



## COMMUNITY EMPOWERMENT THROUGH SKILLS TRAINING IN MAKING HIGH-VALUE CULINARY PRODUCTS IN SETILING VILLAGE, CENTRAL LOMBOK

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### ABSTRAK

Upaya penguatan ekonomi masyarakat pedesaan tidak hanya ditentukan oleh ketersediaan sumber daya lokal, tetapi juga oleh kemampuan masyarakat dalam mengolah potensi tersebut menjadi produk yang memiliki nilai tambah dan daya saing. Kondisi ini masih menjadi tantangan di Desa Setiling, Kabupaten Lombok Tengah, di mana potensi sumber daya manusia yang tersedia belum sepenuhnya didukung oleh keterampilan pengolahan pangan, pemahaman sanitasi, maupun kemampuan pengelolaan usaha. Berangkat dari kondisi tersebut, kegiatan pengabdian ini dirancang sebagai sarana penguatan kapasitas masyarakat melalui pelatihan kewirausahaan kuliner yang memadukan aspek produksi, keamanan pangan, manajemen biaya, pengemasan, dan pemasaran. Kegiatan dilaksanakan dengan pendekatan *Participatory Action Research (PAR)* yang melibatkan ibu rumah tangga dan pemuda desa dalam proses identifikasi kebutuhan, pelatihan praktik pengolahan produk, pendampingan higiene dan sanitasi pangan, perhitungan harga pokok produksi, pengembangan kemasan, serta pemanfaatan media digital untuk promosi. Hasil kegiatan menunjukkan adanya peningkatan pengetahuan dan keterampilan peserta dalam menghasilkan produk kuliner yang lebih menarik, higienis, dan bernilai jual. Peserta juga memperoleh pemahaman yang lebih baik mengenai pengelolaan usaha, penentuan harga produk, serta pemanfaatan sistem *pre-order* dan media digital sebagai sarana pemasaran. Selain meningkatkan kepercayaan diri untuk berwirausaha, program ini memperlihatkan bahwa integrasi keterampilan teknis dan kompetensi bisnis dapat menjadi strategi yang efektif dalam memperkuat kapasitas ekonomi masyarakat serta mendukung pengembangan ekonomi desa yang lebih berkelanjutan.

**Kata Kunci:** *Pemberdayaan Masyarakat, Diversifikasi Pangan, Produk Kuliner, Kewirausahaan, UMKM.*

### ABSTRACT

Strengthening rural community economies depends not only on the availability of local resources but also on the capacity of community members to transform these resources into value-added and competitive products. This remains a challenge in Setiling Village, Central Lombok Regency, where existing human resource potential has not been fully supported by adequate food-processing skills, sanitation awareness, and business management capabilities. In response to this condition, this community service program was designed to enhance community capacity through culinary entrepreneurship training that integrates production techniques, food safety practices, cost management, packaging development, and marketing strategies. The program was implemented using a Participatory Action Research (PAR)



approach involving housewives and village youth in a series of activities, including needs assessment, practical food-processing training, food hygiene and sanitation assistance, cost-of-goods-sold calculation, packaging improvement, and the utilization of digital media for promotion. The program outcomes indicated improvements in participants' knowledge and skills in producing culinary products that were more attractive, hygienic, and commercially valuable. Participants also gained a better understanding of business management, product pricing, and the use of pre-order systems and digital media as marketing tools. In addition to enhancing participants' confidence to engage in entrepreneurial activities, the program demonstrated that integrating technical skills with business competencies can serve as an effective strategy for strengthening community economic capacity and supporting more sustainable rural economic development.

**Keywords:** *Community Empowerment, Food Diversification, Culinary Products, Entrepreneurship; MSMEs.*

## INTRODUCTION

Economic transformation in rural areas is increasingly shaped by the capacity of local communities to generate value from resources that have traditionally been viewed only as commodities. In many villages, economic opportunities no longer depend solely on the availability of natural resources but also on the ability of residents to convert those resources into market-oriented products supported by entrepreneurial knowledge and adaptive business practices. This perspective places community empowerment within the broader framework of capacity building, where the enhancement of knowledge, skills, and decision-making capabilities becomes a prerequisite for sustainable development. Experiences from various community empowerment programs reveal that productive activities rooted in local resources can strengthen household income, stimulate community participation, and improve economic resilience when supported by adequate capacity development mechanisms (Fitrianingsih et al., 2021; Ulfa et al., 2022; Susi et al., 2021; Mawardi et al., 2023). Similar dynamics have also been observed in several regions of West Nusa Tenggara, where community welfare initiatives have been linked to productive innovations and resource-based economic activities that encourage broader local development (Azhar et al., 2023; Jaya et al., 2023).

