

ABSTRACT

Economic stability has an important role in nation's development. The stronger the economy, the more a nation could improve its development, and vice versa. The economic growth could be supported by the number of entrepreneurs in a country. To increase the economic growth, there should be at least 2% entrepreneurs of the total population (Darwanto, 2012). In fact, the number of young entrepreneurs in Indonesia is still lagging with only 1,56%. As a part of entrepreneurship, social entrepreneurship is one of the factors that could bring positive impact to the nation's development since it helps the country to solve social problems that occurs (Acs, 2010). Ikatan Pencinta Batik Nusantara is one of the social enterprises that put its concern on the socio-cultural problem in Indonesia, focusing on the young generation. For the past four years, the government fund for Ikatan Pencinta Batik Nusantara was declining. It is believed that the organization must become independent and improving its performance in order to be sustainable enough in conducting its programs. The objective of this study is to give recommendation to Nusantara as the future look of the organization, based on the evaluation of the current performance.

Qualitative research was used in this study. Four respondents who were the founders of Ikatan Pencinta Batik Nusantara were chosen to answer nine interview questions in order to give proper information regarding the organization. Case study analysis was chosen in this study in order to apply solutions to current problems based on past problem-solving experiences, and the sampling technique was purposive sampling which means taking sample with certain considerations. These certain considerations are, for example the individuals that are considered as the individuals who know most about the information that we wanted to get

Result revealed that there is a gap on the utilization of social need, social venture capital, external stakeholder and internal stakeholder in Ikatan Pencinta Batik Nusantara that should be fitted. It is recommended that for the future, the organization considers the actual social condition especially on young generation, improving its own business unit, and conducting a specification of job allocation for its internal stakeholder, in order to increase its performance and become sustainable.

Keyword: social entrepreneurship, opportunity, social need, resource, social venture capital, team, external stakeholder, internal stakeholder