

ABSTRACT

Limited resources, especially financial resources is one factors that make a lot of social enterprise in Indonesia failed to sustain. One of the solutions is to implement the social bricolage. Social bricolage is the idea that create solution to overcome the problems caused by limited resources, optimize existing resources, and response to opportunities in creating a value and social influence towards a more sustainable condition. Therefore, this study was conducted to know the extent of the social bricolage implementation in the social enterprise. There are six main idea of the social bricolage, namely making do, a refusal to constrained by limitations, improvisation, social value creation, stakeholder participation and persuasion, are identified and discussed in its implementation in Bandung Creative City Forum using a qualitative methods. Data collection techniques used in this study were in depth interviews and observation. The data analysis technique used is manual coding. The results showed that the Bandung Creative City Forum has implemented social bricolage by utilizing available resources to create sustainability social value in society.

Kata kunci: *entrepreneurship, social entrepreneurship, bricolage, social bricolage, making do, a refusal to constraint by limitations, improvisation, social value creation, stakeholder participation dan persuasion.*