
**The Social Entrepreneurship Approach to Improve the Medicinal Efficient
Wild Plants' Economic Value in the Community**

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Abstract

Indonesia has great biological prospects for the health sector, which need to be managed well. It is a fact that the raw materials used as medicinal plants to date are mostly obtained from wild plants, not cultivated plants. Several previous studies explored the ethno botanical and ethno pharmaceutical sides; this research became the basis for the researcher's study, which focused on developing social entrepreneurship programmes and activities by combining studies on pharmaceutical economics to increase the economic value of plants with medicinal potential in the social and economic development of society. This research aims to: a) explore the social entrepreneurship approach that can be used to empower the community; b) identify the obstacles and opportunities that exist in improving the community's economy through managing wild plants. The methodology of this research uses a mixed-methods approach with a sequential explanatory design, where the initial stage involves collecting and analysing quantitative data, followed by collecting and analysing qualitative data in the next stage. The social entrepreneurship approach involves a series of stages that include: 1) the social entrepreneurship process; 2) identification of social problems; and 3) idea development. 2) social entrepreneurship operations: planning, programme implementation, infrastructure development, and solution implementation; as well as 3) social value creation, including social impact evaluation, community capability development, and community empowerment. In its implementation, the social entrepreneurship approach has several obstacles and barriers. Social entrepreneurship must understand the local context and design strategies that can overcome these obstacles to achieve sustainable results in developing community capabilities. Support from various parties, including governments, non-governmental organisations, and the private sector, can also help overcome some of these obstacles.

Keywords: Social Entrepreneurship, medicinal wild plants, Economic value

1. Introduction

1.1 Introduce the Problem

The use of traditional medicine (herbal medicine) worldwide continues to increase from year to year. As a result, processed herbal plant products have high economic value. In the last decade,

the total import of phytopharmaceuticals in the international market reached 500,000 tons per year and grew by 8.5% annually.

Biological products, especially medicinal plants, have been utilized by various segments of society worldwide, both in developing and developed countries. WHO estimates that 80% of the population in developing countries still rely on traditional medicine for healthcare maintenance, and 85% of traditional medicinal practices involve or utilize plant-based remedies.

Medicinal plants are one of the promising horticultural commodities to be developed as a flagship commodity, as they play a significant role in increasing community income and foreign exchange earnings.

Indonesia is known as a country with a diverse array of ethnicities, each with its own customs, cultures, and local wisdom. The diversity of these ethnicities entails distinctive customs and ways of life, including their relationship with the surrounding environment. One characteristic of the human-nature relationship is the utilization of plants for various life necessities, including economic, spiritual, cultural values, health, beauty, and even for treating various diseases (Edwin et al., 2021).

Wild plants are plants that grow in areas where they are not desired in cultivated areas. Wild plants are also called weeds because they often directly or indirectly harm cultivated crops. However, in their development, these wild plants or weeds have been found to contain substances for medicinal purposes.

Several types of wild plants play a crucial role in the field of herbal medicine, their utilization tracing back as far as human civilization history. The tropical nature of Indonesia provides fertile ground for the growth and proliferation of various vegetation, including medicinal weeds (Badrunasar, Budin, 2016).

Several studies have been conducted to identify wild plants with medicinal potential in various locations across Indonesia. These include the potential of plants around residential areas (Ismawati, Amelia, 2019), wild plants for traditional herbal remedies (Kartika et al., 2017), and research aimed at inventorying the ethnobotanical potential of medicinal plants, encompassing the types of medicinal plants, treatable diseases, plant parts used, and methods of utilization (Pramesti et al., 2012).

The utilization of various parts of wild plants most commonly used by the community as traditional medicine shows the highest percentage for leaves (55%), followed by the entire plant parts at 31.6% (Amilia, Ismawati, 2019).

The utilization methods of wild plants remain simple, primarily involving direct application to the affected body part, either in coarse or finely crushed form along with other ingredients, followed by boiling and extraction of the decoction. The use of specific plant parts correlates with several aspects such as practicality, ecological considerations, and phytochemical composition (Abdul Kodir et al., 2017).

