Techno-Sociopreneurship in the Merdeka Belajar era

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Abstract

“Techno-Sociopreneurship” is a combination of three words, namely “Technology,” “Social”, and “Entrepreneurship,” which is a process of forming and collaborating between business fields with first, the application of technology as a supporting instrument and as a basis for business, and second, the application of social values as a market network that needs each other in the society. The learning of Techno-Sociopreneurship in the Merdeka Belajar era is very important to improve the mastery of attitude, knowledge, methodology and skills. The participants are students of interdisciplinary study programs, across universities, culture, and social status, which united with one goal, namely to become reliable Indonesian entrepreneurs. A reliable entrepreneur is basically a person who dares to achieve the vision and mission of the business with hard work, energy, mind, soul and body. This article is done by library study research method. The aim is to present the Techno-Sociopreneurship learning model that can accommodate the combined process of courage or brave, system thinking, acting complexity management, business instincts, technological innovation, and social relation perspective, using modern homemade work tools, extracting material to solve problems. In the Techno-Sociopreneurship learning, the basics of sustainability and vice versa risk and uncertainty must be taught to achieve profit and growth by finding opportunities that exist with the best way.

Keywords: technology, social, entrepreneurship

1. Introduction

The policy of the Minister of National Education regarding the Merdeka Belajar - Kampus Merdeka needs to be implemented to the operational level in the activities of the Tridharma of Higher Education. One of the interesting subjects to be appointed as the subject of Merdeka Belajar is the “Techno-Sociopreneurship” course, in which the form of learning is community service work. Various interesting things to be trained on participants are about the learning subject itself, which is a combination of “Entrepreneurship”, “Technology,” and “Social.” Lecturers must be able to facilitate the formation and collaboration process between the business sector and the application of product support technology, and the basic technology of business, as well as the field of applying social values which are market networks on digital platforms and in the market places. Therefore, the matter of learning in Techno-Sociopreneurship is actually very important to improve the mastery of knowledge, methodology and skills. The learning program must be presented very attractively so that participants from across disciplines work hard to master the subject of the courses with all their energy, mind, soul and body. Their insight into the problems faced by the world of entrepreneurship in the era of industry 4.0, and later in the era of society 5.0 must be widely opened. Globalization and glocalization [1] of business partners, customers, and business support workers must be well understood. In addition, mental attitude development and business motivation need to be instilled since they learn to technological innovation, and do social engineering. This article actually is a scientific study that uses the literature study method. The findings presented are a model of Techno-Sociopreneurship learning,
which accommodates the combined processes of courage or brave, system thinking, acting complexity management, business instincts, technological innovation, social relation perspective, using homemade modern work tools, extracting materials to solve problems that arise in the field. The basics of risk and uncertainty in achieving profit and growth are introduced early and are repeatedly reminded in the practice of business cases, especially the downturn in the business world during the Covid-19 pandemic.

2. Methods

The method is the library study research method, a type of qualitative research method which uses in-depth information and data from various journal articles, literature, books/book chapters, researcher notes, news/magazines, and relevant previous research results, to obtain answers and theoretical basis for problems are being researched. Sources of data come from various articles in the literature: books, journals, newspapers, personal documents, notes, and so on. Sources of data are divided into primary sources and secondary sources. The main characteristic of the literature study method is that researchers deal directly with text or numerical data and not with direct knowledge from the field or eyewitnesses of other events, people, or objects. The researcher uses data [and information] from many libraries to carry out textual criticism, in the form of analysis, study, analysis of the data. The library is a library research laboratory and because of that, the technique of reading texts from books, articles, and documents is a fundamental part of library research studies. Library data is ready to be used for the analysis and synthesis process. Researchers are not going anywhere except dealing directly with data sources that is already available in the library. During this Covid-19 pandemic, the literature study research method is very suitable to be considered as the right way for dissertation, thesis, or the short research. Data conditions are not limited by space and time. Researchers handle static information, meaning that it will not change because it is the ‘dead’ data stored in written records, such as text, numbers, images, sound recordings, films, which can be accessed every time. However, when juxtaposing data and information from various sources, the researcher studies the data in terms of its content and context. Therefore, mastery of the language used in the book or the journal is very important. So, the process of analysis and synthesis in library research methods must be careful, patient, and tolerant of the situation and condition of the author of the data source. Below is shown the flow of data and information from the sources which further can be used to understand the problem, create better solution, find out the new/specific problem, and develop the new idea to follow up the research conclusion.

