



Kilash Village Development is Based on Local Entrepreneurship with Small Capital

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Abstrak

Salah satu pendekatan penting untuk mendorong pertumbuhan ekonomi lokal dan meningkatkan kesehatan masyarakat adalah pengembangan wirausaha berbasis desa. Desa Kilash, Kabupaten Serang, memiliki sumber daya alam dan sumber daya manusia yang potensial, tetapi belum dikelola dengan baik. Tujuan dari pendampingan ini adalah untuk mengembangkan wirausaha di Desa Kilash dengan menggunakan pendekatan pemberdayaan masyarakat, meningkatkan kemampuan pelaku usaha, dan memanfaatkan potensi lokal. Metode yang digunakan antara lain wawancara dengan perangkat desa dan masyarakat, pelaksanaan program pendampingan kewirausahaan, dan observasi lapangan. Hasil menunjukkan bahwa membangun wirausaha di Desa Kilash dapat menarik lebih banyak orang untuk meningkatkan pendapatan warga. Namun, ada beberapa hambatan, seperti keterbatasan modal, pemasaran, dan manajemen bisnis. Oleh karena itu, untuk menjaga wirausaha desa tetap berjalan, pemerintah desa, akademisi, dan masyarakat harus bekerja sama secara terus-menerus.

Kata kunci: Wirausaha Desa, Pemberdayaan Masyarakat, Ekonomi Lokal, Desa Kilash.

Abstract

One important approach to encouraging local economic growth and improving public health is the development of village-based entrepreneurship. Kilash Village, Serang Regency, has both natural and human resources, but these are not yet well-managed. The goal of this mentoring program is to foster entrepreneurship in Kilash Village by employing a community empowerment approach, enhancing the capabilities of business actors, and harnessing local potential. Methods used include interviews with village officials and the community, implementing an entrepreneurship mentoring program, and field observations. The results show that developing entrepreneurship in Kilash Village can attract more people and increase residents' incomes. However, several obstacles exist, such as limited capital, marketing, and business management. Therefore, to maintain village entrepreneurship, the village government, academics, and the community must work together continuously.

Keywords: Village Entrepreneurship, Community Empowerment, Local Economy, Village Kilash.



Introduction

Entrepreneurship mentoring activities conducted by marketing lecturers and KKM students are highly beneficial programs, given that the majority of Indonesia's territory is rural. Village economic development is a crucial issue for national development (Badan Perencanaan Pembangunan Nasional, 2022). Villages are viewed not only as objects of development but also as subjects with the potential and independence to drive the local economy. One effort that can be undertaken is through the development of village-based entrepreneurship.

Developing entrepreneurship based on local potential is one approach considered effective in driving village economic development. Village entrepreneurship has the potential to increase community income, create jobs, and add value (Rangkuti, F., & Siregar, 2020). Strengthening entrepreneurial capacity is also crucial for increasing the competitiveness of village products in local and regional markets (Yuliati, L. N., & Saputra, 2022).

Kilasah Village, located in Serang Regency, is characterized by an agrarian community with potential for agricultural products, fisheries, and home businesses. However, this potential has not been fully developed into value-added entrepreneurial activities. Problems faced include low entrepreneurial skills, limited access to capital, and limited marketing networks. Furthermore, the majority of Kilasah Village residents earn their living as farm laborers. Poor economic conditions and a lack of knowledge about entrepreneurship contribute to their low economic status (Wibowo, D. H., Arifin, Z., 2021). This has sparked interest in training to encourage the community to become entrepreneurs beyond farm laborers.

Based on these conditions, a systematic and integrated effort is needed to build and develop entrepreneurship in Kilasah Village. The involvement of various stakeholders, such as the village government, academics, and the community, is a key factor in creating a sustainable village entrepreneurship ecosystem. Therefore, this article aims to examine the implementation of entrepreneurship development in Kilasah Village, Serang Regency, and analyze its impact on increasing the capacity and well-being of the village community.

Implementation Method

This mentoring activity aims to encourage residents to become entrepreneurs in Kilasah Village using a participatory approach, in accordance with the participation-based community empowerment model (Sugiyono, 2021). The methods used include:

Table 1. Implementation Method to be used

No.	Target	Implementation Methodology
1.	Identifying Village Potential and Problems	Delivery of material by resource persons from Universitas Sultan Ageng Tirtayasa
2.	Entrepreneurship Socialization and Counseling	Counseling on basic concepts of entrepreneurship, the importance of product innovation, and simple business management is provided.
3.	Training and Mentoring	The community is taught production skills, packaging, financial record-keeping, and marketing strategies. To ensure the training
4.	Monitoring and Evaluation	Monitoring is carried out to monitor the development of community businesses, while

evaluation is carried out to find the successes and obstacles of the program.

