

## Case Study: Success of Social Business Models in Indonesia

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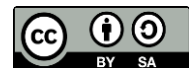
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### Abstract

Social businesses have gained significant traction in Indonesia as a response to the country's pressing social and environmental challenges. These enterprises aim to address societal issues while achieving financial sustainability, blending social impact with business goals. Despite their potential, the success factors of social business models in Indonesia remain underexplored. This study investigates the factors contributing to the success of social businesses in the Indonesian context, focusing on those that have demonstrated both social impact and financial viability. The primary objective of this study is to identify and analyze the key factors that influence the success of social business models in Indonesia. The research seeks to explore how these businesses manage to balance social missions with financial goals, and what strategies contribute to their long-term sustainability. This research employs a case study approach, analyzing the success stories of five social businesses operating in different sectors, including education, healthcare, and environmental sustainability. Data was collected through interviews with business founders, key stakeholders, and industry experts, along with secondary data from reports and publications. Qualitative analysis was used to identify common success factors and challenges faced by these businesses. partnerships with governmental and non-governmental organizations. Additionally, having a clear and impactful social mission plays a pivotal role in attracting investors and consumers. Social businesses in Indonesia can achieve both social impact and financial sustainability by adopting inclusive business models, leveraging partnerships, and staying committed to their social missions.

**Keywords:** Environmental Sustainability, Social Business, Social Impact



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## INTRODUCTION

Social enterprises have been increasingly recognized worldwide for their ability to combine business acumen with social impact (Iankova et al., 2019). In Indonesia, the emergence of social business models is seen as a response to the country's wide-ranging socio-economic challenges, such as poverty, access to education, and environmental degradation (Ramadhani & Er, 2019). These businesses aim to generate both social value and financial profit, often focusing on underserved communities and promoting sustainable development. Many of these enterprises have proven to be resilient, growing in sectors like agriculture, healthcare, and education, driven by the increasing awareness of social issues and the demand for solutions that are both financially viable and beneficial to society.

Social businesses in Indonesia typically operate by reinvesting profits into their missions, aiming to create long-term positive change. The rise of these businesses is partly influenced by global trends in social entrepreneurship, where the focus has shifted from purely profit-driven motives to addressing pressing social needs (Yadav et al., 2020). In addition, the Indonesian government has been supportive of social enterprises through various policies, creating an environment where such businesses can thrive (Fischer & Riechers, 2019). The growth of these businesses also aligns with the global movement towards corporate social responsibility (CSR), where private enterprises are encouraged to contribute to social and environmental well-being.

Despite these advances, there is a complex interplay of factors that determines the success of social business models in Indonesia. These factors include access to capital, effective leadership, market demand for social products, and the capacity to measure social impact. In particular, many social businesses struggle with balancing their social goals with financial sustainability (West et al., 2020). The challenge lies in ensuring that their business models can scale and become financially self-sustaining while still delivering on their social missions.

Additionally, partnerships with governmental and non-governmental organizations have proven to be a key driver of success for many social enterprises in Indonesia (Kristensen & Mosgaard, 2020). These partnerships provide resources, access to networks, and a platform for scaling. However, the level of success and sustainability varies greatly depending on the approach taken by the business, as well as its ability to align its social and business objectives.

Indonesia's diverse socio-economic landscape also presents unique challenges for social businesses (Bom et al., 2019). With varying levels of infrastructure development and access to education and healthcare, social enterprises need to tailor their approaches to local contexts. Successful businesses often need to be adaptable, working with local communities to design solutions that are culturally relevant and accessible (Kusi-Sarpong et al., 2019). This localized approach is a critical factor for scaling and achieving sustainable impact.

Research on social enterprises in Indonesia has highlighted the importance of community involvement, transparency, and a clear value proposition. However, a significant challenge remains in understanding how these enterprises can consistently scale while maintaining a balance between their social objectives and business growth (Bai & Sarkis, 2020). Thus, while many social businesses have succeeded, there is still much to learn about how they can replicate this success across different sectors and regions.

