

Nugalpreneur: Empowering Young Farmers through Entrepreneurial Innovation Based on the Nugal Tradition in Entabuk Village

Veronika Lidia ^{1,a)}, Riska Juliarsih ^{1,b)}, Anisa Safitri ^{1,c)}, Filda Novitasari ^{2,d)}, Kristianus Heri Hartanto ^{2,e)}

¹Entrepreneurship Study Program, Institut Teknologi Keling Kumang, Sekadau, Indonesia

²Agrotechnology Study Program, Institut Teknologi Keling Kumang, Sekadau, Indonesia

^{a)}Corresponding author: veronikalidia307@gmail.com

^{b)}riska.julinursuda2507@gmail.com

^{c)}safitrianisa816@gmail.com

^{d)}fildanovita21@gmail.com

^{e)}kristianus_heri_h@itkk.ac.id

ABSTRACT

This Community Service Program (PKM) aims to empower young farmers in Entabuk Village, Sekadau Regency, through the development of entrepreneurship based on local wisdom derived from the nugal tradition. The nugal tradition is a collective rice-planting practice carried out through cooperation and embodies cultural, social, and ecological values. However, this tradition has gradually been abandoned by younger generations due to modernization and declining interest in the agricultural sector. This program introduces the concept of Nugalpreneur, which integrates local agricultural traditions with entrepreneurial innovation to create sustainable business opportunities. The implementation methods include program socialization, agricultural entrepreneurship training, participatory discussions, and mentoring in the development of business ideas based on local agricultural products. The activities actively involved young farmers as the main subjects of empowerment. The expected outcomes of this program include increased knowledge and skills of young farmers in managing agricultural enterprises, the establishment of a young farmer entrepreneurship community known as "Nugalpreneur" in Entabuk Village, and the creation of innovative business models based on the nugal tradition that generate economic value while contributing to the preservation of local culture. This program is expected to serve as a model for rural community empowerment that integrates cultural values, entrepreneurship, and sustainable development.

ARTICLE INFO

Article History:

Submitted/Received: 13-01-2026

First Revised: 20 January 2026

Accepted: 25 January 2026

First Available online: 31 January 2026

Publication Date: 31 January 2026

Keyword :

Nugalpreneur

Young Farmer Empowerment

Agricultural Entrepreneurship

Local Wisdom

Community Service

INTRODUCTION

Agriculture plays a vital role in supporting food security and the rural economy in Indonesia. However, over the past few decades, the interest of younger generations in engaging in the agricultural sector has continued to decline. Many rural youths choose to migrate to urban areas in search of jobs perceived as more promising, leaving behind local agricultural potential that is rich in cultural and economic value. One tradition that has increasingly been abandoned is the nugal tradition, a traditional rice-planting activity carried out through cooperation, including in Entabuk Village, Sekadau Regency, West Kalimantan.

The nugal tradition holds not only agricultural value but also strong cultural meaning, social solidarity, and local wisdom passed down from generation to generation. Unfortunately, modernization that is not balanced with efforts to preserve local culture has caused this practice to be less frequently performed and less attractive to younger generations. In fact, when developed through innovative and contemporary approaches, the nugal tradition can serve as a source of inspiration for sustainable social entrepreneurship.

Through a social entrepreneurship approach, the nugal tradition can be transformed into a foundation for business innovation that provides economic value while empowering local communities, particularly young farmers. The concept of Nugalpreneur emerges as an initiative to revive the spirit of farming among young people by developing enterprises rooted in the nugal tradition. By integrating local wisdom with modern innovation, Nugalpreneur is expected to create employment opportunities, increase young farmers' income, and strengthen local cultural identity.

Entabuk Village was selected as the implementation site because it still retains certain traditional agricultural practices while facing challenges related to farmer regeneration. Through the Nugalpreneur program, it is expected that a sustainable tradition-based agricultural ecosystem can be established, attracting young people back to agriculture and serving as a model for culture-based village empowerment.

Objectives of Community Service

- To empower young farmers in Entabuk Village by enhancing their entrepreneurial capabilities based on local potential through the development of the nugal tradition as a sustainable creative economic activity.
- To explore and preserve local cultural values embedded in the nugal tradition so that they can be adapted into modern agricultural business models without abandoning local wisdom.
- To improve the capacity and knowledge of young farmers in agricultural business innovation, business management, and marketing of nugal-based products to enhance market competitiveness.
- To encourage the formation of a young farmer entrepreneurship community (Nugalpreneur) capable of developing agricultural products based on tradition and appropriate technology.

METHOD

Research Approach

The Community Service Program (PKM) entitled “*Nugalpreneur: Empowering Young Farmers through Entrepreneurial Innovation Based on the Nugal Tradition in Entabuk Village*” employed a qualitative approach using participatory methods. This approach was selected because the program focuses on community empowerment, preservation of local wisdom, and capacity building of young farmers through their active involvement at every stage of the program.

The methods applied included Participatory Rural Appraisal (PRA) and community-based development, positioning the target community as the main subject of the program rather than merely as beneficiaries. The PKM team acted as facilitators, assisting young farmers in exploring the potential of the *nugal* tradition, identifying business opportunities, and developing innovations based on local resources.

