



in
cooperation
with

INDONESIA



Universiteit Utrecht

NETHERLANDS



الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يؤنسوسقو اناكرا اناكرا اناكرا اناكرا اناكرا

MALAYSIA



THAILAND



PAKISTAN

3rd ImCoSS

THE THIRD INTERNATIONAL MULTIDISCIPLINARY
CONFERENCE ON SOCIAL SCIENCES

5 - 7 JUNE 2015

BANDAR LAMPUNG UNIVERSITY
INDONESIA

PROCEEDINGS

Hosted by :

- Faculty of Teacher Training and Education
- Faculty of Economics and Business
- Faculty of Law
- Faculty of Social and Political Sciences



universitas
bandar lampung
SOLUTION FOR PRESENT AND FUTURE



3rd IMCoSS 2015

**THE THIRD INTERNATIONAL MULTIDISCIPLINARY
CONFERENCE ON SOCIAL SCIENCES**

5, 6 June 2015
Bandar Lampung University (UBL)
Lampung, Indonesia

PROCEEDINGS

Organized by:



Bandar Lampung University (UBL)
Jl. Zainal Abidin Pagar Alam No.89 Labuhan Ratu, Bandar Lampung, Indonesia
Phone: +62 721 36 666 25, Fax: +62 721 701 467
website : www.ubl.ac.id

PREFACE

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the **The Third International Multidisciplinary Conference on Social Sciences (The 3rd IMCoSS) 2015** organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 112 technical papers were received for this conference.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also gratefull to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

Bandar Lampung, 6 June 2015

Mustofa Usman, Ph.D
Chairman of 3rd IMCoSS 2015

PROCEEDINGS

3rd IMCoSS 2015

The Third International Multidisciplinary Conference
on Social Sciences
5, 6 June 2015

INTERNATIONAL ADVISORY BOARD

M. Yusuf S. Barusman, Indonesia

Andala R.P. Barusman, Indonesia

Mustofa Usman, Indonesia

Khaliq Ahmad, Malaysia

Muhammad Azam, Pakistan

John Walsh, Thailand

Agus Wahyudi, Indonesia

Harpain, Indonesia

Susanto, Indonesia

Hayyan Ul Haq, Netherlands

Ida Madhieha A Ghani Azmi, Malaysia

Andrik Purwasito

Antonius PS. Wibowo, Indonesia

Torla Bin Hj.Hassan, Malaysia

Lintje Anna Marpaung Indonesia

Bambang Hartono, Indonesia

Erlina B, Indonesia

Zulfi Diane Zaini, Indonesia

Agus Wahyudi, Indonesia

Harpain, Indonesia

Khomsahrial Romli, Indonesia

Ida Farida, Indonesia

I Gusti Ayu Ketut Rahmi, Indonesia

Zainab Ompu Jainah, Indonesia

Iskandar AA, Indonesia

Habiburahman, Indonesia

M. Achmad Subing, Indonesia

Angrita Denziana, Indonesia

PROCEEDINGS

3rd IMCoSS 2015

The Third International Multidisciplinary Conference
on Social Sciences
5, 6 June 2015

GENERAL COMMITTEE

Executive Advisory

Dr. Ir. M Yusuf S. Barusman, MBA
Dr. Andala Rama Putra, SE, M.A, Ec.
Dr. Lintje Anna Marpaun, SH., MH.
Drs. Thontowie, MS

Chairman

Dr. Hery Riyanto, MT

Secretary

Bery Salatar, S.Pd.

STREERING COMMITTEE

Chairman

Mustofa Usman, Ph.D

Secretary

Susanto, SS, M.Hum, MA, Ph.D

Technical Committee of Law Division

Dr. I Gusti Ayu Ketut Rachmi Handayani, SH., MH
Dr. Erina Pane, SH., MH
Dr. Bambang Hartono, SH., M.Hum.
Dr. Zulfi Diane Zaini, SH.,MH
Dr. Zainab Ompu Jainah, SH., MH
Dr. Tami Rusli, SH.,M.Hum
Dr. Erlina B, SH.,M.Hum

*Technical Committee of Economics, Business,
and Management Division*

Prof. Dr. Sudarsono
Dr. Andala Rama Putra, M.A, Ec.
Dr.Lindrianasari, S.E., M.Si.,Akt. CA
Dr. Angrita Denziana, SE.,MM., Ak, CA
Dr. Iskandar Ali Alam, MM
Tina Miniawati, SE., MBA.
Dra. Rosmiati Tarmizi, MM, Ak.
Afrizal Nilwan, SE,,M.Ec., Akt.

