

The Role of Bhabinkamtibmas in Strengthening Community Through a Social Entrepreneurship Approach for Economic Development and Reducing Crime Rates in the Jurisdiction of the Central Lombok Police, Indonesia

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Abstract. The impact of the COVID-19 pandemic on various aspects of life, especially economic and social, in different countries. The pandemic triggered a decline in people's productivity as a result of social distancing policies, which had an impact on economic inequality and an increase in crime. This condition also affects investment, national income, and long-term financial performance – the importance of Polri's role in tackling the economic crisis, the impact of COVID-19 and crime. The government expects Polri to help restore the people's economy, especially in areas like Central Lombok District, vulnerable to economic security problems. Polri aims to empower people to reduce poverty and crime through a socially entrepreneurial approach. The theories used in this research are criminology theory, the theory of criminal economics, crime prevention theory and SWOT analysis theory. The research method uses a ski-native approach, with data collection techniques such as interviews, observation, and documentation. The research results show that social entrepreneurship is implemented in Polres Lombok Central law by training homestay owners on promoting their homestay enterprises. Factors that influence the implementation of social entrepreneurship in the region include internal factors such as marketing, production, management, human resources, and finance and external factors like markets, competition, economics, politics, law, technology, and stakeholders. The strengthening of social entrepreneurship by Bhabinkamtibmas aims to reduce the crime rate in the Central Lombok Polres jurisdiction; this is done through crime prevention by taking advantage of opportunities and applying a social approach. The measures involved identifying opportunities in the region, formulating alternative businesses, selecting the best alternative, implementing chosen options, and evaluating.

Keywords: Social Entrepreneurship; Economic Development; Social Empowerment.

INTRODUCTION

The COVID-19 virus threatened almost all countries in 2020, which cannot be denied. This threat emerged due to pandemic times that raised problems in various aspects of life, such as the economic and social aspects later triggered by the emergence of economic and political crisis disasters in the infected countries [1]. The emergence of this financial crisis began with a government policy in every country to address the global health crisis, which encouraged

governments to implement social distancing measures by closing public spaces, restaurants and shops, closing schools, and restricting any economic activity that leads to close physical contact between workers. The impact is a decrease in the population's productivity, thus reducing the quantity of labour resulting from social distancing or isolation policies [2].

The decrease in the productivity of the population can lead to economic inequality. This state of affairs, both directly and indirectly,

impacts the increase in crime in a region [3]. The crime caused by this economic downturn results from a more significant income earned by the offender compared to the activities of the offenders engaged in legal activities. As a result, the perpetrator tends to engage in such criminal activities to satisfy his personal needs. Author [4] also stated that one of the incentives for the criminal to commit such acts of crime is to meet the needs of his life. He did this because he had difficulty finding a job, thus making him an unemployed person with no income. To meet his needs in life, they tended to choose a shortcut to engage in criminal activities, even though that would involve many risks. Author [4] also explained that unemployment positively influences the crime rate in a region, which means that the inequality of economic problems can affect the occurrence of crime in an area.

Author [5] also explains that crime is a separate problem in Central Lombok District. The success of the construction of the Central Lombok district implemented by the government, such as the development of SDM and infrastructure, depends heavily on the slightest obstacles to crime. This development will reach its maximum potential if we reduce the crime rate, as crime can cause economic, physical, moral, and psychological losses. The victims, the community, the business world, and the local government bear these costs.

The importance of Polri's role in responding to the problems of crime, economic turmoil, and the various impacts of COVID-19 can be seen in the role of Polri as a guardian of security and order in the community. Polri has become one of the national forces needed to deal with and overcome the COVID-19 pandemic, which is a threat, obstacle, and challenge for the Indonesian nation to support the ongoing economic recovery in implementing the ideals of national development; this is because Polri has a duty and function to protect the country of Indonesia from the various threats that exist so Polri can maintain security and public order, which can come from the danger of the economic sector as the negative impact of the existence of COVID-19.