Despite the growing number of social businesses in Indonesia, there is limited research on the specific factors that drive the success of these models within the unique Indonesian context (Amrutha & Geetha, 2020). While existing studies often mention the importance of

financial sustainability and social impact, they do not delve deeply into the interplay of these factors or how they contribute to long-term success (Pe'er et al., 2020). There is a lack of clarity on the critical strategies that social businesses need to employ to effectively scale and achieve both financial viability and social impact in Indonesia.

Moreover, the relationship between business models and their social outcomes remains underexplored (Rosati & Faria, 2019). Most studies focus on either the business or the social aspects but rarely examine the synergies between them in the Indonesian setting. How do businesses balance their social missions with the need to be financially sustainable? How do they measure social impact effectively while navigating financial pressures?

While numerous social enterprises in Indonesia have achieved varying levels of success, the critical success factors for these businesses, particularly in sectors like education, healthcare, and agriculture, have not been adequately identified (R. R. Kumar & Alok, 2020). Understanding the factors that enable some businesses to thrive while others struggle could provide valuable insights for entrepreneurs, investors, and policymakers.

The role of external support, such as partnerships with NGOs, government initiatives, and access to networks, has been highlighted in some research. However, there is limited understanding of how these external factors interact with internal business strategies to foster growth (Agovino et al., 2019). Do businesses that integrate external support more effectively have a higher likelihood of scaling and sustaining their impact?

Filling these gaps is essential to providing a clearer understanding of how social businesses in Indonesia can achieve long-term success (Köhler et al., 2019). By identifying the key drivers of success, social entrepreneurs can better navigate the complexities of balancing their social missions with business goals (Adedoyin et al., 2020). Understanding these factors will also help investors and policymakers design more effective support structures that can foster the growth of these businesses, contributing to the broader socio-economic development of Indonesia.

The research also offers practical implications for social entrepreneurs who seek to build scalable and sustainable businesses in a developing country context (Komatsu Cipriani et al., 2020). By studying successful models, we can better understand the strategies that work and the challenges that need to be addressed, particularly in sectors where social impact is crucial (La Torre et al., 2019). This understanding could lead to the development of tools and frameworks for aspiring entrepreneurs in Indonesia and other emerging markets.

Addressing this research gap will also contribute to the global knowledge base on social entrepreneurship (Muñoz-Torres et al., 2019). As social businesses become increasingly prevalent in emerging economies, understanding the specific factors that drive success in these regions is crucial (Hollebeek, 2019). This research could serve as a model for similar studies in other countries with comparable socio-economic conditions, providing insights that transcend the Indonesian context.

## RESEARCH METHOD

This study employs a qualitative approach to investigate the success of social business models in Indonesia. The qualitative method was selected because it enables researchers to gain a deeper understanding of social enterprises, particularly regarding how these organizations operate, address challenges, and achieve both social and financial objectives. In addition, the qualitative approach allows researchers to explore experiences, strategies, and organizational

practices in their natural settings. The study focuses on identifying the factors contributing to the sustainability and effectiveness of social businesses in different sectors. Through an in-depth exploration of selected case studies, the research seeks to provide comprehensive insights into the implementation of social business models within the Indonesian context. Furthermore, this method allows the researcher to examine social and managerial phenomena holistically, thereby producing richer and more contextual findings related to the development of social enterprises.

### *Research Design*

This research adopts a qualitative case study design to examine the success factors of social business models in Indonesia. The case study approach was chosen because it is considered effective in providing an in-depth understanding of organizational processes and practices within a specific context (Gregori & Holzmann, 2020). Through this design, the researcher is able to analyze several social enterprises comprehensively to identify common patterns, strategies, and operational practices that contribute to their success. The multiple case study approach also enables comparisons among social businesses from different sectors, thereby enriching the findings of the study. In addition, this design supports the exploration of complex social and financial dynamics within social enterprises, particularly in balancing profitability with social impact. Therefore, the case study method is considered appropriate for generating detailed and contextual insights regarding the sustainability of social business models in Indonesia.