Viewed from this perspective, Setiling Village in Batukliang District, Central Lombok Regency, represents a community setting with considerable opportunities for local economic advancement. The presence of women and youth groups provides a demographic foundation capable of supporting productive household enterprises and collective entrepreneurial activities. Access to information technology, changing consumer preferences, and the growing market demand for diversified food products further expand the range of opportunities available to rural communities. Under such conditions, the development of value-added culinary products should become a realistic pathway through which local residents can strengthen economic participation while creating new sources of income. Community empowerment initiatives that combine technical competence, product innovation, and market responsiveness have repeatedly demonstrated their contribution to sustainable local economic growth (Asnamawati et al., 2021; Candra et al., 2022).

Yet the existence of opportunity does not automatically result in economic transformation. Field observations conducted prior to program implementation revealed that a substantial proportion of community members had not fully mastered techniques related to food diversification, product quality improvement, sanitation practices, and value-added processing. As a consequence, available local resources often remain within conventional



production cycles that generate relatively limited economic returns. Comparable conditions have been documented in other food-processing empowerment activities, where insufficient technical capability constrains product quality, restricts market penetration, and ultimately reduces the competitiveness of community-based enterprises (Kurnianingsih et al., 2021; Asnamawati et al., 2021; Fitriyaningsih et al., 2021). These circumstances indicate that the challenge is not the absence of resources but rather the limited capacity to transform resources into products with stronger commercial appeal.

The issue extends beyond production-related competencies. Rural entrepreneurship frequently develops within environments where business decisions are guided more by experience than by structured managerial knowledge. Consequently, pricing strategies, production planning, and market expansion efforts often remain underdeveloped. Entrepreneurship development literature consistently associates business sustainability with the ability to recognize opportunities, manage resources strategically, and adapt to changing market conditions. In practical terms, entrepreneurial competence enables individuals to move beyond subsistence-oriented activities toward more sustainable economic initiatives. Evidence from recent studies confirms that strengthening entrepreneurial knowledge contributes to the growth of self-reliant rural enterprises and enhances the long-term viability of microbusinesses (Chasanah et al., 2025; Sandhu et al., 2026).

Alongside these managerial challenges, the rapid expansion of digital communication has altered the way products are introduced, promoted, and distributed. Rural producers now have access to marketing channels that were previously unavailable or financially inaccessible. Digital platforms provide opportunities to establish direct interactions with consumers, reduce promotional costs, and broaden market reach. Nevertheless, the integration of digital marketing into community empowerment activities remains uneven. While entrepreneurship training has increasingly incorporated technology-oriented components and has demonstrated positive impacts on the participation of women and youth in productive economic activities (Anisyah et al., 2025), many community programs continue to prioritize production skills without providing equivalent attention to marketing adaptation and business management capacities.

A closer examination of previous community service initiatives reveals another important pattern. Programs involving pineapple processing, cassava-based products, pumpkin diversification, tomato processing, and traditional culinary products have generated positive outcomes in enhancing technical abilities and increasing awareness of value-added production (Ulfa et al., 2022; Mawardi et al., 2023; Susi et al., 2021; Asnamawati et al., 2021; Candra et al., 2022). However, these interventions generally addressed production-oriented activities as separate components rather than integrating them with sanitation management, financial literacy, packaging innovation, and market development strategies. Such fragmentation limits the extent to which newly acquired technical skills can be translated into sustainable entrepreneurial outcomes. As a result, the long-term economic impact of empowerment activities often remains below its potential.

This situation exposes a conceptual and practical gap within existing empowerment models. Community development efforts have frequently concentrated either on improving production capacity or on strengthening entrepreneurship, while the interaction between both dimensions has received comparatively less attention. From a community empowerment perspective, sustainable economic advancement requires a multidimensional approach in which technical competence, managerial capability, product quality assurance, and market accessibility operate as interconnected elements rather than isolated interventions. Without such integration, improvements achieved in one aspect may fail to generate meaningful



economic benefits at the household level. The challenge therefore lies in designing empowerment programs capable of simultaneously addressing production, management, and market-related barriers within a unified framework.

