Fostering Social Enterpreneurship by Establishing Crochet Business In Jepara

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Abstract: Social enterpreneurship is a new paradigm, especially conducted by students and lecturers in Islamic University of Nahdlatul Ulama (UNISNU) Jepara. It enables them from passively demanding to actively taking initiative and becoming a part of the solution. It has a purpose to help them expand and impact communities at exceptional rate. Crochet business has a several opportunity available in society. The method used is Inclusive approach. It gives a training on business to people in Jepara especially starts from students and lecturers of UNISNU. It is not only about field or movement but also about mechanism for organizing social problem solving. It gives an essence in a process to build or transform institutions to advance solutions. From the classroom, students are encouraged to be social enterpreneurs. By giving skill training to students in business and the **lecturers' role as trainers** as well as counselors, the activities and processes to enhance social with will be achieved. Finally, by fostering social enterpreneurship, it develops passion and social mission with an image of business ethics like discipline, innovative, and determinative associated with being sustainable and applied programs of university community engagement.

Keywords: Social enterpreneurship, crochet, business.

Introduction

Infrastructure in Jepara is increasing socially and economically. The development of furniture and crafting industry in the early of 1999s became a magnet to attract foreigners for profit in Jepara. At the same time it was falling down because of monetary crisis. Therefore, social enterpreneurship is a path given by people to challenge themselves into an opportunity for change and development. The population density is increasing rapidly, thus, **it doesn't comparable with** the land provided and prosperity of society.

Socially, the need of health, medicine, and education is increasing from year-to-year along with population. Meanwhile, economically, the need of income from economic sector is increasing as well. That is the reason why a social enterpreneurship is established. It is a new paradigm, especially conducted by students and lecturers in Islamic University of Nahdlatul Ulama (UNISNU) Jepara. It enables them from passively demanding to actively taking initiative and becoming a part of the solution. It enables them from passively demanding to actively taking initiative and becoming a part of the solution. It has a purpose to help them expand and impact communities at exceptional rate.

The concept of social enterpreneurship is a non-profit organization started from a profit business owner integrates social responsibility into its operation. Social enterpreneurship is seen as differing from other forms of enterpreneurship in the relatively higher priority given to promoting social value and development versus capturing economic value. But the practice is that enterpreneurship integrates both economic and social value. Some foundations that have created a long heritage and a global presence. For example, the global efforts of Ashoka, founded by Bill Drayton in 1980, provide seed funding for enterpreneurs with a social vision (http://www.ashoka.org[1])

The development of social enterpreneurship on research basically resembles the development of enterpreneurship itself. Williams[2] (1999) argued that interest in enterpreneurship as a field of study is crucially **stimulated by community leaders' belief that enterpreneurship was defining** trend of the 21st century. The trends rise scholarly interest in social enterpreneurship goes hand in hand with an increasing interest in the phenomenon among elites. Then, many business enterpreneurs dedicate themselves to support social enterpreneurship.

One business economically to gain profit and socially to support social enterpreneurship among students at UNISNU Jepara is Crochet Business. Traditionally, According to Mountford[3], crochet was worked almost exclusively in very fine cotton yarn to create or embellish household items

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[1] Google. Ashoka Official Website (www.ashoka.org). Accessed on 23 Juni 2016.

[2] Mair, Johanna and Ignasi Marti."Social Enterpreneurship: A Source Of Explanation, Pediction, and Delight," *Journal of World Business*, (2004): 21.

[3] Mountford, Debra. Eds. *Harmony Guide To Crocheting Techniques And Stitches.* New York: Lyric Books Limited, 1992), 4

such as curtain, table cloth, place mat, or cover. Crochet can also be made as clothes, lace, handkerchief, blanket, and so on. Almost all crochet begins with a base or starting chain, which is a series of chain stitches, beginning with a slip knot. This business actually inspired from Maya Penn on video www.ted.com[4]. Maya Penn started her first company when she was 8 years old, and thinks deeply about how to be responsible both to her customers and to the planet. She shares her story and some animations, and some designs, and some infectious energy in this charming talk. This arises the writer to establish a crochet business to support social enterpreneurship.

Crochet business has a several opportunity available in society. Initially, the activity of crochet is carried out as a hobby. At any further, it turns into a home business. Nowadays, many crocheters can upload their crochet projects for free in internet, popularly called a social media community. It is, according to Davis[5], an Internet-based application based on three principles. First, it can be deployed across many devices. Second, it must seamlessly connect people. Not randomly, but people who have the same interest in crochet and are part of their community. Third, it must be able to facilitate the creation and exchange of many types of customer generated content. The important principles here are threefolds; content, community, and exchange, called CCE. Many of them post crochet tutorials, sell crochet products and the yarns as well. Many patterns or motifs of crochet that crocheters can make by yarns and threads. Both creativity and innovation is certainly badly needed for crocheters to make products which are unique and adorable, furthermore, the products meet a need in market.