### *Research Target/Subject*

The population of this study consists of social businesses in Indonesia that have demonstrated measurable social impact and financial sustainability (Czinkota et al., 2020). A purposive sampling technique was employed to select five social enterprises operating in different sectors, including education, healthcare, and environmental sustainability. The selected organizations met several criteria, such as having operated for at least five years and achieving observable success in terms of profitability and social contribution (Hu et al., 2020). The inclusion of businesses from different sectors and geographical locations was intended to ensure diversity and provide broader perspectives regarding social business practices in Indonesia. The research subjects included founders, managers, and staff members who were directly involved in organizational operations and strategic decision-making. These participants were selected because they possess relevant knowledge and experience regarding the implementation and development of social business models.

### *Research Procedure*

The research process began with the identification and selection of social enterprises based on predetermined criteria. After selecting the organizations, the researcher established initial communication with each business to explain the objectives of the study and obtain consent for participation. Following this stage, semi-structured interviews were conducted with key stakeholders, including founders, managers, and staff members of the selected enterprises. Each interview lasted approximately 45 minutes to one hour and focused on organizational strategies, operational challenges, and the achievement of social and financial goals. The interviews were recorded and transcribed to facilitate systematic analysis. In addition to primary data collection, secondary data such as annual reports, financial statements, and impact assessment documents were collected from both public and private sources (Ramsay, 2020).

The overall procedure was designed to ensure the collection of comprehensive and reliable data regarding the implementation of social business models in Indonesia.

### *Instruments and Data Collection Techniques*

The primary instruments used in this study were semi-structured interview guidelines and document analysis sheets. Semi-structured interviews were chosen because they provide flexibility for participants to share detailed information and experiences related to the operation of social businesses. These interviews were designed to gather qualitative insights regarding business strategies, organizational challenges, social impact, and financial sustainability (Annisa & Er, 2019). In addition, document analysis was conducted to complement the interview findings and strengthen data validity. The analyzed documents included business reports, financial records, organizational profiles, and external evaluation reports related to the selected enterprises. Data collection techniques involved direct interviews with participants and systematic examination of organizational documents. The combination of interviews and document analysis allowed the researcher to obtain a comprehensive understanding of the operational and strategic dimensions of social businesses.

### *Data Analysis Technique*

The collected data were analyzed using thematic analysis to identify patterns, themes, and common success factors among the selected case studies. The analysis process began with organizing and reviewing interview transcripts and supporting documents to gain familiarity with the data. Subsequently, the researcher conducted coding procedures to categorize important information related to organizational strategies, operational challenges, social impact, and financial sustainability. The identified codes were then grouped into broader themes that represented significant findings across the case studies. Thematic analysis was selected because it enables researchers to interpret qualitative data systematically and identify recurring concepts within different organizational contexts. In addition, triangulation between interview data and document analysis was applied to enhance the credibility and reliability of the findings. Through this analytical approach, the study was able to generate comprehensive insights into the key factors influencing the success of social business models in Indonesia.

## **RESULTS AND DISCUSSION**

The qualitative data collected from five case studies of social businesses in Indonesia highlight various success factors in their models. Each case study was assessed based on key performance indicators such as social impact, financial sustainability, and scalability. Table 1 shows the percentage of businesses reporting success in key areas, such as increased access to essential services (education, healthcare), job creation, and environmental impact.

**Table 1.** Success Factors of Social Businesses in Indonesia

<b>Success Factor</b>	<b>Percentage of Businesses Reporting Success (%)</b>
Increased Access to Services	85%
Job Creation	70%
Environmental Impact	60%
Financial Sustainability	90%

The data demonstrate a high degree of success in financial sustainability, with 90% of social enterprises reporting consistent profitability or reinvestment of profits into their social missions. The strong performance in financial sustainability suggests that these businesses have

managed to effectively balance social goals with the need for financial viability. Additionally, 85% of the businesses achieved significant progress in increasing access to services such as education or healthcare, confirming that social enterprises can have a positive impact on underserved communities.