Responding to this gap, the present community service program introduces an integrated empowerment model that combines four complementary components: culinary product diversification training, food sanitation education based on Good Manufacturing Practices (GMP) and Sanitation Standard Operating Procedures (SSOP), business management through Cost of Goods Sold (COGS) calculation, and digital marketing implementation utilizing a Pre-Order (PO) system. The innovative value of this initiative does not merely reside in the individual components themselves, all of which have appeared separately in previous empowerment activities, but in their deliberate integration into a single capacity-building framework designed to strengthen both technical and entrepreneurial dimensions simultaneously. Accordingly, this program aims to empower women and youth in Setiling Village through the development of high-value culinary products while fostering managerial competence and market readiness. Beyond improving practical skills, the intervention is expected to contribute to household income opportunities and offer a replicable model for sustainable community-based economic empowerment in rural settings.

## **RESEARCH METHOD**

This community service program was conducted in Setiling Village, Batukliang District, Central Lombok Regency, involving housewives and female youth interested in developing household-based entrepreneurial activities. The program was implemented using a Participatory Action Research (PAR) approach that encouraged active community involvement throughout the activity process. Prior to implementation, the service team coordinated with village authorities, conducted field observations, and held discussions with prospective participants to identify challenges related to culinary production skills, sanitation practices, product diversification, and basic business management. Information obtained during this stage was used to formulate training materials and practical activities that reflected local needs and conditions.

The implementation phase combined educational and practical learning activities. Educational sessions addressed food hygiene and sanitation, household-scale entrepreneurship, product packaging, and basic marketing strategies, while practical sessions provided hands-on experience in preparing, processing, frying, decorating, and packaging donut products with various topping alternatives. Participants received direct guidance throughout the production process to ensure compliance with hygiene standards and product quality requirements. To support the activities, several tools and materials were prepared, including weighing scales, mixing utensils, frying equipment, packaging materials, and ingredients required for donut production. In addition, participants were trained to calculate the Cost of Goods Sold (COGS) using examples derived from the products produced during the training to strengthen their understanding of pricing strategies and business profitability.

Program evaluation was conducted continuously through observation, group discussions, and activity documentation. Observation sheets were used to assess participant attendance, level of participation, practical production skills, application of sanitation procedures, and ability to perform basic business calculations. Data collected from observations and discussions were analyzed descriptively by examining participant engagement and performance throughout the training activities, as well as identifying changes in knowledge, skills, and entrepreneurial awareness after program implementation. The

evaluation findings subsequently served as the basis for mentoring recommendations and the continued development of community-based culinary micro-enterprises in Setiling Village.

## RESULTS AND DISCUSSION

### Result

#### Training Outcomes and Participant Engagement

The training activities generated observable changes in participant engagement, practical skills, and entrepreneurial awareness. Throughout the implementation process, housewives and female youth demonstrated consistent participation in both educational and hands-on sessions. Observations conducted during the activities showed that participants were able to complete each stage of donut production, apply sanitation procedures during food preparation, and follow packaging guidelines introduced by the service team. Beyond technical competencies, participants also demonstrated increased interest in exploring culinary products as potential household-based business opportunities. A summary of the outcomes identified during the evaluation process is presented in Table 1.

**Table 1. Summary of Participant Achievement Based on Program Evaluation**

Evaluation Indicator	Achievement Identified During Training
Participation and Attendance	All participants attended and actively engaged in educational and practical sessions
Production Skills	Participants independently completed donut production and topping application processes
Sanitation Practices	Hygiene and sanitation procedures were applied during ingredient preparation, processing, and packaging activities
Product Presentation	Participants demonstrated the ability to decorate and package products in a more attractive manner
Cost of Goods Sold (COGS) Calculation	Participants successfully completed basic production cost and pricing exercises
Marketing Awareness	Participants recognized the potential use of pre-order systems and digital communication platforms for product promotion

As indicated in Table 1, the outcomes extended beyond the acquisition of food-processing skills. Participants were able to connect production activities with broader business considerations, including pricing, product presentation, and marketing opportunities. The combination of technical practice and entrepreneurship-oriented discussions encouraged participants to view culinary production not merely as a household activity but also as a potential source of additional income. These findings suggest that integrating production training with business-related competencies can contribute to a more comprehensive community empowerment process.

The learning atmosphere that emerged during the practical sessions further strengthened participant involvement and knowledge acquisition. Rather than relying solely on demonstrations, the activities encouraged participants to engage directly in ingredient

preparation, dough processing, frying, decorating, and packaging. Such involvement enabled participants to gain practical experience while receiving immediate feedback from facilitators and fellow group members. The implementation process and participant engagement during the training activities are presented in Figure 1.



