Optimizing Local Potential through Entrepreneurship Education for Business Owner and Farmers to Support Community Economic Empowerment in Massaile Village, Sinjai Regency

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ABSTRACT

Community economic empowerment in rural areas requires strengthening entrepreneurial knowledge and motivation so that local economic potential can be developed into productive business activities. The community of Massaile Village, Tellu Limpoe District, Sinjai Regency, has economic potential dominated by the agricultural sector and small businesses, but still faces limitations in identifying and developing business opportunities. This community service activity aimed to provide entrepreneurship education and encourage the community to utilize local economic potential for business development. The activity was conducted on September 2, 2026, at the Massaile Village Office Hall and involved 56 participants consisting of community members, farmers, and business actors. A participatory approach was employed through material presentation, discussions, question-and-answer sessions, observation, interviews, and documentation. The results showed increased awareness and interest among community members in developing economic opportunities, particularly through alternative agricultural commodities such as watermelon and the use of digital media for business promotion and digital payments. Follow-up activities were also conducted through consultations and initial assistance for farmers and business actors. The activity demonstrated that entrepreneurship education linked to local economic potential can serve as an initial step in encouraging changes in mindset and supporting community business development. The sustainability of the program requires more intensive and continuous assistance.

1. Introduction

Economic empowerment of the community is an effort to enhance the capacity of individuals to manage and develop their existing economic potential. In the context of rural communities, available economic potential must be supported by entrepreneurial knowledge and skills so that it can be cultivated into business activities that generate added value. Entrepreneurship education serves as an approach that can be employed to boost the motivation, knowledge, and skills of community members in identifying opportunities and developing economic activities aligned with the potential present in their local environment.

Massaile Village in the Tellu Limpoe District of Sinjai Regency has the ability to promote local economic growth through agriculture and community-based enterprises. The ability to utilize this resource to enhance local economic development will depend upon the ability to effectively utilize and expand upon this resource. At present, the potential of Massaile Village to create local economic growth is limited due to the lack of sufficient entrepreneurial knowledge and skills among its residents. Therefore, there is a clear need to increase the resident's knowledge and skill set in relation to entrepreneurship and the creation of business ventures via education programs.

The issue has become the foundation for the students of the UIN Alauddin Makassar KKN (Kuliah Kerja Nyata) Group 79 based in Post 5 of Massaile Village to conduct an Entrepreneurship Seminar as one of the primary initiatives in the area of economics. The objective of this program is to increase motivation and knowledge about entrepreneurship for the residents of Massaile Village. This initiative is expected to enhance the community's understanding of entrepreneurship and encourage them to utilize the economic resources that exist in their surroundings.

Entrepreneurship education and training have been implemented through various community service initiatives. Dewi et al. (2021) conducted motivation and business development training for the management and members of MSMEs (micro, small, and medium enterprises) in Wajo Regency, utilizing a combination of presentations, discussions, group exercises, and simulations. This initiative demonstrates that an educational approach can effectively foster motivation and provide the knowledge necessary for business development. Meanwhile, Nurlatifah et al. (2023) implemented a "Muslimpreneurship" development program for digital-based MSMEs, aimed at strengthening the capacity of business owners to navigate the evolution of technology-driven economic activities. Together, these initiatives illustrate that entrepreneurship education and development programs serve as a viable approach for enhancing the capacity of both the community and business owners.

Based on these issues, the solution offered through this initiative is an Entrepreneurship Seminar, utilizing a format that combines presentations with group discussions. The event will take place on September 2, 2026, at the Massaile Village Office Hall, in collaboration with the Massaile Village Government and the Massaile Village Family Welfare Empowerment (PKK) group. The program will begin with a presentation on entrepreneurship by a guest speaker, followed by a discussion and a Q&A session with the community.

The entrepreneurship seminar was attended by 56 participants from the community of Massaile Village. The outcomes of the event indicate an improvement in the community's knowledge and skills regarding entrepreneurship and business development, tailored to their

specific social context. The community's enthusiasm was evident following the event, as reflected in efforts to optimize the management of agricultural land and the integration of digital technology into food-related business activities. Participants also noted that the seminar provided motivation and increased their interest in starting a business.