Hopefully, by conducting social enterpreneurship in crochet business, from the classroom, students are encouraged to be social enterpreneurs. The role lecturers, in a Business English class as one subject in English Education Program at UNISNU Jepara, is expected not only explain the theories of business but the lecturer is also apply the theories into business. By giving skill training to students in business an**d the lecturers' role as trainers as well** as counselors, the activities and processes to enhance social with will be achieved. Finally, by fostering social enterpreneurship, it develops passion

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[4] Penn, Maya. Meet A Young Enterpreneur, Cartoonist, Designer, Activist.. Last modified on 31 January 2014. https://www.youtube.com/watch?v=jVcaTtJmRNs. (accessed on 26 June 2016).

[5] Davis, Robert. *Social Media Branding For Small Business: The 5-Sources Model.* New York: Business Expert Press, 2015), 13

and social mission with an image of business ethics like discipline, innovative, and determinative associated with being sustainable and applied programs of university community engagement.

Review of Literature
How To Be A Great Enterpreneur?

Working as an enterpreneur is not an easy task. There are many things to be prepared, counted, and analyzed to start a business. Starting a business means knowing the purpose. Believe or not, people are not born as an enterpreneur. Paulson[6] defines enterpreneurs are individuals who start and conduct their own business than work as employees at other companies. An enterpreneur chooses his/her own business since s/he has a passion as an appropriate competence to be a success enterpreneur.

The boundaries of a new enterpreneur is usually from financial capital and workforce. Therefore, a new enterpreneur must have strategies of how to keep cost of workforce low. The way of strategies are the founder recognizes his/her own strengths or weaknesses as his/her own character to establish his/her specific skills as his/her competence. It can be concluded of how a great enterpreneur overcomes specific situations are as follow[7]:

1. s/he must have a passion to move on from unpredictability.
2. s/he must have a willingness to start and keep steping forward.
3. s/he must be a self-motivated.
4. s/he must be able to adapt when something are changing as they predict previously.
5. s/he make their image of success as a secondary thing to their ability to financial managing.
6. s/he must have a faith.
7. s/he has an ability to sell products and services to prospective customers.
8. s/he quickly understand important aspects of a situation and solve the problem immediately.

In addition, the great enterpreneurs must have their own competencies to establish their business physically and mentally. More specifically, **the term of 'enterpreneur'** came to be used to identify the venture

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[6] Paulson, Edward. *Starting Your Own Business 4 Eds*. Translated by Dudy Priatna. Jakarta: Prenada Media, 2003), 5

[7] Paulson, *Starting Your Own Business 4 Eds*. 8-9.

some individuals who are eager to stimulate economic progress by finding new and better ways of doing things.

Social Enterpreneurship: A Social Sustainable Change

The phrases of "social enterpreneurship" is actually the combination between "social" and "enterpreneurship". Beyond the business built, there is a social mission among people involved in. Commonly the business starts a not-for-profit organization who do this mission is certainly an enterpreneur. In the case, an enterpreneur is associated with starting a business. The profit of business gained attempts to further broad social, cultural and environmental goals are usually associated with the voluntary sector. In other words, the profit is usually as consideration of social enterprise as a means to further the social or cultural goals of the organization.

An idea of social enterpreneurship brings a social mission with an image of business like discipline and innovation. The term of **"social enterpreneurship" is probably** new and rarely used eventhough the phenomenon is not. **The phrase of "social enterpreneurship" is actually the combination between the words of "social" and "enterpreneurship".** There is something beyond the business built; it is a social mission among people involved in. Leadbeater[8] (1997), in a book of 'Social Enterpreneurship', Nicholls acknowledged the presence of social entrepreneurship across all three sectors of society by discerning three organizational milieus of social entrepreneurs:

1. Public sector adoption of business skills
2. Socially affirmative businesses or businesses focusing on social ends
3. The voluntary and not-for-profit sector adopting more entrepreneurial approaches.