**Figure 1. Participants Practicing the Production Process of High-Value Culinary Products**

The situation illustrated in Figure 1 reflects a learning environment characterized by active participation and collaborative interaction. Participants worked collectively during each stage of production, exchanged ideas regarding product preparation, and assisted one another in completing practical tasks. This collaborative process contributed not only to skill acquisition but also to stronger social interaction among community members. The experience demonstrated that participatory training methods can encourage more meaningful learning compared to passive information delivery approaches.

### **Improvement of Entrepreneurial Competencies**

An important outcome of the program was the development of participants' entrepreneurial understanding alongside their technical abilities. During mentoring and discussion sessions, participants explored how production costs influence selling prices and how product appearance affects consumer preferences. Particular attention was given to simple financial calculations because many participants had previously produced food products without considering cost structures systematically. As a result, participants gained a clearer understanding of the relationship between production expenses, pricing decisions, and potential business profitability.

The emphasis on packaging and product presentation also contributed to improvements in product quality from a market perspective. Participants were encouraged to consider visual appearance as part of the value creation process rather than merely as a finishing step. By applying decoration techniques and packaging methods introduced during the training, participants were able to produce products with a more appealing appearance and greater commercial potential. Examples of the culinary products produced during the program are shown in Figure 2.



**Figure 2. Culinary Products Successfully Produced by Participants During the Training Program**

As displayed in Figure 2, the final products exhibited variations in toppings, improved presentation quality, and a more attractive visual appearance. These characteristics reflected participants' ability to apply the production and packaging techniques practiced throughout the training activities. The resulting products served as tangible evidence that participants had successfully translated the knowledge gained during the program into practical outputs. The achievement of marketable products indicates that the program objectives related to skill enhancement and product development were effectively attained.

### **Community Empowerment Impact**

The benefits generated through this program extended beyond the immediate outcomes observed during training sessions. Increased confidence emerged as participants became more familiar with culinary production techniques and basic entrepreneurial practices. Interactions among participants throughout the activities also created opportunities for knowledge sharing and collective learning, strengthening social networks within the community. These conditions provide an important foundation for sustaining future economic initiatives at the household and community levels.

Another notable outcome was the integration of production, sanitation, business management, and marketing aspects within a single empowerment framework. Participants were not only introduced to how products are created but also to how products can be managed and positioned as potential income-generating commodities. This integrated approach broadened participants' understanding of the processes required to transform local resources into value-added products. Consequently, the program offers a practical model that can be adapted in similar community empowerment initiatives aimed at strengthening local economic capacity through culinary entrepreneurship.

### **Discussion**

The outcomes presented in Table 1 demonstrate that the training program functioned not only as a transfer of technical knowledge but also as a mechanism for strengthening community capacity. From the perspective of community empowerment and capacity-building theories, empowerment becomes meaningful when individuals acquire the competence and confidence needed to improve their own socioeconomic conditions. The active involvement of participants throughout the educational and practical sessions indicates that learning occurred through direct experience, allowing knowledge to be constructed through participation rather than passive reception. This condition is important because experiential learning tends to create



stronger retention of knowledge and greater readiness to apply newly acquired skills in everyday economic activities. A similar tendency was identified by Hendrayana et al. (2025), who reported that local food-based culinary innovation training contributes to the enhancement of community competencies and creates opportunities for generating additional economic value.

The improvement in production skills observed during the program also reflects the strategic value of utilizing local resources as the basis for community economic development. Asset-Based Community Development (ABCD) theory emphasizes that sustainable development is more likely to emerge when communities recognize and optimize their own assets rather than depending primarily on external support. In this context, participants were encouraged to view locally available resources as productive assets capable of being transformed into market-oriented culinary products. The ability to convert simple ingredients into value-added products demonstrates a shift in perspective from resource consumption toward resource utilization and innovation. This interpretation reinforces the findings of Triana et al. (2025), who emphasized that local food processing initiatives can strengthen community capabilities while increasing the competitiveness of locally produced goods.

Another important aspect emerging from the findings is the development of entrepreneurial awareness among participants. Entrepreneurship theory suggests that entrepreneurial behavior is closely associated with an individual's capacity to recognize opportunities, mobilize resources, and create value through innovation. The training did not merely teach participants how to produce food products but also encouraged them to evaluate business opportunities associated with those products. As a result, participants began to understand that culinary production can serve as an economic activity with the potential to generate household income rather than remaining a purely domestic practice. This interpretation is consistent with the observations of St Aisyah et al. (2025), who highlighted the role of entrepreneurship training in improving business planning abilities, and with Yusartika et al. (2025), who demonstrated the importance of entrepreneurial competence in strengthening women's economic empowerment.

