

Design Framework and SWOT Analysis at Telaga Pet Care as a Solution to the Spread of the Rabies Virus in Bali Province

Shanti Alena Dewi

Institut Teknologi dan Bisnis Muhammadiyah Bali

finance.rsn@gmail.com

Bayu Wardhana

Institut Teknologi dan Bisnis Muhammadiyah Bali

bayuwardhana98@gmail.com

Erna Trisnawati

Institut Teknologi dan Bisnis Muhammadiyah Bali

ernatrisnawati80@gmail.com

Abstract

This research was conducted to understand and analyze the social business canvas model design framework for the Telaga Pethcare social enterprise. The social business model canvas framework is used to assess the impact of this social enterprise on the social problems addressed by Telaga Pethcare. This framework is a modification of the business model canvas framework, which was previously widely used to design business concepts for implementation. The social problem that Telaga Pethcare is trying to address is the issue of rabies, which is currently a serious problem in Bali Province. Data collected reports that the number of rabies transmission cases in Bali has reached 14,827. The research method used in this study is descriptive-qualitative. Data were collected using three methods: in-depth interviews, focus group discussions, and documentation. The selection of informants in this research used a purposive sampling technique, with the owner of Telaga Pethcare being the informant. The research results show that rabies cases are a concern for the Bali Provincial Government and the community. Telaga Pethcare is one of the pet shops in Bali Province that provides animal care as part of its social activities. To facilitate the analysis of the social business of Telaga Pethcare, the social business canvas model was used. Meanwhile, weaknesses, strengths, opportunities, and challenges were analyzed using SWOT analysis.

Keywords: Social Business Model Canvas, Social Entrepreneurship, Rabies, SWOT

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Email Co-Author : finance.rsn@gmail.com



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Introduction

This study aims to understand the social business canvas model design framework for social entrepreneurship, or entrepreneurship Telaga Pethcare social. Social entrepreneurship can be defined as a process where businessmen recognize social problems in the environment and use entrepreneurial principles, and processes to address them (García-González & Ramírez-Montoya, 2021) (Andayani, 2018) . This is a new combination of the Big Spirit to address social problems with discipline, innovation, and determination, which can be found in the business world (Kamaludin et al., 2021) (Cardella et al., 2021). Furthermore, the difference between social entrepreneurship and other forms of entrepreneurship lies in the orientation of the business (Sofiayen & Fitrianto, 2023). In social entrepreneurship, social responsibility is not only profit-oriented but also focused on the welfare and common problems that occur in public life (Zamhari et al., 2022). Entrepreneurship can be an alternative solution to various social problems and events that occur in society (Ratnawati, 2022) .

Frequent problems happen in society, and once they are finished, new ones keep arising. Throughout the changes that occur in society, it can be confirmed that social problems will always be present and very difficult to avoid the impact and affect various aspects of public life (Muhammad, 2020) . There are some problems that must be given attention, such as poverty, education and health (Agastya, 2020) (Misdawita & Sari, 2018) . One serious problem that has gained attention from the Indonesian government is the issue of health (Andika et al., 2022). This is evident with the ongoing development of COVID problems, including various subvariants, and the occurrence of kidney failure over several years (Hidayati, 2022) . Another serious health problem that has gained attention in Indonesia at the moment is rabies disease.

Lyssavirus also known as rabies is a chronic infectious disease that attacks the nervous system. It is caused by the rabies virus, which belongs to the genus Lyssavirus, in the family Rhabdoviridae. The virus primarily targets the central nervous system, including the brain, in both animals and humans (Drzewnioková et al., 2023) (Khoirudin & Khairi, 2020) . In Indonesia the disease was first discovered in animals in 1884, and the first human case was reported in 1894 (Syahfitri, 2023). Indonesia is still considered a developing country in Asia and is actively working to combat the spread of the disease (Pancar et al., 2023) .

