not easy, especially when it has to be done alone and with limited access to resources such as skills, capital, technology and information, as experienced by people experiencing poverty (de los Angeles Somarriba-Chang & Gunnarsdotter, 2012). On the other hand, the poor cannot simply wait for government assistance. They must be empowered and motivated to rise from economic limitations to a prosperous life. Sociopreneurship has several advantages to overcoming this problem (Aqmala & Putra, 2023; Nofrida et al., 2022; Triana Putri & Hidayatul Ihsan, 2022).

Sociopreneurship is a concept that combines social and entrepreneurial aspects. Entrepreneurship is a way to add value to something that may seem ordinary to some people. A sociopreneur does not do entrepreneurship for personal gain but to bring societal change. A sociopreneur will be an agent of change to solve social problems such as extreme poverty. This approach emphasizes using business principles and innovation to create a positive social impact, including poverty alleviation. In poverty alleviation, sociopreneurship involves efforts to address poverty issues through a sustainable business approach. Sociopreneurs seek to create ventures or initiatives that generate profit and provide social benefits to communities in need.

Pangkajene and the Islands (Pangkep) Regency is one of the regions with the highest poverty rate in South Sulawesi Province. BPS South Sulawesi data shows that the highest percentage of poor people in South Sulawesi is found in Pangkep Regency, which is 13.92%. This high poverty rate is caused by the low number and quality of basic services in Pangkep, i.e. education, health, and housing facilities. Most poor people in Pangkep have only completed elementary school, and insufficient secondary schools are available in the Pangkajene Islands (Rusli, 2022). The main occupation of the poor is mostly fishing. In addition, maternal and infant mortality rates are high, indicating low availability of health facilities and poor nutrition (Rusli, 2022). Ironically, Pangkep is the region with the highest economic growth in South Sulawesi. This is evidenced by Pangkep's GDP, which is higher than the national average. The largest contribution to Pangkep's GDP comes from the manufacturing sector, particularly cement. At the same time, most of the population works in the agricultural sector, which has the lowest average wages compared to other sectors (Isdijoso et al., 2019). This inequality, in turn, is due to the population's low education level, so they cannot be absorbed in the cement industry. In addition, women have lower labour force participation rates because they have to care for children at home while their husbands work as fishermen or agricultural labourers.

The phenomenon of poor people in the Pangkep Islands region is interesting to study to find the right poverty alleviation strategy for coastal residents. Previous studies show that sociopreneurship can be developed to alleviate poverty, as done by Budiawan & Lomagio (2023), Febriyanti et al. (2022), Mawardi & Pratama (2023). However, research on sociopreneurship strategies for poverty alleviation in Pangkajene coastal areas is still limited.

2. Methods

This study is qualitative research using a literature review approach. The literature search included national and international journals and research reports. The literature search was conducted through Publish or Perish for the period 2017-2023 using three keywords; "sociopreneurship", "extreme poverty in coastal areas", and "poverty alleviation in Pangkep". The criteria for the journals reviewed can be seen in Table 1.

Table 1. Article Search Inclusion Criteria

Criterion	Inclusion
Period	2017-2023
Language	Indonesian and English
Types of journals	Scientific articles and research reports
Access	Open access

Article theme Sociopreneurs for poverty alleviation in coastal areas

The literature review will be synthesized using a narrative method. The research stages carried out are as follows (Febriyanti et al., 2022):

1. Collect literature according to keywords and publication period.
2. Screening the literature.
3. Selected the articles according to the inclusion criteria.
4. Summarized the literature that met the inclusion criteria.
5. Analyze the content of the literature by coding the content of the article.
6. Look for similarities and differences in the articles discussed.
7. Compiling a synthesis.

3. Results

This study used the Publish or Perish application to search for literature. This application is used with the consideration that the criteria for articles to be searched can be determined, the results of article searches can be copied into Excel files, and the information obtained is complete with accessible article links. The search results using keyword 1 obtained 640 articles, those using keyword 2 obtained 100 articles, and those using keyword 3 obtained 71 articles. The total number of articles obtained was 811.

The next stage is article filtering. Articles obtained using keywords were then grouped into several themes, and the following results were obtained:

1. Articles with keyword one are divided into 11 themes, totalling 109 articles.
2. Using two keywords, 16 articles were obtained, divided into four themes.
3. Finally, with keyword 3, 21 themes were obtained, totalling 31 articles.

