



TECHNO-SOCIOPRENEUR IN IMPROVING COMPETITIVENESS OF AGRICULTURAL COMMODITIES

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ABSTRACT

This paper contributes to providing an understanding of the dynamics of Techno-sociopreneur in increasing the competitiveness of agricultural commodities. First, this paper will explain the concept of Techno-sociopreneur in agricultural development from the beginning of the concept used in a scientific context. Then it will also be explained what are the components forming Techno-sociopreneur development in increasing the competitiveness of agricultural commodities, and what variables will be the novelty of research in Techno-sociopreneur research in increasing the competitiveness of agricultural commodities. The research method used is a qualitative approach with a literature review system from various best journal sources on Google Scholar, Garba Digital Reference (Garuda), Scinence direct and other relevant sources. The conclusion of this article is to explain the development of the concept of Techno-sociopreneur agricultural development can be categorized into scientific concepts of study, namely a) Innovation, b) Support of Stake Holders, c) Social, Cultural and Economic environment, and d) Empowerment. Research questions for the future related to Techno-sociopreneur based on local economic institutions in increasing the competitiveness of agricultural commodities which point to the context of the impact of Techno-sociopreneur in agricultural development, the role of Techno-sociopreneur based on local economic institutions in increasing the competitiveness of agricultural commodities and Techno-sociopreneur factor based on local economic institutions in increasing commodity competitiveness horticultural agriculture. Because studies on this have not been carried out by previous researchers both in developed countries and in developing countries.

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INTRODUCTION

Social entrepreneurship and technology entrepreneurship are interesting phenomena discussed, because they have a global impact in the social field through innovative ideas to help the poor. Social entrepreneurship that pays attention to environmental factors, especially regarding local culture, will strengthen the existence of a more sustainable business and be able to solve the problem of poverty kemiskinan (Astawa, 2016); (Efendi, 2017); (Wibowo & Alhaqim, 2015); (Wibowo, et al., 2019); (Elisabeth, 2020). To increase the economic value of agriculture, it needs to be increased through the use of digital technology, one way to maximize it is local potential (Yuliani, 2019). Technopreneur is one part of entrepreneurial development that provides a picture of business by using technology-based innovation, so as to increase competitiveness (Marti'ah, 2017); (Hartono, 2011); (Sary, Karim, Juwita, & Sulitianna, 2021). The concept of Techno-sociopreneur is a concept that can solve the problems of these farmers, for that social entrepreneurship is needed that utilizes the use of technology in the management of post-harvest agricultural products into finished products.

The creation of regional competitiveness (Competitive advantage) of the local economy can be achieved through the optimization of all potential resources in supporting development financing and local economic independence (Suhada, 2017). Entrepreneurial approaches in agricultural areas have existed, including partnerships between farmers and business actors, but have not been able to become a solution. Entrepreneurship has not improved the fate of small-scale farming in agricultural areas. The entrepreneurial approach that has been built has not succeeded in harmonizing the interests of all parties who work together and has not realized the orientation of helping small and medium-scale farmers in increasing farmers' income. This resulted in disharmonization between actors in the form of institutions and actors consisting of small-scale agricultural enterprises (Yahya, Hakim, & Hakim, 2013); (Buang & Suryandari, 2009). Understanding of the importance of building togetherness through productive activities accommodated within the framework of organization is still relatively low, the development of agricultural areas is still output oriented *oriented* (Arsanti, 2013); (Rusastra, Hendiarto, Noekman, Supriatna, & Sejati, 2005); (Iqbal & Anugrah, 2009). Based on this, agricultural development needs to be built through farmer entrepreneurship based on local economic institutions by potentiating social and technological aspects as a model to increase farmer competitiveness.

Increasing the competitiveness of agricultural commodities is one of the many important agendas in the current government that is contextual and has a strong justification (Silfia, Helmi, Noer, & Henmaidi, 2020). This research will provide an understanding of the dynamics of Techno-sociopreneur in increasing the competitiveness of agricultural commodities by explaining

about: 1) The concept of Techno-sociopreneur in agricultural development; 2) Explain what are the components that make up Techno-sociopreneur agricultural development; 3) What variables will be the novelty of research in Techno-sociopreneur research in increasing the competitiveness of agricultural commodities.