Technical Committee of Social Sciences Division

Dr. Yadi Lustiadi, M.Si.
Dr. Supriyanto, M.Si.
Dr. Ahmad Suharyo, M.Si.
Dr. Wawan Hernawan, M.Pd.
Dr. Dra. Ida Farida, M.Si.

Technical Committee of language, Teaching and Education

Susanto, SS, M.Hum, MA, Ph.D
Deri Sis Nanda, SS., MA., Ph.D
Hery Yufrizal, Ph.D
Harpain, MA
Helta Anggia, MA
Yanuaris Yanu Dharmawan, M.Hum
Dameria Magdalena S., M.Pd

PROCEEDINGS

3rd IMCoSS 2015

The Third International Multidisciplinary Conference
on Social Sciences
5, 6 June 2015

ORGANIZING COMMITTEE

Chairman

Drs. Harpain, MAT, MM

Secretary

Tissa Zadya, SE, MM

Treasure

Samsul Bahri, SE

Administration

Proceedings and Certificate Distribution

Dina Ika Wahyuningsih, S.Kom

Tri Nuryati, S.Kom

Ida Nahdaleni

Vida Cancer

Agung Saputra

Desi Anggraini

Indah Satria, SH

Nurdiawansyah, SE

Receptionist and Registration

Rifandy Ritonga, SH, MH

Dra. Agustuti Handayani

Haninun SE, MS. Ak

Hepiana Patmarina, SE., MM

Kartini Adam, SE

Cyntia Jonathan

Sponsorship & Public Relation

Ir. Indriati A. Gultom, MM

Yulia Hesti, SH.,MH

Indah Satria, SH

Special Event

Deri Sis Nanda, SS., MA., Ph.D
Helta Anggia, S.Pd., MA
Dameria Magdalena S, M.Hum
Khairudin, SE., M.S.Ak
Aminah, SE. M.S.Ak
Tia Erisna, SE. M.Si., Ak
Olivia Tjoener, SE. MM.
Drs. Suwandi, MM
Dra. Azima D., MM
Risti Dwi Ramasari, SH.,MH
Siti Rahmawati, SE
Arnes Yuli V., S.Kom., .M.Kom
Recca Ayu Hapsari, SH., MH
Benny Karya, SH., MH
Mellisa Safitri, SH., MH

Transportation & Accommodation

Irawati, SE
Zainal Abidin, SE
Desi Puspitasari, SH

Consumption

Dra. Yulfriwini, MT
Susilowati, ST., MT

Documentation

Noning Verawati, S.Sos, MA
UBL Production

Table Of Content

Preface.....	ii
International Advisory Board	iii
Steering Committee.....	iv
Organizing Committee	vi
Table of Content	viii
Keynote Speaker :	
1. Cultural Tourism and Trade in Indigenous People's Art and Craft: A Gap Analysis of International Legal Treatise and National Legislation – Ida Madieha bt. Abdul Ghani Azmi	I-1
2. Contrasting Islamic Leadership Styles (An Empirical Study Of Muslim Majority And Minority Countries) - Khaliq Ahmad	I-10
Paper Presenter :	
ECONOMICS :	
1. An Analysis of The Influence of Aggregate Expenditure Regional Gross Domestic Product Growth In The Lampung Province – H.M.A. Subing	II-1
2. Effect on The Quality of Passenger Satisfaction (Study in Radin Inten II Airport South Lampung) – Ardansyah and Stefanny Ellena Rushlan	II-7
3. Factors That Affect Longevity Of Business Relationships – Margaretha Pink Berlianto and Innocentius Bernarto.....	II-12
4. Millennials Green Culture: The Opportunity And Challenge (A Case Study Of Higher Education Student) - Ika Suhartanti Darmo	II-21
5. Preferences Prospective Students In Choosing The Study Program (University X In Bandar Lampung) - Indriati Agustina Gultom and Wahyu Pamungkas	II-29
6. The Effect Of Growth, Profitability And Liquidity To Bond Rating Of The Banking Firms Listed On The Indonesian Stock Exchange (Period 2009- 2013) - Syamsu Rizal and Winda Sutanti	II-34
7. The Influences Of Investment On Regional Gross Domestic Product (RGDP) In Lampung - Habiburrahman	II-42
8. The Influences Of Bank Product Socialization And Electronic Payment System Quality On Intention To Use E-Money In Indonesia - Cynthia Jonathan, Rina Erlanda and Zainal Arifin Hidayat	II-46
9. The Influence Of Inflation, GDP Growth, Size, Leverage, And Profitability Towards Stock Price On Property And Real Estate Companies Listed In	