One sector that is suitable with social enterpreneurship by establishing business crochet in Jepara is a second which is focusing on social ends. Commonly the business starts a not-for-profit organization that do this mission as an enterpreneur. In the case, an enterpreneur is associated with starting a business. Then, the profit of business gained attempts to social, cultural, and environmental goals. The aims of the business gained attempts to further broad social, cultural and environmental goals which are usually associated with the voluntary sector. In other words, the profit is usually as

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[8] Nicholls, Alex. Eds. 2006. *Social Enterpreneurship*. Oxford: Oxford University Press

consideration of social enterprise as a means to further the social or cultural goals of the organization.
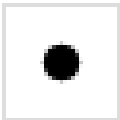
Crochet Business

Needlework is an activity using yarns and threads. It is including crochet, knitting, lacework, quilting, embroidery, needlepoint, and rug making. One of needlework as the focus is a crochet. According to Oxford Dictionary[9], crochet is a handicraft in which yarn is made up into a textured fabric by means of a hooked needle. In addition, a needlework by looping a thread and yarn with a hooked needle. Meanwhile, crocheting is an activity to make a needlework using a hooked needle.

The term 'crochet' is a process how to create a fabric by interlocking loops of yarn using a crochet hook. The term "crochet" is derived from French, means 'small hook.' The materials of hook are made from metal, wood, or plastic. The salient difference between crochet and knitting is from the way to implement the production.

Crochet requires the ability to control yarn tension on one hand and to recognize stitch locations. Eight- to nine-year-olds should be able to begin crocheting with a hook. The technique of crochet are as follow:

Table 1. Crochet Term

Symbol	Kode	Instruction
⬭	Chain stitch (ch)	Yarn over, pull yarn through stitch on hook
◉	Slip stitch (slip st)	Insert hook into stitch or space indicated, yarn over, pull yarn through both loops on hook
✛	Single crochet (sc)	Insert hook into stitch or space indicated, yarn over, pull up a loop (2 loops in hook), yarn over, pull yarn through loops on hook
⊤	Half double crochet (hdc)	Yarn over, insert hook into stitch or space indicated, pull up a loop (3 loops in hook), yarn over, pull yarn through loops on hook.

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[9] Homby, AS. Jonathan Crowther (Ed.). *Oxford Advanced Learner's Dictionary 5th Ed.* London: Oxford University Press, 1995).

Symbol	Kode	Instruction
	Double crochet (dc)	Yarn over, insert hook into stitch or space indiacated, pull up a loop (3 loops in hook), *yarn over, pull yarn through 2 loops on hook; repeat from * once more.
	Treble crochet (tr)	Yarn over twice, insert hook into stitch or space indicated, pull up a loop (4 loos in hook), *yarn over, pull yarn through 2 loops on hook; repeat from *2 times.
	Double treble crochet (dtr)	Yarn over 3 times, insert hook into stitch or dpsce indicated, pull up a loop (5 loops in hook), yarn over, pull yarn through 2 loops on hook; repeat from * 4 times.

The symbols in the table above are commonly used in crochet tutorials as a basic stitch symbols to. It eases crocheters who starts learning and for the ones that could get a bit confused now and then while following a beautiful crochet pattern with those symbols, the followng picture will help beginners to see the real patterns when the symbols are applied to yarns.
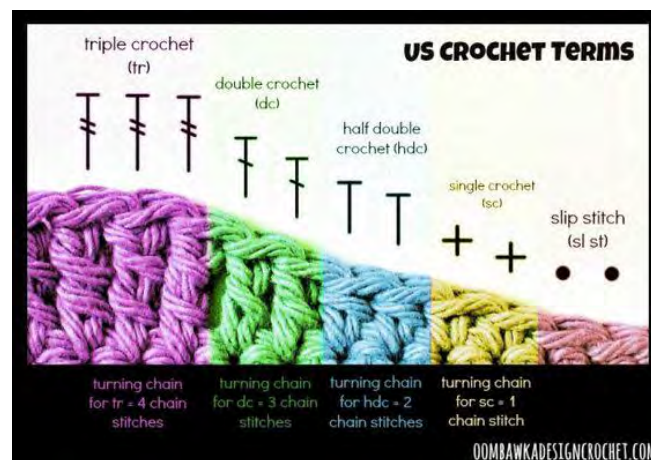
Figure 1: Patterns of Crochet

Figure 1 shows patterns as the basic crochet before it starts to combine the patterns into clusters. The clusters will form pattern of yarn which combine together into clusters. Then it become some motifs of yarn. The Puff Stitch is a specific form of the Cluster Stitch – and can be referred to by both **names. It's a simple stitch to make,** even though it can take a bit of practice to keep all the tension even. It creates a ton of texture and is similar in effect to the bobble. In other words, the puff stitch is related to the popcorn stitch and the bobble stitch. T**hey all provide interesting texture, but the puff stitch's**
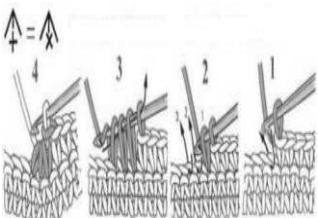
advantage is that it pops out on both sides of the work, meaning the back of the work looks pretty much like the front (see the following picture).