The utilization of plants for economic purposes is carried out by rural communities in several Asian countries, particularly in the Himalayan region (Tiwari et al., 2017). Furthermore, plants are still employed by communities in various ritualistic activities (Geng Y et al., 2017), as observed among the Malay Landak community in their traditional ceremony called Tumpang Negeri (Hasanah et al., 2014). Additionally, plants are used for medicinal purposes, including maintaining health, enhancing stamina, and treating illnesses (Hikmat et al., 2011).

Indonesia holds significant biodiversity prospects, particularly in the field of health, which need to be effectively managed. It is a reality that the raw materials used for medicinal plants in Indonesia are mostly obtained from wild plants rather than cultivated ones, and the direct harvesting of wild plants beyond their regenerative capacity in nature is a critical factor that threatens the sustainability of medicinal plants.

Ethnobotanical studies elucidate the cultural practices of traditional societies in utilizing natural resources, particularly plants, directly or indirectly to support various aspects of life such as food sources, medicine, ceremonial rites, cultural interests, building materials, and others. The utilization of local plants as medicinal sources represents an alternative that can be developed; medicinal plants can serve as alternative options for treating various types of illnesses. This is because the effects induced by the use of traditional medicines (jamu or herbal) are generally milder compared to the use of synthetic chemical drugs (Ani et al., 2018).

Many people are beginning to consider developing medicinal plants, both for personal use and for business purposes. This trend is further fueled by the growing awareness among the public about the benefits of medicinal plants in maintaining and preserving health, along with the proliferation of traditional medicine industries both domestically and internationally. Additionally, there is an increasing acknowledgment of the positive aspects of consuming natural ingredients compared to chemical or synthetic substances.

1.2 Explore Importance of the Problem

The processing of medicinal plants offers both economic and non-economic advantages, including: (1) increasing community income, (2) conserving ecosystems and germplasm, (3) ensuring the continuity of raw material supply, and (4) enhancing the quantity and quality of medicinal plant production.

The role of medicinal plants in economic empowerment can be achieved through: (1) providing raw materials, (2) driving the growth of the rural economy sector, (3) utilizing domestic resources, (4) absorbing productive labor in rural areas while also serving as a means to distribute and improve community welfare, and (5) generating foreign exchange for the country. These social challenges call for the role of social entrepreneurship, which has the potential to provide several social solutions by implementing entrepreneurial approaches and the power of social innovation to address the existing social challenges (Paramita, 2015).

Several previous studies that have explored and identified aspects of ethnobotany and ethnopharmacy serve as the basis for the researcher's focus on developing social entrepreneurship programs and activities. In this research, a combination of studies on pharmaceutical economics

through increasing the economic value of potential medicinal plants is integrated for the social and economic development of communities.

1.3 Describe Relevant Scholarship

The emergence of social entrepreneurship as a response to various social and environmental challenges faced by communities is evident. Several studies assess the contribution of previous research in social entrepreneurship and suggest unexplored areas that offer opportunities for future research (Short, J. C., Moss, T. W., & Lumpkin, G. T., 2014). The complexity and controversy in defining social entrepreneurship are acknowledged, alongside providing frameworks for future research in this field (Choi, N., & Majumdar, S., 2014). Meanwhile, Granados, M. L., Hlupic, V., Coakes, E., & Mohamed, S. (2017) offer a bibliometric analysis of research and theory in the field of social enterprise and social entrepreneurship over nearly two decades. Sassmannshausen, S. P., & Volkmann, C. (2018) examine the development of social entrepreneurship as an academic field through scientometric analysis. Theoretical frameworks are provided to understand social entrepreneurship from the perspective of business ethics (Santos, F. M., 2012).

Several important backgrounds explain the necessity of this approach, including:

1) **Complex Social Challenges:** Many current social and environmental issues are complex and difficult to solve through traditional approaches. Social entrepreneurship brings business ideas and innovation to the realm of social problem-solving, creating sustainable business models that can generate long-term positive impacts. Nicholls, A., & Murdock, A. (2017), highlight how the boundaries between markets, states, and the nonprofit sector become blurred in creating social value. Bacq, S., & Janssen, F. (2018) map the diverse ways of defining social entrepreneurship based on geographic and thematic criteria, aiding in understanding how this approach is applied globally.

