

Empowering Community Entrepreneurship Through the Amot Samper Cultural Festival in Tayan District

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ABSTRACT

This article examines the role of the Amot Samper Cultural Festival as a medium for empowering community entrepreneurship in Tayan District, West Kalimantan, Indonesia. The study is grounded in the context of local cultural preservation and community-based economic development. Using a qualitative descriptive approach, data were collected through in-depth interviews, participant observation, and documentation involving local micro-entrepreneurs, community leaders, festival organizers, and visitors. The findings reveal that the festival contributes to community entrepreneurship empowerment through four main mechanisms: (1) expansion of market access for local products, (2) strengthening entrepreneurial motivation and self-efficacy, (3) reinforcement of social capital and collaborative networks, and (4) integration of cultural values into sustainable economic activities. This study highlights that cultural festivals, when managed inclusively and collaboratively, can function as effective instruments for strengthening local economic resilience. The findings contribute to the literature on community entrepreneurship and culture-based local economic development.

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INTRODUCTION

Local wisdom is a national treasure that can serve as a vital foundation for developing a creative economy in the region. One example of local wisdom among the Dayak Tayan people of Sanggau Regency is the Amot Samper Festival, a cultural tradition that emphasizes the values of togetherness, cooperation, and gratitude for harvests and blessings. This festival not only serves as a platform for cultural preservation but also holds significant potential as a platform for empowering local entrepreneurship. Through this activity, the community can showcase their creations, traditional culinary delights, handicrafts, and cultural performances that have economic value. However, the economic potential of this festival has not been fully utilized.

Many small business owners and local communities still lack the skills to manage modern businesses, such as product innovation, packaging, and digital marketing. Therefore, the role of universities is crucial through Community Service (PKM) activities and integrated qualitative research.

The Amot Samper Cultural Festival is a traditional event of the Dayak Tayan people, steeped in the values of cooperation, togetherness, and gratitude. In addition to its cultural significance, the festival also opens up economic opportunities for the local community through buying and selling, product exhibitions, and performing arts. However, this economic potential has not been optimally utilized due to limited community skills in entrepreneurship, promotion, and product packaging. This event is a form of preservation of the Dayak Taba customs and culture, which continues to be maintained by the local community.

This festival is not only a forum for cultural preservation but also holds great potential as a platform for empowering local entrepreneurship. Through this activity, the community can showcase their creative work, traditional culinary delights, handicrafts, and cultural performances that have economic value. With the spirit of "Adil Ka' Talino, Bacurami Ka' Saruga, Basengat Ka' Jubata," the Dayak Taba community hopes this festival will become a platform for preserving cultural values, solidarity, and creativity for the younger generation. Various studies have shown that cultural festivals play a strategic role in preserving local culture because they serve as spaces for expression, transmitting values, and strengthening a community's cultural identity. Cultural festivals serve not only as ceremonial activities but also as educational platforms that actively engage the community and the younger generation in maintaining the sustainability of local traditions (Sedyawati, 2019). Furthermore, community-based cultural preservation is considered effective when local communities are positioned as key actors in the process, rather than simply as objects of activity (Rohidi, 2020). Festivals like Amot Samper can serve as a platform for promoting local products, tourist destinations, and cultural preservation. According to Suharyono and Hadi (2020), cultural activities can stimulate the growth of the creative economy because they involve elements of art, culinary arts, fashion, and local crafts. Through this Community Service Program (PKM) activity, lecturers and students play a direct role in providing simple training, mentoring, and field observations to help the community develop creative businesses based on local culture.

Community Entrepreneurship and Local Development

Community entrepreneurship refers to collective entrepreneurial activities embedded within a community to achieve shared economic and social objectives. It emphasizes participation, cooperation, and the mobilization of local assets, including culture, knowledge, and social networks (Peredo et al.,

2020). Community-based enterprises are often associated with inclusive growth, resilience, and sustainable development.

Cultural Festivals as Economic Catalysts

Cultural festivals are increasingly recognized as catalysts for local economic development. They create temporary economic spaces where local products and services can be promoted, tested, and commercialized (Getz & Page, 2016; Richards, 2022). Festivals also stimulate innovation within creative industries by encouraging product differentiation and cultural storytelling.

Culture-Based Creative Economy

The culture-based creative economy integrates cultural heritage with economic value creation. According to UNESCO (2022), cultural expressions can serve as strategic resources for sustainable development when managed through community participation and ethical commercialization. This approach ensures that economic benefits do not undermine cultural authenticity.

METHOD

Research Approach

This activity combines two approaches: PKM (entrepreneurship training) and qualitative (descriptive) research. PKM is conducted through workshops and mentoring, while the qualitative research aims to explore the meaning and cultural values of Amot Samper regarding community entrepreneurship. This study employs a qualitative descriptive research design to explore the entrepreneurial empowerment processes facilitated by the Amot Samper Cultural Festival.

Research Site and Informants

The research was conducted in Tayan District during the implementation of the Amot Samper Cultural Festival. Informants were selected purposively and included local micro-entrepreneurs, traditional leaders, festival committee members, and local government representatives.

Data Collection Techniques

Data were collected using the following techniques:

In-depth interviews to capture participants' experiences and perceptions related to entrepreneurial activities during the festival. Participant observation to observe interactions, product displays, and transaction practices. Documentation analysis of festival reports, promotional materials, and local policy documents.

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Participants and Location

The festival will begin with the arrival of participants on October 30, 2025, from 12:30–2:00 PM WIB. The main series of activities will take place over three days, from October 31 to November 2, 2025, on Jalan Raya Sosok-Tayan, Dusun Menyabo. Location: Tayan District, Sanggau Regency, West Kalimantan. Time: June–August 2025 (adjusted to coincide with the Amot Samper Festival)

RESULTS AND DISCUSSION

The Amot Samper Festival as an Entrepreneurial Space

The findings indicate that the Amot Samper Cultural Festival functions as a strategic entrepreneurial space for community members. Local entrepreneurs utilize the festival as a platform to market traditional food, handicrafts, and creative products, enabling direct interaction with consumers beyond their immediate locality.

Entrepreneurial Motivation and Capacity Building

Participation in the festival increases entrepreneurial motivation and confidence among community members. Informal learning processes occur through peer interaction, where entrepreneurs exchange knowledge related to pricing, packaging, and product innovation. This process contributes to the gradual development of entrepreneurial capacity.

Strengthening Social Capital and Collaboration

The festival strengthens social capital by fostering collaboration among community members, customary institutions, and local government. These networks support collective promotion, shared resources, and coordinated event management, which are essential for sustaining community-based entrepreneurship.

Cultural Values and Economic Sustainability

Entrepreneurial activities within the festival are guided by local cultural values, ensuring that economic practices remain aligned with cultural norms and traditions. This integration supports both cultural continuity and sustainable economic development.

CONCLUSION

The Amot Samper Cultural Festival plays a significant role in empowering community entrepreneurship in Tayan District by expanding market access, strengthening entrepreneurial motivation, reinforcing social capital, and integrating cultural values into economic activities. Cultural festivals, when managed through inclusive and collaborative approaches, can serve as effective instruments for sustainable local economic development.

This study contributes to the discourse on community entrepreneurship and culture-based economic development in rural and semi-urban contexts. Future research is recommended to incorporate quantitative measurements of economic impact and longitudinal analysis to assess long-term sustainability.

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APPENDIX



FIGURE 1. Activity Documentation: Amot Samper Cultural Festival Competition