The importance of Polri's role in supporting the government's efforts in the recovery of the people's economic condition during this pandemic can also be seen from the existence of the situation of the Central Lombok people who are currently more threatened from the side of security issues of an economic nature, so it

requires a complete, comprehensive, and perfect approach so that the government can take a proper position. To acquire such an appropriate role, Polri can advance the Bhabinkamtibmas function which, in his position, he can engage directly with the public through efforts to resolve the problems that exist in the society in particular on its economic conditions, through measures of collaboration, so that Polri and the public, as well as the Regional Government, can cooperate in policy-making to address the financial problems that are taking place today in the pandemic.

To realise the role of Bhabinkamtibmas in helping to solve the problems that exist in the Central Lombok society, as well as those aimed at preventing crime that exists in the region, the approach applied is through the approach of social entrepreneurship, which is seen as a critical factor for reducing poverty, improving the environment and improving employment [6]. People define social entrepreneurship as a practice that differs from other forms of enterprise. It combines social activities and processes to improve communities' social well-being by creating new independent enterprises, generating income, and promoting progressive innovations in managing their operations; this is because social enterprise has an innovative role in solving social problems and promoting economic development, implemented by paying attention to the specific behaviour of a small number of members of the community, survival and development processes of organisations based on identification, exploitation, and development of entrepreneurial opportunities. Thus, the citizens empowered by the application of the approach of social entrepreneurship will be able to have the spirit of enterprise so that they can improve the well-being of the individual as well as the society that exists in his environment, so the other impact of this economic issue, that is, the crime that is in the region of Central Lombok will soon be able also to be prevented independently or jointly by the society through the social enterprise program promoted by Bhabinkamtibmas.

The results of a study that is in line with this explanation are also presented by the author [7], which states that social entrepreneurship activities can make a meaningful contribution to the social and economic well-being of the people. In addition, the author [8] also explains that social entrepreneurship can also be a method

and means to reduce the rate of extreme poverty and crime problems in a region. Based on some explanations of the results of the research, it can be seen that the approach of social entrepreneurship can be a means of Bhabinkamtibmas in carrying out efforts to empower the community to support the sustainable economic development of the community, so effectively applied as a means to suppress the crime number that exists in the area of law Polres Central Lombok.

Literature review

Criminology theory. Criminology is the science that studies criminal phenomena, namely crime, perpetrators and victims of crime, crime, and how people react to criminal behaviour. That's why criminology divides all theories of criminology into two groups, namely:

- 1) There are theories of criminology (classical, positivistic, theory of social reactions and the new criminological theory);
- 2) Experts understand victimology and penology as criminological disciplines that, together with criminology, form a broader understanding of criminology [9].

Criminal Economics Theory. The model of rational economic crime can be defined as a discipline that studies how scarce resources are allocated by the power of supply and demand to meet different societal needs. Similarly, economists argue that crime results from an individual's choice between using their time resources and their scarce efforts in legitimate or illegitimate activities. The central assumption is that when making these choices, the rational individual will choose the best option based on the information and resources available. Individuals are considered to promote their interests by rationally selecting options that give them the most significant expected benefit exceeding the cost of these options.

Crime Prevention Theory. There are three basic approaches to explain crime prevention theory, namely: environmental justice approach, social approach, and criminal approach, each of which is described as follows:

- 1) The environmental approach aims to reduce the chance of crime by modifying the physical environment.

- 2) The social approach focuses on community practices that can help prevent crime.

- 3) The criminal justice approach is carried out through efforts to prevent crime through police, courts and various corrections.

SWOT Analysis Theory. SWOT analysis is one of the most extensive management methods and is the instrument managers use in creating strategies [10]. SWOT is also commonly used as a tool for analysing internal and external factors to a systematic approach and support to address situations. Internal and external factors are the most important for the future of the business. They are called strategic factors and are presented in the SWOT matrix. SWOT analysis can also identify their strengths, weaknesses, opportunities and threats; organisations can build strategies on their strengths, eliminate weak ties, exploit their capabilities, or use options to combat threats.

