



## **Sustainable Entrepreneurship Development Training for Sindangheula Community in Utilizing Village Potential**

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### **Abstrak**

Desa Sindangheula merupakan salah satu desa di Indonesia yang memiliki potensi ekonomi lokal yang besar, terutama sebagai sentra penghasil sapu lidi. Namun, meskipun produksi sapu lidi di Desa Sindangheula memiliki potensi pasar yang besar, pengelolaan dan pengembangan usaha masih menghadapi berbagai tantangan, terutama dalam hal inovasi produk, pengelolaan usaha, serta strategi pemasaran yang efektif. Berdasarkan potensi dan tantangan tersebut, penelitian ini bertujuan untuk mengukur sejauh mana pelatihan ini memberikan dampak pada peningkatan kesejahteraan ekonomi dan sosial masyarakat desa. Metode pengabdian masyarakat yang digunakan dalam pelatihan wirausaha keberlanjutan di Desa Sindangheula terdiri observasi awal, pelatihan teori dan praktik, pendampingan usaha, serta evaluasi. Pelaksanaan program pengabdian masyarakat berupa pelatihan wirausaha keberlanjutan bagi masyarakat Desa Sindangheula menghasilkan dampak positif, yaitu peningkatan pemahaman masyarakat tentang kewirausahaan, keterampilan teknis, inovasi produk, serta strategi pemasaran digital. Dengan adanya kelompok usaha yang terbentuk, terjadi kolaborasi antar anggota masyarakat dalam proses produksi, distribusi, hingga pemasaran produk.

**Kata kunci:** Sapu Lidi, Wirausaha, Pelatihan

### **Abstract**

*Sindangheula Village is one of the villages in Indonesia that has great local economic potential, especially as a center for producing broomsticks. However, although broomstick production in Sindangheula Village has great market potential, business management and development still face various challenges, especially in terms of product innovation, business management, and effective marketing strategies. Based on these potentials and challenges, this study aims to measure the extent to which this training has an impact on improving the economic and social welfare of the village community. The community service method used in sustainable entrepreneurship training in Sindangheula Village consists of initial observation, theory and practice training, business mentoring, and evaluation. The implementation of the community service program in the form of sustainable entrepreneurship training for the Sindangheula Village*



*community has had a positive impact, namely increasing community understanding of entrepreneurship, technical skills, product innovation, and digital marketing strategies. With the formation of business groups, collaboration occurs between community members in the production process, distribution, and product marketing.*

**Keywords:** *Broomstick, Entrepreneurship, Training*

## **Introduction**

Improving the quality of the village economy is one of the important focuses in national development. The Indonesian government has consistently encouraged the growth of entrepreneurial activities in rural areas as an effort to reduce economic inequality between villages and cities. One strategic initiative is the development of a village economy based on local potential that includes natural resources, culture, and local community skills (Priyono & Moin, 2018). However, many villages still face major challenges in managing these local resources effectively. On the other hand, the lack of entrepreneurial knowledge and skills, especially in terms of sustainable business management, is often the main obstacle for village communities in optimizing existing local potential (Hermanto & Suryanto, 2017).

Sindangheula Village is one of the villages in Indonesia that has great local economic potential, especially as a center for producing broomsticks. The broomstick products produced by the people of Sindangheula Village are mostly made from coconut tree fronds. This activity has become one of the main sources of livelihood for most of the villagers, and has been widely recognized as a superior product of the village. However, although the production of broomsticks in Sindangheula Village has great market potential, the management and development of this business still faces various challenges, especially in terms of product innovation, business management, and effective marketing strategies.

In the context of entrepreneurship, the people of Sindangheula Village still need to improve their knowledge and skills related to sustainable business management. The sustainable entrepreneurship approach not only prioritizes economic benefits, but also considers long-term social and environmental impacts. For example, sustainable broomstick production can involve a more efficient and environmentally friendly raw material management process, as well as maintaining production continuity without damaging the surrounding environment. On the other hand, limited market access and the lack of modern marketing strategies are also obstacles that reduce the competitiveness of Sindangheula broomstick products in the wider market. Therefore, a new approach is needed that can support innovation and independent business management and encourage the sustainability of the village economy.

The principle of sustainability in entrepreneurship not only covers economic aspects but also social and environmental aspects. Sustainable entrepreneurship focuses on developing businesses that are not only profitable but also have a long-term positive impact on society and the environment (Mars & Rios-Aguilar, 2020). This approach is in line with the concept of "community entrepreneurship" which focuses on local economic development through active community involvement in the production and marketing process, so as to improve the welfare of the village community as a whole.