2) **Limitations of Public Funding:** Public resources for addressing social issues are often limited. Social entrepreneurship provides an alternative by leveraging social and business capital to create positive change, reducing the burden on the public sector, and enhancing the efficiency of resource utilization. (Dacin, Dacin, & Matear, 2014) evaluate the need for new theories in social entrepreneurship and propose practical steps to advance the field by leveraging existing theories.

3) **Innovation in Problem-Solving:** Social entrepreneurship combines business principles and innovation with the goal of creating positive social impact. This approach provides space for creative ideas and innovative solutions to social problems. Battilana, J., & Lee, M. (2014) provide insights into hybrid organizations, such as social enterprises, which integrate social and commercial logics into their business models.

4) **Increasing Social Awareness:** There is a growing awareness among the public about social and environmental issues. Consumers, investors, and employees are increasingly interested in companies and businesses committed to social and environmental values. Consequently, social entrepreneurship becomes more relevant as a response to market demands.

5) **Community Empowerment:** This approach empowers communities to actively participate in solving their own problems. Social entrepreneurship often involves a bottom-up approach,

listening to local needs and engaging communities in decision-making processes. Rawhouser, H., Cummings, M., & Newbert, S. L. (2019) examine various methods of measuring social impact and offer guidance for future research in social entrepreneurship on how to better measure effectiveness.

6) Increased Community Self-Reliance: Social entrepreneurship can enhance community self-reliance by empowering individuals and communities to identify and address their own social issues. This approach emphasizes active participation and community involvement in the change process. Mair, J., Wolf, M., & Seelos, C. (2016) examine how social entrepreneurship can transform patterns of inequality in small-scale societies through a process called "scaffolding." Meanwhile, Hechavarría, D. M., Ingram, A., Justo, R., & Terjesen, S. (2017) compare the use of crowdfunding between commercial and social entrepreneurs, highlighting differences in motivations and outcomes.

7) The Importance of Sustainable Development: The social entrepreneurship approach is closely related to the concept of sustainable development. Businesses that focus on social and environmental values are seen as integral parts of efforts to achieve sustainable development, which encompasses economic, social, and environmental aspects. The role of geography in social entrepreneurship, particularly regarding the dissemination and measurement of social value, is also significant (Smith, B. R., & Stevens, C. E., 2010). Doherty, B., Haugh, H., & Lyon, F. (2014) explore the ethical challenges faced by social enterprises as they attempt to scale their operations. Furthermore, André, K., & Pache, A.-C. (2016) explore the role of social enterprises as hybrid organizations. Thematic meta-analysis studies on the identification of opportunities in social entrepreneurship, identifying patterns and trends in existing literature, are also conducted (Lehner, O. M., & Kansikas, J., 2016).

In several countries, the exploration of medicinal plant diversity and its usage provides insights into how social entrepreneurship can leverage this knowledge. For instance, in Uganda (Ssegawa, P., & Kasenene, J.M., 2014), the impact of cultivating medicinal plants on the livelihoods of marginalized communities in Uttarakhand, India (Khan, S., & Khan, N. A., 2015), and the ethnobotanical use of medicinal plants in South Africa and their pharmacological potential, which can be integrated into social entrepreneurship (Olaokun & McGaw, 2015).

Through the social entrepreneurship approach, it is hoped that sustainable and holistic solutions to social challenges can be created, while promoting inclusive and responsible economic development. This approach encourages collaboration between the business sector, government, and civil society to create greater positive impact.

2. Method

The methodology of this research utilizes a mixed methods approach with a sequential explanatory design, wherein the initial stage involves quantitative data collection and analysis followed by qualitative data collection and analysis in the subsequent stage (J. W. Creswell, 2010). Data collection is conducted through surveys (quantitative) as well as interviews, observations, and document reviews for qualitative data (Sugiyono, 2012).

The participants involved in this research consist of village government officials, community association leaders, farmer group representatives, members of women farmer groups, village-owned enterprise managers, as well as community leaders and the general public who have different characters and roles in community development and empowerment in the village.