During implementation, the activity encountered challenges in gathering community members to ensure their attendance and optimal participation. These obstacles were overcome through collaboration with the Massaile Village Government and the Massaile Village PKK (Family Welfare Empowerment) organization. The experience gained from carrying out the activity demonstrates that a persuasive and collaborative approach can help increase community participation in empowerment initiatives. Furthermore, the collaboration with village authorities served as a key supporting factor, enabling the program to be executed in alignment with its established objectives.

The novelty of this initiative lies in the integration of entrepreneurship education with the local economic potential of the Massaile Village community, combined with a persuasive and collaborative approach involving the Village Government and the local Family Welfare Empowerment (PKK) organization. The program goes beyond merely delivering entrepreneurial content; it encourages community members to connect this knowledge with the economic opportunities present in their own environment. This approach adds significant value, as the entrepreneurial concepts are directly linked to the development of ventures in the agricultural sector, as well as small and medium-sized enterprises (SMEs) offering goods and services initiatives that the community can continue to pursue.

This initiative aims to boost motivation and provide education on entrepreneurship to the residents of Massaile Village. It seeks to enhance the community's knowledge and skills in developing business activities, while encouraging the utilization of local economic potential through ventures in agriculture, the production of goods, and the provision of services. The sustainability of this initiative is designed to ensure that the community particularly farmers and local entrepreneurs can continue to develop their businesses in alignment with the potential and specific circumstances of the local area.

2. Method

An entrepreneurship seminar was held in the hall of the Massaile Village Office, Sinjai Regency, South Sulawesi, on September 2, 2026. This event was part of a Community Service Program (Kuliah Kerja Nyata/KKN) aimed at the residents of Massaile Village—specifically local business owners and farmers—with 56 participants in attendance. The event was organized in collaboration with the Massaile Village Government and the Family Welfare Empowerment (PKK) team, who served as partners in facilitating coordination and community engagement. The target audience was selected based on the importance of developing the productive economic capacity and entrepreneurial skills of the villagers, as part of broader efforts toward community empowerment and the cultivation of local economic potential (Jenar et al., 2024)).

In its implementation, a participatory approach is employed, actively involving participants throughout the process from the delivery of material to discussions and Q&A sessions. This approach provides a space for community members to share their experiences,

challenges, and existing potential, allowing the entrepreneurship-related content to be tailored to the local economic context. Such community engagement in empowerment initiatives aligns with the principles of rural capacity building and community support, as stipulated in policies concerning the development and empowerment of rural communities (Jenar et al., 2024).



Figure 1. Community Service Program Stages

Data regarding the activities were obtained qualitatively through observation, discussions, and documentation. Observations were conducted to gain an overview of the community's conditions and the potential for economic activities that could be developed in Massaile Village. Discussions were held with participants and relevant stakeholders to understand their experiences, needs, and the challenges they face in operating and expanding their business activities. Documentation was used to record the seminar proceedings, participant engagement, discussion sessions, and the overall context in which the activities took place. The use of observation and interviews or discussions as data sources is also reflected in research on entrepreneurship and the well-being of rural communities, which employs observation and in-depth interviews to gather data on the economic conditions and activities of the community (Sinarwati et al., 2024).

The data obtained were subsequently analyzed using a qualitative descriptive approach, detailing the implementation process of the activities, the nature of participant involvement, and the responses that emerged during discussions and Q&A sessions. This analysis serves to describe how the activities were carried out and how participants responded to the material presented, rather than to statistically measure any increase in knowledge. A qualitative approach is also employed in research on community entrepreneurship education to understand the processes of empowerment and the utilization of social resources in supporting entrepreneurial activities (Tohani et al., 2015).

3. Results and Discussion

This entrepreneurship seminar was organized by students participating in the Community Service Program (KKN) from the State Islamic University (UIN) Alauddin Makassar. Serving as the flagship initiative among their various work programs, this seminar is designed to provide valuable insights and foster new mindsets. It aims to enhance the knowledge, skills, and overall well-being of the residents of Massaile village specifically local entrepreneurs and farmers, who represent the two primary professional groups in the community.