Social Entrepreneurship Concept. Social entrepreneurship is the process in which social entrepreneurs combine human, financial, and material resources innovatively to serve and fill social gaps that standard welfare systems cannot sustain. The process of social entrepreneurship involves recognition, evaluation, and exploitation of opportunities that generate social value. These social values include the provision of basic human needs such as food, water, shelter, medical services, and education for target and needy communities. To influence social values, the author [11] points out the need to look more than fix the pressing social problems but to understand many other dependencies within a more extensive social system. When we know the larger picture, we can realise the social impact. By the description of the framework of thought above, to facilitate readers' understanding, this can be observed in the following framework image of thought Figure 1.

METHODS

This research uses a qualitative approach. The qualitative approach in this study aims to help the researchers understand the root causes of the problem of increased crime rate in Polres Lombok Central law and the appropriate solution for dealing with the situation. The research method used in this research is the analytical descriptive method.

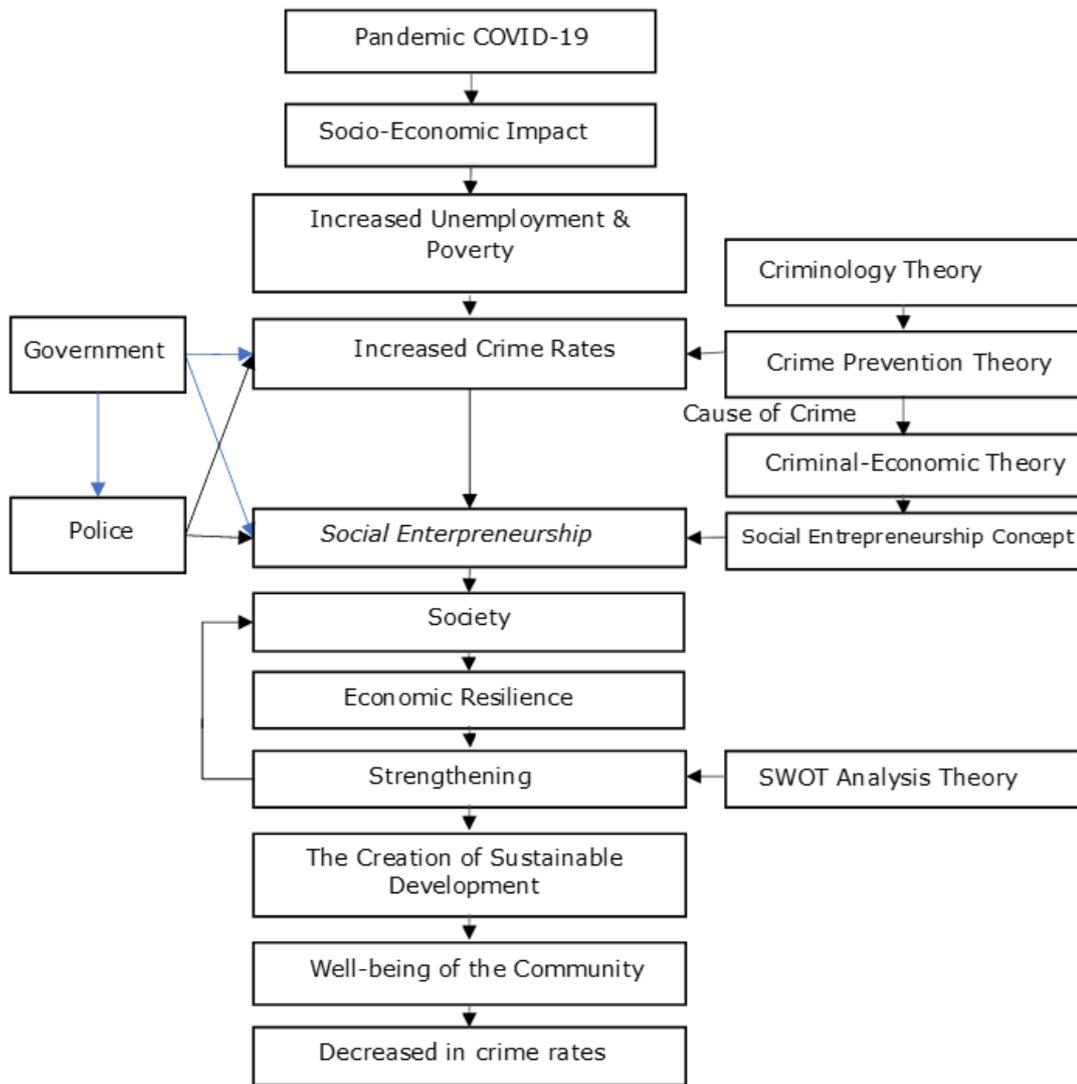


Figure 1 – Conceptual Framework

Data sources are obtained in a way that the researcher will dive into the field itself by submitting a question to several sources that have been specified by the researchers previously (grand tour question), conducting focal point determination with appropriate selection (focused and selection), performing data collection, data analysis, and making conclusions [12]. Primary and secondary data sources are used. The data collection techniques used by the researchers are interviews, observations and document studies to explain the strengthening of social entrepreneurship that Bhabinkamtibmas can do to the public to suppress the crime rate in the area of Polres Lombok Central law. The data analysis techniques used in this research are data reduction, data intake and conclusion withdrawal or verification.

RESULTS AND DISCUSSION

Implementation of Social Entrepreneurship in Central Lombok Polres Law Territory.