Table 2. Screening Results of Inclusion Criteria

Keywords	Theme	Articles
Sociopreneurship	Sociopreneurship in community empowerment	26
	Sociopreneurship in MSMEs	24
	Sociopreneurship in agriculture	12
	Sociopreneurship in tourism	12
	Sociopreneurship and technology	11
	Sociopreneurship among youth	8
	Sociopreneurship as philanthropy	8
	Sociopreneurship in reducing poverty	8
	Sociopreneurship in BUMDES	4
	Sociopreneurship in waste banks	3
	Sociopreneurship in cooperatives/financial institutions	2
Extreme poverty in coastal areas	Coastal Sumatra Island	6
	Coastal Java Island	6
	Coastal New Guinea Island	2
	Pangkep Coast	2
Poverty alleviation in Pangkep	CSR	5
	Business capital assistance	3
	BUMDES	2
	Investment	2
	SDGs	2
	Zakat management	2
	Agroecosystems	1
	Village Fund and Village Fund Allocation	1
	Blue economy	1
	Mangrove ecotourism	1
	Healthy living community movement	1
	Gender Inclusive	1
	Entrepreneurship	1
Social capital	1	

Keywords	Theme	Articles
	Women's participation	1
	Fishermen empowerment	1
	Multidimensional analysis	1
	Improved nutrition of toddlers	1
	PKH	1
	Independent Village Program	1
	Productive Economic Business Program	1

In Table 2, we first see that most sociopreneurship activities are community empowerment and MSMEs. These findings confirm that sociopreneurship cannot work without community involvement. Community involvement in sociopreneurship is not as workers but as business owners who have products, innovate, and benefit from their businesses (Utami et al., 2017). Community empowerment in the form of MSMEs produces a product, and sociopreneurs accommodate the production of products by MSMEs (Dalton et al., 2020; Kassa, 2021).

Second, sociopreneurship is widely applied in agriculture and tourism and combined with the use of technology (Haji et al., 2021). Pangkep is an area that has a lot of natural wealth. (Arezki et al., 2019) The natural condition of Pangkep, consisting of cities, mountains, and islands, illustrates the wealth of natural resources, so it is very appropriate to develop sociopreneurship. Finally, an interesting fact is that sociopreneurship is now a trend among young people (Fikri, 2022; Sari, 2022; Suyatna & Nurhasanah, 2018). Today's youth, Gen Z, have an endless "world." Intense interaction with social media makes it easy for Gen Z to find inspiration to become entrepreneurs while caring for the social environment (Zulfiani & Rivai, 2020).

A search for "extreme coastal poverty" yielded limited results. From the search results, extreme poverty in Sumatra and Java were the most studied, while only 2 articles were found for Pangkep coastal poverty. This lack of research is due to the specific scope of the issue that highlights extreme coastal poverty. The articles filtered by the keyword "poverty alleviation in Pangkep" result in many ways of poverty alleviation in Pangkep. This shows that the problem of poverty in Pangkep has been going on for a long time, so several methods have been proposed or applied for poverty alleviation in Pangkep. Most of the methods for alleviating poverty in Pangkep are held with the CSR funds of PT Semen Tonasa, which are distributed to develop public facilities and infrastructure, worship facilities, environmental protection, poverty alleviation, business support, and scholarships (Takbir, 2017). CSR can be a way to alleviate poverty by providing assistance in the form of physical facilities for residents to use or financial support for activities relevant to the company's CSR goals (Kolk, 2016). However, such assistance is one-shot solution so there is no follow-up from the company after the CSR fund is distributed. The second way is with the help of business capital obtained from banks. For example, business capital assistance is provided to help people who need it (Martini et al., 2022; Xu & Ma, 2022). Unfortunately, the bank does not provide business consultancy to increase the scale of residents' businesses. The bank focuses only on the ability of creditors to pay off the loans.