The research approach is conducted through action research involving participants who are the subjects of the study. In action research, efforts are made to encourage communities, both individually and collectively, to utilize their potential for self-improvement and development. Action research is carried out in accordance with the stages in the social entrepreneurship approach to enhance the economic value of medicinal wild plants, aiming to benefit social and economic development in the community.

The first step taken in this research is the discovery of a medicinal plant technology package through the collection of preliminary data (needs assessment) via Focus Group Discussions involving several elements in the community, including village government officials, Village-Owned Enterprises, Farmer Group Cooperatives, as well as institutional leaders in the community; through this process, the needs and potentials of the local community can be identified.

Once the potential of the area and the community's interest in the development of medicinal plants are clearly identified, social preparation and community organizing take place. Subsequently, action activities commence, starting with efforts to obtain information and raise awareness among residents through socialization and education about the types, benefits, and opportunities of utilizing medicinal wild plants. The next action involves establishing demonstration plots (experimental fields) containing trials related to the cultivation of medicinal plants to obtain an appropriate technology package. From preparation to observation, the community is actively involved in the evaluation process. At each stage of action research, "back-up research" is conducted to follow up on prominent activities or aspects that require further investigation.

3. Results

The research conducted involves respondents and participants from the village government in Sukaluyu Village, as well as community groups in the Dusun Cibogo, including Farmer Group Cooperatives (Gapoktan), Women Farmer Groups (KWT), neighborhood cadre leaders (RW), and other members of the general public.

Village Profile:

According to the information provided by the village elders, Sukaluyu Village was established in 1982 through the division of Ganeas Village. Sukaluyu Village is one of eight villages located in the Ganeas District of Sumedang Regency, West Java Province.

Sukaluyu Village boasts beautiful hilly terrain, with a pleasant cool climate ranging from 23 to 28 degrees Celsius. It is adorned with lush green forests and vast expanses of rice fields.

It covers an area of approximately 262 hectares. The land topography consists mostly of flat terrain, with the following land use distribution: residential areas covering 29.84 hectares, yards covering 29.84 hectares, rice fields covering 126.76 hectares, fields and plantations covering

102.68 hectares, cemeteries covering 1.02 hectares, idle land covering 8.694 hectares, village hall covering 1.050 hectares, mosque covering 607 square meters, and miscellaneous areas covering 4.199 hectares.

Administratively, the village is divided into four hamlets: Canukur Hamlet (Dusun I), Tagog Hamlet (Dusun II), Cihanyir-Cihanja Hamlet (Dusun III), and Dusun Cibogo (Dusun IV), consisting of 4 Neighborhood Associations (Rukun Warga) and 22 Neighborhood Units (Rukun Tetangga).

Below are the livelihood data of the residents:

Tabel 1. The Livelihood Data of The Residents:

No	Occupation	Quantity
1.	unemployment	816 person
2.	housewife	1.222 person
3	student	694 person
4	retired	23 person
5	Government employees	23 person
6	National Army	6 person
7	farmer	198 person
8	laborer	431 person
9	Private sector	178 person
10.	self-employed	500 person
Total		4091 person

A green and healthy environment ideally can be created in any environment, whether at the family level or within the community. The limited available land presents its own challenge in developing programs that are applicable according to the available resources.

The first step undertaken in this Action Research includes coordinating with local administrators in the target area to promote the implementation program of activities regarding the importance of health and easy ways to utilize herbal plant resources that can be obtained around the house and environment, both wild plants and those cultivated in gardens.

This is done due to the diverse profiles and characters of the villagers, who possess local wisdom and a unique culture in addressing their health and socio-economic issues.

The second step after coordination and alignment of perceptions is the institutionalization and organization of the team of lecturers and target partners, by ensuring the involvement and engagement of community cadres. The program is aimed at empowering the community to identify existing resources owned, both by each family and the village as a whole, including vacant land or plantations in the village area that can be utilized to create green open spaces and cultivation areas.

The third step, the implementation of action research, is carried out through education and training on herbal plant cultivation conducted at the village office to ensure general community

education, as participants come from all existing regions and are expected to become agents of information and change in their surrounding environment.