Diseases like rabies must be attended to, as the resulting impact is very dangerous and causes a significant number of deaths. Rabies still exists in Indonesia. Ministry of Health data from a five-year period (2011-2015) reported that the number of deaths from rabies caused by dog bite amounted to 78,413 cases. However anti-rabies vaccination is still not comprehensive, as only 65,534 cases received the anti-rabies vaccine (Indonesia, 2016) . In 2019, Bali Province ranked first in Indonesia for the highest number of dog bite cases, with a total of 38,187 cases (Christopher et al., 2021) . On a national scale, Bali Province is among the top 10 provinces with the most reported cases of rabies, with a total of 14,827 cases (Indonesia, 2023)

There are several factors why rabies in Bali Province must receive attention and solutions. First, the impact caused by the disease is the increasing number of deaths (Wijaya et al., 2023). The second factor affected by the existing disease is

the economy and tourism in Bali, which will decrease. The high rabies rate in Bali will impact the decline in interest of travelers to Bali, which will directly impact the economy of the community in Bali Province (Kardena, 2017). Therefore, in response to this matter, Telaga Pethcare, a social entrepreneurship in the province of Bali, is trying to provide a solution to the rabies problem in Bali Province.

Related studies include the previous business model canvas design performed by Hani Sirine and Yustina Ertie Pravitasmara Dewi with the title "Business Model Canvas: The Implementation Method of Corporate Social Entrepreneurship." The aim of the study was to understand the stages of implementation of Corporate Social Entrepreneurship and the development of a Business Model Canvas in running Corporate Social Entrepreneurship in the Sido Muncul partnership program with Parang Gupito Farmers Group (Dewi, 2022) . The research results show that the stages of implementation of social entrepreneurship in the Sido Muncul partnership program in Parang Gupito cover the identification of problems and analysis of needs, allocation and coordination of power sources, development of networking, intensive mentoring, innovation sustainability, gaining business, partners, and performance evaluation.

The second study, titled "Social Entrepreneurship Canvas Business Model to Improve Family Welfare: A Case Study of the Culinary Business of "Special Fried Quail" at Purwareja Klampok Banjarnegara, aims to develop a business model canvas for entrepreneurship through the evaluation of nine business model components to support the empowerment and prosperity of the culinary business of Special Fried Quail in the District Prototype Klampok Banjarnegara and to develop a social entrepreneurship business model (Prince, 2021) . The research results show that the business model orientation is more inclined towards the direction of commercial business.

Based on the objectives of the study, the Telaga Pethcare business model is analyzed using the social business analysis canvas model and SWOT analysis. In the analysis of social business models, a social business analysis canvas model with 13 elements is used. Additionally, SWOT analysis is used to identify the weaknesses and strengths of the social business. The implications of the study, suggest that this framework can become a reference for other social entrepreneurs to ensure the success of social business implementation. However, the limitations of the study include its simplicity and the limited use of the social business canvas and SWOT framework. Researchers recommend that future research should consider adding other frameworks to make the study more comprehensive.

Methodology

This study uses the qualitative descriptive method. Qualitative research, according to Sugiyono, is interpreted as a research method used by researchers to study natural circumstances. The focus of this research is on the meaning of what is being studied rather than generalizing the object of study (Dr. Sugiyono, 2020) . Qualitative descriptive is one of the research strategies where the researcher investigates an incident or phenomenon and asks individuals to describe their experiences. The information gathered is then presented by the researchers a descriptive chronology (Rusli, 2021). The research site is at Telaga Pethcare in Denpasar, Bali. Draft design as below :

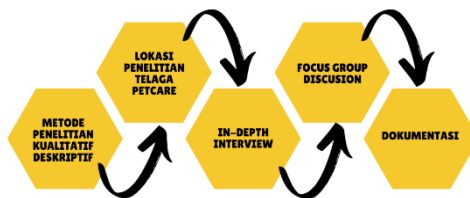


Figure 1. Research design

Source : Researcher

The data collection was conducted through three methods: first, in-depth interviews; second, focus group discussions; and third, documentation. The research spanned six months and was divided into several stages, including research preparation, the interview process, and the focus group discussion process to align perceptions between practitioners, researchers, and business owners. After the data was collected, the next step was the documentation stage, which aimed to record, collect, and analyze the data to address the research objectives. Informants for the research were chosen using a purposive sampling technique based on their level of understanding and knowledge related to the ongoing research theme. The selection process involved classifying informants based on their knowledge, experience, and understanding, followed by a validation process to determine the informants for the research. In-depth interviews were conducted with the owner of Telaga Petcare, followed by a focus group discussion to align perceptions. The documentation process involved recording the voice of informants through audio-visual techniques, which were then transcribed to obtain written data. The data analysis technique involved data reduction to simplify and classify the data for drawing conclusions. The research used primary data obtained through field data collection and secondary data from reports on rabies cases in Bali Province published by the Bali Provincial government and other related studies.