Indonesia Stock Exchange Period 2005-2013 - Herry Gunawan Soedarsa and Prita Rizky Arika	II-50
10. The Influence Of Investment Opportunity Set (IOS) And Profitability Towards Stock Return On Property And Real Estate Firms In Indonesia Stock Exchange - Grace Ruth Benedicta, Herlina Lusmeida	II-57
11. The Influence Of Prosperity And Finacial Performance With Respect To Equalization Funds Of The Government District/City In All Southern Sumatra Regions - Rosmiati Tarmizi, Khairudin and Felisya Fransisca	II-66
26. The Influence of The Financial Performance and Macroeconomic Factors To Stock Return - Angrita Denziana, Haninun, and Hepiana Patmarina.....	II-73
27. The Economical Analysis Of Mechanization In Land Preparation For Plantation - M.C. Tri Atmodjo	II-81
28. The Performance of Undiversified Portfolio In Indonesia Stock Exchange - Budi Frensidy	II-84
29. An Analysis of Fast Improvement Program of Human Resources for Employee Satisfaction of PT. PLN (Persero), Bandar Lampung Power Sector - Sapmaya Wulan and Kiki Keshia	II-89
30. Engineering Model of Economic Institution Insugarcane Agribusiness Partnership (Case Study on Sugar Cane Agribusiness Partnership between Farmers Cooperative and Sugar Factory in Way Kanan Regency of Lampung Province-Indonesia) – Syahril Daud and Adrina Yustitia	II-97

LAW :

1. Analysis Of Convict's Rights In Judicial Review Of Narcotics Criminal Case - Yulianto	III-1
2. Comparison Of Authority Of The Conditional Court In India And Thailand In Judicial Review – Indah Satria	III-4
3. Criminal Law Policy As An Effort Of Overcoming Crime Towards Protected Animals - Benny Karya Limantara and Bambang Hartono	III-9
4. Decentralization Evaluation in Indonesia : The Dynamics of Relation Central Government and Local Government - Dewi Nurhalimah	III-15
5. Denial Of Labor Rights By Liberal Legal Regime In The Outsourcing System - Cornelius C.G, Desi Rohayati and Ricco Andreas	III-20
6. Design Of The Special / Special For Inclusion In The System Of The Republic Of Indonesia By Constitution Of The Republic Of Indonesia 1945 - Baharudin.....	III-22
7. Dilemma of State Sovereignty Protecting the Homeland Indonesia (Studies Agrarian Constitution) - FX. Sumarja	III-27
8. From State Sovereignty To People Sovereignty: The Development of State Control Doctrine in Indonesia Constitutional Court Decision - Utia Meylina	III-32

9. Law Function As Instrument To Build a Stability of Moral Economy in
Globalization Era - Hieronymus Soerjatisnanta and M Farid Al-Rianto III-36
10. The Analysis Of Criminal Liability For Crimes Perpetrators Of The Crime
Of Human Trafficking – Dharma Saputra III-45
11. The Death Penalty: Pancasila, With Efforts To Eradicated Drugs -
Anggun Ariena R. and Ade Oktariatas Ky III-48
12. The Existence of Government Regulation in Liew of Law or Peraturan
Pemerintah Pengganti Undang-Undang (Perppu) in Legal Systems of the
Republic of Indonesia - Rifandy Ritonga III-53
13. The Fulfilment Of The Right To Health Services Through Control Of
Ombudsman Functions In The Region - Agus Triono III-57
14. The Tort Of Multimodal TransportatioAgreement -
Dio Adewastia Fajaranu III-64
15. Uprising Of Village Democracy: Challenge And Opportunities For Village -
James Reinaldo Rumpia III-70
16. Comparative Law of Cartels between Indonesia and Japan (Review of Act
No. 5 of 1999 concerning Prohibition of Monopolistic Practices and Unfair
Business Competition and the Act Concerning Prohibition of Private
Monopoly and Maintenance of Fair Trade" (Act No. 54 of 14 April 1947))
- Recca Ayu Hapsari III-77
17. The Role Of Adat Community As The Part Of Normative Systems In Paser
- Melisa Safitri III-83

SOCIAL SCIENCE :

