

Enhancing Community Capacity for Local Wisdom-Based Agricultural Entrepreneurship in Entubuk Village

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ABSTRACT

This community service program aims to increase the capacity of local communities to develop entrepreneurship based on local agricultural wisdom in Entubuk Village, Sekadau Regency. This village has a strong agricultural tradition but faces challenges such as low product value, limited processing skills, and limited market access. The program applies an Asset-Based Community Development (ABCD) approach, including training in entrepreneurship, financial management, hygienic production, branding, and digital marketing, as well as product prototyping and market testing. The results show an increase in community knowledge and skills, the formation of business groups with clear roles and standard operating procedures, and the development of value-added products such as premium rice, spiced tea, and cassava-based products. The program also initiated offline and digital marketing channels. These findings indicate that entrepreneurship based on local wisdom can effectively strengthen economic resilience while preserving cultural identity in rural communities.

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INTRODUCTION

Entubuk Village in Belitang Hilir District, Sekadau Regency, has a strong farming tradition that serves not only as a primary source of food production but also as a foundation for the community's local cultural identity. Agricultural practices such as dryland rice cultivation, tuber cultivation, and the management of spices and medicinal plants reflect accumulated ecological knowledge passed down through generations. These practices include selecting local seeds, managing planting seasons, and a collective work system based on the values of cooperation and customary norms. This socio-cultural and ecological capital forms a strategic foundation for developing entrepreneurship based on local wisdom.

More than just an economic production activity, farming in Entubuk Village holds strong historical, symbolic, and social significance. The agricultural cycle is closely linked to ritual practices, customary norms, and social relations that strengthen community cohesion. Thus, farming is understood not merely as an economic activity but as a living cultural system that integrates knowledge, identity, and community resilience. The embeddedness of agricultural activities in this social and cultural structure opens up significant opportunities for value-added economic transformation that remains aligned with local traditions.

However, various structural challenges still limit the transformation of local potential into sustainable economic opportunities. Most agricultural commodities are still marketed as raw materials with low added value. Limited access to processing technology, poor understanding of business management, suboptimal implementation of quality standards, and limited market access are factors hampering the competitiveness of local products. On the other hand, market integration and the development of the digital economy demand new entrepreneurial capacities that rural communities do not yet fully possess.

Although community empowerment and entrepreneurship based on local wisdom have been widely discussed in development literature, there is still limited research integrating local cultural potential with a participatory, asset-based approach in the context of rural economic development. Only a few studies have examined the development of local wisdom-based entrepreneurship using a participatory, asset-based approach in the context of rural Indonesia. This research gap highlights the need for a practical model that integrates local cultural potential, community participation, and capacity building in a structured manner as an integrated development strategy.

This research adopts the Asset-Based Community Development (ABCD) perspective developed by John McKnight and Jody Kretzmann, which emphasizes the identification, mobilization, and strengthening of community assets rather than focusing on community deficiencies. From this perspective, local knowledge, social networks, cultural traditions, and natural resources are viewed as productive capital for endogenous development. By positioning communities as the primary actors of change, the ABCD framework supports the development of sustainable entrepreneurship that is socially embedded and culturally meaningful.

Thus, developing entrepreneurship based on local wisdom in Entubuk Village is not only an economic intervention but also a strategy to strengthen cultural sustainability and community resilience. The integration of participatory asset mapping, capacity building, and institutional strengthening provides a strategic pathway for transforming traditional agricultural practices into value-added economic activities without losing local identity.

Objectives of Community Service

- Improve community knowledge and skills in entrepreneurship, hygienic production, and digital marketing.
- Produce 2–3 prototypes of processed farm products with branding, packaging, and quality standard operating procedures (SOPs).
- Develop a community business management model (production SOPs, financial records, and role allocation).
- Open marketing channels (local and digital) for initial market testing.
- Document an empowerment model that can be replicated in villages around Belitang Hilir.

METHOD

Research Approach

This PKM program uses an asset-based participatory approach (Asset-Based Community Development, or ABCD), which emphasizes the identification, mobilization, and strengthening of local community potential as the basis for developing agricultural wisdom-based entrepreneurship. This approach was chosen because it focuses on the community's internal strengths and resources, thus encouraging independence, active participation, and program sustainability.

Conceptually, the ABCD approach, developed by John McKnight, positions the community as the primary actor in development, leveraging existing social, cultural, and economic assets. Therefore, this approach is relevant for rural contexts, which possess a wealth of local knowledge but are often economically underutilized. The program is implemented over four months, encompassing the stages of identifying local potential, increasing entrepreneurial capacity, mentoring product development, market testing, and strengthening community business institutions.

- Participants

The activity will involve 12–20 residents of Entubuk Village who are farmers or agricultural product processors. Participation is prioritized for women and village youth as strategic groups in household economic development and local business innovation.

- Data Collection

- ✓ Data collection was conducted through:
- ✓ Field observations,
- ✓ Interviews,
- ✓ Focus Group Discussions (FGDs),
- ✓ Pre-tests and post-tests to measure capacity building,
- ✓ Documentation of program activities.