Figure 2: Puff/cluster/bobble stitches taken from (http://www.crochetspot.com/wp-content/uploads/2010/11/puff-stitch-swatch-e1290869305237.jpg)
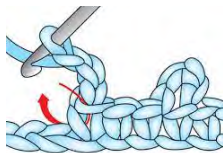
The following are the symbols of cluster of yarn:
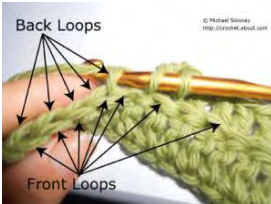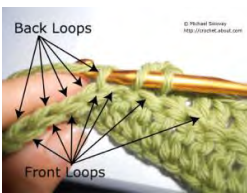
Table 2. Symbols of Cluster Stitches

Symbols and Meanings	Instructions	Picture
= sc2tog (single crochet two together)	Insert hook in first stitch (st). Yarn over (YO), draw up a loop (lp), 2 lps on hook.	
= sc3tog (single crochet three stitches together)	Insert hook in next stitch (st), yarn over (YO), draw up a loop (lp). 3 loops (lps) on hook. YO, draw yarn through all four lps on hook.	
= dc2tog (double crochet two stitches together)	Yarn over (YO) hook, insert hook in stitch(st) , pull up a loop, 3 loops on hook. YO hook, pull through 2 loops. YO hook insert in next st, pull up a loop, 4 loops on hook. YO, pull through 2 loops, 3 loops on hook. YO pull through last 3 loops. One dc2tog made.	
= dc3tog (double crochet three stitches together)	Yarn over (YO) hook, insert hook in stitch (st), pull up a loop (lp), 3 lps on hook. YO hook, pull through 2 lps. YO hook insert in next st, pull up a lp, 4 lps on hook. YO, pull through 2 lps, 3 lps on hook. YO, insert hook in next st.	

Symbols and Meanings	Instructions	Picture
⬭ = 3-dc (three double crochet) cluster	YO, pull up a lp, 5 lps on hook. YO, draw through 2 lps, 4 lps left on hook. YO draw through all 4 lps left on hook. Foundation chain (ch) row: Multiple of 2 chains for each cluster. Row 1: (*yo, insert hook n 1st ch of foundation ch, yo, pull through a loop, yo, pull thorough 2 loops on hook) 3 times into same st, you, pull through 4 loops on hook, ch 1, skip 1st st of foundation chain*, repeat * to * Row 2: Ch 2, repeat directions in row 1 for each cluster (inserting hook in each ch space of previous row). Repeat row 2 for pattern.	
⬭ = 5-dc popcorn	The popcorn stitch (abbreviated *pop* or *pc*) is a nicely rounded, compact oval that stands out from the fabric. Work 5 double crochet (dc) stitches in the same stitch. Drop the loop from your hook. Insert hook from front to back under the top 2 loops of the first double crochet of the group. Grab the dropped loop with your hook and pull it through the stitch.	
⬭ = 5-dc shell	**Shell** - The shell for this pattern stitch will consist of 5 double crochet. The Multiple is 6+2. **Row 1:** 1 Single Crochet (SC) in next chain from hook. Shell (SH) 2 CH, 5 Double Crochet (DC) in next Chain, SK 2 CH, SC in next chain. Continue across. At the end, CH3 and turn. **Row2:** 2 DC in same sc as turning CH 3, *SC in 3rd DC in next shell.	

Symbols and Meanings	Instructions	Picture
	SK next 2 DC and 5 DC in next SC. repeat from * across. **Row 3:** CH 1, turn, 1 SC in the same stitch. 5 DC in the next SC, SC in the 3rd DC of the next shell. Continue across. Work a single crochet at the edge in the half shell.	
= ch-3 picot	Chain 3 insert hook back into the center of the base stitch, yarn over, pull through all lps on hk. Another way of doing the crochet picot stitch creates a narrower, pointier looking picot stitch. To begin, chain 3, insert hook into back bar of the first chain, yarn over, pull through all loops on hook.	 Picot
= FP dc = front post double crochet	**Step 1:** Yarn over on hook. **Step 2:** Insert hook into hole next to the post of the next stitch, on **the "hook side."** **Step 3:** Bring the hook back to the front of the fabric from behind the post, to the hole farther from the hook. **Step 4:** Yarn over and draw through a loop, bringing it through both sides of the fabric. (3 loops remaining on hook) **Step 5:** Yarn over and draw through 2 loops on hook. (2 loops remaining on hook) **Step 6:** Yarn over and draw through remaining 2 loops on hook.	fiberflux.blogspot.com
= back post double crochet (BPdc)	**Step 1:** Yarn over on hook. **Step 2:** Insert hook into hole next to the post of the next stitch, on **the "hook side" from back to front** **Step 3:** Bring the hook back to the back of the fabric around the post, to the hole farther from the hook.	