1. An Using E-CRM To Improve Market Value Companies (Research Study at
EF Bandar Lampung) - Ruri Koesliandana, Arnes Y. Vandika, and Dina Ika
Wahyuningsih IV-1
2. Analysis Of The Quality Of Public Health Field – Siti Masitoh IV-4
3. Charges Of Indonesia Labor / Workers Against Proper Living Needs That
Can Meet The Minimum Wage – Agustuti HandayaniIV-13
4. Community Response On Changes Regional Head Election System (Study
On Environmental Public Housing Way Kandis Bandar Lampung) -
Wawan Hernawan and Mutia Ravenska.....IV-16
5. Compensation Policy Implementation Of Fuel Oil, In The District Konawe,
Southeast Sulawesi Province (Study on Implementation of Direct Cash
Assistance) – Malik and Noning VerawatiIV-21
6. Crowd Funding, Social Entrepreneurship and Sustainable Development -
Hery Wibowo.....IV-29
7. Euphoria and Social Media Related to Organizational Effectiveness, Based
on Gangnam Style Case - Astadi Pangarso and Cut Irna SetiawatiIV-32

8. Financial Management In Public And Private Junior High Schools -
Suwandi and SoewitoIV-40
9. Gender Mainstreaming In Glasses of Public Administration at Banten
Province - Ipah Ema JumiatiIV-47
10. Impact From Social Media To Social Life -
Eka Imama N, Ade Kurniawan, Yoga Dwi Goesty D.S, and Arnes Y. VandikaIV-56
11. Implementation of Public Private Partnership in The Management Market
RAU (Rau Trade Center) In Serang City - RahmawatiIV-59
12. The Values Of Democracy In The Implementation Local Political Agenda
In Kendari - Jamal BakeIV-67
13. Evaluation Of Health Services Regional Public Hospital Besemah in Pagar
Alam City of South Sumatra -
Yuslainiwati, Budiman Rusli, Josy Adiwisastra, and Sinta NingrumIV-77
14. The Impact Of It Social Network Path In The Students Of Community -
Arnes Yuli VandikaIV-82
15. The Development of Women's Participation in Political Life -
Azima DimiyatiIV-86

EDUCATION :

1. An Analysis of Students' Gramatical Error in Using Passive Voice at Grade
Ten of SMA Persada Bandar Lampung 2014 - Ildhias Pratiwi Putri..... V-1
2. An Error Analysis of Speaking Present Tense on English Conversation on
Program of PRO 2 Radio Bandar Lampung – Maryana Pandawa V-5
3. Developing Students' Writing Skill by Diary Writing Habit -
Fatima A. Putri, Bery Salatar, and Susanto..... V-8
4. Discourse Analysis Of Gettysburg Address -Yanuaris Yanu Darmawan V-11
5. Error Analysis of SMA Pangudi Luhur Bandar Lampung Students'
Translation in Using Meaning-Based Translation. – Kefas Ajie Bhekti V-18
6. Improving Students Affective Domain Through Asian Parliamentary
Debate Technique – Purwanto V-24
7. Online Authentic Materials For Learning English - AgniaMuti, Ezra
Setiawan, and Ida Oktaviani V-36
8. Politeness Strategies As Persuasive Tool In Magazine Advertisements
Circulated In Lombok Tourism Spots – Lalu Abdul Khalik and Diah
Supatmiwat V-39
9. Simple Past Tense Of The First Grade Students Of SMP Negeri 1 Seputih
Banyak In Academic Year Of 2014/2015 - Qory Fahrnis Firdaus V-47
10. Supporting Learners' Autonomy Through Distance Language Learning -
Dameria Magdalena S V-51