These techniques were used to obtain data on the initial conditions of participants, the program implementation process, and changes in capacity and economic activity after the intervention.

▪ Data Analysis

Data were analyzed using simple qualitative and quantitative descriptive approaches to assess changes in capacity, business development, and program outcomes. Program success indicators were measured through:

- ✓ Increase in entrepreneurial knowledge and skills scores based on pre-test and post-test results (percentage increase),
- ✓ Formation of active business groups with standard production operations,
- ✓ Number of processed product prototypes produced,
- ✓ Activation of offline and digital marketing channels,
- ✓ Change in income or product added value after the program intervention.

Using these indicators, program effectiveness was assessed based on increased participant capacity, strengthening business institutions, and contributions to the economic sustainability of local communities.

Participants and Location

Participants in this PKM activity are 12–20 residents of Entubuk Village who work as farmers and farm product processors, with priority being given to the involvement of women through the Women Farmers Group and village youth as drivers of digital marketing and product innovation. The selection of participants is carried out in a participatory manner through coordination with village officials, farmer groups, and traditional leaders to ensure representation and commitment in participating in the entire series of activities.

The activity was carried out in Entubuk Village, Belitang Hilir District, Sekadau Regency, as a location that has strong potential in farming traditions and local commodity resources such as dryland rice, cassava, and spices, making it very relevant as a basis for developing entrepreneurship based on local wisdom.



FIGURE 1. Involvement of village youth



FIGURE 2. Potential and membership survey

Program Stages

- Pre-program (M1)
 - ✓ Potential survey & FGD: mapping of main commodities (upland rice, cassava, spices), product opportunities.
 - ✓ Selection of 12–20 core participants (representatives of neighborhood units/farmer groups/women).
 - ✓ Baseline: knowledge, production practices, marketing, and initial income.
- Core Training (M1–M2)
 - ✓ Entrepreneurship & Finance: Cost of Goods Sold, pricing, simple cash recording.
 - ✓ Production & Hygiene: drying techniques, roasting, coconut oil filtration, cleanliness standards, production date labels.
 - ✓ Product Design: selecting 2–3 priority products based on local ingredients and equipment availability.
 - ✓ Branding & Packaging: locally-motifed logo, brand story (origins of Entubuk, traditional values), ingredient labels.
 - ✓ Digital Marketing: WhatsApp Business (catalog), Instagram/Facebook, simple photo/video content creation.
- Prototyping & SOPs (M2–M3)
 - ✓ Small-batch production of premium dryland rice, Entubuk spiced tea, and cassava products.
 - ✓ Development of production SOPs (steps, temperature/time if necessary, quality control points).
 - ✓ Procurement of appropriate equipment for MSMEs (digital scales, sealers, sieves, baking pans, sealed jars, drying racks).
- Market Testing & Promotion (M3–M4)
 - ✓ Market testing at the Belitang Hilir local market, village events/CFDs, and Sanggau souvenir shops (partnership).
 - ✓ Digital channel activation: upload 10–15 pieces of content (product photos, testimonials, process, cultural stories).

- ✓ Collect feedback: taste, packaging, price, narrative; make rapid revisions.
- Institutional Development & Sustainability (M3–M4)
 - ✓ Form/strengthen the Entubuk business group; assign roles: production, finance, marketing.
 - ✓ Partnership plan: Village-Owned Enterprises (BUMDes), local shops, creative communities.
 - ✓ Mapping program access (cooperative/MSME/agricultural services) for advanced training, PIRT, halal (if appropriate).
- Monitoring & Evaluation (M1–M4)
 - ✓ Pre-post test, SOP checklist, financial logbook, digital marketing metrics, sales recap.
 - ✓ Monthly reflective focus group discussions; post-program action plan (3–6 months).



FIGURE 3. Village Government support for partnerships with BUMDes

Description of Activity Implementation

- Location : Entubuk Village, Belitang Hilir District, Sekadau Regency
- Target : 2–20 farmers/processors (prioritized by women and youth).
- Partners :Local farmer groups/women's farmer groups, village-owned enterprise (BUMDes), traditional leaders.

TABLE 1. Activity implementation

Activities	M1	M2	M3	M4
Survey, FGD, participant selection, baseline	•			
Entrepreneurship & financial training	•	•		
Production & hygiene training		•		
Brand & packaging design		•	•	
Prototyping & SOP development		•	•	
Market testing (offline & online)			•	•
Institutional strengthening & partnerships			•	•
Monitoring, evaluation, & reporting				•

Evaluation

Evaluation of PKM activities is carried out continuously through comparison of pre-test and post-test results to measure improvements in participants' knowledge and skills, direct observation of the implementation of production and business management SOPs, and assessment of the development of product prototypes and digital marketing activities. In addition, joint reflection is conducted through focus group discussions (FGDs) to identify obstacles, participant feedback, and opportunities for further development.

The success of the program is measured by the formation of active business groups, consistent production according to hygiene standards, sales during the market test phase, and increased community confidence and participation in developing businesses based on local wisdom.