Based on the research findings, Polres Lombok Central law enforcement actively implements social entrepreneurship by organising community-building activities that encourage economic empowerment, mainly by promoting Kute village homestays.

This construction activity aims to enable the community to independently promote and compete in productive activities, such as offering or marketing the products and services of their homestays. Through the promotion of this homestay, the community aims to attract the market homestays that it owns and support the development of the community's capacity to realise resilience in the social and economic spheres.

Bhabinkamtibmas supports government efforts to implement the Kapolri Listyo Sigit Program, which monitors Polri support in treating COVID-19 and the national economic recovery. Therefore, Bhabinkamtibmas plays a crucial role in the Central Lombok Polres law, particularly in constructing the village of Kute-Lombok Central through the Tangguh Village Program. This program aims to prevent and address the spread of COVID-19 and mitigate its impact on the political, economic, social, cultural, defence, and security fields and the well-being of the village community.

Bhabinkamtibmas's Tangguh Village Program in Kute-Lombok Municipality is implemented with the formation of COVID-19 Combatant Village Volunteers led by the Village Chief. His deputy is the Village Permusyawaratan Body (BPD) of the village, as well as its members are Village Members, Members of the BPD, Chairman of the RW and RT, Local Companions of the Village, Companions of the PKH, and several other figures of the community, with a partnership with Bhabinkamtibmas and Babinsa [13].

Other tasks related to social entrepreneurship activities that are included in the efforts to combat the impact of COVID-19 in the area of recovery of economic conditions are further implemented with the design, construction, and implementation of homestay promotion activities that exist in the village of Kute-Lombok Tengah. The implementation of Bhabinkamtibmas' duties in support of the recovery of post-COVID-19 economic conditions is based on the Decision of the Chief of State Police of the Republic of Indonesia, No Pol.KEP/8/II/2009 On Changes in the Capolri Field Guidelines No BUJUKLAP/17/VII/1997 On the Appointment of Babinkamtibmas (Sintara Builders Kamtibmas) to Bhabinkamtibmas (Bhayangkara Builder Kamtibma) from the level of Brigadier to Inspector.