Symbols and Meanings	Instructions	Picture
	Step 4: Yarn over and draw through a loop, bringing it through both sides of the fabric. (3 loops remaining on hook) **Step 5:** Yarn over and draw through 2 loops on hook. (2 loops remaining on hook) **Step 6:** Yarn over and draw through remaining 2 loops on hook.	
‿ = working in front loop only	Working in the front loop of a stitch, insert your hook underneath the front loop only and make the stitch as indicated. Shown at left is a fabric with the top row worked under either the front or the back loop.	
⌒ =working in back loop only	Working the front or back loops only of a crochet stitch will leave a horizontal bar exposed on the fabric. When working in the back or front loop the crochet fabric becomes more elastic than the traditional way of working under both loops.	

Social Media Marketing

Strategy of marketing has a fundamental goals for marketers to reach a market. Most people would say successful marketing is just a good creative campaign. Some people, such as enterpreneurs, businessmen, and salesmen, would go further than that and say it involves many good marketing communications, reaching the right people, clear marketing messages, and working well with sales teams to get the right sales channels. Firstly, the most target for marketers is two words; it is customer orientation. It really means four things, namely producing what customers want, when they want it, at the right price, and in a way that is profitable for the company. In this case, the production is produced due to a market meets a need.

Secondly, the target of marketing **is customers' satisfaction.** It is the way of how a marketer can attract customers by offering products, services, and social involvement. Marketing is not only selling and advertising

products, but also involves many things such as understanding a customer need, quality of a product, and a superior service. So, the concept of marketing can be drawn as follows:
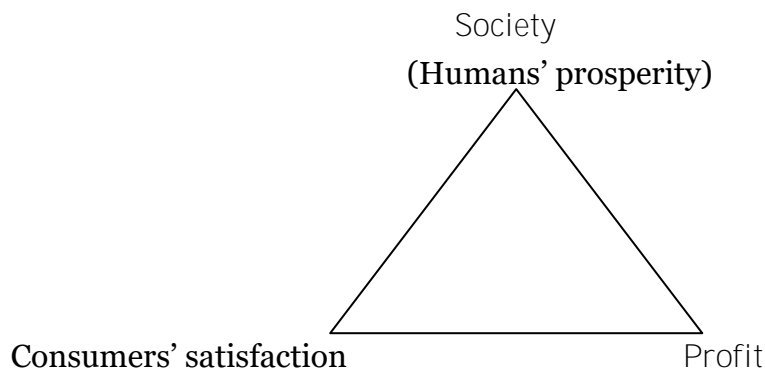

Society

(Humans' prosperity)

Consumers' satisfaction   Profit

Figure: Social Marketing Concept[10]. Adapted from Kotler and Armstrong (1997); see *Dasar-dasar Pemasaran* translated by Alexander Sindoro (1997:20).

The concept of social marketing demands a marketer to balance three considerations when they maintain marketing policy which consist of profit, **customers' needs, and** society interest.

A direct marketing through internet contitutes an interactive marketing. It has a responsibility and the effect that can be accessed. Web offers a contextual place. A marketer can buy license from situs offered, and advertising as well as contextual keys from online link and address such as Google. There area many benefits of using social media, as Coles[11] writes in **the book of 'Marketing With Social Media'** (Coles, 2015: 5), they are:

1. **It's free.**
2. Marketers have a huge audience.
3. It is another communication tool to be utilised alongside more traditional methods.
4. Marketers can engage easily with your customers.
5. Marketers will have a visible presence on the web.
6. Marketers receive real-time feedback

Facebook is an effective way of media to connect with people around the world. Meanwhile, Tokopedia, OLX, Bukalapak, and so forth are the

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[10] Kotler, Phillip and Gary Armstrong. 1997. *Dasar-dasar Pemasaran Jilid 1*. Translated by Drs. Alexander Sindoro. Jakarta: Prenhallindo.