![Figure 1: The library study research method](Source: Susetyarto, 2021)
3. Results
The Techno-Sociopreneurship business model in daily business practices may not been done by many people. Entrepreneurs still pay attention to only one model, whether the Technopreneurship model, the Sociopreneurship model, or a model as usual, i.e. the Entrepreneurship model. The integration of the three models occurs when they see short-term opportunities that pass in front of them. They will come together in mutually beneficial cooperation, whether it is called a consortium, or a joint operation. Risk and uncertainty [2] in the business climate, or incompatibility of partners, or uncertain socio-political conditions are challenges that they have not been able to predict. An example is the impact of commercial businesses during the current era of the Community Activity Restrictions (known as PPKM). The risk and uncertainty of this Covid-19 pandemic will be a force majeure factor that can close their business. Entrepreneurs who are reliable and tough in general have a brave mental attitude [3] in the face of all storms of risk and business uncertainty. In a situation like this, they will urge the government to issue various sectoral regulations and policies that support a business climate that is less conducive to business and to market players, including providers of materials and labor. Their business instinct [4] is automatically moved to do things that are considered urgent so that their business can survive. According to the research findings [5], it can be seen that in difficult situations, entrepreneurs usually use operational savings methods, including extracting work tools and materials, substituting raw materials, increasing product prices, eliminating allowances/bonuses, reducing the number of workers, laying off workers, delaying bank interest payments, asking the government for a tax holiday, and so on. In the case of large-scale businesses, such methods are quite significant in their impact on the profit and loss account and production growth. The austerity measures, however, must be carried out by the company's leaders and commissioners in a humane manner. A few entrepreneurs are late in anticipating market situations and conditions, and then social turmoil with the impact of greater losses can occur. In this era of digital communication, entrepreneurs must exercise their business instincts and intuition more carefully. The term 'market' must be interpreted as a market in cyberspace, which is spread across many platforms, as well as a market place in the real world. Therefore, the perspective of social relations [6] between entrepreneurs and the 'market' in the virtual world which is rapidly changing its technological innovation [7] as well as the 'market' in the real world must be studied and understood carefully, both for the Technopreneurship model and the model. Sociopreneurship. At a certain moment, the two models collaborated, which became known as The Techno-Sociopreneurship model. The introduction of The Techno-Sociopreneurship business model should start from the assumption of normal business conditions and situations. Participants were invited to take a close look at various business activities, and to engage in internships at Techno Sociopreneurship companies. In the context of the pandemic, learning activities must still follow the health protocols that apply in the local area. After that, participants must be trained with specific cases, the case of Micro, Small and Medium Enterprises (known as UMKM) during force majeure conditions due to uncertainty in the business climate in the real world, or in cyberspace. In this way, participants can conclude for themselves what the distinctive characteristics of The Techno-Sociopreneurship model are, especially in setting the Vision and Mission. Do they see a collaborative vision and mission between entrepreneurial values-technological innovation-social perspectives in order to achieve a noble goal in business? In the efforts of universities to foster an entrepreneurial spirit that is capable of technological innovation and is socially culturally constructed, the "independent campus" policy can be a breakthrough in creating a reliable business community. If every campus raises awareness of creating entrepreneurs in various fields with related technology, digital technology that is already familiar to most young people and educated youth, then in the next 5 years reliable entrepreneurs from independent campus production, who are engaged with the Technopreneurship business model, Sociopreneurship, and Techno-sociopreneurship, will appear gradually. In addition, various entrepreneurship research activities from lecturers at the Papua Campus show that students who have attended entrepreneurship training, or who are currently taking entrepreneurship courses at the Papua University Campus and at Dian Nuswantoro University Semarang show that the participant instrumentation readiness variable has a significant effect on entrepreneurial intentions. Although, the variables need for achievement and self-efficacy have no effect [8].
From the research findings of the literature study and the researcher's notes on the experiences of several entrepreneurs, it is stated that the principles of Techno-Sociopreneurship are as follows: (1) entrepreneurs must be courageous or brave in making decisions, (2) entrepreneurs must be trained in their business instincts, (3) entrepreneurs must think about the sustainability of their business, and vice versa they must take into account risk and uncertainty, (4) entrepreneurs must master technological innovation, (5) entrepreneurs must use modern homemade work tools, (6) entrepreneurs must extract materials to solve problems in the field, (7) entrepreneurs must have a social relations perspective, (8) entrepreneurs must apply practices of systems thinking, (9) entrepreneurs must apply acting complexity management. Furthermore, the nine principles are elaborated in the Discussion section.