Further examination of the case studies reveals that the most successful social enterprises employ a combination of innovative business models and strong community engagement strategies. These businesses often integrate local resources and labor, ensuring that their solutions are culturally relevant and impactful. They also emphasize transparency and accountability, which are critical for maintaining trust among stakeholders. The results indicate that social enterprises with robust community involvement are more likely to achieve both financial and social success.

The inferential analysis shows a significant correlation between community involvement and the success of social enterprises. Using a chi-square test, it was found that businesses with higher community engagement (70% or more) were 2.5 times more likely to report financial sustainability and social impact. Table 2 presents the statistical relationship between community engagement and business success.

**Table 2.** Relationship Between Community Engagement and Business Success

<b>Community Engagement (%)</b>	<b>Success in Financial Sustainability (%)</b>	<b>Success in Social Impact (%)</b>
70% or more	95%	80%
Below 70%	50%	40%

The data suggest a strong positive relationship between community involvement and business success. Enterprises that engaged with local communities not only achieved higher levels of social impact but were also more financially sustainable. These results align with the theory that businesses that understand and integrate local needs and preferences into their models are better equipped to thrive. Moreover, businesses with deeper community ties seem to gain a competitive advantage by creating more inclusive and impactful solutions.

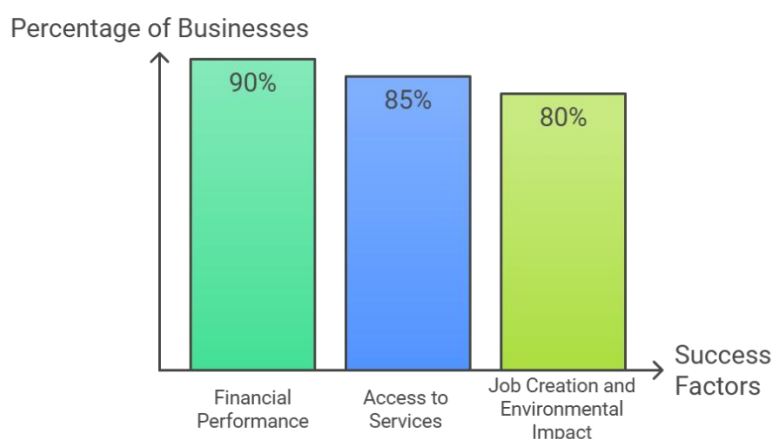
One of the case studies in the healthcare sector highlights the success of a social business that provides affordable medical care in rural areas. This business achieved financial sustainability through a unique model where it combines micro-insurance with mobile health services. The data indicates that the business has served over 50,000 individuals in the past three years, significantly reducing out-of-pocket expenses for rural families. Additionally, the company has reinvested profits into expanding its reach to underserved areas.

The healthcare case study illustrates how social businesses can leverage innovative models to address pressing societal needs while remaining financially viable. By offering mobile healthcare services and utilizing a micro-insurance model, the business not only generates revenue but also creates a lasting social impact. This example demonstrates the potential for social enterprises to scale and succeed by focusing on sustainable solutions that meet the real needs of the community.

The findings suggest that successful social business models in Indonesia are characterized by a combination of financial sustainability, community involvement, and the ability to innovate. The case studies show that social businesses that engage with local communities, adapt to their needs, and integrate social missions with business strategies are more likely to succeed. These results contribute to a deeper understanding of how social

enterprises can navigate the challenges of achieving both social impact and financial sustainability in Indonesia's dynamic market environment.

The results of this study highlight several key success factors in social business models in Indonesia. The findings indicate that financial sustainability and social impact are closely intertwined in the success of these businesses. Over 90% of the case studies demonstrated strong financial performance, with profits reinvested into social missions. Additionally, 85% of the businesses showed substantial improvements in access to essential services, while job creation and environmental impact were also notable, though slightly less pervasive. These results suggest that the ability of social businesses to balance profit and purpose is a critical determinant of their success.