11. Teaching Poetry in ELT Classrooms: Some Challenges and Solutions - Bastian Sugandi and Husnaini	V-54
12. Teaching Vocabulary By Using Hypnoteaching To Second Semester Students Of Bandar Lampung University - Fransiska Anggun Arumsari	V-58
13. The Application Of Brainstorming To Improve Student's Writing Skill - Ita Brasilia Nurhasanah, Ria Martin, and Rizky Amalia	V-65
14. The Application Of Using Letter Land Technique Towards Students Vocabulary Mastery - Budianto, Elis Munawaroh, Fitri Anggraini, and Yuni Arifah	V-68
15. The Application of Quiz Team Technique to Improve Students' Understanding on Simple Present Tense at Grade Seven at SMPN 26 Bandar Lampung – Rosdawati	V-71
16. The Art Of Seduction Of Giacomo Casanova An Analysis Of "The Story Of My Life" - Helta Anggia	V-75
17. The Effect Of The Application Of The News Presentation Towards Students' Speaking Ability Of Grade Eleven At SMK Negeri 1 Seputih Agung - Risdiana Yusuf	V-78
18. The Effect Of The Teacher's Feedback Approach Towards Students' Descrptive Writing Skill At Grade Tenth Of SMK Bhakti Utama Bandar Lampung - Nila Kurnijanti	V-83
19. The Improvement Of Students' Vocabulary Achievement By Using Direct Method Of SMP Wiyatama Bandar Lampung - Putri Nurhayani	V-85
20. The Influence Of Lampungnese Ethnicity Accent On Dialect A To Lampungnese Students' Pronunciation Ability At English Education Study Program - Anggi Okta Dinata	V-88
21. The Influence of Using Scrambled Pictures to Improve Students' Ability in Writing Narrative Text of Eleventh Grade Students of SMK Bhakti Utama Bandar Lampung - Novita Uswatun Khasanah	V-91
22. The Use of Letterland Method in Teaching Reading at Early Year Level to Pre-School Students in an Informal Education in Bandar Lampung - Alfiana Rochmah	V-94
23. TheInfluence of Using Short Video Towards the Students' Speaking Skill at Grade VII of SMPN 22 Bandar Lampung - Dita Oktapiana	V-101

CROWD FUNDING, SOCIAL ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT

Hery Wibowo

Department of Social Welfare, Padjadjaran University, West Java Indonesia

*Corresponding author e-mail: hery_fortune@yahoo.com

ABSTRACT - *The issues of sustainable Development is a mainstream issues of the nation. The participation of the citizen, is absolutely important for the sustainable of nation Development. However, until today, not many framework that describe in detail the pattern of collaboration between the government and its people This paper is going to focus on two main community based activity from the third sector that is becoming emerging for the need of sustainable Development. The two activities are crowd funding and the activity launched by the citizen that bring innovation solutions to social problem: social entrepreneurship. Crowd funding is actually a unique activity, lauched by the citizen to help other parts of the community using all the potential resources. Crowdfunding takes advantages of crowd-based decision-making and innovation and applies it to the funding of projects or businesses. One of the practice that becoming populer and getting attention worldwide as a partner of nation development activity is social entrepreneurship. A social entrepreneurship practice is a community based action that have potential to help the nation development processes. Many studies stated that this practice have brought advantages the community, but on the other hand, the government haven't fully promote the collaboration with them for the purpose of sustainable development. This article will try to analyze the potential of crowd funding and the activities of social entrepreneurship to become a partner of development undertaken by the government. Furthermore, on a broader scale, this paper also explores the role of the third sector to the development process. Finally, as a conclusion, a theoretical framework of the collaboration between crowd funding, social entrepreneurship and sustainable development is built, to complete this article*

keywords: Crowdfunding, Social Entrepreneurship, Sustainable Development

1. INTRODUCTION

Actually, sustainable development issues, is not a brand new discourse. Some studies [1] have shown that while the extraordinary industrial and technological innovations of recent decades have led to many breakthroughs, they have also left us to confront an uncertain future. It means that we have to face a new social and environmental problems challenge that human being have never faced before. It also means that our government have to think harder to deal with those issues. Another critics [2] claimed that there have been major negative impacts of development on the environment and on existing social structures.

These problems, left the world leaders a big homework to overcome. But, some activities from the societies continued. Related to those condition, then comes some phenomena such as [3]; Heightened concerns about the effectiveness of traditional governmental and charitable approaches to meeting social needs, a search for more innovative solutions that lead to sustainable improvements, and a parallel shift toward outcomes-based (rather than needs-based) approach to funding on the part of both private philanthropies and government agencies.

This proves that a growing number components of society outside the state government contributing in the development process. This phenomenom also proves that there's a willingness form society to be a usefull citizen. Some studies called this movement or action as community economy or self-help economy [4]. Further, this article will try to describe how to optimize the spirit of community in contributing to the

development process. This becomes important because the first principle of the declaration on environment and development in Rio in 1992 [5] states that “*human beings are the centre of concern for sustainable development. They are entitled to a healthy and productive life in harmony with nature*”. This implies at least two things. first; the most important element in the process of sustainable development is human resources, and therefore, any movement or action contributive from the society that aims to help program development needs to be appreciated properly. A proper appreciation of the action contributive community, are expected to encourage the birth of similar actions, so that the government will have a lot of power that is able to help. Based on the explanation in advance, then the question arises; how is the form of crowdfunding activity and social entrepreneurship in the process of sustainable development?

2. MATERIALS AND METHOD

The main conceptual materials used in this article is crowdfunding, social entrepreneurship and sustainable development. while the analysis instrument used was a fishbone diagram.