Several studies have shown that entrepreneurship training and education for rural communities can play a major role in improving their skills and abilities to manage businesses based on local potential (Hadiyati, 2016; McKeever et al., 2014). In

addition, a participatory approach in entrepreneurship training provides a more effective impact because the community is invited to be active in the process of identifying problems and designing solutions. This allows them to develop businesses that are relevant to the social and economic conditions of the village, and are better able to adapt to changes in the external environment (Purnomo & Lee, 2019).

Community service activities in the form of sustainable entrepreneurship training in Sindangheula Village are expected to be a catalyst in optimally utilizing local potential. Through this training, the community is taught how to recognize business opportunities from existing potential, develop effective business strategies, and apply sustainability principles in business management. This training is also designed to provide direct assistance so that participants can implement the theories they have learned in real practice.

Considering the challenges above, this training is expected to be able to overcome obstacles in developing entrepreneurship in Sindangheula Village. The results of this training are expected to improve community understanding of entrepreneurship, provide practical skills in managing businesses, and encourage people to become entrepreneurs by utilizing local resources sustainably. This study also aims to measure the extent to which this training has an impact on improving the economic and social welfare of village communities.

### **Implementation Method**

The community service method used in sustainable entrepreneurship training in Sindangheula Village consists of several stages, namely initial observation, theory and practice training, business mentoring, and evaluation and monitoring. Each stage is designed to ensure that participants gain adequate knowledge and skills to develop a local potential-based business, namely broomsticks, with a sustainable approach. The following are details of the methods used in implementing this service:

#### **1. Initial Observation and Needs Identification**

Before the training began, an initial observation was conducted to understand the economic and social conditions of the Sindangheula Village community, especially the broomstick entrepreneurs. The community service team also conducted short interviews with several villagers to identify specific needs and challenges faced in managing the broomstick business. These observations and interviews help the community service team to understand existing business conditions and determine training focuses that are relevant to community needs.

#### **2. Sustainable Entrepreneurship Theory Training**

The theoretical training session aims to provide a basic understanding of the concept of sustainable entrepreneurship, including business management that takes into account economic, social and environmental aspects. The materials presented include:

- Definition and benefits of sustainable entrepreneurship.
- Basic principles in running an environmentally friendly business, such as raw material efficiency and waste management.
- Digital-based product marketing strategy to expand the reach of the broomstick market.

This training is conducted in the form of lectures and interactive discussions to improve participants' understanding of the basic concepts of sustainable entrepreneurship.

#### **3. Practical Workshop: Product Innovation and Business Management**

The practical workshop was conducted to provide technical skills to the community in increasing the added value of broomstick products and managing the business effectively. Some of the activities carried out in this workshop include:

**Product Innovation** : Training to create variations of broomstick products, such as design modifications or the use of natural dyes to provide a more attractive appearance. Participants are also taught good packaging techniques to increase sales value.

#### 4. **Business Mentoring and Coaching**

After the training and workshop were completed, the PPK Ormawa team continued the activity with direct assistance to participants in developing their businesses. This assistance was carried out for two weeks with field visits and periodic consultations. In this stage, the team helps the community implement the theories and skills they have learned into their daily business operations. Mentoring also includes evaluating the products and marketing strategies implemented, as well as providing suggestions for improvement.

#### 5. **Evaluation and Monitoring**

Evaluation is conducted to measure the level of success of training and mentoring in improving community understanding and skills. This evaluation is conducted by:

- **Questionnaire and Interviews** : Participants were asked to complete a questionnaire about the knowledge and skills acquired, as well as provide feedback regarding the effectiveness of the training.
- **Business Assessment** : The community service team assesses participants' businesses, especially in terms of product innovation, business management, and achieving marketing targets.

Regular monitoring will also be carried out every two months for the next six months to ensure the sustainability of the business that has been established, as well as to provide additional assistance if obstacles are found in business management.

The service method which includes observation, theoretical training, practical workshops, mentoring, and evaluation is expected to provide a comprehensive understanding to the people of Sindangheula Village regarding sustainable entrepreneurship. Thus, this activity is expected to not only improve the skills of the community in managing the broomstick business, but also build an entrepreneurial mindset that is oriented towards economic, social, and environmental sustainability.

### **Result and Discussion**

The implementation of the community service program in the form of sustainable entrepreneurship training for the Sindangheula Village community has produced several positive impacts that can be divided into several categories, namely increasing community understanding of entrepreneurship, technical skills, product innovation, and digital marketing strategies. This program has succeeded in encouraging the community to develop a broomstick business with a sustainable approach, which not only considers economic benefits but also maintains environmental sustainability and social sustainability. The following are details of the results obtained from each stage of the community service implementation and a discussion of the findings.





