

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. 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. One of the social problem that occurred in Indonesia is drugs abuse, driven by the data of Badan Narkotika Nasional (BNN) stated that the estimated number of the drugs users in Indonesia around 5 million people in 2015 and it's increasing each year. Rumah Cemara is one of the social entrepreneur organization that put its concern on the social problem in Indonesia, focusing on the drug abuse and HIV/AIDS. The current situation within the organization that one of their sport development program is run ineffective therefore it has to be stopped for several times, the organization recently doesn't have a donor for the program and still in a search for the programs' donor. 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 Rumah Cemara 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 higher up people within the organization 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 no donor for the sport development program especially boxing, the organization need to develop their entrepreneurship program which is only contribute 3% to the allocation budget, also the treatment center only able to accommodate no more than 30 people, and the. It is recommended that for the future improving its own business unit, and the capacity of the treatment center in order to increase its performance and become sustainable.

Keyword: social entrepreneurship, opportunity, people, resource, political environment, legal environment, social environment, cultural environment, institutional environment