
**OPTIMIZATION OF LOCAL RESOURCES IN RURAL MICRO-ENTERPRISE
EMPOWERMENT: A CASE STUDY IN BULO VILLAGE, PANCA RIJANG
SUBDISTRICT, SIDENRENG RAPPANG REGENCY**

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Abstract

The empowerment of micro enterprises in rural areas through the utilization of local resources is a strategic approach to enhance the economic development of village communities. This Community Service Program (PKM) aims to analyze the impact of entrepreneurship training programs on the success of micro enterprises in Bulu Village, Panca Rijang Subdistrict, Sidenreng Rappang Regency. The program was carried out using a participatory approach by conducting intensive entrepreneurship training for micro business actors. The training covered topics such as local product development, financial management, marketing strategies, and business network expansion. The results show that the entrepreneurship training contributed significantly to improving the knowledge and skills of micro entrepreneurs. The participants became more capable of managing their businesses, developing products based on local potential, and expanding their marketing networks. In addition, the training enhanced the motivation and self-confidence of the entrepreneurs to grow their businesses independently and sustainably. These findings highlight the importance of implementing continuous entrepreneurship training programs tailored to the characteristics and needs of rural micro enterprises. Furthermore, support from the government and related institutions is essential to provide access to financing, technology, and market information to strengthen the capacity of micro enterprises in villages.

Keywords: Rural Micro Enterprises; Local Resources; Entrepreneurship Training; Community Welfare.

Introduction

Rural micro-enterprises play an important role in the local economy of many developing countries. These enterprises contribute significantly to local economic development, poverty reduction, and the reduction of disparities between urban and rural areas. Rural micro-enterprises refer to businesses that are operated in rural communities by individuals or groups on a small scale. Despite their small size, these micro-enterprises have a major impact on advancing the economy and driving sustainable growth in rural areas. Such businesses play an important role in economic development and in meeting local needs in rural communities. Examples of rural micro-enterprises include small-scale farming, traditional handicrafts, local trade, rural tourism, and other service activities. These businesses have significant economic, social, and environmental impacts within the context of rural development.

Rural micro-enterprises are small businesses that operate in rural areas with limited scale and involve a small number of employees who usually come from the surrounding community. These businesses often involve production, processing, or the provision of goods and services needed by local residents. Rural micro-enterprises cover various economic activities, such as small-scale agriculture, traditional crafts, cottage industries, local trade, and service provision. These businesses play a key role in driving the local economy, reducing unemployment, and improving the living standards of rural communities. However, they often face challenges in increasing income, productivity, and achieving sustainable growth. One of the main challenges faced by rural micro-enterprises is limited access to resources and capital. Many rural micro-enterprises have limited access to working capital, adequate infrastructure, and modern technology. This makes it difficult for them to expand their businesses and increase their income. In addition, rural micro-enterprises often face challenges in marketing their products. Limited market access and lack of marketing knowledge are common obstacles. Therefore, rural micro-enterprises need effective marketing strategies to boost their income.

In addition to challenges related to resources and marketing, rural micro-enterprises also face difficulties in improving the quality of their products and services. Many rural businesses have limited technical knowledge and skills. In today's era of globalization, good product and service quality is key to competing in an increasingly competitive market. Limited access to technology and infrastructure also often hampers these businesses from achieving efficiency and expanding their market reach. This situation illustrates that the

challenges faced by rural micro-enterprises require effective strategies for developing small rural businesses by utilizing local potential, which has a significant impact on the local economy.

Local potential in villages refers to conditions found in rural areas that can be developed to benefit the community and the region itself. Every area has its own local resources. One way to address these challenges is by implementing local resource empowerment. This empowerment involves utilizing local potential and wealth to support the sustainable development of micro-enterprises. The principle of empowering local resources is an economic approach that emphasizes the participation of the local community by making use of available resources with a touch of innovation and creativity.



Rural micro-enterprises based on local resource empowerment are an approach that focuses on developing micro-businesses in rural areas by utilizing existing local potential and resources. Although they have the potential to support economic growth and improve the welfare of rural communities, there are various problems that need to be addressed in the implementation of this concept. The problems faced by rural micro-enterprises in empowering local resources include limited access to capital, limited technology, competition with imported products, and limited training and education. Many micro-enterprises struggle to obtain the capital they need to grow their businesses, which can hinder their development. In rural areas, access to technology and infrastructure is often limited, which can prevent businesses from achieving efficiency and marketing their products widely. Cheaper imported products often pose a serious threat to rural micro-enterprises, as they struggle to compete in an increasingly open market. The skills and knowledge needed to manage businesses effectively are also often limited in rural areas, so appropriate training and education can help address this issue.