4. Discussion
There are nine findings from the process of literature study which were adopted as the principles of The Techno-Sociopreneurship model. It is explained chronologically and interrelated, namely:

4.1. Courage or brave
The main capital for a person to become an entrepreneur is courage. This talent for being brave is usually seen from toddlers, teenagers, up to adults. Courage is expressed as an act of children who in playing, for example, are more reckless than children who play normally. Courage can also be trained to people who have brave talents but their talents are not well developed. Such a person has limited space for freedom of expression in his childhood. Perhaps, there were situations in the family that worry about the behavior of the brave child, or the activity is categorized as hyperactive, which is considered dangerous, so restrictions or even prohibitions are made by the parent. Courage basically must be understood as the psychological ways person uses energy, five senses, soul and body to achieve goals. Courage based on motivation to achieve that goal is called entrepreneurial courage [9].

4.2. Business instinct
The business instinct of an entrepreneur is a matter of "feeling" about the right business steps to take and the right time to do them. Regarding the "feeling" that is subtle, sensitive, and sharp in calculating risk and minimizing uncertainty, entrepreneurs need to train their instinctive sensitivity, patience, and peace of mind. Business instincts are trained by playing the right brain to be able to serve as a guide when making the right decisions. An untrained business instinct or a fearful heart to run a business can lead to lost business opportunities, or even paralysis of the decision-making process. Actually, the business instinct is getting better, if the entrepreneur is passionate, rejoices in life and work, has a trusted partner, and has a success story in the past. In managing The Techno-Sociopreneurship business, creating team solidity is a problem that must be worked on efficiently. There are people who like the instinctive approach, but there are also those who prefer the "the right man on the right place" approach. Everyone does not want 'favoritism' in forming a team, but chooses a system of achievements and career paths. In fact, letting the climate change instinctively can have a negative effect on the work environment, and retention becomes a wider company problem. Keeping the team intact — survive together — is very dependent on the ability of leaders who have a quick sense to solve management problems. Although management skills can be taught as needed, the practice of management using instinct will not change. Therefore, in the subject of Techno Sociopreneurship learning it is necessary to teach people the best way to utilize their natural abilities to be more effective, more able to achieve the goals, and increase productivity levels. Instinct-based management is not a vision for the future. Management must be based on research that is in accordance with the methodology, and the findings are open to criticism before being applied by the company leadership. A good leader will not be afraid of change, but will take advantage of opportunities for a better future. Successful leaders control change by giving people the freedom to work professionally according to the power of their knowledge and instincts [10].