2.1 CROWDFUNDING

Here is the more detail explanation about the concept being used in this article; crowdfunding, social entrepreneursh and sustainable development. Crowdfunding [6] is an umbrella term describing the use of small amount of money, obtained from a large number of individuals or organization, to fund a project, a business or personal loan, and other needs

through an online web-based platform crowdfunding [7] inspired by crowdsourcing describes the collective cooperation, attention and trust by people who network and pool their money together, usually via the Internet, in order to support efforts initiated by other people or organizations. Crowdfunding occurs for any variety of purposes [6], from disaster relief to citizen journalism to artists seeking support from fans, to political campaigns. This means that crowdfunding activities has reach many sectors in society. In the other side, crowdfunding reflect the spirit of altruism among people. It is exactly like what have been stated in Marketing 3.0 theory, that everyone has their own thinking, feeling and spiritual sense [8]. Then, crowdfunding is a refelction of the nature of society that has the potential to help each other. This is certainly a positive thing that can continue to be developed.

2.2 SOCIAL ENTREPRENEURSHIP

This review is meant to discuss the form of the practice, or activity included in the category of social entrepreneurship activity. One study [9] stated that social entrepreneurship activity, carried out by people who different and brave ideas. They think differently. They have several characteristics [10] like: (1) always trying to identify and apply practical solution to social problems, combining innovation, resourcefulness, and opportunity, (2) have an unwavering belief in everyone’s innate capacity, often regardless of education, to contribute meaningfully to economic and social development, and (3) jump in before ensuring they are fully resourced. Other argued [11] that social entrepreneurship is an activity that anomaly/odd. The main reason is because they expend all their energy for the good and welfare of others. Along with this, it is stated [12] that the practice of social entrepreneurship, has provided many benefit to society

Based on description upfront, it can be stated as a general conclusion that the practice of social entrepreneurship ia a practice that helps solve various problems by adopting the creativity and innovation that is commonly used in the field of business. In other words, social entrepreneurship is an activity that adopts the principle of entrepreneurial and business skills, but aimed at social problems.

Santos [11] reveals that while most theories suggest strategies for building competitive strategies, social entrepreneurship practice does not aim to compete one another. Unlike traditional entrepreneurship that promotes competition between many business, in the areas of social entrepreneurship, competition behavior is not dominant. Based on the explanation upfront, entrepreneurship is an innovative action undertaken by the community to solve social problems going on around them.

2.3 SUSTAINABLE DEVELOPMENT

The three aspect of sustainable development [13] are economic, environmental and social. This three units is a system of interrelated and dependent to one another. Efforts to understand the concept of sustainable development, is actually an attempt to absorb and

appreciate how these three aspects should interrelated and maintained its sustainability. Basically, the general principle of sustainable development is to meet the needs of the present without compromising the fulfillment of the needs of future generations.

Table 1: Definitions of Sustainable Development [14]

What is to be sustained	FOR HOW LONG 25 years ‘Now and in the future’ Forever	What is to be developed
NATURE Earth Biodiversity Ecosystems		PEOPLE Child survival Life expectancy Education Equity Equal opportunity
LIFE SUPPORT Ecosystem services Resources Environment	LINKED BY Only Mostly But And or	ECONOMY Wealth Productive sectors Consumption
COMMUNITY Cultures Groups Places		SOCIETY Institution Social capital States Regions

Through a table upfront, coverage and scope aspects of sustainable development can be perceivable. In principle, there are three major aspects that are cultivated sustainability: economy, people and society. Table upfront, clearly implying sub aspects of the three main aspects to consider in ensuring the passage of sustainable development. That is, through this table, roles and spaces that can be filled by the independent activity of the community is becoming increasingly clear. Surely it can support community members who want to contribute through the practice of social entrepreneurship and crowdfunding. Through the clarity of the program on the first aspect that is the human aspect, members of the public can play a role in the sub-sectors such as child survival, life expectancy, education, justice / equality and uniformity opportunities.

2.4 FISHBONE DIAGRAM

Analysis instrument used to examine the issues raised by this article is a fishbone diagram. The Fishbone diagram [15] is an analysis tool that provides a systematic way of looking at effects and the causes that create or contribute to those effects. The main principles used by this instrument will be used to map and describe the major issues. One advantage of the fishbone diagram is that this instrument allows users to see more clearly the ultimate goal of the activity, and the factors that affect the successful achievement of the final goal.