At the onset of the education program, a pretest is conducted to measure and obtain information regarding the understanding and potential effectiveness of the program.

The first information gathered includes the participation of residents in socialization and education activities with the same theme. The results are as follows:

Table 2. The participation in medicinal plant cultivation training

No	Answer	The number of respondents	percentage
1.	Often	1	4.2
2.	Once	3	12.5
3.	never	20	83.3
Total		24	100

Source: questionnaire data

Table 3. Understanding of medicinal plants

No	Answer	The number of respondents	percentage
1.	really understand	2	8.3
2.	understand enough	4	16.7
3.	do not completely understand	16	66.7
4.	Do not understand	2	8.3
Total		24	100

Source: questionnaire data

Table 4. The use of medicinal plants as an alternative treatment option

No	Answer	The number of respondents	percentage
1.	Often	4	25
2.	Once	15	66.7
3.	never	5	0
Total		24	100

Source: questionnaire data

Table 5. The availability of wild medicinal plants in the surrounding environment

No	Answer	The number of respondents	percentage
1.	Lots	6	25
2.	A little	16	66.7
3.	Nothing	0	0
4.	Unknow	2	8,3
Total		24	100

Source: questionnaire data

Table 6. The availability of medicinal plants in the yard

No	Answer	The number of respondents	percentage
1.	Available	62,5	15
2.	Unavailable	37,5	9
Total		24	100

Source: questionnaire data

Table 7. The method of processing plants for use as medicine

No	Answer	The number of respondents	percentage
1.	Know	5	20.8
2.	Lack of Knowledge	16	66.7
3.	Unknow	3	12.5
Total		24	100

Source: questionnaire data

4. Discussion

The social entrepreneurship approach involves a series of stages that encompass processes, operations, and the creation of social value.

1. The process of social entrepreneurship:

Identifying Social Issues: Social entrepreneurship begins with identifying social problems or challenges that need to be addressed. Social entrepreneurs seek a deep understanding of these issues and the potential positive impact that can be achieved through innovative solutions.

The action research is conducted through collaboration with the village government in Sukaluyu Village, as well as community groups in the Dusun Cibogo, including the Farmers' Group (Gapoktan), Women Farmers' Group (KWT), neighborhood cadre members, and other community members.

At the beginning of the program, a pretest is conducted to measure and gather information about the potential effectiveness of the program.

The first information gathered includes the participation of residents in the outreach sessions with the same theme.

The data indicates that the majority of participants (83.3%) have never attended outreach or training events related to herbal plants. This provides information that the educational theme presented in the program is something new and highly needed by the residents.

The question about the understanding and knowledge of village residents regarding medicinal plants yielded results showing that the majority of participants (66.7%) expressed a lack of knowledge or understanding about the types of medicinal plants. This also provides information about the necessity of education regarding the types and benefits of medicinal plants available in the community.

Information about the pattern of habit in using herbal plants as self-medication alternatives reveals that the majority of respondents (62.5%) have used herbal plants for self-medication. This indicates that empirically, the community is quite familiar with using herbal plants for self-medication. However, there are also residents who have never used them (20.8%).

Idea Development and Business Model: After identifying the problems, the next step is to develop innovative ideas and design a sustainable business model. This involves creative thinking to create effective and implementable solutions.

Other data related to the presence of medicinal plants in the community environment reveals that the presence of wild medicinal plants has been identified in the surrounding environment, although there are still some who are unaware, amounting to 8.3%.

Regarding the intentional cultivation of wild medicinal plants in residents' yards, data shows that the majority of residents have actually utilized their yards to cultivate wild medicinal plants. This indicates a high level of awareness among the community regarding the importance of planting herbal plants in their environment.

Meanwhile, regarding the question about residents' knowledge in utilizing or processing plants for use as medicine, the data is as follows: the majority of residents (66.7%) stated that they have limited knowledge about how to utilize or process plants for use as medicine. Additionally, there are some who do not have knowledge about it, amounting to 12.5%.

These results indicate that the community lacks understanding regarding the opportunities and business idea development for utilizing the presence of wild medicinal plants, which could be turned into business commodities.