RESEARCH METHODS

To facilitate researchers in compiling previous research mapping on Techno-sociopreneur studies in increasing the competitiveness of agricultural commodities, the method used is the Systematic Literature Review (SLR) Method. The SLR method is used to identify, review, evaluate, and interpret all available research with a topic area of interest phenomenon, with a specific relevant research question (Triandini, Jayanatha, Indrawan, Putra, & Iswara, 2019). Systematic Literature Review on Techno-sociopreneur in improving the competitiveness of agricultural commodities was evaluated by calculating the number of authors, research outputs and overall citations, and comparing between papers written in 2015 to 2022. The author also consults the researchers' total citations and publications on Google Scholar, Garba Digital References (Garuda), Scinence direct or other websites to ensure that a full list of publications has been retrieved. It is usually the case that data from Google searches for publications and authors has a higher and more up-to-date citation count.

RESULTS AND DISCUSSION

A. Techno-Sociopreneur In Agricultural Development

A broader relevance of today's popular opportunity-based conceptualization of entrepreneurship is to explore entrepreneurial actors, events, processes, and outcomes related to entrepreneurs and profit and non-profit organizations to take advantage of social and technology-based business opportunities (Techno-sociopreneur) (Noruzi, 2010). Digital social agriculture entrepreneurship is practical and relevant for rural communities because the ability to capitalize on technological innovations. The findings of this study highlight the importance of farmers investing more resources into digital entrepreneurship especially those with social value and innovation for rural areas (Ratten, 2018).

From the observations of previous research that have been conducted by researchers, it shows that there are still few previous studies discussing social and technology-based entrepreneurship simultaneously so that there are still few studies that explain the concept of techno-sociopreneur as a whole. To further clarify the concept of the social and technology-based entrepreneurship

model, the author will describe each of the two entrepreneurial concepts separately and later the author will draw conclusions to define the concept of the Sico-Techonpreneur. Social Entrepreneur Concept If you have wealth from economic activities, then the wealth is used to help the community (Juwaini, 2013), and carry out social activities by getting profit and then distributing it as an effort to create social value (Colander, 2008); (Tenrinippi, 2019). Ethnicity has an influence on the characteristics of social entrepreneurship (Sutanto & Nurrachman, 2018). Inclusivity and equality are the basic keys to the success of social enterprises (Yudithadewi, Parikesit, & Sudarmanti, 2020), so as to maximize the potential of the local economy in realizing economic value (Bunyamin, Purnomo, & Taofik, 2016).

Technopreneurship is a synergistic process of strong ability to master technology and a thorough understanding of the concept of entrepreneurship (Annisa, Rahayuningsih, Anna, & Maulana, 2020). with the hope that the creation of the right strategy and innovation can one of the factors for national economic development (Mopangga, 2015); (Syaifulloh, 2021).

Table 1. Development Of Literature Review Of Techno-Sociopreneur Concept In Agricultural Development Year 2015-2022

No	Scientific Concept	Country	Year
1	Innovation	Indonesia, Australia, Taiwan, Czech Republic	2018, 2020
2	Stake Holders Support	Indonesia	2018, 2020
3	Social, Cultural and Environmental Economy	Cambodia, India	2018, 2019
4	Empowerment	Indonesia	2019, 2021

Source: Data processed by researchers from various references in 2022.

Innovation practices (local resources and local markets) in rural social integration systems (Hudcová, Chovanec, & Moudrý, 2018) provide motivation and new business opportunities in agriculture that can be realized through empathy, social responsibility, social capital, social support, and self-efficacy (Yua & Wang, 2018), so that this entrepreneurial sector keeps rural areas alive (Hudcová, Chovanec, & Moudrý, 2018) by utilizing local potential in advancing agricultural social entrepreneurship (Yua & Wang, 2018). There are 4 (four) levels of participatory development communication that contribute to social entrepreneurship with elements; social value, civil society, innovation and economic activity (Moenawar, 2019) with challenges of cultural complexity (Majhi & Sujit, 2019).

B. Components Forming Techno-Sociopreneur In Agricultural Development

Based on a review of previous research evaluated by calculating the number of authors, research outputs and overall citations, and comparing between papers written from 2015 to 2022 sourced from Google Scholar, Garba Reference Digital (Garuda), Scinence direct or other websites, the components that form the Petrtranian Development Socio-Technopreneur can be compiled.