Prior to the Entrepreneurship Seminar, preliminary studies and interviews were conducted with the residents and community leaders of Massaile Village to understand what

is happening in the local economy and if there is any potential for business growth. It appears from the study that the majority of residents rely heavily on the agricultural sector for income, particularly rice farming. However, some residents do run their own small-scale businesses; such as local stores or convenience stores and selling nasi kuning (Yellow Rice), gorengan (Fried Snacks) and other types of traditional cakes. Interviews with community leaders have shown that the main issue that residents are experiencing is a "mindset" related to how they approach business development and agricultural practices -- which is only focused on meeting their basic daily needs. The village head, as one of the major community leaders in Massaile Village, emphasized this fact:

"The mindset of the people here remains very traditional, especially when it comes to business and farming. As long as they have enough to cover their daily needs, they don't strive for anything more. That is why their economic life remains stagnant. This is what we need to change, because an entrepreneur's mindset must be driven by grand goals and ambitious aspirations."

This statement indicates that the challenges faced by the community are not limited to a lack of capital or business resources; they also pertain to the mindset with which individuals perceive opportunities and develop economic activities. This situation underscores the importance of holding entrepreneurship seminars, which aim to provide the community with fresh perspectives on developing business potential and leveraging available economic opportunities. In the agricultural sector, the residents of Massaile Village have traditionally relied on commodities that are already commonly cultivated. Consequently, the introduction of alternative commodities was included as part of the seminar's curriculum. One such alternative presented is the watermelon, which is a viable option given the local land suitability and environmental conditions.

An entrepreneurship seminar was held on September 2, 2026, at the Massaile Village Hall, Tellulimpoe District, Sinjai Regency. The event was attended by 56 participants, including local residents, parents, and several youths from Massaile Village. It was organized by students from the UIN Alauddin Makassar Community Service Program (KKN) Post 5, in collaboration with the Massaile Village Government and the village's Family Welfare Empowerment (PKK) group. The seminar featured presentations, group discussions, and a Q&A session. Topics covered included identifying business opportunities, developing local potential, the courage to seize opportunities while weighing risks, and utilizing digital media for product marketing. The initiative was well-received by the community, as the material presented was directly relevant to the local agricultural landscape and the residents' economic activities. The Head of Urangah Hamlet shared his feedback regarding the program.

"Yes, I think this is a very interesting program, and it will also have an impact on the residents' farming activities. I am also very keen to see the results once these watermelons are successfully grown and harvested."

The statement indicates an interest on the part of the government or community leaders in initiatives that link entrepreneurship with local agricultural potential. This interest also serves as a supporting factor for the implementation of follow-up actions for the program.

The seminar provided the community with additional insights into opportunities for developing economic activities based on the potential available in Massaile Village. One

notable outcome was the emergence of interest among the community in utilizing agricultural land for alternative commodities, such as watermelons. This interest persisted beyond the seminar itself, as evidenced by subsequent follow-up activities. Several farmers began seeking consultations regarding land suitability and cultivation techniques for watermelons. Mr. A. Aksan, one of the speakers, assisted by conducting land assessments and providing guidance on water sources, the use of irrigation hoses, the application of plastic mulch, plant spacing, land measurement, and the process of manual pollination.

In the business sector, the seminar provided entrepreneurs with an understanding of the importance of promotion for expanding their consumer reach. Participants were introduced to the use of Facebook, Instagram, TikTok, and WhatsApp as promotional channels. Further support was provided through product documentation, assistance in showcasing products via social media, and the introduction of digital payment methods, such as QRIS. The outcomes of the initiative and the initial changes observed among the participants following the entrepreneurship seminar are summarized according to the key focus areas of the activity. This summary is presented in Figure 2.