2. The operation of social entrepreneurship:

Planning: Social entrepreneurship involves planning the implementation strategies to realize their ideas. This includes financial planning, operational planning, and the development of networks or partnerships that may be required.

Based on the study and joint analysis regarding the problems faced by the target community partners in Sukaluyu Village, the expected activities that could serve as solutions to the encountered problems include:

- Education on the types and benefits of herbal plants for improving immune system and self-medication.
- Training on entrepreneurship mindset development through understanding how to enhance the ability to seize opportunities from existing situations for economic and social development in the community.
- Establishing a pilot herbal garden as an educational and cultivation facility.
- Mentoring and training in business management.
- Community capacity building.

Program Implementation: After the plan is drafted, social entrepreneurs commence the implementation of the program or project to achieve their objectives. This involves collaboration with various stakeholders, including partners, donors, and the local community.

Infrastructure and Resource Development: Social entrepreneurship needs to build the necessary infrastructure and resources to carry out their projects or initiatives. This includes establishing partnerships with stakeholders, securing funding, and managing the workforce.

The realization of planned problem-solving efforts begins with coordinating implementation with relevant parties, including internal campus stakeholders and faculty teams, as well as external parties.

The next activity of this program is the establishment of a pilot herbal garden. The pilot herbal garden is set up in Dusun Cibogo, considering the availability of suitable land and the presence of active women farmers' groups to manage the cultivation process and its follow-up.

The next step involves the faculty team facilitating and consulting on the continued process of utilizing existing herbal/medicinal plants (management, financial, and marketing) to generate added economic value for the residents.

Solution Implementation: In this phase, the designed solutions are implemented on a broader scale. Social entrepreneurship monitors and evaluates the implementation to ensure that positive impacts are achieved in line with the set social goals.

Implementation: At this stage, social entrepreneurship begins to implement their plans. They establish and manage organizations or projects designed to address the identified social issues.

3. Creation of Social Value:

Social Impact Evaluation: Social entrepreneurship continuously evaluates the social impact generated by their solutions. This evaluation involves data collection and analysis to understand the extent to which the solutions have benefited the community.

The available land owned by residents tends to be underutilized, and the abundance of wild medicinal plants greatly requires the involvement of all parties to turn it into added value, not just as greenery, but also to be developed socially and economically to independently address health issues and increase local and community income when managed comprehensively. Indeed, it is highly possible that when the initiated herbal garden becomes a pilot project, it can stimulate economic growth with several subsequent programs.

Community Capability Development: The creation of social value also involves the development of capabilities within the community or groups benefiting from social entrepreneurship initiatives. This may include education, training, and empowerment to ensure the sustainability of positive impacts.

Based on the steps of implementing science and technology in the program, the desired changes in the community include:

- 1) Changing attitudes and mindsets among target communities who understand the importance of utilizing limited public open spaces for greening initiatives.
- 2) Raising awareness to cultivate medicinal plants within families and utilizing them in prevention programs and health improvement.

3) Recognizing the economic potential that can be developed from the utilization of medicinal plants for community economic empowerment.

Community Empowerment: Creating social value in social entrepreneurship also involves efforts to empower the local community or the benefiting population. This may entail their active involvement in decision-making processes and capacity-building for self-reliance.

From the results of interviews and document analysis, several challenges have been identified in the process of community capacity development and empowerment.

The development of community capabilities by social entrepreneurship often encounters several challenges that can affect the effectiveness of their efforts. Some common obstacles include:

a) Financial Resource Limitations:

Limited Foundation: Social entrepreneurship may face challenges in securing sufficient funds to support community capability development programs. Limited financial resources can restrict the scale and scope of initiatives.

b) Human Resource Limitations:

Shortage of Instructors or Trainers: The sustainability of community capability development programs requires the presence of qualified instructors or trainers. A lack of competent human resources can hinder the learning process and capability development.

c) Limited Access to Quality Education: Some communities may face difficulties in accessing quality education. This can pose a serious barrier to capability development, especially if social entrepreneurship programs aim to enhance the skills and knowledge of the community.

d) Cultural and Social Factors:

Cultural Challenges: Changes in cultural habits or practices within communities can pose challenges. Some communities may adhere to specific traditions that may not align with the goals of capability development.