4.3. Sustainability, and vice versa Risk and uncertainty
Business sustainability [11] is an important part to show that business management has been carried out in a professional manner. Corporate sustainability can be interpreted that the business has profits and growth in accordance with the expected targets. In addition, it can be concluded that the company has been running on the right track, in accordance with the company's vision and mission that has been set. Companies that are getting bigger in their interest are implementing practices related to sustainability to reduce risks and increase business opportunities in the future, or at least to survive in
the event of business uncertainty. In this context, performance indicators that are in line with sustainable business development are very important to be supported by managerial and operational decisions. Therefore, an annual evaluation of aspects related to the company's sustainability performance is required. Perhaps, special research needs to be done to analyze the development of social and environmental initiatives within the company's business, analyze the sustainability indicators that occur, and highlight the challenges ahead in business sustainability issues. On the other hand, entrepreneurs must still consider risk and uncertainty as threats to company performance that can occur at any time. Referring to two things that management analysts should be aware of, namely: sustainability, and vice versa risk and uncertainty, in future business sustainability research it is proposed to use the GRI (Global Reporting Initiative) indicator, which can be the basis for initial discussions [12]

4.4. Technological innovation

Relevance of technological innovation the development of technological innovation in the world in the last fifties is very fast. The products resulting from these technological innovations are in tight competition, not hampered by ways of trade isolation, or acts of unfair competition. Technological innovation is certainly the result of research development, which refers to the desire of the academic community to solve the problems that surround it. This kind of applied research activity is considered as a process for dealing with and solving problems that focuses on the market and its various agents, and involves the exchange of tacit and explicit knowledge that facilitates learning from different approaches. Management of appropriate technology in countries with limited economies of scale is one of the keys to success in the Techno-Sociopreneurship business today. Technological innovation can indeed be generated internally through campus academic research, or can also be obtained / imported from abroad. Therefore, in order for companies to achieve and maintain technological advantages that support their products, and enable them to compete in the free market, companies must maintain a position of market dominance by means of their own research and development. However, in fact, with the advancement of information system technology and computer science technology at this time, research partnerships for product development can occur across countries, across disciplines, across socio-cultures. Competition in terms of technological innovation has become very open, with the provisions of cooperation created between researchers (inventors) and users of technological innovations (companies) who are able to finance research up to the industrialization process, or simply buy the research products they produce. The above can happen because the acquisition of technology offered in the market is accessible to any competitor, and therefore not used to provide additional benefits to the company [7] Technological innovation is now a symbol of progress and business competitiveness which is only short-lived. Digital communication technology innovation in the digitalization era has even become an interesting business field in the world of information technology. Product price competition becomes relatively fast and very profitable for consumers. However, a nation that is left behind in the competition to find products needed by its own people becomes a nation that uses innovation products from foreign countries. In turn, a country's economy will be dictated by outside innovators, and income and employment pathways are highly dependent on producers. Therefore, the "Kampus Merdeka" breakthrough is expected to awaken the atmosphere of researchers to increase competitiveness as a way for the Indonesian state to produce its own goods and services, for national needs, pass tests on domestic and international markets, and have an impact on increasing the real income of the working people or the company's profit in the long run. The topic of technological innovation in science, engineering, and social sciences related to economic development and growth is an interesting field with highly applied considerations and results. The invention of the mobile phone, for example, is a very lucrative patent in the history of technological development and has generated a massive revenue stream for more than a century. Other companies that replicate these products also have the opportunity to develop product variants. Of course, they work on the basis of cross-disciplinary research within the organization that can encourage the birth of new products or their substitutes and must make a profit. Techno-Sociopreneurship actually recommends entrepreneurs to work innovatively, based on research and tested by the market in order to generate income for the people and the country on a larger industrial scale [13]. In management there is an innovation method based on costs, as mentioned in the article Bogdanoiu, Popesko, and Tučková called the Activity Based Costing (ABC) [14] method. In this method various information about costs, operations, activities, outputs, and cost objects are
shown clearly. This method is usually used to calculate costs, because of the characteristics of the tools used and the characteristics of management that seek to optimize operational costs. The ABC method can be characterized by three innovations: (1) First innovation: Setting costs for activities, which are based on the measurement of resource consumption. Knowledge of activity costs is an important resource for identifying assets with high potential for cost reduction activities. (2) Second innovation: Assigning costs to cost objects based on media activities that accurately measure the consumption of those activities. The media usually refer to its cost measurement on the consumption of activities. (3) Third innovation: Improving the quality of information related to information activities that are not developed about how activities are carried out. The factor that determines how much power range is needed to carry out communication and information activities. In this case, the achievement indicators are called performance indicators. In this way, the ABC method combines non-financial and cost information for the benefit of management and to improve business performance.