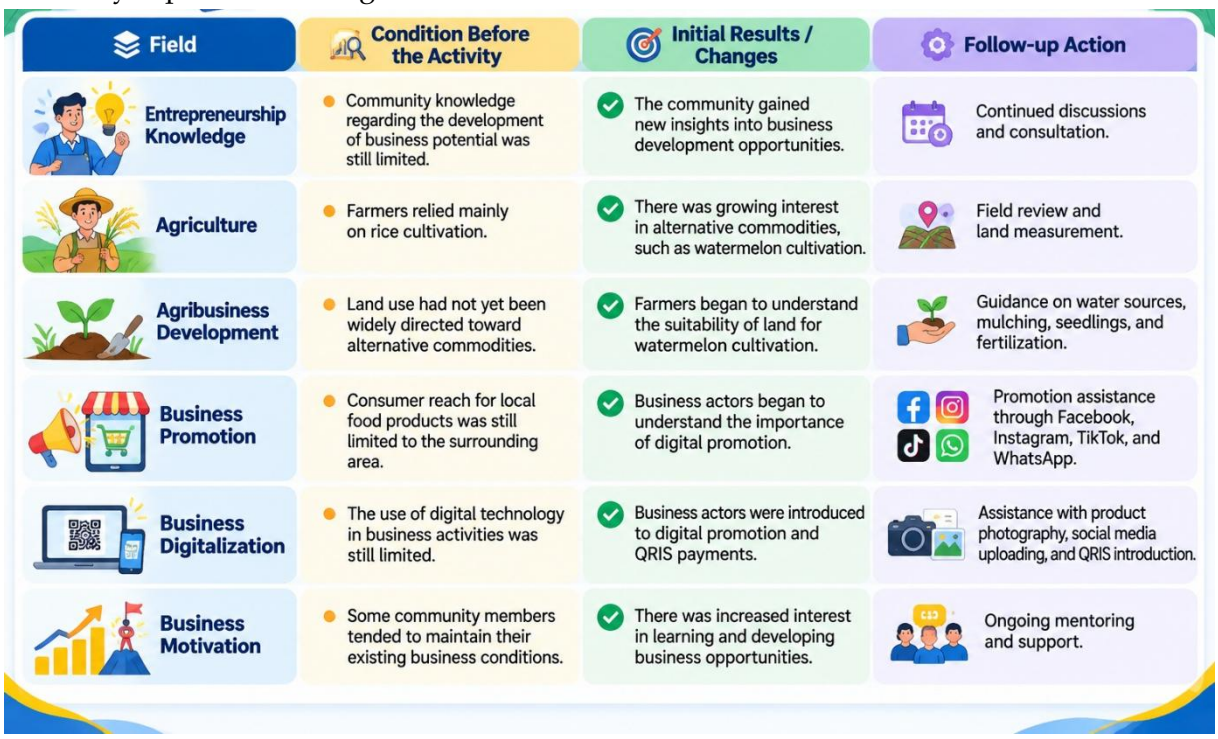


Figure 2. Before and After The Community Service Program

Based on Figure 2, the initial changes observed following the activities primarily relate to an expansion of knowledge and a growing interest among the community in business development opportunities. In the agricultural sector, community members have begun considering alternative commodities and seeking consultations regarding land suitability. Meanwhile, in the business sector, they have started to understand that digital media can be leveraged to broaden their marketing reach. These findings indicate that the seminar does not merely provide theoretical information but also encourages follow-up actions from the community. This aligns with Lutfiyah (2025), who emphasizes the importance of enhancing public literacy to support empowerment and well-being. Meanwhile, Zakaria (2024) points out

that the development of knowledge and business strategies is a crucial component in the empowerment of MSME (Micro, Small, And Medium Enterprise) operators.

An evaluation was conducted approximately one week after the seminar, involving observations and follow-up interviews with community members specifically farmers and business operators to gauge their responses and identify any subsequent actions taken. In the agricultural sector, the evaluation revealed a keen interest among the community in gaining deeper knowledge regarding watermelon cultivation. Individuals began seeking consultations on topics such as land suitability, water requirements, planting techniques, and crop care. These findings indicate that the seminar served as an initial step in broadening the community's perspective on alternative ways to utilize their land.