The program was conducted in Entabuk Village in October 2025. The activities included lectures, group discussions, and mentoring in agricultural entrepreneurship practices based on local potential.

Participants and Location

The participants of this PKM program were young farmers in Entabuk Village, particularly those involved in or interested in agricultural activities and the *nugal* tradition. Representatives of farmer groups and community leaders involved in preserving local traditions also participated.

The program was implemented in Entabuk Village, Belitang Hilir District, Sekadau Regency, West Kalimantan. This village was selected because it still practices the *nugal* tradition but faces declining interest among younger generations in the agricultural sector, making it an appropriate location for implementing a tradition- and innovation-based empowerment program.

Program Stages

Preparation

This stage aimed to ensure smooth program implementation and included internal coordination of the PKM team, preliminary site surveys, coordination with village authorities and farmer groups, preparation of training materials, and logistical arrangements.

Program Socialization

This stage introduced the program to the target community by explaining program objectives, benefits, and activities, introducing the *Nugalpreneur* concept, and conducting initial discussions to identify participants’ needs.

Implementation (Training)

The core activities consisted of training and education on agricultural entrepreneurship, cultural values and economic potential of the *nugal* tradition, product development, packaging, and simple marketing strategies, followed by participatory discussions.

Mentoring

Mentoring activities supported participants in applying the training outcomes, including business planning assistance, consultations on technical and managerial challenges, and institutional strengthening through the formation of the Nugalpreneur community.

Evaluation

Evaluation was conducted through assessment of participant participation and understanding, measurement of improvements in entrepreneurial knowledge and motivation, and collection of feedback for program improvement.

RESULTS AND DISCUSSION

Results of Community Service Activities

The implementation of the PKM program produced several outcomes aligned with its objectives. First, young farmers demonstrated increased awareness of the strategic value of the nugal tradition not only as a traditional farming activity but also as a potential source of economic value.

Second, participants experienced improvements in entrepreneurial knowledge and skills, particularly in basic business management, product innovation, and utilization of local resources. They were able to identify business opportunities such as traditional rice processing, local product packaging, and community-based marketing strategies.

Third, an important outcome of the program was the initial formation of the Nugalpreneur Community of Entabuk Village, which serves as a collaborative platform for young farmers to share knowledge and develop tradition-based agricultural enterprises.

Fourth, from a social and cultural perspective, the program strengthened young farmers' sense of pride and commitment to preserving the nugal tradition as part of their cultural identity.

Discussion

The results indicate that a local wisdom-based empowerment approach is effective in increasing participation and motivation among young farmers. This supports the concept of community empowerment that places communities as active subjects of development.

The improvement in entrepreneurial understanding aligns with Hisrich, Peters, and Shepherd (2017), who argue that entrepreneurship can be developed through learning processes emphasizing creativity and innovation. In this context, the nugal tradition serves as a culturally relevant source of entrepreneurial inspiration.

The establishment of the Nugalpreneur community reflects institutional strengthening and social capital formation, which are crucial for program sustainability (Chambers, 1994). Moreover, the revitalization of the nugal tradition supports the concept of local wisdom as described by Koentjaraningrat (2009), where traditional values function as guidance in responding to social and economic change.

Overall, the Nugalpreneur program successfully integrates economic, social, and cultural dimensions. However, continued mentoring, policy support, and market network development are

needed to ensure long-term sustainability.



FIGURE 1. Socialization of the Nugalpreneur PKM Program to Young Farmers in Entabuk Village



FIGURE 2. Nugal Tradition Practices as a Basis for Agricultural Business Development

CONCLUSION AND RECOMMENDATION

Conclusion

The Community Service Program entitled “Nugalpreneur: Empowering Young Farmers through Entrepreneurial Innovation Based on the Nugal Tradition in Entabuk Village” was successfully implemented in accordance with its objectives. The program enhanced young farmers’ awareness of the importance of preserving the nugal tradition as local wisdom with social, cultural, and economic value.

Through training and mentoring activities, young farmers gained new insights into tradition-based agricultural business development, product innovation, and simple business management. The program also fostered entrepreneurial motivation and encouraged creative and sustainable utilization of local agricultural potential.

Furthermore, the program initiated the formation of the Nugalpreneur community as a collaborative platform for young farmers. Thus, this community service activity not only provided short-term benefits in terms of knowledge improvement but also holds potential for long-term economic empowerment and cultural preservation in Entabuk Village.

Recommendation

- To ensure greater and more sustainable impact of the Nugalpreneur program, the following recommendations are proposed:
- Continuous mentoring activities are needed, particularly in product development, business management, and marketing, to support consistent implementation by young farmers.
- Stronger collaboration with village governments, relevant agencies, and supporting institutions is required to strengthen the Nugalpreneur community and expand access to capital and markets.
- Similar programs should be replicated in other villages with strong local traditions to promote sustainable, local wisdom-based rural development.
- Young farmers in Entabuk Village are encouraged to continuously preserve the nugal tradition as cultural identity while developing it as a source of economic value to improve community welfare.

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