



## **The Social Innovation to Empower Indonesian Rural Society**

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### **Abstract**

*Social innovation is a strategy of addressing social challenges and demands by involving local communities in developing social and cultural capital. In the implementation, social innovation takes the form of social entrepreneurship. The community, government, and third parties through Village-Owned Enterprises (BUMDes) collaborate to realise society empowerment in achieving collective welfare. By using qualitative research and multiple case study methodologies using literature studies, this study examines how the narrative of social innovation through social entrepreneurship empowers rural communities and how actors develop, disseminate, and transform them. Our findings show that innovation, social value, and collaboration are central themes of social entrepreneurship, which we found in two villages in Indonesia, Panggungharjo village and Sawa village. This study indicates that the success of social innovation is highly dependent on the analysis of the potential and analysis of the social problems of society. The investigation is needed to determine the right strategy to be implemented in the village since the plan for advancing villages is not always the same. In addition, it is essential to identify how the actor can support social innovation and how collective leadership of social innovation contributes to the success of social innovation over time and enhances the sustainability of social innovation projects after all.*

**Keyword:** Social Innovation, Social Entrepreneurship, Village-Owned Enterprises, Society Empowerment, Collective Leadership