This interest aligns with the response from the head of Urangah hamlet, who expressed a desire to see the outcomes should the watermelon cultivation prove successful. This indicates that the program has garnered attention from the local community, as it directly relates to their existing agricultural potential. Regarding business development, evaluations show that the community is beginning to grasp the importance of digital marketing. Business owners who previously relied primarily on customers within their immediate vicinity are now being introduced to methods for expanding their customer base through social media. Nevertheless, the implementation of these practices still requires ongoing guidance to ensure they are carried out consistently.

The impact of the activities can be seen in the initial shifts in how the community perceives economic opportunities. Prior to these initiatives, many community members tended to stick to the business and agricultural practices they had long pursued. Through the seminars, the community was introduced to a more open-minded perspective regarding alternative business ventures and the utilization of local potential. Observations made by Pakde regarding the community's mindset provide key insight into the rationale behind the program's implementation. In his view, the community needs to be encouraged to set more ambitious goals for developing their businesses, ensuring that economic activities are not merely aimed at meeting daily subsistence needs.

Another impact is evident in the agricultural sector, where an interest in exploring alternative commodities has emerged. The community has not only gained information about watermelons but has also received initial guidance on cultivation techniques. Meanwhile, business owners have acquired insights into leveraging digital media for promotion and digital payment systems. Consequently, the impact of these activities in the early stages is primarily reflected in terms of knowledge, interest, and shifts in perspective; economic impacts such as increased income cannot yet be measured, as they require a longer observation period.

One of the challenges in conducting the seminar was that not all segments of the community could participate fully particularly young people, as well as adults with routine commitments such as working in the rice fields or managing household responsibilities. To address this, the KKN (Community Service Program) students submitted a proposal to the Massaile Village Government. The village administration subsequently helped extend an open invitation to the residents, which helped increase community participation. A key factor supporting the initiative was the collaboration among the KKN students, the Massaile Village Government, the PKK (Family Welfare Empowerment) organization, community leaders, and

local residents. This support was further evidenced by the positive reception from community leaders, especially given that the seminar topics focused on agricultural potential and economic activities were directly relevant to the daily lives of the local population.

The sustainability of the program focuses on applying the knowledge gained by the community to their daily economic activities. In the agricultural sector, follow-up efforts can involve providing guidance to community members interested in exploring alternative commodities such as watermelons while carefully considering land suitability, water availability, cultivation techniques, and market conditions. In the MSME sector, sustainability centers on leveraging social media for promotion and the expansion of consumer networks. Business owners are encouraged to continue documenting their products, creating simple promotional content, and adopting digital payment methods tailored to their specific business needs.

Overall, the entrepreneurship seminar serves as an initial step toward encouraging the people of Massaile Village to be more open to identifying economic opportunities, rather than focusing solely on meeting their daily needs. This initiative is designed to build knowledge and motivation, enabling the community to recognize their own potential as opportunities that can be developed incrementally.



Figure 3. Community Service Program Documentation

4. Conclusion

The Entrepreneurship Seminar held in Massaile Village successfully achieved its objectives: to provide education and boost community motivation to identify and develop economic opportunities based on local potential. The presentation of material, combined with discussions and Q&A sessions, proved to be an effective approach for broadening the

community's perspective on entrepreneurship, business development, the utilization of agricultural potential, and the use of digital media to support marketing efforts.

The activity has generated an initial impact in the form of increased community interest in developing economic potential. This is evident from a growing willingness to explore alternative agricultural commodities such as watermelons as well as a better understanding among business operators regarding the use of social media and digital payment systems. At this stage, the impact is primarily reflected in shifts in the community's knowledge, motivation, and level of interest; meanwhile, any increase in income cannot yet be determined, as this would require a longer period of ongoing guidance and observation.

The results of the initiative indicate that entrepreneurship education linked to local economic potential can serve as an initial step toward encouraging the community to become more open to business development opportunities. Therefore, the program should be sustained through ongoing support for farmers and MSME (Micro, Small, And Medium Enterprise) operators specifically in areas such as agricultural business development, digital marketing, and business management. This model can also be adapted for other regions with similar characteristics and economic potential, with the content and form of support tailored to the specific needs of the local community.

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