[11] Coles, Linda. 2015. *Marketing With Social Media.* Australia: Wiley.

situses which are offered people to interact in selling and buying online. Those are social media that the commonest people use in marketing.

Methodology

The method used is Inclusive approach. It gives a training on business to people in Jepara especially starts from students and lecturers of UNISNU. It is not only about field or movement but also about mechanism for organizing social problem solving[12]. It gives an essence in a process to build or transform institutions to advance solutions. From the classroom, students are encouraged to be social enterpreneurs. By giving skill training to students and lecturers in business, the activities and processes to enhance social with will be achieved.

By applying the method of collaborative learning, it is expected students learning through a work group even interpersonal, teamwork, and participation in task-oriented learning groups. Likewise, enhancing the learning of content or subject matter develops important skills either comprehension skill of work ethics or social enterpreneurship. A collaborative learning[13] is a learning activity expressly designed for and carried out through pairs or small interactive groups (Barkley et al.: 2005: 4). Thus, collaborative learning is called interactive learning. In other words, the technique of learning used is called Collaborative Learning Techniques (CoLT). It is an opportunity for a college especially Unisnu Jepara to provide the students to develop as lifelong learners. In addition, collaborative learning engages students to not only contribute knowldge and perspective to education but also academic and vocational experiences as well.

Activities and Results
Fostering Social Enterpreneurship From The Classroom

Business English or Enterpreneurship is one subject that students study in Unisnu Jepara. Students have a knowledge of how to be an enterpreneur, how to manage a business, how to make a good brand, and how to design a product package. The main target to be trained in a classroom is students of English Department, who are in line they have a

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[12] https://en.wikipedia.org/wiki/Inclusion_%28education%29, accessed on 24 June 2016.

[13] Barkley, Elizabeth F, K. Patricia Cross, and Claire Howell Major. Collaborative Learning Techniques. (USA: John Wiley & Sons, Inc, 2005), 4.

subject of Business English in their semester. In addition, the students are also explained about work ethics, who are in line they have a subject of Cross-Cultural Understanding (CCU). Then, lecturers collaborate between the knowledge of Business English especially about business to support social enterpreneurship, and CCU about work ethics, which both theories and practices are important to be implemented in this activity to support a non-formal education. The expectation by collaborating two subjects are the students have knowledge how to manage a business and how to maintain attitude and develop their own strength characters as well.

Social enterpreneurs play their role to change the world. The program of social enterpreneurship, Crocheters Community, emphasize to social mission by taking 10%-20% of the profit of selling product. The products which are seling specifically made by crochet. Therefore there are some criteria to be selected which are students must have the same commitment in social mission. In other words, the mission is for charity.

According to Ashoka, selection process, there are five criterias as proxy indicators to represent ideas of social vision and mission in measuring the **strength of social enterpreneur's organization to** a micro enterprise. It is defined as a business having five or fewer employees and a low seed capital. A social enterpreneurs are taken from five students who are interested in crochet and commit to social mission.

The following are the core set of specific proxy indicators in question forms to measure an effective survey to students to be selected:
1. Are you still working toward your original vision?
2. Have others replicated your original vision?
3. Have you had impact on public policy?
4. What position does your instution currently hold in the field?

From the indicators above, social enterpreneurs in crocheters community will be selected with a lifelong commitment to their vision for the **future. Continued dedication signals'effort to spread a new idea or practice in** society, and their relentless pursuit of that vision and mission. The vision is to advance **changemaker's** process to build or transform institutions to advance solutions, where anyone can apply the skills of changemaking to solve complex social problems. The mission is to support social entrepreneurs who are leading and collaborating with changemaker, in a team of teams model that addresses the fluidity of a rapidly evolving society. From the classroom, students are encouraged to be social enterpreneurs. By giving skill training to students in business, the activities and processes to

enhance social with will be achieved. Ashoka believes that anyone can learn and apply the critical skills of empathy, team work, leadership and changemaking to be successful in the modern world.

Work ethic is a value based on hard work and diligence. A quotation written by Conan O'Brien says that "If you work really hard and you are kind, amazing things will happen." In addition, attitudes toward work in the United States have been greatly influenced by the "work ethic[14]." It defines a belief in the moral benefit and importance of work and its inherent ability to strengthen character.

