

INTISARI

Penelitian yang berjudul *Tinjauan Etika Bisnis Sonny Keraf terhadap Implementasi Social Entrepreneurship pada Wirausaha Sosial Du Anyam*, berobjek material implementasi *social entrepreneurship* dalam pemberdayaan perempuan yang dilakukan oleh Du Anyam dan berobjek formal prinsip-prinsip etika bisnis. Beragam bisnis dapat berkembang saat ini, namun beragam aktivitasnya cenderung melupakan tanggung jawab moralnya dan hanya mengutamakan *profit oriented*. Akhirnya, beragam permasalahan sosial seperti pengangguran, kemiskinan, serta kesehatan tidak terselesaikan dengan optimal. Du Anyam adalah sebuah perusahaan berkonsep *social entrepreneurship* dalam rangka berkontribusi menyelesaikan permasalahan sosial ekonomi akan gizi buruk ibu dan anak di Flores, Nusa Tenggara Timur. Dalam misi sosialnya, Du Anyam berfokus pada pemberdayaan perempuan, peningkatan kesejahteraan masyarakat dan mempromosikan budaya. Inilah yang menjadi daya tarik bagi konsumen bahwa selain mendapatkan produk yang dibutuhkan, sekaligus juga bisa bermanfaat dan membantu masyarakat serta para ibu penganyam dari Du Anyam.

Dalam penelitian ini, digunakan model penelitian filosofis yang memiliki sifat kualitatif dalam mengkaji masalah faktual, yang dilakukan melalui studi pustaka. Adapun tahapan yang dilakukan meliputi inventarisasi, klasifikasi, dan pengolahan data, serta penyusunan penelitian. Untuk analisis data, digunakan metode interpretasi, idealisasi, deskripsi, dan heuristika.

Hasil penelitian menunjukkan bahwa Du Anyam sebagai salah satu wirausaha sosial menerapkan konsep *social entrepreneurship* dengan fokus pemberdayaan perempuan yakni ibu penganyam di Flores, Nusa Tenggara Timur. Implementasi *social entrepreneurship* yang dilakukan Du Anyam diwujudkan dalam tiga pilar; memberdayakan perempuan, mempromosikan budaya, dan meningkatkan kesejahteraan. Prinsip-prinsip etika bisnis memberikan landasan kinerja Du Anyam untuk mengedepankan sikap dan tindakan yang etis. Tindakan etis ini diwujudkan oleh Du Anyam ke dalam dampak sosial, ekonomi, dan lingkungan dalam aktivitas bisnisnya.

Kata Kunci: *Social Entrepreneurship*, Pemberdayaan Perempuan, Du Anyam, Prinsip Etika Bisnis.

ABSTRACT

The research entitled *Review of Sonny Keraf's Business Ethics on the Implementation of Social Entrepreneurship in Du Anyam Social Entrepreneurs*, has its material object on implementing *social entrepreneurship* in empowering women carried out by Du Anyam and has its formal object of business ethics principles. The industrial revolution has affected the economic aspects and the industry is growing rapidly. This resulted in various impacts on the balance between economic growth and environmental conditions. Various businesses can develop at this time, but various activities tend to forget their moral responsibilities and only prioritize profit oriented. Finally, various social problems such as unemployment, poverty, and health are not optimally resolved. Du Anyam is a company with a *social entrepreneurship* concept in order to contribute to solving socio-economic problems of maternal and child malnutrition in Flores, East Nusa Tenggara. In its social mission, Du Anyam focuses on empowering women, increasing social welfare and promoting culture. This is what attracts consumers that apart from getting the products they need, they can also be useful and help the community and the weaver mothers from Du Anyam.

The research methodology used in this study is a qualitative philosophical research model, which involves a literature review to explore factual issues. The research process was conducted through several stages, including inventory, classification, data processing, and research preparation. Data analysis in this study employs interpretation, idealization, description, and heuristics.

The research results indicate that Du Anyam, as one of the *social entrepreneurs*, implements the concept of *social entrepreneurship* with a focus on empowering women, specifically the weaving mothers in Flores, East Nusa Tenggara. Du Anyam's implementation of *social entrepreneurship* is embodied in three pillars: empowering women, promoting culture, and improving welfare. The principles of business ethics provide the foundation for Du Anyam's performance in prioritizing ethical attitudes and actions. These ethical actions are translated by Du Anyam into social, economic, and environmental impacts within their business activities.

Keywords: *Social Entrepreneurship, Empowering Women, Du Anyam, Principles of Business Ethics.*