The community-building activities carried out by Bhabinkamtibmas to the owners of homestays in the village of Kute-Lombok Tengah, which are aimed at digital homestay promotion, can be done in the following way: The optimisation of the use of Google My Business (GMB) is helpful to support the process of community-owned homestay promotion activities; this is because this app provides a free feature by Google that can be used to regulate the presence of a tourist attraction or business service owned by the community of homestay owners in the village of

Kute-Lombok Tengah. This app serves to enhance the relationship between hosts and potential online travellers.

The goal of performing regular updates inside Google My Business is to optimise the operation of the account at all times, for example, by constantly updating periodically. These upgrades can include your business's opening hours, location, or specialisation so customers know the vital information. In addition to profiling, we aim to pay attention to customer interaction in the review section, especially regarding user reviews. With this interaction, users and homestay owners can interact with commentators, which benefits home account owners by helping existing and future customers.

Optimising the content on this website may involve providing information about the natural beauty, architectural uniqueness of buildings or homestays, cultural attractions, folk or historical stories, local wisdom at the destination, and culinary distinctions found only at this location. This content promotes the destination's or tourist attraction's physical presence while developing effective methods to deliver the information. Since everyone prefers a strong story, reinforcing the narrative through in-depth storytelling is a practical approach to promoting tourist destinations. Purposes achieved through storytelling or conveying identity are appreciation for a person or group, giving energy for change, learning various ways, and enhancing two-way interaction (engagement).

The role of the government as a third party supporting the implementation of social entrepreneurship in promoting homestay activities in the village of Kute-Lombok Tengah is to assist in realising the community's social well-being; this can be done by providing aid funds to those involved in social enterprises, particularly homeowners in Kute-Lombok Tengah, who still need budget support to make their housing facilities adequate. This form of budget support can assist in cooperation or even the granting of construction activities to homestay owners so that they have direction in developing their businesses and can use the aid as effectively as possible to optimise their businesses.

Within the social entrepreneurship program implemented in the promotion of homestay activities in the village of Kute-Lombok Tengah, the following parties are interested in supporting the development of the homestays in the Village of

Kite-Lomok Tengah, among others: cooperation, a community of photographers; travel bloggers; Travel vlogger; Instagrammer; as well as partners with the concept of B2B (Business to Business), such as online ticketing services, digital transactions (e-money), or the model of marketplace cooperation.

According to the explanation, Bhabinkamtibmas's role in supporting social entrepreneurship in the promotion of homestays can implement the strategy of innovation, proactiveness, and daring to take risks in the efforts of developing social enterprise undertaken through the promotion of homestays in the village of Kute-Lombok Tengah.

Based on the explanation, then can be explained the orientation of social entrepreneurship that exists in the homestay promotion activities that exist in the village of Kute-Lombok Central should be integrated with the concept of social impact to improve the competitiveness of social enterprise, which in turn affects the increase of the promotion of homestays existing in village Kute -Lombok Central. It serves to support the sustainability of the homestay that exists in the village of Kute-Lombok Tengah so that the social paradigm has a beneficial relationship with the social performance of social entrepreneurship that has a direct impact on the productivity of the economy of the people, especially the owners of homestays that exist in the country transformed into social goals and planning to increase the effort and motivation in conducting social enterprise.

Strengthening Social Entrepreneurship Bhabinkamtibmas To Society Uses To Suppress Crime In Central Lombok Polres Law Territory

Based on the results of the analysis of research findings derived from the implementation of the factors that influence the implementation of social entrepreneurship in the area of Polres Lombok Central law above, the existence of such factors can be processed and analysed to create a strategy that can be used as a method or way to carry out reinforcement of the realisation of social enterprise Bhabinkamtibmas to the community to suppress the crime rate in Polres Central Lombok law area.