The findings related to hygiene and sanitation practices provide additional evidence that community empowerment should encompass quality assurance dimensions alongside technical production skills. Food quality management theory explains that consumer acceptance and business sustainability are strongly influenced by compliance with hygiene and food safety standards. Through practical demonstrations and direct supervision, participants developed a clearer understanding of how sanitation practices affect product quality, customer trust, and market acceptance. This understanding is particularly relevant for small-scale food enterprises, where consumer confidence often determines repeat purchases and long-term business viability. Similar conclusions were reported by Hikmawati et al. (2026), who found that sanitation education significantly enhances awareness and implementation of food safety practices among micro and small business actors.

The increased ability of participants to calculate production costs represents a meaningful shift in managerial competence. Prior to the intervention, pricing decisions were generally based on estimation and experience, a practice that frequently results in inaccurate assessments of profitability. According to small business financial management theory, the ability to identify and calculate production costs accurately is fundamental for determining appropriate selling prices and ensuring business sustainability. The training therefore contributed not only to financial literacy but also to more rational and evidence-based decision-making processes. These observations support the findings of Mutmainah et al. (2026), who



reported that cost-of-goods-sold training strengthens the financial management capacity of micro-enterprises and improves their ability to evaluate business performance.

The products displayed in Figure 2 further illustrate how improvements in packaging and product presentation can influence the perceived value of a product. Marketing theory recognizes packaging as a strategic instrument that communicates product quality, differentiates products from competitors, and shapes consumer perceptions before purchase decisions are made. The participants' ability to produce more attractive and visually appealing products indicates that they had begun to understand the relationship between product appearance and market competitiveness. Rather than functioning solely as a protective element, packaging became part of the value-creation process that enhances product attractiveness and commercial potential. This interpretation aligns with Hanoum et al. (2026), who demonstrated that packaging improvement and product standardization contribute significantly to the competitiveness of small-scale enterprises.

Beyond production and packaging, the introduction of digital marketing concepts expanded participants' understanding of how local products can reach broader markets. Contemporary digital marketing theory argues that digital platforms reduce geographical limitations, facilitate communication with consumers, and create more cost-efficient promotional opportunities. For rural communities, the ability to utilize accessible digital technologies is increasingly important because market expansion is no longer dependent exclusively on physical interactions. The training encouraged participants to view digital platforms as practical tools for promotion, customer engagement, and business growth. Comparable outcomes were reported by Kamilah et al. (2025), who found that digital marketing assistance programs improve the visibility and market reach of rural microenterprises through more effective utilization of digital technologies.

When interpreted collectively, the findings suggest that the strength of the program lies not in any single training component but in the integration of multiple competencies within a unified empowerment framework. Technical production skills, sanitation awareness, financial management, packaging development, and digital marketing knowledge complemented one another to create a more comprehensive learning experience. This integrated approach reflects the core principles of community empowerment theory, which emphasize the development of human capacity through interconnected dimensions rather than isolated interventions. The results indicate that participants were equipped not only with the ability to produce culinary products but also with the managerial and entrepreneurial competencies necessary to sustain economic activities over time. Such a multidimensional empowerment model supports the arguments of Julita et al. (2025) regarding capacity strengthening, Harinurdin et al. (2025) concerning sustainable rural development, and Rahabhi et al. (2026), who emphasized the contribution of value-added product development to profitability and long-term entrepreneurial growth among small-scale producers.

## CONCLUSION

The implementation of culinary entrepreneurship training in Setiling Village demonstrates that community empowerment initiatives are more impactful when technical production skills are integrated with entrepreneurial and business management competencies. The program confirms that local food resources can become strategic economic assets when communities are equipped with the knowledge and confidence to transform them into value-added products with market potential. Beyond the acquisition of practical skills, the activities contributed to strengthening participants' capacity to recognize business opportunities, manage





production processes more systematically, and adopt a more market-oriented perspective. These findings suggest that community-based culinary entrepreneurship programs can function not only as skill-development interventions but also as mechanisms for fostering economic self-reliance and enhancing the productive utilization of local resources within rural communities.

The outcomes of this program further indicate significant opportunities for expanding community-based culinary enterprises through sustained capacity-building efforts and institutional support. The competencies developed during the training provide an initial foundation for establishing more organized and sustainable microbusiness activities that can contribute to local economic development. Future initiatives may focus on strengthening product diversification, business legality, branding, digital marketing utilization, and market networking to increase competitiveness and business sustainability. In addition, the integration of value-added culinary products with village tourism, creative economy programs, and community-based business groups offers promising prospects for extending the economic impact of the program while reinforcing the long-term resilience of rural livelihoods.

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