Figure 1. Photo during Initial Observation and Initial Needs Identification

### **Increasing Public Understanding of Sustainable Entrepreneurship**

Through the sustainable entrepreneurship theory training, participants from Sindangheula Village gained a better understanding of the importance of managing a sustainable business. Based on direct surveys and interviews conducted after the training, the majority of participants reported that they now have a better understanding of the basic concepts of sustainable entrepreneurship, especially regarding how to run a business while considering social and environmental impacts. Previously, most people only understood entrepreneurship in an economic framework, without considering the long-term impacts on the environment and community welfare.



Figure 2. Photo of Sustainable Entrepreneurship Theory Training

This discussion shows that education and training play an important role in changing the mindset of rural communities regarding entrepreneurship. This new understanding encourages them to be more selective in the use of raw materials and more responsible in the production process, for example by utilizing waste from coconut leaf production as compost or fuel. This approach not only helps in reducing waste but also encourages them to utilize local resources more efficiently.

### **Technical Skills Enhancement in Product Development**

The practical workshop provided in this program has proven effective in improving the technical skills of the community in producing other products made from ribs. Based on observations during the workshop, most participants were able to practice making plates from ribs.



Figure 3. Photo Practical Workshop: Product Innovation (Joint Training with Topi Bambu Foundation)

This improvement in technical skills is important in an effort to provide added value to the lidi product, so that it can compete in a wider market. According to Hermanto and Suryanto (2017), product innovation is an important factor in the success of small and medium enterprises, especially in attracting consumer interest. In this context, innovation is expected to increase product appeal and give a professional impression to consumers.

### **Economic and Social Impact on Society**

One of the significant outcomes of this program is the economic impact felt by the participants. Several participants reported an increase in income after implementing the production techniques and marketing strategies taught. More varied and more attractively packaged broom products were able to attract new consumers, both from within and outside the village. In addition, this program also increased community involvement in collective efforts, where some participants decided to form village business groups to increase production capacity and facilitate product distribution.



Figure 4. Photo of Business Mentoring and Coaching

In the social aspect, this training encourages increased community involvement in village economic development. With the formation of business groups, collaboration occurs between community members in the production process, distribution, and product marketing. According to McKeever, Anderson, and Jack (2014), community entrepreneurship can be a solution to building a stronger and more sustainable local economy through active community involvement in all aspects of the business. In the context of Sindangheula Village, the formation of this business group allows for more effective task allocation and joint improvement of product quality.

### **Obstacles and Challenges**

Although the program has succeeded in increasing community understanding and skills, there were several obstacles faced during the program implementation. One of the main obstacles is limited internet access in several village areas, which hinders participants from maximizing digital marketing. Some participants also still find it difficult to operate digital platforms, especially those who are not familiar with technology.

In addition, limited business capital is an obstacle for some participants in developing their businesses. Most people still rely on simple equipment for broomstick production, which reduces their production capacity. Therefore, further assistance is needed, such as access to capital or microfinance programs, to support small businesses in this village so that they can grow more rapidly.





Figure 5. Photo Evaluation and Monitoring

## **Conclusion**

Sustainable entrepreneurship development training for the Sindangheula Village community aims to support sustainable entrepreneurship and economic growth in the village, emphasizing the importance of involving the community in the innovation process and business management for long-term impacts on economic and social welfare. Broomstick production in Sindangheula village faces challenges in innovation, business management, and marketing strategies despite its broad market potential. Through initial observation, theoretical and practical training, business mentoring, and evaluation, sustainable entrepreneurship training has a positive impact on community understanding of entrepreneurship, technical skills, product innovation, and digital marketing strategies, encouraging collaboration and creating business groups for production, distribution, and marketing. Recommendations for program sustainability include ongoing mentoring, expanding marketing networks, improving digital infrastructure, and increasing access to microfinance. Key references highlight the importance of creativity, entrepreneurial ecosystem policies, community entrepreneurship, and social capital in developing entrepreneurship in rural areas.

## **Recommendations for Program Sustainability**

Based on the results above, several recommendations are proposed to ensure the sustainability of this program, namely:

- Ongoing Mentoring: Continuing mentoring on a regular basis to ensure that communities are able to apply the skills they have learned and adapt to market changes.
- Strengthening Marketing Networks: Developing cooperation with external parties, such as village cooperatives or related agencies, to help expand market access for broomstick products.
- Access to Capital: Encourage access to micro-capital sources or people's business credit (KUR) to help communities increase production capacity and improve production equipment.
- Digital Infrastructure Improvement: Striving to improve internet infrastructure in villages to support more optimal digital marketing.



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