1. Limited Access to Capital: Many micro-enterprises struggle to obtain the capital they need to grow their businesses. This can hinder their development.
2. Limited Technology: In rural areas, access to technology and infrastructure is often limited. This can prevent micro-enterprises from achieving efficiency and marketing their products more widely.
3. Competition with Imported Products: Cheaper imported products often pose a serious threat to rural micro-enterprises. They find it difficult to compete in an increasingly open market.
4. Limited Training and Education: The skills and knowledge needed to manage a business effectively are often limited in rural areas. Appropriate training and education can help overcome this issue.

Rural micro-enterprises have significant urgency in supporting the local economy, creating employment opportunities, and preserving local culture. Addressing the challenges faced by rural micro-enterprises will strengthen the local economy and support sustainable growth. Therefore, it is very important to understand the urgency of addressing the problems faced by rural micro-enterprises in order to improve the welfare of rural communities and support local economic development.

Methods

The research method used is a descriptive-analytical method, which functions to describe the object under study based on data or samples that have been collected as they are, without making general conclusions. In descriptive-analytical research, the researcher collects data from various relevant sources. The data collected includes literature studies, research reports, and statistical data related to local resource empowerment and the income of rural micro-enterprises.

The data collection techniques used include surveys, interviews, and literature/documentation studies. The selection of respondents is carried out using a purposive sampling technique based on specific considerations focused on certain objectives. Surveys are used as a data collection technique to identify issues that need to be studied and to gather information directly from respondents. In this study, the researcher conducted interviews with micro-enterprise owners and village heads. The literature study involves collecting data through a review of literature from various articles in national and international journals as well as research reports, which are analyzed to gather relevant data and insights related to the topic. The literature study technique is used to obtain

written data and insights related to the problem being studied. In addition, data analysis will be carried out to identify the relationship between local resource empowerment and the income of rural micro-enterprises.

Results and Discussions

Micro-enterprises in rural areas are one of the essential components of Indonesia's economy. Although they are often overlooked amid the greater focus on large businesses and industries, rural micro-enterprises play a crucial role in creating jobs, increasing household income, and maintaining economic sustainability at the local level. Rural micro-enterprises often serve as the backbone of the local economy. They produce goods and services that meet the needs of local communities, reduce dependence on imports, and increase the income and purchasing power of rural residents.

Developing rural micro-enterprises requires appropriate steps and strategies. Many rural micro-enterprises are established but fail to grow, suffer losses, and even end up closing down. The ability to empower and utilize local potential creatively and innovatively is needed to add value that benefits the community and ensures long-term sustainability.

Increasing the income of rural micro-enterprises through local resource empowerment is an important strategy to support economic and social development in rural areas. Local resource empowerment involves various efforts aimed at increasing the productivity, added value, and income of rural micro-enterprises. Moreover, local resource empowerment includes various aspects such as developing local skills, utilizing local raw materials, promoting local products, and fostering collaboration between micro-enterprise actors and the surrounding community. Through this empowerment, micro-enterprises can strengthen their competitiveness in both local and regional markets.

1. Introduction to Local Resource Empowerment

Local resource empowerment refers to the process of strengthening and developing the potential and capacity possessed by a region or community at the local level. The aim is to improve the quality of life and community welfare through the optimal use of resources available in their surroundings. Local resource empowerment recognizes the importance of active community participation in identifying problems, formulating solutions, and implementing various development programs or initiatives. It is both a concept and an approach in community development that focuses on strengthening and utilizing the potential and resources that exist at the local or community level. The main goal of local resource empowerment is to improve community welfare, reduce inequality, and build sustainability in resource management.

This concept acknowledges that each community has its own unique wealth and potential, such as skills, traditional knowledge, culture, natural, and local economic resources. Local resource empowerment aims to encourage communities to recognize, appreciate, and manage their own resources sustainably, enabling them to overcome problems and challenges more effectively.

2. Utilization of Local Raw Materials

One important aspect of local resource empowerment is the use of local raw materials. By using materials available in the surrounding environment, micro-enterprises can reduce production costs, increase efficiency, and produce high-quality products, thereby enhancing economic self-sufficiency. The utilization of local raw materials in rural areas is an important concept in economic development and environmental sustainability. It involves the use of raw materials sourced from natural resources found in rural surroundings, such as plants, animals, and other local natural resources. Utilizing local raw materials in rural areas has several key benefits: boosting the local economy, developing local industries, creating job opportunities, increasing local community income, and reducing dependence on imported raw materials from outside the region or country.