Stakeholders can implement the following strategy formula through these steps:

1) IFAS Matrix Layout (Internal Factors Analysis Summary). Based on the IFAS matrix analysis results, the strength (strength) has the most prominent weight, an excellent service factor with a total sub-value of 0.56. The weakness has a sub-value of 0.36, and the most notable factor is the lack of promotional activities.

2) EFAS Matrix Structure (External Factors Analysis Summary). Based on the analysis of the EFAS matrix, the opportunity aspect has a sub-total value of 0.60, with the development of coastal areas and the acquisition of local events being the most prominent factors compared to other factors. The threat aspect, with a sub-total value of 0.40, puts the emergence of new competitors as the most notable factor, with a value weight of 0.36

3) SWOT Diagram Analysis. Based on the SWOT matrix, twelve alternative strategies were produced for Hawera Village Homestay, including four alternative SO strategies, three alternative WO strategies and three alternative ST strategies. Here's an overview of the alternative approach.

SO strategy:

- a) Maintaining service to reach a broader market;
- b) Offers special prices for loyal customers;
- c) Manage accounting using advanced technology. Any entrepreneur can use today's advances in technology and information to make his job more manageable.

In this case, Hawera Village Homestay can use technology to manage its purchases through the Internet or a web-based accounting system;

d) Attracting tourists by making a travel program to the tourist attractions of Kute-Lombok District, a centre of concentration for tourists in the Central Lombok region, which has become a tourist destination.

WO Strategy:

- a) Increase the promotion by using the advances in technology;
- b) Provides non-cash payment facilities to facilitate smooth transactions. To further improve the service, Hawera Village Homestay guest house can provide non-cash payment facilities such as credit cards and debit so that transaction activities can run smoothly;
- c) Working with a travel agency. In this case, the alternative strategy that Hawera Village

Homestay could consider is to partner with the travel agency to improve customers.

ST Strategy:

a) Maintain quality of service to create competitiveness. In this respect, Hawera Village Homestay must maintain the quality of its service as outlined in its vision and mission;

b) Innovate in products and services that are different from competitors. Businesses can innovate by offering travel packages to the tourist area in the Central Lombok region. In addition, to improve the service at the restaurant party, Hawera Village Homestay can create new menus that can attract the interest of customers;

c) Offer attractive prices and be competitive without compromising the quality of service/product.

WT Strategy:

a) Offering a more attractive promotional package than the competition. In this case, Hawera Village Homestay can offer a promotional package that attracts guests with special prices and facilities according to customer needs;

b) Working with travel agencies at home and abroad. There's a travel agency that helps accommodation providers attract customers. Organisations can use this form of cooperation as an alternative to facing competition.

Based on the explanation, the reinforcement strategy of the implementation of social entrepreneurship that Bhabinkamtibmas can apply to the public to suppress the number of crimes in the area of Polres Lombok Central law by the theory of prevention of situation crime can be done through the following steps: identify opportunities, formulate alternative business, make an alternative selection, implement alternative selected and carry out the evaluation, which can be explained in detail as follows:

1) The level of chance identification. Some of the opportunities that Hawera Village Homestay has are as follows:

a) Development of the region of Kuta-Lombok Central as well as the procurement of local events;

b) Create customer loyalty;

c) Take advantage of technological developments;

d) There are many tourist attractions in the area around;

e) Taking advantage of the increased number of tourists.

2) Stages formulate alternative business. Some strategies that can serve as alternatives include the following:

SO Strategy. Some strategies that can be used are providing exemplary service to reach a broader market, offering special prices to loyal customers, managing accounting using evolving technology, and attracting tourists by making travel programmes to Central Lombok tourist attractions.

Aggressive strategy. The analysis results on the SWOT diagram put Hawera Village Homestay in the Quadrant I position, which is favourable. Hawera Village Homestay has several powers that can be used to take advantage of the opportunities available. The strategy implemented in these circumstances is to support aggressive growth policies.