1. Innovation aspect with forming indicators: Empathy, social responsibility, capital and social support, and self-efficacy (Yua & Wang, 2018). Social Mission, Empowerment, Business principles according to ethics, social impact, business sustainability (Solihin, 2021). Innovation Management: Creativity, initiative, and competitiveness (Khofiyah, Sutopo, & Hisjam, 2020). Utilization of digital technology (Ratten, 2018).
2. Support Aspects of Stake Holders with forming indicators: Partnership, Adaptation, Leadership, ability to manage business, cooperation sama (Maulinda, 2018); (Lyne, 2018); (Sutowo, 2020); (Anwarudin, Sumardjo, Satria, & Fatchiya, 2020).
3. Social, Cultural and Economic environmental aspects with forming indicators: Personal, Social welfare, Social values, Innovation, Capital formation, Resource utilization, Marketing, Entrepreneurial culture, Non for profit motive, Supportive environment, and Environment (Mohapatra, Khadanga, & Majhi, 2018); (Majhi & Sujit, 2019).
4. Empowerment with forming indicators: Social Value, Civil Society, Economic Activity (Mulyaningrum & Rusliati, 2019).

The weakness of previous research studies is that there are still few previous researchers conducting studies on the benefits of techno-sociopreneur-based agricultural entrepreneurship so that it is necessary to study entrepreneurial models or concepts that adopt technological advances, in increasing the competitiveness of agricultural commodities.

C. What Variables Will Be The Novelty Of Research In Techno-Sociopreneur Research In Increasing The Competitiveness Of Agricultural Commodities

Based on a review of previous research (2015-2022) it is known that from all articles cited in this paper, explaining about Techno-sociopreneur in agricultural development is grouped into 4 scientific concepts, namely: 1) Innovation, 2) Stake Holders Support, 3) Social, Cultural and Economic Environment, 4) Empowerment. Of the 5 scientific concepts that explain the most about Techno-sociopreneur in agricultural development is the scientific concept of innovation in agricultural development through Techno-sociopreneur.

The weakness of previous research is that there are still few previous researchers conducting studies on the benefits of Techno-sociopreneur-based agricultural entrepreneurship in increasing competitiveness, so there has been no discussion of entrepreneurial models or concepts that adopt technological advances in increasing the competitiveness of agricultural commodities. Entrepreneurial approaches in agricultural areas have existed, including in the form of partnerships between farmers and business actors, but have not succeeded in becoming a solution.

Entrepreneurship has not improved the fate of small-scale farming in agricultural areas. The entrepreneurial approach that has been built has not succeeded in harmonizing the interests of all parties who work together and has not realized the orientation of helping farmers in increasing farmers' income. Based on this, agricultural development needs to be built through farmer entrepreneurship based on local economic institutions by potentiating social and technological aspects as a model to increase farmer competitiveness.

Based on the findings of previous research studies, research questions will be raised for the future that are relevant to Techno-sociopreneur based on local economic institutions in increasing the competitiveness of agricultural commodities, as in the following table:

Table 2. Future Research Questions

No	Study Focus	Research Questions
1	Techno-sociopreneur in agricultural development	What is the impact of Techno-sociopreneur in agricultural development?
2	Techno-sociopreneur institutional local economy in agricultural development	To what extent is the role of Techno-sociopreneurs based on local economic institutions in increasing the competitiveness of agricultural commodities?
3	Techno-sociopreneur-based competitiveness	What is the Techno-sociopreneur factor based on local economic institutions in increasing the competitiveness of agricultural commodities?

Source: Data processed by researchers from various references in 2022

CONCLUSIONS

Research conducted on techno-sociopreneurs in increasing the competitiveness of agricultural commodities can be concluded, that:

1. Firstly about the concept of techno-sociopreneurs in agricultural development from the beginning the concept was used in a scientific context shows that there is still little previous research discussing social and technology-based learning. The concept of social entrepreneurship is wealth from economic activity that is used to help the community by gaining profits and then distributing them as an effort to create social value. Technopreneurship is a process of synergy from a strong ability in mastering technology and a thorough understanding of the concept of entrepreneurship with the creation of appropriate strategies and innovations in increasing business competitiveness.

2. Both techno-sociopreneurs in agricultural development can be categorized in the scientific concept of study, namely; firstly Techno-sociopreneur Innovation in agricultural development, secondly stakeholder support, thirdly Social, cultural in Techno-sociopreneur in agricultural development and economic environment, and war against empowerment of Techno-sociopreneur in agricultural development. Of the four scientific concepts that explain the most about techno-sociopreneurs in agricultural assistance is the scientific concept of innovation in agricultural assistance through techno-sociopreneurs.

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