3. DISCUSSION

Social Entrepreneurship and crowdfunding are two positive phenomenon that occurs in the community.

Both of these phenomena imply that society can still be relied upon for the welfare of their own lives, without depending on the government. In general, the practice of social entrepreneurship has had a designated areas in society. This practice have produced certain benefits to the particular scope. Or in others words, there are a number of community needs that their fulfillment can be entrusted to this practice. Then, there are also a number of social problems that the solution can be handed over to the practice of social entrepreneurship. Principaly, this practice can be increasingly relied upon to fill in areas not reached by the development process.

Similar to social entrepreneurship, crowdfunding practice can also be developed in such a way to form a new culture in the community. The new culture is a habit developed to jointly identify the perceived needs together and take action to collect the source of funds and resources independently for the common good. At the beginning of the movement, support from the government (especially in the form of policy), is required to encourage independent action of the community becoming more powerful and more widely socialized. After some action began systematically awakened and could maintain its sustainability, then the government can begin to reduce its direct support.

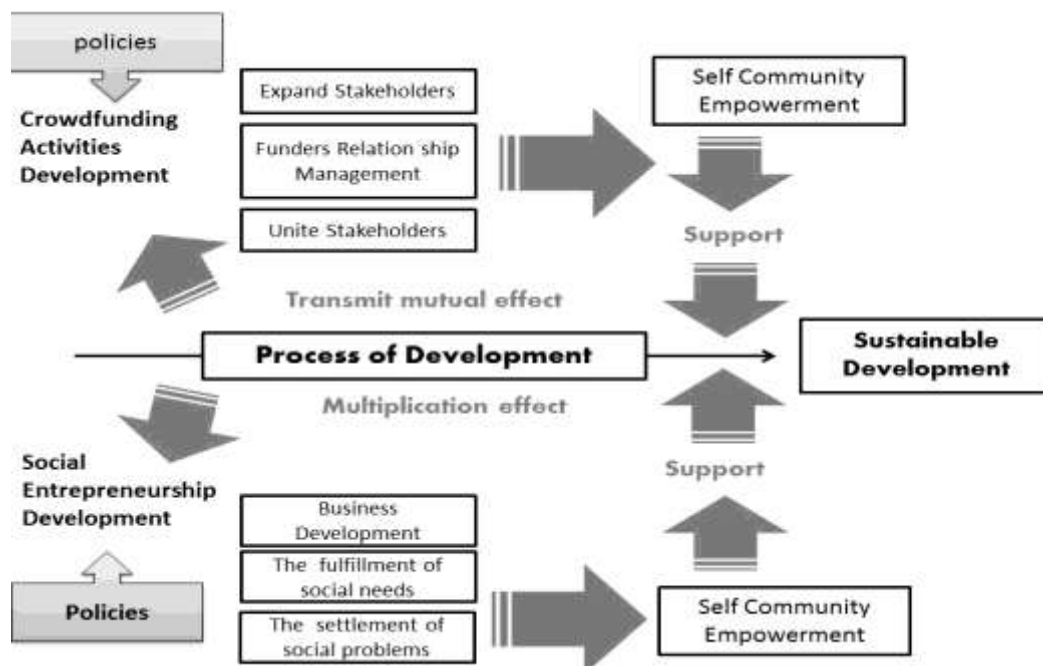


Fig. 1: Conceptual Framework

In fact, this support is an effort to further encourage self-reliance in meeting the needs and address the resolution of the various problems that they face. the concept of sustainable development in this case, is a concept or strategy that encourages the advancement of development or acceleration of the program, without sacrificing the interests and welfare of future generations. Thus, efforts to strengthen the independent actions that begin awakened at the community, is a wise decision.

Referring to the conceptual framework in advance, it can be said that the process of sustainable development, need to be supported by community participation. In principle, the more people who are willing to participate in the development process, then the the construction costs incurred to produce prosperity for all citizens will be increasingly lighter. On the other hand, has been present in society, movements or actions that aim to produce good of their own. in addition, potential or force people to gather the resources needed for their own welfare has also been increasingly identified