Improving the governance of village-owned enterprises (BUMDES), increasing investment, implementing the SDGs agenda, and managing zakat. Improving the governance of BUMDES is one way to make citizens self-reliant, but the governance of BUMDES is a challenge. Like a for-profit business, BUMDES should be managed seriously and professionally. The sustainability of BUMDES is highly dependent on the policies of the village head (Kalsum et al., 2022). If the village head does not pay special attention to the management of BUMDES, it is difficult for BUMDES to survive. Many BUMDES eventually leave businesses because they were poorly managed and neglected after being established (Zulfiani & Rivai, 2020). The SDGs program is an action taken by the government following the international agenda to eliminate poverty in the world. As Indonesia is committed to the SDGs agenda, the regions are implementing the SDGs program coordinated by the central government. The challenge is the coordination between the implementers in the regions and the central government and the human resources that are not ready to imply that Zakat management is a way of managing people's funds so that they can be distributed to those entitled to receive zakat. Zakat cannot reduce poverty if it is given only in cash and is not accompanied by assistance in using the funds.

The total number of articles from the screening results was 156. This number was then selected again using the inclusion criteria and finally obtained nine articles for analysis. A summary of the results of the articles obtained can be seen in Table 3.

Table 3. Literature Summary

No	Researcher Name (Year)	Heading	Result
1	Abdul Azis, Mutmainnah, Sitti Fithriani Saleh (2022)	Optimizing the role of women in the use of the beach potential through sociopreneurship based in Barru Regency	Here, women are taught marine education to find out the potential of coastal areas and entrepreneurship education to explore the potential of the sea wisely to improve the welfare of coastal people. The use of marine resources is taught to make products from marine products, namely: seaweed dodol, seaweed meal, seaweed crackers, seaweed candy, shredded fish.
2	Wiwi Siti Syajarotunnisa (2023)	The empowerment of social entrepreneurship community in the development of MSME in Sumedang Regency	Sociopreneurship can be applied to community empowerment. In this way, people are invited to participate in setting up a business by providing knowledge and skills as business actors. After providing business support, business owners could have initiative, creation and innovation.
3	Faizal Kurniawan, Krisna Abdi Parella (2018)	Sociopreneurship of Evicted Communities in Building the Concept of the Malangan Mask Thematic Tourism Village	The people of Malangan Mask Village were originally homeless and beggars. The Malang City Social Service fostered them by providing capital, life skills development, and entrepreneurial assistance to build the Malangan Mask Tourism Village. The income of the people of Kampung Topeng Malangan has doubled in the last two years.
4	Mey Susanti AS, Johan Mashuri (2020)	Policy Windows: Socio-preneurship Activity Through Development of Turtle Breeding Ecotourism in Mapak Indah Beach	The implementation of sociopreneurship was developed in ecotourism as turtle breeding at Mapak Indah Beach, Mataram. Parties involved in this process were government, entrepreneurs and coastal residents. As a provider of facilities and infrastructure, the government is much needed in establishing businesses. Local entrepreneurs act as capital and skills providers; finally, coastal residents act as empowered people in the sociopreneurship process.
5	Dian Arlupi Utami, Noviyanti, Gading Gama	Sociopreneurship as an alternative for community	Sociopreneurship best practices: 1. Saung Angklung Ujo, with an educational approach in the city

No	Researcher Name (Year)	Heading	Result
	Putra, Agus Prasetyawan (2017)	empowerment and poverty alleviation.	of Bandung, presents traditional West Javanese art performances, empowering local residents and increasing local income from the tourism sector. 2. Mangrove Ecotourism, with the idea of making batik with the theme of mangrove forests. The batik craftsmen are women from Wonorejo. Wonorejo is now a mangrove batik tourist village on the Rungkut coast of Surabaya.
6	Mirawati, Vellayati Hajad (2022)	Women's Business Group "SEPAKAT" Strategy to Empower Coastal Women in Southwest Aceh District	The Sepakat business group consists of mothers who support the family economy by producing salted fish. The local government provides the initial capital at the time of its establishment. The Sepakat business group has problems in maintaining the selling price of their products because the price of raw fish often fluctuates depending on the weather and tidal conditions. The Sepakat business group still needs attention from the government in terms of training and business support.
7	Harnining Rusli (2022)	Sustainable Development Goals and Poverty Reduction Efforts in Pangkajene District and Islands of South Sulawesi Province	Extreme poverty in Pangkep has not been successfully reduced because: 1. Industrial development is not in line with the community's culture and the region's potential. 2. Low human resource capacity 3. Lack of education and health facilities due to budgetary constraints, 4. Geographical conditions that are difficult to reach. 5. Policy changes due to changes in leadership 6. Limited alternative regulation of poverty reduction efforts 7. Lack of public participation 8. Poverty reduction programs have not focused on improving the welfare of poor households.
8	Zulfiani (2020)	BUMDES Governance: Youth as BUMDES Movers in Promoting Rural Community Empowerment	Youth is central in promoting community involvement and empowerment in managing BUMDES Mattuju in Pangkep. The process starts with studying at the Coastal School to free poor people from illiteracy. Second, to form a business group. Third, to open an

