

ABSTRACT

One of the factors that caused many business enterprise and social enterprise in Indonesia experience failure is limited financial resources. It takes a supportive resource on social entrepreneurship activities in social enterprise, as resources are an important part of the entrepreneurial process. To overcome resource constraints, bricolage is an important concept in understanding social entrepreneurship, because it can explain how social enterprise manages its activities despite having few resources. The implementation of bricolage in social enterprise generates a new idea that is social bricolage. The purpose of this study is to determine the form of implementation of social bricolage in Pilar Peradaban Foundation as a social enterprise. This research was conducted by using descriptive qualitative method. Data analysis technique used is manual data coding technique. The results show that Pilar Peradaban Foundation has created a new product namely LIMAR Lamp (Listrik Mandiri Rakyat), although it has limited regulatory limitations, human resources, and finance, Pilar Peradaban Foundation able to overcome it by forming a PT Catur Reka Pilarindo, using the resources student at traditional Muslim school, and utilize corporate grant funds (CSR), so they can run their own programs to create social value and social impacts.

Keywords: Entrepreneurship, Social Entrepreneurship, Social Enterprise, Bricolage, Social Bricolage.