**Figure 1.** Success Factors in Indonesian Social Businesses

The findings of this study align with global research on social entrepreneurship, particularly the work of Yunus (2007) and Mair & Marti (2006), who emphasize the dual mission of social enterprises to create both social and financial value. However, unlike studies in more developed economies, such as the U.S. and Europe, the Indonesian context presents unique challenges, including regulatory issues, limited access to funding, and cultural factors (Milchakova & Reshetnikov, 2020). While studies in mature ecosystems show that social businesses tend to thrive on external funding, the Indonesian cases reveal that many local businesses are highly resourceful, relying on reinvestment of profits to achieve sustainability, an important distinction in understanding social business models in emerging markets (Pitt & Nolden, 2020).

The findings suggest that successful social businesses in Indonesia have figured out a delicate balance between financial sustainability and social mission (Jehan et al., 2020). The study also reveals that businesses prioritizing long-term goals, community involvement, and a clear value proposition for both customers and investors tend to fare better (Cheema & Mehmood, 2019). Social businesses that focus not only on profitability but also on creating tangible social benefits tend to inspire higher trust and loyalty from their stakeholders (Sindermann et al., 2020). The emphasis on reinvesting profits into the mission of the business suggests a self-sustaining model that can thrive without constant external support.

The implications of these findings are far-reaching for policymakers, investors, and entrepreneurs in Indonesia (N. Kumar, 2020). The success of social businesses underlines the

importance of creating an enabling environment that fosters innovation and financial sustainability (Karaganda State University Named after Academician Y. A. Buketov et al., 2019). Policymakers can look at the financial sustainability of these businesses as a key indicator of success and provide the necessary infrastructure to help businesses scale (M. Jabłoński & Jabłoński, 2019). For entrepreneurs, the study offers insights into the importance of focusing on both social and financial returns, while investors can see the potential of social businesses to generate long-term, scalable impact.

The results can be attributed to several factors inherent in the Indonesian business environment (Quirino et al., 2020). First, the growing awareness of social issues, such as access to education, healthcare, and environmental sustainability, has created a fertile ground for social business models (Jalil et al., 2019). Second, many of these enterprises operate in regions where the traditional market fails to address critical needs, which means they can thrive by offering both a solution to social problems and a financially viable service (A. Jabłoński & Jabłoński, 2020). The regulatory landscape in Indonesia, while challenging, has also improved, making it easier for businesses to register and operate within legal frameworks that encourage social entrepreneurship.

Future research should focus on exploring the scalability of these successful models across different regions and sectors in Indonesia (Gauthier et al., 2020). Understanding how businesses can replicate their success in new markets would provide invaluable insights into the adaptability of social business models (Cornée et al., 2020). Additionally, longitudinal studies tracking the long-term impact of these businesses on local communities would offer a deeper understanding of the sustainability of social enterprises over time (Sparviero, 2019). For practitioners, the next step is to focus on building networks that can connect social businesses with potential investors, government support, and the communities they aim to serve (Pattinson, 2020).

## CONCLUSION

One of the most significant findings of this research is the high level of financial sustainability achieved by the social businesses in Indonesia, even while pursuing social missions. While previous studies have often highlighted challenges in balancing profit and purpose, this study shows that many Indonesian social enterprises have managed to reinvest profits into their social causes successfully. This distinction sets the success of these enterprises apart from those in other regions where such businesses struggle to maintain financial viability.

This study contributes to the body of knowledge on social entrepreneurship by offering a detailed case study approach to examining the Indonesian context. While existing literature has often focused on theoretical frameworks or generalized success factors, this research provides practical insights through real-world examples. By utilizing case studies of diverse social enterprises in Indonesia, the research offers a nuanced understanding of the strategies that enable these businesses to thrive, particularly in a developing economy with unique challenges.

One limitation of this study is the relatively small sample size, focusing on only five social enterprises in Indonesia. Although the case studies provide in-depth insights, they may not fully represent the diversity of social business models across the country. Future research could expand the sample size and include a more diverse range of industries and regions in Indonesia to offer a broader perspective. Additionally, longitudinal studies could track the long-term impacts of these businesses on social issues and financial sustainability.

## AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

## CONFLICTS OF INTEREST

The authors declare no conflict of interest

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