No	Researcher Name (Year)	Heading	Result
9	Hasriyanti, Muhammad Ansarullah S. Tabbu (2022)	Model for Empowerment of Poor Fishing Households in Coastal Aquaculture Business Development in South Sulawesi	<p>entrepreneurship class for training in product creation. Finally, BUMDES accommodates all business groups in selling products.</p> <p>The mapping was done from two sides; the geographical condition of the coastal area and the willingness of the fishermen to carry out coastal aquaculture activities. The geographical conditions of the coastal areas in South Sulawesi include the mud-sand plains. The living coral reefs in the waters of South Sulawesi are suitable for groundfish and shrimp. Culturing marine products appropriate to these conditions is a habitat-based empowerment model, such as seaweed, molluscs, sea cucumbers, demersal fish, shrimp, ornamental fish, nemo, penaeid fish, and coral fish seeds. Unfortunately, this rich marine biota is inversely proportional to the welfare of poor fishermen. The causes of fishers' poverty are (1) limited adequacy and quality of food, (2) limited access to and low quality of health services, (3) limited access to and low quality of education services, (4) limited work and business opportunities, (5) limited access to housing services, (6) limited access to clean water and sanitation, (7) degradation of natural resources nature and the environment and the limited access of poor fishing communities to natural resources, (8) gender inequality and injustice, (9) large family responsibilities, (10) inter-regional disparities.</p>

The analysis using the inclusion criteria shown in Table 3 illustrates that applying sociopreneurship can become a strategy to alleviate poverty in coastal areas. Sociopreneurship manifests itself in many ways. In line with its purpose, sociopreneurship draws its strength from social capital. The success of sociopreneurs can be seen in the wide range of benefits that the community derives from shared entrepreneurial activities.

4. Discussion

a) Weathering the Storm of Extreme Poverty with Sociopreneurship in Mind

Pangkep has three-dimensional regional characteristics: low land areas rich in potential pond products, highland areas rich in forest and mining products, and island areas rich in marine products. The sea covers 24% of the area of Pangkep Regency. Pangkep Regency has 13 sub-districts, and 4 islands that can reach 97% of the sea area (Isdijoso et al., 2019). The location of these four islands is far from the city, so many of the population have low education, which

makes the islands show the view of poverty in Pangkep (Hasriyanti & Tabbu, 2022). Coastal communities in the Pangkep Islands region show the characteristics of neglected communities, as is generally the case in Indonesia (Sakharina et al., 2020). This is because they cannot access basic services and information, even though they live close to the sea's natural resources (Ahmed et al., 2021; Alam et al., 2021; Zhao & Jia, 2020). They live as traditional fishermen with limited access to education and information and cannot improve their welfare level by utilizing abundant marine products (Susilo et al., 2021).

Sociopreneurship is a concept that is beginning to be widely applied because it can improve social welfare by combining business and social principles (Solomon, 2023). Sociopreneurship aims to create a positive social impact on society and the surrounding environment. Sociopreneurs can implement various strategies and business models to reduce poverty, such as providing skills training to the poor, creating jobs, improving access to health and education services, or developing affordable products or services for underprivileged groups. The sociopreneurship approach to poverty alleviation also involves collaboration with various parties, including government, nonprofit organizations, and the private sector. Sociopreneurs can leverage different resources and expertise to significantly reduce poverty through this collaboration.

Because it involves the community in its activities, the community to be involved must first be empowered. Community empowerment is a way to make people aware of the potential within each individual to get out of poverty problems on their own. In coastal areas in Pangkep are difficult to escape poverty because the owners of capital, called ponggawa, play symbolic dominance, making the coastal people depend only on ponggawa (Hasriyanti & Tabbu, 2022). Ponggawa who has a boat, fishing equipment and money to buy food as stock while at sea and leave for his family during his sea.