Establishing Crochet Business in Jepara

It is not easy to start business with social mission or it is popular called social enterpreneurship. The mission begins in the classroom by inviting students of UNISNU Jepara to be involved in social enterpreneurship. From the classroom, students are encouraged to be social enterpreneurs. By giving skill training to students and lecturers in business, the activities and processes to enhance social with will be achieved. They are trained for their skills to crochet, managing business, and marketing. Then, the profit of the product will focus on areas for promoting social entrepreneurship in Jepara, including Integrating social entrepreneurship into Jepara's education sector. So far, the profit of products are given to some students of UNISNU Jepara within a low social status or it is called for-profit education (also known as the education services industry or proprietary education) that refers to educational institutions operated by private, profit-seeking businesses.

In addition, every preparations are counted to establish the business. It starts from materials of yarn and equipments such as hooks, needles, scissors, button, and some accessories. Students are also being prepared knowledgably either theories (i..e. business and marketing, etc.) and practices (i.e. crocheting, selling online, etc.). Specifically, the business that has been conducted consists of:

1. Workforce

    It is including five students of English Education. They are Siti Humaidah Ariyani, **Tafrikhatun Ni'mah, Izzatin Nisa,** Santi Fitriyani, and Nur Rifka Anjayani Alfa. They associates in a facebook group of Crocheter Community in Jepara.

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[14] Levine, Deena R *et al*. *Beyond Language: Intercultural Communication For English As A Second Language.* (New Jersey: Prentice Hall, 1982),133

2. Materials

    The materials needed are including yarns and equipments. Types of yarns including bulky, wool, cotton, polyester, and so forth, and the equipments such as hooks with different size, needles, and accessories.

3. **Brand of product namely "D'crochet". Brand is as a promise of the** business to customers. It tells customers what they can expect from **D'crochet's products and services, and it differentiates its offering from its** competitors. This brand is derived from who people are behind the business, and who they want to be and who customers perceive them to be.

4. Social media marketing

    The social media marketing is considered an efficient and an effective way to sell the product via online. They are including facebook, bukalapak, olx, whatsapp, BBM, and so forth.

5. The target of social mission is in education sector in Jepara, especially students who are a school drop-out in Jepara and students of living in poverty in Jepara. So far, a student who is having charity progressively is Santi Fitriyani –a student of UNISNU Jepara who are in semester 6 now.

    The following are pictures of some preparations that have been conducted as a non-formal education located at UNISNU Jepara by students of English Education:

    The students make many kinds of product such as clutch, baby dress, baby shoes, hat, and so forth. The division between the product they sell, the profit, and the percentage of charity are as follow:

Products	Price	Profit	Charity (10%-20% from profit)
	Rp. 55.000,00	Rp. 10.000,00	Rp.2000,00
	Rp.80.000,00	Rp.20.000,00	Rp.4000,00
	Rp. 40.000,00	Rp.10.000,00	Rp.2000,00
	Rp.40.000,00	Rp.10.000,00	Rp.2000,00
	Rp. 55.000,00	Rp. 10.000,00	Rp.2000,00
	Rp. 15.000,00	Rp. 5000,00	Rp.1000,00
	Rp. 70.000,00	Rp. 15.000,00	Rp. 3000,00
	Rp. 89.000,00	Rp.20.000,00	Rp.4000,00

Products	Price	Profit	Charity (10%-20% from profit)
	Rp.65.000,00	Rp.10.000,00	Rp. 2000,00
	Rp. 80.000,00	Rp. 20.000,00	Rp. 4000,00

The following are testimonies from customers who ever bought to **D'crochet and the pictures they were wearing from D'crochet:**

Those products are selling via internet as a media online such as facebook (FB), blackberry messeger (BBM), Whatsapp (WA) as well as selling online situses such as bukalapak.com, OLX, and so forth.

The following are a link of crocheters community in Jepara[15] in facebook page managed by UNISNU Jepara. A Facebook business Page, as Ray[16] writes in The Facebook Guide To Small Business Marketing, that:

> "**...**has strengths and limitations, ultimately, how you use it depends on your needs, the nature of your business, and your willingness to invest time. Some businesses configure their Page to support everything from product sales to customer service request tracking.

The facebook page made is named Crocheters Community in Jepara. This group is dedicated to social enterpreneurship conducted by students, lecturers, and alumni of UNISNU Jepara, who are interested to crochet. It is a kind of non-formal education (NFE) program. Hopefully, crocheters will have knowledge and information about what a crochet is, the patterns, and the tutorials.