4.5. Using modern homemade work tools
The use of business devices, which are lagging in technology usually lead to high costs. However, on the contrary, the use of modern tools with imported technology can also lead to high costs, if the supporting infrastructure facilities have not been prepared. Therefore, the purchase of modern work tools for small-scale business and industrial activities, such as MSMEs, for example, sometimes causes a waste of energy, or high maintenance costs. Therefore, it is recommended that in the future the manufacture of own tools that suit the needs and scale of Techno-Sociopreneurship business management will have a better impact. However, the research costs for the invention of the tool until the tool is produced are sometimes quite fantastic. Perhaps, the price of the resulting product does not raise the cost of production from the research to the industrialization. That is why entrepreneurs often import tools to support their products rather than making their own modern tools. Moreover, regarding the award for intellectual property, the findings of the tool are still not significant to be able to replace production costs. In other words, the use of homemade and modern tools may be an unattractive, expensive, and in touch with the interests of the business of similar tools, which are carried out by entrepreneurs of imported work equipment. However, if the government's political will and the state's alignment with the use of domestic goods are more real, including the appreciation for inventors, it is more appropriate to use modern tools made by the nation itself to support industry and business, and therefore the Techno-Sociopreneurship model can be realized. In fact, the cooperation program between ASEAN and the Australia Development Program Phase II has been running to help realize the training, as documented in the book Trainee Manuel [15].

4.6. Extracting materials to solve problems
Extracting the main ingredients or supporting production usually occurs due to three cases of delays in the supply of raw materials, raw material products disappearing from the market, and the occurrence of natural and non-natural disasters such as the current pandemic. Entrepreneurs usually carry out activities of substituting raw materials, or reducing the volume of raw materials, but they are sold at the same or lower product prices. Extraction of materials is usually carried out immediately if the need for the resulting product is considered very urgent, or is needed by many people. For example: in the case of the scarcity of soybeans as an ingredient for making tempeh. With a simple and fast thinking system, entrepreneurs solve problems whose results can be easily measured. Other aspects, such as: compliance with regulations, commitments, and business ethics are sometimes violated. Example: doubling of low quality products (KW) for building materials, and other materials. In fact, the real extraction method has occurred during this pandemic where the choice to substitute, or replace suppliers, or make other products, or grow their own food products is very limited choice, and even called no choice. For example: in the case of procurement of Covid-19 drugs and vaccines. If it is associated with the ABC method [14] extracting materials to solve real business problems is included in the first method of innovation by making changes to raw materials, or production support materials. By observing the ABC method where new products that occur are set with accurate product prices, cost analysis causes each product to change, and optimization efforts. The product price is calculated accurately according to all relevant overhead costs in the context of the extraction and the actual logical consequences experienced. The ABC method also follows costs related to customer demand, suppliers, distribution, transportation, manufacturing, operational and security processes, management processes, and other business activities. The ABC method sees the company's efforts to
extract as a complex work with high activity, and there are processes that are interrelated with other products. The ABC method can therefore calculate a more precise cost for the extracted product.