RESULTS AND DISCUSSION

Results of Community Service Activities

- Capacity Building

The results of the Community Service Program (PKM) activities indicate a significant increase in the capacity of the Entubuk Village community in developing entrepreneurship based on local agricultural wisdom. Based on pre- and post-test results, the average score for participants' understanding of business management, production cost calculations, simple financial record keeping, and hygienic production standards increased.

In addition to increased knowledge, changes were also evident in practical skills. Most participants were able to independently calculate production costs, maintain simple financial records, and implement more hygienic and standardized production procedures. The formation of community business groups with clear role divisions also demonstrated an increase in local institutional capacity. These findings align with community empowerment literature, which confirms that an asset-based participatory approach can increase community self-confidence, competence, and economic independence through optimal utilization of local potential.

- Product Development

The PKM program successfully produced 2–3 prototypes of processed products based on local agricultural produce, namely premium dryland rice, Entubuk's signature spiced tea, and cassava-based products. These products were developed with attention to material quality, hygienic production processes, and local identity, reflected in branding and packaging design.

In terms of production quality, participants have been able to implement standard operating procedures (SOPs) covering the processing, packaging, and quality control stages. This demonstrates an increase in technical capability in creating value-added products. This development of locally resource-based products supports previous research findings, which indicate that product innovation based on local wisdom can increase rural economic competitiveness while maintaining the sustainability of community culture and identity.

- Market Impact

Community business groups have begun actively utilizing digital marketing channels through social media and WhatsApp Business. These marketing activities increase product promotional reach and facilitate communication with consumers.

Initial market testing results indicate a positive response from local consumers, particularly regarding product quality, packaging, and the local identity displayed. Economically, there has been an increase in product added value and indications of increased participant income. Average revenue from sales of processed products increased compared to before the program, primarily because products are no longer sold as raw materials. This increase in market access and product added value aligns with various studies on rural MSME development that emphasize the importance of product innovation and marketing digitalization in enhancing local business sustainability.

▪ Why the Program Is Successful

- ✓ The success of this program is influenced by several key factors. First, the asset-based participatory approach allows communities to actively participate in the business development process by utilizing their existing resources. This fosters a sense of ownership and commitment to the program's sustainability.
- ✓ Second, the integration of training, practical mentoring, and strengthening of business institutions creates a practical and sustainable learning process. Participants gain not only knowledge but also hands-on experience in production and marketing.
- ✓ Third, product development based on local wisdom strengthens cultural identity while increasing market appeal. The combination of cultural and economic values has proven to be a crucial factor in increasing consumer acceptance.
- ✓ Fourth, the use of digital marketing expands market access and increases product visibility, thus supporting business growth more rapidly than conventional marketing methods.

Discussion

The discussion results from this PKM activity showed that the people of Entubuk Village have great potential in developing agricultural-based entrepreneurship, but were previously hampered by limited knowledge of business management, hygienic processing techniques, and marketing access. Through FGDs and collective reflection, participants recognized the importance of product added value, the use of attractive packaging, and the use of digital marketing to expand market reach. The discussion also revealed that the village's main strengths lie in social cohesion, farming traditions, and the availability of sustainable local raw materials.

Participants demonstrated high enthusiasm for the formation of business groups and a more structured division of roles, as well as a commitment to maintaining product quality according to agreed-upon SOPs. Overall, the discussion results confirmed that collaboration, ongoing mentoring, and village institutional support are key factors in maintaining the sustainability of local wisdom-based businesses.

CONCLUSION

This program successfully increased community capacity to develop agricultural entrepreneurship based on local wisdom through participatory training and mentoring. Results demonstrated increased entrepreneurial knowledge, product development, and market access, as well as the formation of community business groups. These findings highlight the effectiveness of the ABCD approach in strengthening rural economic resilience while preserving cultural identity. Future initiatives should focus on long-term mentoring, institutional strengthening, and market expansion to ensure sustainability.

SUGGESTION

To ensure the program achieves maximum impact and long-term sustainability, the following recommendations are needed:

- Strengthening Business Institutions - Business groups need to be continuously strengthened through regular meetings, a clear division of labor, and guidance from Village-Owned Enterprises (BUMDes) and traditional leaders. - Groups can be directed to process basic legal requirements such as Business Licenses (NIB) or Business Licenses (PIRT) to expand their market.
- Sustainable Product Development - Products already produced need to be continuously refined based on consumer feedback. - Diversify products using locally available ingredients, such as coconut oil, cassava chips, or herbal products.
- Improving Quality and Quality - Consistently implement production SOPs, particularly regarding hygiene, packaging, and storage. - Regularly evaluate product quality to maintain standards and brand image.
- Optimizing Digital Marketing - Business groups need to actively post quality content on Instagram/FB/WhatsApp Business. - Employ a cultural storytelling strategy (brand story) that highlights the identity of Entubuk Village as a selling point.
- Partnerships with Government Agencies - Communities can collaborate with the Cooperatives & MSMEs Office, the Agriculture Office, and further training from the district government. - Take advantage of opportunities for processing equipment assistance and economic empowerment programs.
- Long-Term Mentoring - Post-program follow-up mentoring is needed, whether from students, supervising lecturers, or village partners, so that the businesses they have started can grow steadily. - An annual business plan should be prepared by the group to ensure a clear direction for development.

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