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[15] **Facebook, "Crocheters Community In Jepara.** https://www.facebook.com/groups-/282901522099860/?ref=aymt_homepage_panel&show_expanded_composer=1

[16] Ray, Ramon. *The Facebook Guide To Small Business Marketing.* (USA, John Wiley & Sons, Inc, 2013), 10

Many customers know the crochet product and interested to buy are from web selling online situs offered that the marketer, the name is Aliva Rosdiana, as an admin and a marketer and a handmaker as well, is posted. The picture of web situses online are as follows:
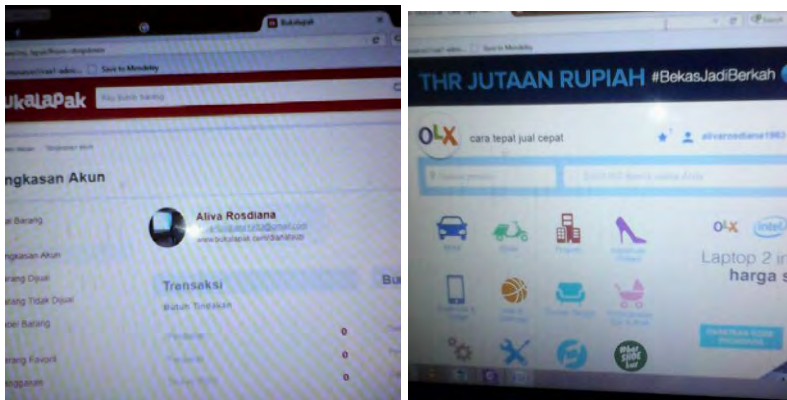
The following are the pictures of payment evidence conducted by customers and the delivery evidence conducted by the marketer.
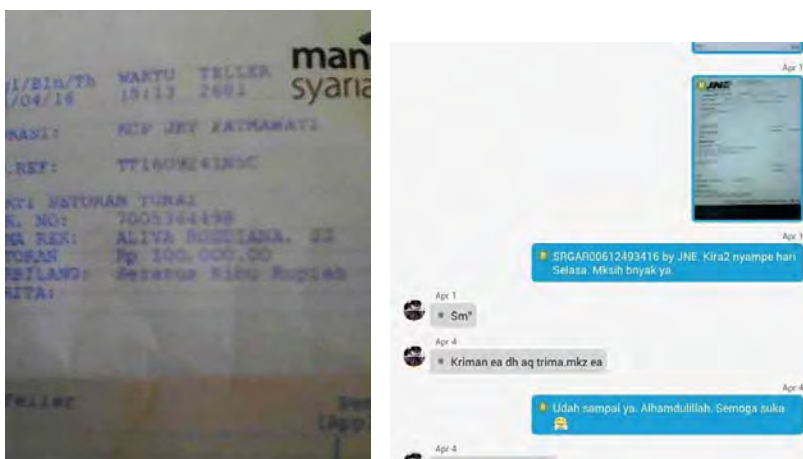
Many comments come from customers are saved as evidences. The **pictures of wearable products that have ever made by D'crochet** are taken as The an evidence of testimonies.

Ten to twenty percent of the profits they made went to local and global charities especially in education sector for students who were drop-out of school and who live in poverty. Finally, by fostering social enterpreneurship, it develops passion and social mission with an image of business ethics like discipline, innovative, and determinative associated with being sustainable and applied programs of university community engagement.

Conclusion

The phrases of "social enterpreneurship" is actually the combination between "social" and "enterpreneurship". Beyond the business built, there is a social mission among people involved in. Commonly the business starts a not-for-profit organization who do this mission is certainly an enterpreneur. In the case, an enterpreneur is associated with starting a business.

One business economically to gain profit and socially to support social enterpreneurship among students at UNISNU Jepara is Crochet Business. It has a several opportunity available in society. Nowadays, many crocheters can upload their crochet projects for free in internet, popularly called a social media community. It is, according to Davis, an Internet-based application based on three principles. The important principles here are threefolds; content, community, and exchange, called CCE.

From the classroom, students are encouraged to be social enterpreneurs. By giving skill training to students and lecturers in business, the activities and processes to enhance social with will be achieved. They are trained for their skills to crochet, managing business, and marketing. Then, the profit of the product will focus on areas for promoting social

entrepreneurship in Jepara, including integrating social entrepreneurship **into Jepara's education sector.**

The students make many kinds of product such as clutch, baby dress, baby shoes, hat, and so forth. Those products are selling via internet as a media online such as facebook (FB), blackberry messeger (BBM), Whatsapp (WA) as well as selling online situses such as bukalapak.com, OLX, and so forth. Ten to twenty percent of the profits they made went to local and global charities especially in education sector for students who were drop-out of school and who live in poverty.

Finally, by fostering social enterpreneurship, it develops passion and social mission with an image of business ethics like discipline, innovative, and determinative associated with being sustainable and applied programs of university community engagement. []

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