3. Development of Local Skills

The era of globalization brings rapid and significant changes to various aspects of human life, including economics, technology, culture, and society. Amid these dynamics, local skills have become increasingly important. Local skills are abilities possessed by individuals or communities within a particular area or culture, passed down from generation to generation. These skills include various aspects such as handicrafts, culinary arts, local knowledge, and unique cultural values. One important aspect of local resource empowerment is the development of local skills and knowledge within the community. Empowerment also involves developing local skills. Through training and education, micro-enterprise actors can improve their competencies in managing businesses, developing products, and adapting to market changes. By having better skills, they can add more value to their products and attract more customers. For example, by providing training in financial management, marketing, and product development, communities can optimize their business potential and increase their income.

4. Promotion of Local Products

Local products play an important role in a country's economy. They create jobs, increase company revenues, and support overall economic growth. However, local products are often overlooked or outcompeted by imported products with larger promotional budgets. Therefore, promoting local products has become increasingly urgent in both local and global economic contexts. Promoting local products is one of the best ways to develop small and medium-sized enterprises (SMEs) and strengthen the local economy. By generating greater demand for local products, local businesses will be able to grow faster, create more job opportunities, and contribute more significantly to the local economy. This will help reduce unemployment rates and improve the quality of life for local communities. Promoting local products is crucial to increasing the visibility and popularity of micro-enterprises. By collaborating with local communities and using social media, micro-enterprises can expand their market reach. Sharing the stories behind local products and highlighting their uniqueness can help attract consumer attention and increase sales. The development of local products is an important step in preserving cultural, economic, and environmental sustainability in the era of globalization. Efforts to promote and preserve local products should receive serious attention from communities, governments, and the private sector.

5. Collaboration and Networking

In today's rapidly developing digital era, collaboration and networking are key factors for success in various fields, including rural micro-enterprises. This phenomenon is inevitable because information technology has changed the way we work, learn, and communicate. Local resource empowerment can also be achieved through collaboration and networking among micro-enterprise actors. By working together to solve common problems, share resources, and access new opportunities, micro-enterprises can grow and develop more rapidly. Such collaboration can also expand marketing and product distribution opportunities. Through collaboration and networking, rural micro-enterprises can increase their competitiveness in local and regional markets. By collaborating, they can share resources, experiences, and knowledge that help improve the quality of the products or services they offer. Collaboration and networking allow rural micro-enterprises to create more efficient distribution channels. By joining networks, they can reach wider markets and improve the accessibility of their products. This can help overcome the geographical constraints often faced by micro-enterprises in rural areas. In addition, collaboration and networking also allow rural micro-enterprises to diversify their products and services. By sharing ideas and resources with business partners, they can develop a more comprehensive product portfolio that appeals to their customers.

Rural micro-enterprises play a vital role in supporting the local economy, creating job opportunities, and preserving local culture. Although small in size, these micro-enterprises have great potential for growth and development if managed properly. By addressing the challenges faced by rural micro-enterprises, we can strengthen the economic self-reliance of rural communities. Therefore, solving the problems faced by these enterprises must be a priority in efforts to develop and advance rural areas. By involving various stakeholders, including the government, communities, and the private sector, we can create an environment that supports the growth and development of rural micro-enterprises, which in turn will have a positive impact on the welfare of rural communities and overall local economic development. They will become less dependent on government or external assistance, thereby increasing the economic stability of the region. Local resource empowerment can be an effective tool for increasing the income of rural micro-enterprises. By improving skills, access to financial resources, and better marketing, rural communities can better overcome economic challenges and improve their quality of life. Therefore, efforts to empower local resources need to be continuously enhanced and supported as an integral part of sustainable rural development.

Equations

Local resource empowerment plays a crucial role in increasing the income of rural micro-enterprises. By utilizing local potential, developing skills, promoting products, and fostering collaboration, micro-enterprises can achieve sustainable growth. It is important for the government, non-profit organizations, and local communities to work together to promote local resource empowerment and create an ecosystem that supports the development of rural micro-enterprises.

It is essential to involve local communities in the planning and implementation of this empowerment and to take into account the unique characteristics of each rural area. With effective local resource empowerment, rural micro-enterprises can grow and make significant contributions to economic growth and community welfare. Local resource empowerment can be applied in various contexts, including rural development, cultural and environmental preservation, skills enhancement, and poverty alleviation. This approach aims to empower communities so they can take an active role in planning and implementing rural micro-enterprise development programs that have a positive impact on the lives of rural communities.

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