Source: KKM Reguler, 2026

Result and Discussion

Through training and mentoring activities in Kilasah Village, residents began to understand the importance of business planning, simplified financial management, and product innovation. These results align with research by Rangkuti, F., & Siregar (2020), which found that entrepreneurial mentoring has a significant impact on improving the capabilities of micro-enterprises in rural areas. The training and mentoring materials are shown in Table 2 below:

Table 2. Topic Discussions

No.	Topic	Subtopic
1.	Building the Mentality and Motivation of Village Entrepreneurs	<ul style="list-style-type: none"> • Changing the mindset from job seeker to job creator. • Facing failure and small business risks. • Building self-confidence and consistency in business
2.	Simple Business Planning for Village Enterprises	<ul style="list-style-type: none"> • Determine the type of business • Determine the target buyers • Calculate the initial capital • Determine the selling price
3.	Easy and Practical Business Financial Management	<ul style="list-style-type: none"> • Separate business and personal money • Record daily finances (very simple) • Calculate weekly/monthly profits • Set aside profits
4.	Product Innovation for Village Businesses	<ul style="list-style-type: none"> • Innovation doesn't have to be expensive • Flavor and variant innovation • Packaging innovation • Marketing innovation

Source: KKM Reguler, 2026

The first presentation, on the topic of Building a Village Entrepreneurial Mentality and Motivation, aims to encourage the people of Kilasah Village to start businesses and survive the business competition. This material attempts to engage the community by touching on the psychological aspects and real-life experiences of Kilasah Village residents, not just theory. Some people still think that working is only about being a laborer, an employee, or waiting for work from others. This mindset needs to change so that they can create their own businesses by utilizing existing potential. Several points are emphasized in this training, namely that entrepreneurship does not require large capital; the important thing is to start first, and that small businesses in the village can contribute to income. The presentation of this material can be seen in Figure 1 below.



Figure 1. Presentation on Building an Entrepreneurial Mentality

Following the presentation on Building a Village Entrepreneurial Mentality and Motivation, the presentation continued with material on Simple Business Planning for Village Enterprises with sub-themes, namely determining the type of business, determining target buyers, calculating initial capital, and determining the selling price. The sub-theme on determining the type of business explained that the business should be tailored to the village's potential and choose a business that is needed by the community. Meanwhile, the sub-theme on determining target buyers explained, among other things, the targets to be served and the strategies used to determine the target market. The sub-theme on calculating initial capital presented material on raw material capital, packaging costs, and transportation. The presentation of the sub-theme on determining the selling price. The material presented was that the selling price was calculated from production costs plus profit. The purpose of this material was to ensure the community understood that businesses are not run haphazardly, but rather are structured and facilitate control over the business process. The process of presenting the material presented can be seen in Figure 2 below.



Figure 2. Business Planning Presentation Audience

The third topic is "Easy and Practical Business Financial Management." The goal of this topic is to help Kilasah Village business owners understand their profits and losses, avoid running out of capital, and develop their businesses gradually. This topic explains that separating business funds from personal funds is a common mistake in small businesses, as businesses mix business funds with household expenses. This presentation also explains how to record daily finances simply. The records don't have to be as neat as an accountant's; the important thing is to be honest and consistent. Important items to record include incoming money, outgoing money, and remaining money. Furthermore, it explains how to calculate capital, costs, and profits in a business. Residents are also taught how to manage business profits by dividing the percentages between family needs, future business capital, and savings or emergency funds.

The fourth topic focuses on product innovation for village businesses. To ensure that village businesses can survive and compete amidst changing market needs, product innovation is a crucial component of their development. For village entrepreneurs, innovation doesn't always mean creating entirely new products; it can be achieved through simple means, such as improving the quality of existing products, adding variations in flavor, size, or shape, and adapting products to consumer preferences. Thus, initially low-value village products can gain added value that can increase company revenue. Furthermore, by leveraging local potential in the village, product innovation can be achieved. Harvests can be transformed into more attractive products with higher marketability if processed into semi-finished products or processed foods. Utilizing this local potential enhances the product's value, identity, and uniqueness.



Figure 3. Awarding Certificates to speakers

Marketing is also linked to product innovation. Village businesses can market their products not only within their local community but also beyond the village using digital technology and social media. Marketing innovations that can be implemented inexpensively include attractive product photos, customer testimonials, and excellent service. Therefore, village businesses must create new products that encompass not only the products sold but also better presentation methods and marketing strategies. After the presentations, the next session, the certificate presentation to the speakers, is shown in Figure 3.

The activity continued with a reflection session and discussion with participants following the presentation by the resource person. At this point, participants demonstrated enthusiasm and began to understand that planned business management, regular financial management, and product innovation are key to the sustainability of village businesses. The material presented provided new insights for the community, particularly regarding simple yet effective ways to develop businesses according to their potential. Participants also shared their experiences, challenges, and hopes in running their businesses through interactive discussions. This made the activity not only one-way, but also a place for sharing and learning together. Overall, the resource person's presentation can increase individuals' desire and confidence to start or develop a business in a more focused and sustainable manner. Figure 4 shows a group photo session.



Figure 4. Group photo after the activity

The event concluded in a warm and friendly atmosphere after a group photo session marking the end of the program. This group photo demonstrated the collaboration between the speakers, the committee, and the Kilasah Village community, who actively participated in the program. This closing ceremony demonstrated a shared commitment to applying the knowledge and skills acquired to develop village businesses. To support the growth of independent and competitive village entrepreneurs, it is hoped that sustainable relationships will be built between all parties involved after the program concludes.

Conclusion

Entrepreneurship development in Kilasah Village, Serang Regency, has proven to improve community capacity and the village economy. The community has the ability to develop businesses based on local potential through a participatory approach and ongoing mentoring. However, to sustain the program, many people need support, particularly in terms of capital, promotion, and strengthening village business organizations.

The ability to innovate in products and marketing, disciplined and simple business financial management, and the mental strength and motivation to strive are crucial for the growth of successful village entrepreneurs. Opportunities for developing village businesses remain abundant if supported by collaboration between the village government, academics, and the community. However, several obstacles remain, such as limited capital and digital marketing. Consequently, for entrepreneurs in Kilasah Village to develop sustainably and make a real impact on the village economy, ongoing commitment and mentoring are required.

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