Result and Discussion

Number of Rabies Cases in Bali Province

Rabies, also known as dog madness, is a disease that has garnered the attention of the government and related stakeholders in Indonesia. The first case of rabies in Indonesia was discovered in 1884 by Schrool, a Dutch scientist, and the virus was first transmitted to Indonesia in 1894. The disease has been infectious from animals to humans in every region of Indonesia. The first case of rabies in Bali Province was discovered on November 14, 2008, in the Giri Dharma village in South Kuta, Badung District. Since then, the people in Bali Province have been very wary of this disease.

Rabies in Bali Province has become a major concern for the government and the Balinese people. The high number of rabies cases in Bali Province is attributed to the large population of stray dogs, especially in the rural areas. Additionally, the vaccination of stray dogs has not been widely implemented, leading to a high transmission rate of rabies in Bali Province. Animals that have not been vaccinated against rabies are at risk of transmitting the disease to humans. The number of human rabies cases in Bali Province fluctuates, with data collected from the Bali Provincial Health Service reporting 5 cases in 2016, 2 cases in 2017, 4 cases in 2018, 4 cases in 2019, and 1 case in 2020.

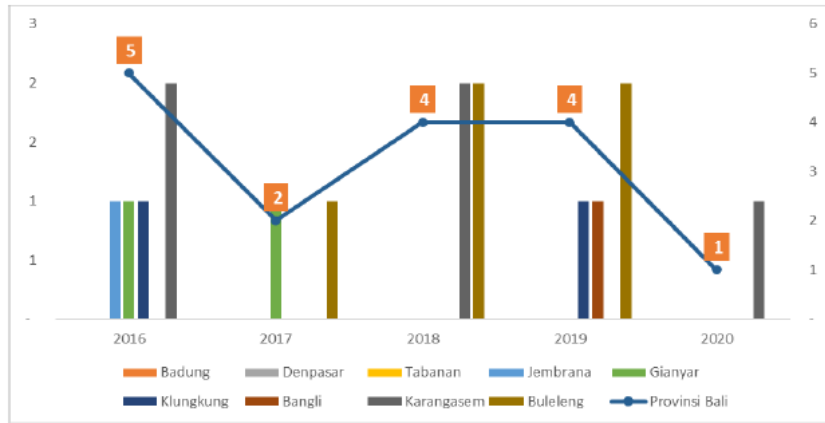


Figure 2. Data on Rabies Transmission in Bali Province
 Source : Bali Province Health Profile 2016-2020

There are several impacts caused by the existence of the rabies disease, including its impact on sectors such as tourism, the economy, and health. In the tourism sector, the presence of rabies can threaten tourist arrivals and lead to a decrease in the number of tourists visiting Bali. Tourists may be afraid of getting infected due to the high transmission of rabies. In the economy sector, there is a potential impact on the declining income of micro, small, and medium-sized enterprise (MSME) actors in Bali Province, as a result of fewer tourists visiting Bali. Not only will tour operators such as travel agencies and hotels be affected, but the health sector will also be impacted. The appearance of rabies disease results in fatalities from animal bites indicating rabies. To reduce the death toll from the disease, the government of Bali Province, through the Health Service and the Agriculture and Food Security Service, has implemented several programs. The first program involves the establishment of Rabies Centers in various locations, including hospitals and health centers in Bali Province. These centers aim to provide assistance to individuals affected by animal bites with indications of rabies and potential rabies infection. The second program is carried out by the Department of Agriculture and Food Security, which created a Rabies Alert Team (TISIRA) in 2022. This team counsels the public on the dangers of rabies, collects data on the dog population in each village, and supervises and monitors the dog population. The last effort made by the government of Bali Province is to conduct mass vaccination and surveillance of animals with the potential for rabies.

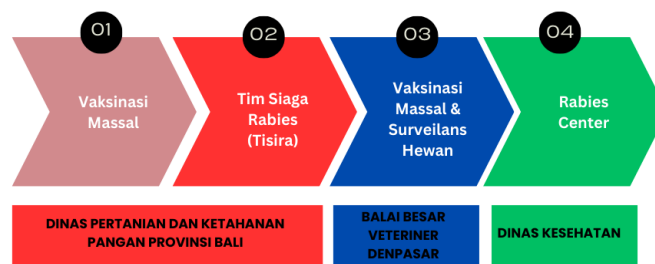


Figure 3. Anticipation Program Rabies Transmission
 Source : Agriculture and Food Security Service & Bali Provincial Health Service

