

ABSTRACT

Stakeholders have a strategic role in developing, managing, and maintaining the sustainability of an organization, including social entrepreneurship. One of the components of social entrepreneurship is social innovation. The social innovation in the Lepen weir is to promote conservation values based on fish breeding. Efforts to foster social innovation in the Lepen weir require the role of each stakeholder actor. This study focuses on analyzing the role and matrix of stakeholders in conservation-based social entrepreneurship in Lepen Weir. This type of research uses a qualitative descriptive approach. Collecting data using in-depth interviews and observation. The results of this study indicate that there are three main roles, namely the role of facilitator, regulator, and catalyst. This role is associated with the stages of social innovation according to Maurier, namely (1) prompts, inspiration, and diagnoses; (2) proposals and ideas; (3) prototyping and pilots; (4) sustaining; (5) scaling and diffusion; (6) systemic change. The stakeholder matrix is mapped into four quadrants, namely 1) Bendung Lepen community management and the head of the Mrican youth organization Bendung Lepen including key players. (2) RT/RW including Contex Center. (3) the head of POKDARWIS "Gate Mataram", BRI including Subject. (4) Communities around Lepen including Crowd.

Keywords: Embryo, Social Entrepreneurship, Role, Stakeholder, Value Creation

ABSTRAK

Pemangku kepentingan memiliki peran strategis dalam mengembangkan, mengelola dan menjaga keberlangsungan suatu organisasi termasuk juga kewirausahaan sosial. Komponen kewirausahaan sosial salah satunya ialah inovasi sosial. Inovasi sosial di Bendung Lepen ialah mengusung nilai konservasi berbasis pembibitan ikan. Upaya menumbuhkan inovasi sosial di Bendung Lepen tersebut membutuhkan peran masing masing aktor pemangku kepentingan. Penelitian ini berfokus untuk menganalisis peran dan matriks pemangku kepentingan pada kewirausahaan sosial berbasis konservasi di Bendung Lepen. Jenis penelitian ini menggunakan metode kualitatif pendekatan deskriptif. Pengumpulan data menggunakan wawancara mendalam dan observasi. Hasil penelitian ini diketahui bahwa terdapat tiga peran utama yakni peran fasilitator, regulator dan katalisator. Peran ini dikaitkan dengan tahapan inovasi sosial menurut Maurier yakni (1) *prompts, inspiration and diagnoses*; (2) *proposals and idead*; (3) *prototyping and pilots*; (4) *sustaining*; (5) *scalling and diffusion*; (6) *ssystemic change*. Matriks pemangku kepentingan dipetakan menjadi empat kuadran yakni 1) pengurus komunitas Bendung Lepen dan ketua karang taruna *Mrican youth* Bendung Lepen termasuk *key player*. (2) RT/RW termasuk *Contex Center*. (3) ketua POKDARWIS "Gerbang Mataram", BRI termasuk *Subject*. (4) Masyarakat sekitar Bendung Lepen termasuk *Crowd*.

Kata kunci: *Embrio, Kewirausahaan sosial, Peran, Pemangku kepentingan, Value Creation*