This is where mothers can play a role in supporting the family economy. Empowering women to run businesses can be done by utilizing marine wealth to be processed into foods made from seaweed, salted fish, and others (Azis & Saleh, 2022; Hasriyanti & Tabbu, 2022; Mirawati & Hajad, 2022). Making these products can be done at home while still performing the duties of a homemaker. Some obstacles in producing marine products are bad weather and tidal conditions that prevent fishermen from going to sea. As a result, mothers cannot get raw materials to make products. Therefore, it is necessary to pioneer other types of businesses, such as establishing thematic tourist villages that offer sea views, and edutourism that combines marine life education and sea tourism, such as turtle breeding at Mapak Indah Beach, Mataram (AS & Mashuri, 2020). This tourist village can also offer cultural themes (Kurniawan & Parella, 2018; Utami et al., 2017) such as Pangkep arts and sports such as tennong music, ma'raga performances, etc., or making lontara batik with a distinctive design of the beauty of the Pangkep sea.

The low level of education of the poor leads to a low participation rate (Rusli, 2022). Most of the time, the poor do not have the initiative and innovation to escape poverty. To mobilize the potential in the community, there needs to be a pioneer who starts as a sociopreneur. This actor can be a community leader with economic capital or a sociopreneur who has successfully developed MSMEs (Syajarotunnisa, 2023). This actor opened a new business in the coastal area and recruited coastal residents as business partners. Partner here means an equal position, not as an employer-employee relationship. To achieve an equal relationship, we need to make some efforts: (1) empowering coastal residents by providing them with the maritime education and business skills needed to run a business, (2) motivating them to become entrepreneurs, and (3) providing support to ensure that the business is run well.

From the above explanation, Tan et al. (2005) differentiate the organizational forms of social enterprises as follows. We can then choose the type of sociopreneurship that suits our conditions.

1. Community-based enterprise. This type is a nonprofit, charitable organization that operates a business for social purposes. For the business risks that may be faced, this enterprise may seek support from the government for its establishment. Still, the sustainability of this business is the responsibility of the foundation.
2. Socially responsible enterprise. The company engages partners from the local community to participate by offering products to the company's customers. The community becomes a producer who can set prices and profit, so this company benefits the social environment.

3. Service industry professionals. This type of business provides professional services but does not burden customers with expensive costs unless the customer has received sales results. Its activity is altruistic.
4. Socioeconomic or dualistic enterprises. This company has dual purpose is to run a business to seek profit while carrying out nonprofit activities.

b) Sociopreneurship: Once the Sail is Up, Never Let the Sail Back to Shore.

“Once the sail is up, never let the boat go back to shore”. This is the motto of the Bugis sailors, which shows their determination in their endeavours. The people of Bugis-Makassar have long been known as brave sailors. The people of Pangkep are Bugis tribe. Bugis sailors will not retreat until the goal is achieved because to return without results is embarrassing oneself (known as *siri* in the Bugis language). Sociopreneurship requires actors who dare to be pioneers, carry out social missions in entrepreneurship, and provide welfare for many people. This sociopreneurship actor is like a Bugis sailor who will fight for his endeavors until his goal is achieved.

The success of sociopreneurship can be measured by the following five things: social mission, empowerment, ethical business principles, social impact and sustainability (Syajarotunnisa, 2023). Social mission is the main requirement for social entrepreneurship, which means that the business activities have a mission to solve social problems such as poverty and unemployment. Of course, business principles remain in effect, but community involvement requires many business people to uphold ethics to maintain business sustainability. Social impact is certainly the goal of social entrepreneurship because this social impact measures the success of social entrepreneurship. Achieving social impact is expected to maintain business sustainability.

Sociopreneurship can be implemented by developing micro, small and medium enterprises (MSMEs) that focus on improving the skills and entrepreneurship of the community in Pangkajene Islands Regency. This is one of the community empowerment programs in sociopreneurship by providing training and assistance to the community to learn new skills and financial management.

MSME development has tapped into local potential and developed products that have added value to the community. For example, handicraft products are made from local materials such as woven pandanus, rattan and bamboo. These products can be marketed online or offline using existing information and communication technology.