The mass vaccination program carried out by the Bali Province Agriculture and Food Security Service aims to reduce the transmission of rabies in Bali Province. The program involves vaccinating stray dogs in Bali. Mitigation programs for the current rabies disease are also routinely conducted, such as the supervision or surveillance of diseases in dogs at risk of being infected with rabies. The surveillance is done by testing brain samples from potentially infected animals. In Bali Province, a total of 1,127 brain samples were examined, with an average of 56 positive rabies cases per month (Denpasar, 2022). The rabies cases in Bali Province originate from dogs and cats. Mass rabies vaccination is necessary because the surveillance carried out by the Denpasar Veterinary Center produced data showing that bulk vaccination of animals in the provinces of Bali, NTB, and NTT can stimulate the formation of antibodies in animals, but the antibodies formed are still below the required standards. Based on ELISA test results, the percentage of rabies seropositive samples in Bali, NTT, and NTB were 41.49%, 36.69%, and 24.88% respectively. These surveillance results show that the formation of antibodies is still below the required standards, which is below 70%.



Figure 4. Elisa Test Results on Rabies Seropositive Samples
Source : Denpasar Veterinary Center Annual Report 2022

Although the program has been designed and created by the government of Inner Bali Province to push down the number of rabies transmissions, there are still ongoing constraints. The main obstacle is the wide scope of Bali Province, which results in vaccination risks as no one can reach the area remotely. A possible solution to address this constraint is to increase the supply of rabies vaccine in every existing health facility, including the Public Health Center in the area. The government of Bali Province can also collaborate with related stakeholders, such as entrepreneurs in Petshops in Bali Province, to carry out a rabies vaccination program for animals at risk of contracting the rabies disease.

Designing Social Business Framework Model Canvas Telaga Pethcare

The social business model canvas is a purposeful framework for supporting innovators in designing a social business model. Social businesses focus on the impact they will create for recipients' benefits and are not profit-oriented. This framework is developed from the previous business model canvas framework created by Alexander Osterwalder and Pigneur. In this framework, there are a number of the same elements as in the business model canvas, but there are several elements that are not contained in the business model canvas framework. These elements include Purchasers, Users, Stakeholders, Key Metrics, and Social Impact.

The function of these elements is to analyze the impact that a social business can provide on problems that occur.

Telaga Pethcare is a pet shop where pets are found in Bali Province. The business activities carried out by the pet shop include selling all types of pet food and selling pet equipment. In addition, social activities are carried out during the maintenance of existing wild pets around Telaga Pethcare. With the aim of managing the rabies epidemic, Telaga Pethcare wishes to help the government of Bali Province in pushing to reduce rabies transmission in Bali. The social business model canvas framework is used for designing the social business of Telaga Pethcare in the future. The design of the social business framework for the canvas model of Telaga Pethcare can be drawn as follows:

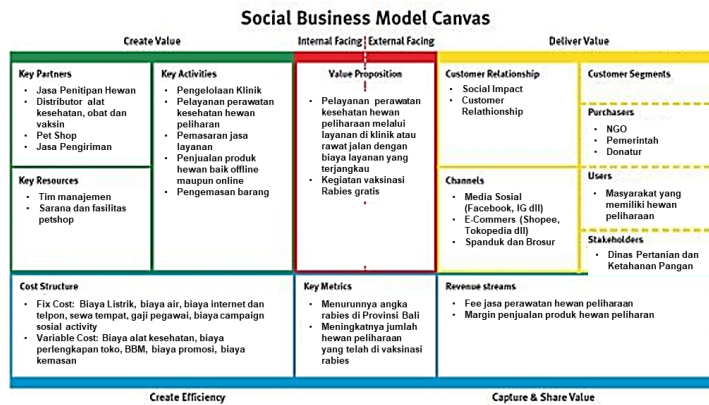


Figure 5. Telaga Pethcare Social Business Model Canvas Framework

Source : Researcher

Telaga Pethcare's social business model canvas framework consists of several elements, each with its respective functions. The following is an explanation of the Telaga Pethcare social business canvas model framework.

1. Value Proposition

Value proposition can be explained as the marketing of products or services sold by a business owner to consumers who are the target market of the company. A value proposition can also be interpreted as a marketing strategy that differentiates a business from its competitors. In the business model canvas and social business model canvas framework, the value proposition is a crucial element because it is the most important factor in influencing consumers to use the products or services being sold. The value proposition of Telaga Pethcare is to provide first-rate maintenance for healthy pets through clinic services or home care at an affordable cost. The second aspect is providing rabies vaccination free of charge.