Market development strategy. Marketers can implement this strategy by finding or developing new markets for the current product. One of his ways is to introduce products/services out of the region. Market development strategy involves introducing existing products to a geographical area to expand existing market share.

Product development strategy. Product development is an attempt to improve or modify an existing product or service to increase sales. This strategy is crucial when social entrepreneurship faces competitive conditions in an increasingly stringent industry.

Market Penetration Strategy. Social entrepreneurship implements a market penetration strategy to increase sales of products and markets already available through more aggressive marketing efforts. This market penetration can be implemented in various ways, such as modifying products, improving quality, and promoting new product use.

3) Alternative Selection Level. The alternatives selection phase determines which strategy to use. The team selects these strategies based on the market situation, possible risks, and the costs incurred. Based on the alternative methods, the team identifies the product development strategy and market penetration as appropriate current strategies.

4) Selected Alternative Implementation Level. This phase will explain how the team chose some alternative strategies. Here are the stages of alternative strategy implementation:

Product development strategy. Hawera Village Homestay needs to do product development, considering the many accommodation providers in Kute-Lombok Central Village. Offering a package trip to the tourist area in the Central Lombok region can help with this product development effort. In addition, Hawera Village Homestay owners can also provide guests with attractive packages at specific prices and facilities according to customer needs, such as honeymoon, backpacker, long-term, and other promotional packages.

Market Penetration Strategy. Hawera Village Homestay can achieve market penetration, among other things, by offering even more competitive prices to customers. In addition, Hawera Village Homestay can carry out promotional activities that exploit the power of word of mouth through the Internet, social media, print, and electronic media, such as radio and newspaper promotion, banners, and brochures. In addition, the owner of Hawera Village Homestay can also establish cooperation with travel agencies or booking sites on the Internet.

5) Evaluation Stage. The evaluation stage is intended to correct and improve the work carried out. It is also used to provide input and directions for improving the project's implementation in the future.

CONCLUSIONS

Based on the results of the discussion above, it can be conclusion that:

1) Implementing social entrepreneurship in Polres Lombok Central law involves training homestay owners to promote their businesses.

2) Factors that influence the implementation of social entrepreneurship in the area of Polres Lombok Central law, among others, come from internal factors that originate from marketing, production and operational aspects, management, human resources, and finance, and external factors that arise from the market, competition, economic, political and legal, technology, and stakeholder or supplier aspects.

3) Strengthening social entrepreneurship Bhabinkamtibmas to the community can be done by doing crime prevention by applying the concept of exploitation of opportunities that are subsequently used with a social approach through social enterprise program supported by the implementation of activities of identification of opportunities existing in the region, formulating alternative enterprises, performing alternative selection, implementing selected alternatives and carrying out evaluation.

Experts can advise Bhabinkamtibmas on how to carry out social entrepreneurship and strengthen the community to suppress the number of crimes in the Polres Lombok Central area:

1) Identify opportunities originating from the development of the Kute-Lombok Central region and the procurement of local events; create customer loyalty; take advantage of technological developments; take advantage of and promote many tourist attractions in the surrounding area; and take advantage of the increased presence of tourists.

2) Formulate some alternative strategies that may help in the development of business, which can be done in such ways as improving good service to reach a broader market, offering special prices to loyal customers, managing to account using evolving technologies, and attracting tourists by creating travel programmes to the tourist attractions of the Central Lombok region; supporting aggressive growth policies; introducing products/services out of the area to expand existing market share; conducting promising research and development activities to produce products different from its competitors to reach market share uncontrolled by the competition; formulate a strategy to increase product sales by modifying products; and improve quality and promote new ways of using products.

3) Selection of alternative options based on market situation/conditions, risks, and costs to be spent; implementation of alternative strategies that have been chosen, including product development strategies and market penetration strategies; and conducting evaluations by providing corrections and improvements to the efforts carried out.

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