

ABSTRACT

In Badan Rehabilitasi Sosial Penyandang Disabilitas Sensorik Netra (BRSPDSN) Wyata Guna Bandung , *it was found that most BRSPDSN graduates worked at massage parlors. However, it is also known that in 2016 to 2018 graduates from Wyata Guna BRSPDSN previously referred to as PSBN Wyata Guna, who became entrepreneurs tend to increase.*

The purpose of this study is the process of analyzing social entrepreneurship with the visually impaired at the BRSPDSN Wyata Guna Bandung as well as a model of social entrepreneurship for blind people in the BRSPDSN Wyata Guna Bandung using a soft system methodology.

This study used qualitative research methods. Data collection techniques are carried out by observation, interviews, and documentation. Observations were made when researchers visited BRSPDSN repeatedly to study their behavior. Interviews were conducted on 5 different resource persons. This resource is derived from the understanding of quadruple helix theory that studies the behavior of 5 stakeholders (production installations, academics, BRSPDSN, and government). And documentation relating to Wyata Guna BRSPDSN, data obtained from the media and directly.

The process of social entrepreneurship in the BRSPDSN wyata guna is published by rich picture. The rich picture is found in the second soft system methodology after being analysis by interviews with stakeholders. While the findings of the social entrepreneurship model use soft system methodologies, it is hoped that stakeholders can carry out activities for BRSPDSN students and are expected to transform the output into social entrepreneurship.

This research can be used by BRSPDSN Wyata Guna As a review of the social entrepreneurship process that has been carried out, BRSPDSN can provide business incubator facilities, BRSPDSN can implement the social entrepreneurship model produced by this research, also Cooperation between all stakeholders is needed.

Keywords: Social Entrepreneurship, Social Entrepreneurship Model, Soft System Methodology