Sociopreneurship can also be implemented by involving the community in managing natural resources in Pangkajene Islands Regency, such as ecotourism businesses on the beaches of Pangkajene Islands Regency. Ecotourism businesses can provide additional income for the surrounding community while preserving the environment and existing natural resources.

c) Sociopreneurship: *Melleki Tapada Melle; Tapada Mamminanga; Tasiyallabuang*

“Melleki tapada melle; tapada mamminanga; tasiyallabuang” is a Bugis proverb which means let us establish a better relationship so that the desired ideals can come true. The ideals expected from sociopreneurship can be realized if the collaboration between the government, entrepreneurs and the community can be maintained and improved. To begin sociopreneurship, we must first recognize and understand the natural, social, and cultural conditions of the coastal communities of the Pangkep Islands. The steps that can be taken to start sociopreneurship to overcome extreme poverty in the Pangkajene Islands can be seen in Figure 1 below:



Figure 1. 5 Steps to Implement Sociopreneurship

Step 1. Identify social problems: The most serious social problems that sociopreneurship can address include low educational attainment and unemployment.

Step 2. Create an appropriate business model: Create a business model that meets the needs of the people of the Pangkajene Islands and provides social benefits, such as creating jobs, improving skills, and building communities.

Step 3. Build partnerships: Develop partnerships with governments, nonprofit organizations, and businesses to increase available support and resources.

Step 4. Strengthen community capacity: Strengthen the capacity of communities to start and grow social enterprises through education and training.

Step 5. Evaluate impact: Evaluate the impact of established social enterprises, including job creation, skills development, and community building.

The problem of extreme poverty in the Pangkep Islands's coastal areas can be started with the six steps shown in Figure 1. In addition, the following guidelines can be used to evaluate the impact on the sociopreneurship carried out; (1) Sociopreneurship uses a sustainable business model: Sociopreneurs often use a sustainable business model to alleviate poverty. This model involves business development that generates financial benefits and provides significant social benefits. Sociopreneurs can use the income generated by their business to fund poverty alleviation programs. (2) Sociopreneurship strengthens the economy of the poor: Sociopreneurs focus on strengthening the economy of the poor by providing skills training, business capital and access to markets. They encourage the poor to become self-employed by providing technical support and resources. (3) Sociopreneurship innovates products and services: Sociopreneurs create affordable and useful products and services for the poor. They identify problems to meet people's needs and develop affordable and accessible solutions, such as renewable energy technologies, affordable sanitation, or digital payment systems to access financial services. (4) Partnerships and collaboration drive sociopreneurship: Sociopreneurs often work with different parties, including governments, nonprofit organizations and the private sector, to achieve greater impact. This partnership allows sociopreneurs to leverage different resources, networks and expertise to increase the effectiveness of their programs in alleviating poverty. (5) Sociopreneurship takes a community-based approach: Sociopreneurs focus on approaches involving impoverished communities. They involve communities in decision-making processes, strengthen self-reliance and build communities' capacity to overcome their poverty problems. Scalability and Reproducibility: Sociopreneurs seek to develop business models and programs that can be expanded and replicated in different regions or communities. The resulting social impact can be broader and more sustainable on a greater scale.

5. Conclusion

Poverty is a never-ending cycle unless we break the chain. We could say that poverty exists because people have no income, low income, or no job. On the other hand, people say that their income is low because they have only completed elementary school or even dropped out of school to help their parents work. Lack of schools, low awareness of education and inadequate health facilities are some causes of poverty in coastal Pangkep.

Sociopreneurship is leading the concept of community empowerment to solve the economic problems of the coastal communities of the Pangkajene Islands. Many factors cause poverty; one of the most important factors is limited access to resources. For this reason, actors are needed to initiate community empowerment to solve social problems. These actors may be government agencies or community groups. These actors have money, time and other resources to empower the community.

Sociopreneurship that can be implemented in the Pangkep coastal area includes one of the following three models. The first model is the establishment of shops that can accommodate local MSME products and provide business assistance to residents who want to become partners. The second model is the development of tourist villages with the concept of marine wealth education and cultural arts of coastal residents. The third model is to seek foreign or domestic investors to build a seafood processing business by recruiting employees from the local community and training the community to be independent and eventually become partners in the business. Evaluating the successful implementation of sociopreneurship can be done as follows: (1) operation of a sustainable business model, (2) implementation of a coastal community empowerment program, (3) innovation of products and services, (4) establishment of partnerships and collaborations, (5) promotion of a community-based approach, and (6) consideration of economic scale and reproducibility.

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