f) Infrastructure Limitations: Insufficient infrastructure, such as limited road access or poor internet connectivity, can hinder the implementation of programs that require technology or digital resources.

g) Low Community Engagement Levels: The success of community capability development programs often depends on the level of community involvement and participation. If engagement is low, the impact of the program may be diminished.

h) Local Economic Uncertainty: Economic factors such as inflation or job insecurity can hinder the community's ability to invest time and effort in capability development.

i) Lack of Skills: Communities lacking specific skills may face difficulties in managing empowerment programs. Additional training and support may be needed to enhance the necessary skills and knowledge.

j) Limited Government Involvement: Support from the local government is crucial for the sustainability of community empowerment programs. Limited government involvement or inability to cooperate can be a constraint.

k) Internal Conflicts within the Community: Internal conflicts, whether between individuals or groups, can hinder collaboration and collective efforts for empowerment. It is important to address conflicts wisely and build consensus.

- l) **Environmental Instability:** Environmental instability, including natural disasters or climate change, can make it difficult to build sustainability and community resilience.
- f) **Lack of Access to Technology:** Limited access to technology, such as the internet or telecommunications, can be a constraint in disseminating information and facilitating active participation.

Social entrepreneurship must understand the local context and design strategies that can address these constraints to achieve sustainable results in community capability development. Support from various stakeholders, including government, non-governmental organizations, and the private sector, can also help overcome some of these challenges.

Meanwhile, enhancing the economic value of medicinal wild plants in their management poses several challenges and barriers that can affect the productivity and sustainability of the endeavor. Some common obstacles include:

- a) **Weather and Climate:** Extreme weather conditions, such as floods, droughts, or extreme temperatures, can adversely affect the growth of herbal plants. Some herbal plants may be more vulnerable to climate change than others.
- b) **Diseases and Pests:** Herbal plants can be attacked by various types of pests and diseases. The availability of safe and effective pesticides for herbal plants may be limited, and the use of chemical pesticides can affect the quality of the yield.
- c) **Water Availability:** Herbal plants require an adequate water supply. Insufficient water availability or poor irrigation systems can hinder growth and lead to plant death.
- d) **Soil Quality:** Herbal plants require fertile soil rich in nutrients. Poor soil quality, such as infertile soil or soil containing contaminants, can affect plant growth and quality.
- e) **Dependency on Natural Raw Materials:** Some herbal plants may require specific natural environments or may not grow outside their natural habitats. This can limit their cultivation to certain areas.
- f) **Product Quality Variability:** The quality of herbal plants can vary depending on factors such as growing environment, plant varieties, and cultivation practices. This variability can be a constraint in maintaining consistent quality standards.
- g) **Limited Understanding and Skills of Farmers:** Cultivating herbal plants requires a deep understanding of plant needs and proper cultivation techniques. Farmers' limited knowledge and skills can affect production outcomes.
- h) **Limited Supply of Seeds and Seedlings:** The availability of high-quality seeds or seedlings for certain herbal plants may be limited, which can pose a constraint in achieving good yields.
- i) **Climate Change and Unpredictable Planting Seasons:** Climate change can cause fluctuations in planting and harvesting seasons, which can affect production schedules and the quality of yields.
- j) **Regulations and Licensing:** Regulations and licensing pertaining to agriculture and herbal medicine can vary, and farmers may encounter challenges in understanding and complying with applicable regulations.

To address these challenges, it is important to conduct research, collaborate with agricultural experts, and adopt sustainable cultivation practices. Farmer education and support from government or agricultural institutions can also help improve the success of herbal crop cultivation.

The social entrepreneurship approach to empowering and developing communities socially and economically must understand the local context and design strategies to overcome existing challenges to achieve sustainable outcomes in community development. Support from various stakeholders, including the government, non-governmental organizations, and the private sector, can also assist in overcoming these challenges.

Meanwhile, to address the challenges in cultivating and commercializing medicinal wild plants, it is important to conduct research, collaborate with agricultural experts, and adopt sustainable cultivation practices. Farmer (community) education and support from the government or other institutions can also help improve the success of herbal plant cultivation, thereby enabling significant social impact.

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