The development process is a process that runs continuously. However, sometimes the journey is long and winding, so it needs support from other parties

outside the government. Through a theoretical framework contained in this article, it can be stated that: (1) Effort to succed the process of sustainable development can be assisted by developing community independe. One of the strategy is to develop and support the development of activities that use philosophy 'from community to community'. Effort to develop this two program systematically, will encourage transmit mutual effect and multiplication effects. Here is some from the model upfront: (1) The practice crowdfunding can help the government in an effort to fund a particular practice in a society that requires operating costs to be able to run the program. Means that, through crowdfunding activities, not every program that aims for the welfare of society must be funded by the government. With the 'transmit mutual effect' more and more people will get involved to this actiity (2) The practice of crowdfunding, that is held regularly, will be able to make communities aware of the important of working together toward a goal aspired together, (3) The practice of social entrepreneurship, is a reflection of a sense of social responsibility in an effort to help meet social needs and solve social problems. Therefore, any assistance from the government to enlarge this movement, will

be able to create the effect of multiplication of the benefits of the practice of social entrepreneurship, (4) Support for entrepreneurial practice is actually a form of appreciation for the citizens who have produced constructive thinking and contributive action. This is, actually a major investment in building a triangular synergy between the public sector, the private sector and the community sector.

(5) The number of social entrepreneurship practices developed in the community, will become the inspiration for the community members to be inspired and in turn will build the same action. With the 'multiplication effect' more and more beneficiaries will get the benefit from the program. (6) Create policies that support the development of the practice of social entrepreneurship and crowdfunding activities, is a smart move to ensure sustainable development

4. CONCLUSION

In general, this article provides ideas to be used by the government. Crowdfunding and social entrepreneurship activities are actions that come from societies. Both of these activities can be considered as a great potential partner for development process.

Effort to achieve the target set by the concept of sustainable development, can be helped by the movement or action from societies.

REFERENCES

- [1] Nicholls Alex (Ed). *Social Entrepreneurship: New Models of Sustainable Social Change*. New York. Oxford University Press. p xlix. (2008)
- [2] Elkinton, John & Pamela Hartigan. *The Power of Unreasonable People: How Social Entrepreneurs create Market that change the World*. Boston. Harvard Business Press. p 5.(2008)
- [3] Dess, J. Gregory, Jed Emersen & Peter Economy. *Enterprising Nonprofits: A Toolkit for Social Entrepreneur*. New York. John Wiley & Sons, Inc. p12-13. (2001).
- [4] Rory Riddley-Duff & Mike Bull. *Understanding Social Enterprise: Theory and Practice*. Los Angeles. Sage Publication Ltd (2011).
- [5] United Nations Document. *Rio Declaration on Environment and Development* (1992).
- [6] Kirby, Eleanor & Shane Worner. *Crowd-funding: An Infant Industry Growing Fast. Staff Working Paper* (SWP3) of IOSCO Research Department. OICV-IOSCO (2014)
- [7] Sullivan, Michael. (2006). Crowdfunding. 10 Oktober 2012. <http://crowdfunding.pbworks>
- [8] Kotler, Philip, Hermawan Kartajaya & Iwan Setiawan. *Marketing 3.0*. Jakarta. Penerbit Erlangga. (2010).
- [9] David Bornstein. *Mengubah Dunia: Kewirausahaan Sosial dan Kekuatan Gagasan Baru*. Jakarta. Nurani Dunia & Insist Press. (2006)
- [10] Elkinton, John & Pamela Hartigan. *The Power of Unreasonable People: How Social Entrepreneurs create Market that change the World*. Boston. Harvard Business Press. p 5.(2008)
- [11] Santos, Flipe M. *A Positive Theory of Social Entrepreneurship (Faculty & Research Working Paper)*. Fountenbleau-France. Insead: The Business School for the World. Social Innovation Centre. (2009)
- [12] Skoll, Jeff. *Social Entrepreneur: Power to change, Power to inspire*. Skoll World Forum. Download from www.tc.pbs.org
- [13] Harris, Jonahan M. *Basic Principles of Sustainable Development*. Global Development and Environment Institute. Tufts University Medford USA. (2000)
- [14] National Research Council, Policy Division, Board on Sustainable Development, *Our Common Journey: A Transition Toward Sustainability* (Washington, DC: National Academy Press, 1999) in Kates, Robert W, Thomas M. Parris & Anthony A. Leiserowitz. *What is Sustainable Development: Goals, Indicators, Value and Practice*. Issues of Environment, Science and Policy (2005)
- [15] Ilie, Gheorge & Carmen Nadia CIOCOIU. Application of Fishbone Diagram to Determine the Risk of an Event with Multiple Causes. *Management Research and Practice* Vol. 2 Issue 1 p.1 (2010)



Bandar Lampung, Indonesia

3rd IMCoSS
THE THIRD INTERNATIONAL MULTIDISCIPLINARY
CONFERENCE ON SOCIAL SCIENCES

www.imcoss.ubl.ac.id