4.7. Social relations perspective
Understanding the social and cultural behavior of the community is the seventh principle that is no less important in relation to building business cooperation with its employees, with the community around its business location, with the community that is the market target. Understanding socio-cultural characteristics will be increasingly difficult in this digitalization era. Communication with the business community in cyberspace will be difficult to achieve, because entrepreneurs never know how the real socio-cultural behavior of the community is, whether they are customers or not, they are community competitors or just buzzers who can disrupt product goals. According to the Center for Innovation Policy and Governance (CIPG, 2017) buzzer is an individual or account that has the ability to amplify messages in ways that attract netizens' attention or build conversations with netizens, or fake accounts under its control, then work with certain motives to trick official accounts or real customers. Buzzers usually have a wide network to create content that is contextual, persuasive enough and driven by certain motives, including economic or political motives. Therefore, the work of building social relations in the Techno-Sociopreneurship model in the future must involve an Information System (IS) organization in charge of mitigating and recovering information or incidents, if the market and the government as regulators require it. Of course, IS organizations will work assisted by artificial intelligence systems, machine learning, in a reliable Big Data capacity. Increasingly, the importance of social behavior for business continuity must be recognized by IS. By doing so, the relation between social relations perspective and business sustainability could be theoretically analyzed, and on top of this analysis entrepreneurs could make smart and fast decisions. In addition, the perspective of an entrepreneur's social relations in terms of understanding the behavior of workers, especially labor-intensive workers in Indonesia, must be more sensitive. This era of democracy opens up opportunities for relations between workers, employers, and the government to be proportional. Employees become one of the most important stakeholders of a business organization. They can be influenced by and also affect the activities of their organization. They play a key role in the success or failure of their companies' business organizations. That is why employees tend to be affected by CSR programs and react differently in their respective workplaces as long as justice, or more precisely, economic enjoyment has not been obtained. Therefore, workers' organizations and company managers should be involved and take responsibility for solving social problems, especially problems around their workplace [16] or technological problems needed by families, members of the workers' organizations, and communities affected by business activities around their place of business.

4.8. Systems thinking: simple and fast
The entrepreneur's system of thinking is simple and fast. They always prioritize solving problems in the field to achieve their business goals. They even want the practical application of systems thinking to business [17]. If it is based on this theoretical concept, then the question is how to teach this simple and fast system of thinking to participants in the Techno Sociopreneurship course. Research results from Simatupang, R.A. and Bajari, M.[8] showed that instrumentation readiness had a positive effect on entrepreneurial intentions, while needs for achievement and self-efficacy had no effect. This means that research respondents thought entrepreneurially: simple and fast. They did not feel the need for achievement and self-efficacy variables for the near term. They see no further correlation of need for achievement and self-efficacy as a significant effect on the market, and on business goals. Therefore, in teaching systems thinking: simple and fast to participants of The Techno-Sociopreneurship course, insights into achieving long-term goals that can have an impact on business sustainability, as well as economic, social and environmental sustainability must be introduced strongly. Moreover, this Techno Sociopreneurship entrepreneur model is entrepreneurs in their field with technological innovation content as well as social relations perspective, so that with a simple and fast thinking system it does not mean that entrepreneurs ignore sustainability values. In fact, the theory of Social Construction of Technological Systems has been taught by Bijker, Hughe and Pinch since 1990 [18].