2. Customer Segments

Customer segments are elements used to map and segment target users for a business. Target consumers can be grouped into several segments based on the company's needs. In the social business framework, the customer segment canvas model is divided into three parts. First, there

are purchasers, which are elements used to describe the parties who will help fund social activities. Second, there are users, which are elements used to identify who will benefit from the social business activities. Finally, there are stakeholders, which are elements used to identify the parties involved in the social business activities. The purchasers or institutions providing funding for the social business include NGOs, government agencies, and donors. The users or recipients benefiting from the business are members of society who have pets or people who want to control wild animals in the area through rabies vaccination. The stakeholders or institutions that will support the social business include the Department of Agriculture and Food Security. Telaga Petcare and the Department of Agriculture and Food Security can collaborate to organize mass rabies vaccination campaigns to reach the public on a wide scale.

3. **Customer Relationships**

Customer relationship is a crucial element in determining the best strategy for communicating with customers. In addition to this, it is also important to analyze the connection that arises between social businesses and consumers. This includes customer relationships and the social impact or connection between the business owner and the recipient.

4. **Channels**

Channels in the Canvas social business model can be defined as a connecting medium of interaction between consumers and companies, both for promotion and access to consumer-in-use products from the business. Channels or media used by Telaga Pethcare include social media, banners, and brochures as part of their marketing campaign. Additionally, e-commerce is used as an internal medium to promote products from Telaga Pethcare.

5. **Revenue Streams**

Revenue streams are elements used to generate income from social business activities. Income from the social business is obtained from business activities such as service fees for pet maintenance acquired from consumers who deposit their pets at the pet shop. The second income stream originates from the sales margin on pet food or equipment.

6. **Key Activities**

Key activities are illustrative elements of all the activities contained in the social business. The social business at Telaga Pethcare covers health maintenance services for animals, marketing services, and the sale of animal products both offline and online.

7. **Key Partners**

In the context of the business model canvas, key partners aim to describe all the external sources of power that help the company function in its operational business. In the case of Telaga Pethcare, key partners include equipment distributors for health, medicine, and food, as well as product distributors for Telaga Pethcare. Additionally, there

are service shippers that work to channel Telaga Pethcare's products to the consumer.

8. **Key Resources**

In the Key Partners section, the aim is to describe all sources of power that come from social business. These key partners will include sources of power that the company gains from internal sources. The internal sources of power possessed by Telaga Petcare include the reliable management team and the facilities and equipment of the pet shop.

9. **Cost Structure**

The cost structure, or structure cost, is the necessary costs incurred in the financial operation or activities of a company. In this context, we will see several necessary costs incurred by Telaga Pethcare in its social business activities, including fixed costs such as electricity, water, internet and telephone costs, rent, employee salaries, and costs related to social campaign activities. Variable costs consist of health tools, equipment shop costs, fuel, promotional costs, and packaging costs.

10. **Key Metrics**

Key metric elements are located between the revenue stream and cost structure columns. The purpose of these elements is to assess the social or beneficial impact caused by the social business. For example, the impact caused by the existing social business activity, such as cooperative rabies vaccination, is expected to lower rabies transmission in Bali Province. Furthermore, this social activity can increase the number of pets that have been vaccinated against rabies.

Analysis of Strengths, Weaknesses, Opportunities, and Threats in Telaga Petcare Social Business

SWOT analysis can be interpreted as a technique used to analyze the strengths and weaknesses from internal aspects of the company and opportunities and challenges from external factors. This framework is very simple and easily implemented, which is why it is widely used in business matters. The SWOT analysis of Telaga Petcare can be depicted as follows:

Permasalahan Potensi	Opportunities 1. Peluang pangsa pasar 2. Loyalitas Pelanggan 3. Kebutuhan dan kesadaran masyarakat akan bahaya penyakit rabies 4. Jumlah pemilik hewan peliharaan yang cukup banyak.	Threat 1. Harga bahan dan peralatan yang tidak stabil 2. Kelangkaan bahan dan alat medis 3. Aktivitas sosial yang belum dikenal banyak orang 4. Belum terdapat Kerjasama antara pihak terkait.
	Stength 1. Layanan yang sudah dikenal 2. Harga produk yang murah 3. Pelayanan rawat jalan yang responsive 4. Tim manajemen yang solid	Strategy 1. Merancang dan menciptakan layanan yang baru untuk konsumen 2. Membuat branding dan promosi usaha sehingga Lembaga atau aktivitas usaha banyak dikenal oleh masyarakat 3. Memperbanyak distributor untuk mengatasi kelangkaan produk dan alat 4. Menjalin Kerjasama dengan pihak terkait agar aktivitas sosial bisnis dapat segera dijalankan.
Weakness 1. Layanan yang ditawarkan masih sedikit 2. Lembaga sosial bisnis yang masih kecil 3. Keterbatasan alat pendukung 4. Lokasi kurang strategis		