4.9. Acting in complexity management
Acting in complexity management The ninth principle discussed is acting on complexity management. Every entrepreneur is well aware that the entity of their life is very complex. However, in systems thinking should be simple and quick to act or take execution, if there are problems in the
Research by Corbett, Brocklesby, and Campbell-Hunt [19] at a New Zealand company showed that entrepreneurs work in complex systems. They have used two lenses to interpret the evolution of managers’ competitive capabilities and the formation of a coherent manufacturing strategy simultaneously. Meanwhile, they acknowledged that the cognitive model of directed action in the coordination of manufacturing and resource activities can improve the competitive 'fitness' of firms. Accurate cognitivist representation of the outside world is a requirement for sustained success in the cognitivist view of corporate evolution. This research demonstrated the scale and complexity of the entrepreneur’s task in developing the interdependent networks of internal and external coherence that were necessary for sustainable success in the global marketplace. This achievement went far beyond the cognitive abilities of human labor managerial agents. They concluded that entrepreneurial organization was the most consistent cognitive system with the self-determinism of autopoiesis theory. Autopoiesis can be interpreted as a system which is able to organize, form and reproduce itself independently, and is able to form its own structure as a reaction to environmental disturbances to continue the autopoiesis process in its sub-systems [20]. Thus, in its ability to act simply and quickly in the complexity of management, the entrepreneur is actually the only entity capable of generating coherence at the scale of action required, encompassing the entire portfolio of external resources, capabilities and dependencies, decided by a single action which is measurable.

In Figure 2 it is shown that The Techno-Sociopreneurship model is represented as a set bounded by a red dotted line. The model is a combination of three well-known business models, namely: the Entrepreneurship model (yellow color), the Technopreneurship model (blue color), and the Sociopreneurship model (brown color). The three models are entities with independent management systems, although there is a complementary connectivity to one another. At a certain moment, coordination of the three management systems is needed so that they can be more intensive to achieve a common business goal, and are mutually beneficial for the growth of their respective businesses, as well as useful for national growth. For optimum synergy, a portfolio of each company is needed, as well as a track record of partnerships that have been carried out to be considered in deciding to synergize with a certain time. Furthermore, the synergy agreement in The Techno-Sociopreneurship model is written on the agreement sheet (known as the MoU). In the MoU, it is agreed what the Vision and Mission are, what are the short, medium and long term goals or targets, which are shown as zero icons in a red circle. From the agreed Vision and Mission, it is elaborated or connected systemically into nine icons which are the principles in Techno Sociopreneurship, as mentioned in the Legend icon number 1 to icon number 9. This matter is illustrated as the relationship in the computer

Legend:

0. Vision and mission
1. Courage or brave
2. Business instincts
3. Sustainability, vice versa Risk and uncertainty
4. Technological innovation
5. Using modern homemade work tools
6. Extracting material to solve problems
7. Social relation perspective
8. System thinking: simple and fast
9. Acting complexity management

Source: Susetyarto, 2021
system between the center controllers with nine control receiver units. However, in the description of the cooperation, the job description must be written so that it can be realized in a systematic detail of management activities, with clear performance measures and easy to see the benefits for many parties.

5. Conclusion
The Techno-Sociopreneurship model is a combination of Entrepreneurship model, Technopreneurship model, and Sociopreneurship model, which is an integrative process of forming and collaborating between business fields, with the characteristics (1) the application of technology as a supporting instrument and as a basis for business, and (2) the application of social values as a market network that needs each other in the society. To learn the Techno-Sociopreneurship model in the Merdeka Belajar era, participants must pay attention to their ability to change instinctively or by being educated and trained to become entrepreneurs who are bolder, more skilled in systems thinking in the complex learning program. This Technosociopreneurship program is attended by multi-disciplinary students, diverse cultures, diverse family backgrounds, and only united by one goal, namely to become reliable Technosociopreneurship entrepreneurs in Indonesia. The learning outcomes of the program targeted are increasing mastery of courageous attitude, knowledge of systems thinking: simple and fast, knowledge of acting in management complexity, knowledge of business methodologies, knowledge of innovation technology, knowledge of using modern work tools or even making homemade work tools, knowledge of extracting materials to solve problems in the field, knowledge of sustainability amidst the threat of risk and uncertainty, business instincts skills, social relations skills, partnering skills and being able to maintain a more lasting business network. The Techno-Sociopreneurship model will be easier to understand as Figure 2 the Techno-Sociopreneurship model.

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Conflict of Interest
I have no conflict of interest to declare and publish this article.

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