Figure 6. SWOT Analysis of Telaga Pethcare
 Source: Researcher

1. Strengths

In a SWOT analysis, one element is strength. This refers to the internal performance of the company, which is good. Strength arises from within the company or the potential business. Social strength covers existing well-known services and competitively priced products, enabling the business to compete with competitors. Additionally, responsive customer service makes consumers loyal to the business. A solid team also minimizes constraints on the business.

2. Weaknesses

The second element in SWOT Analysis is weakness. This element is used to identify weaknesses that are internal to the company. Within the company, there are a number of weaknesses. This can happen due to a lack of resources and power in the company. There are weaknesses in Telaga Pethcare, among them are: first, the services offered by Still A Little; second, the limited social capacity in a small business; furthermore, there are limitations in tools and support for operating the business operationally. The final weakness is the location, which lacks a strategy, so not many people know about it.

3. Opportunities

The next element is opportunity. This element describes potential opportunities that arise from outside the company. The opportunities that exist in Telaga Petcare include an opportunity to increase market share in the pet shop business in Bali. The second is customer loyalty at Telaga Petcare. The needs and awareness of the public about the danger of rabies disease, which causes social activities from Telaga Petcare, can be easily implemented.

4. Threats

Threat is one of the elements contained in the SWOT analysis, where it is an area of potential to give rise to problems. A threat is different from a weakness in that it is external and generally outside the control of the company. Threats to social business Telaga Petcare First include unstable prices of materials and equipment, scarcity of materials and tools leading to a risk of unavailability, and lack of cooperation between parties despite the social activities being known by many people.

This SWOT analysis requires solutions for weaknesses and threats in order to minimize the risk of them happening. There are several solutions for overcoming weaknesses and threats to Telaga Pethcare's business. The following are the solutions to overcome the weaknesses and threats of Telaga Pethcare:

Table 1. Telaga Pethcare SWOT Analysis Solution

No	Element	Solution
1	Weakness	<ol style="list-style-type: none"> 1. Design and create new services for consumers. 2. Create branding and promotional strategies for the institution or business to become well-known to the public.
2	Threat	<ol style="list-style-type: none"> 1. Increasing the number of distributors to overcome the scarcity of products and tools. 2. By interweaving cooperation with party-related order activities, social business can be quickly executed.

Source : Researcher

Conclusion

The rabies case in Bali Province is one of the diseases that is currently a concern for the government and society in Bali Province. Some of the solutions implemented by the Bali Provincial government include mass vaccination, a rabies alert team (TISIRA), animal services and monitoring, and a Rabies Center. To reduce the number of rabies cases, the Bali Provincial government can collaborate with related stakeholders, for example, with pet shops in Bali Province. Pet shops can engage in mass vaccination and control of pets. Telaga Pethcare is a pet shop in Bali Province where one of the business programs is carried out in social activities in the form of keeping free-range animals. Not only that, but to suppress the transmission of rabies in Bali Province, Telaga Pethcare is trying to help plan a routine vaccination program for pets.

Meanwhile, to make it easier to analyze social business models, the framework used is the social business model canvas. The social business canvas consists of Value Proposition, Customer Segments (Buyers, Users, Stakeholders), Customer Relationships, Channels, Revenue Streams, Key Activities, Key Partners, Key Resources, Cost Structure, and Key Metrics. To see the strengths, weaknesses, opportunities, and threats in social business, use SWOT analysis. This research implies that this framework can be a reference material for other social entrepreneurs so that the implementation of social business can be successful. Apart from that, the results of this research can provide information, especially to the Bali Provincial government, so that it can involve pet shop entrepreneurs in tackling rabies in Bali Province. The more pet shops are involved in dealing with rabies, the more likely it is that rabies can be overcome. Research suggestions for further research can use more comprehensive methods to obtain maximum results.

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