

AWAKENING THE SPIRIT OF ENTREPRENEURSHIP: SOCIALIZATION OF UMKM AS A SERVICE EFFORT IN THE VILLAGE

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Abstract

Entrepreneurial spirit is the main focus of MSME socialization in rural areas. The program aims to increase entrepreneurial spirit and capability among rural communities through campaigns and support for micro, small and medium enterprises. The socialization focuses on education, training, and collaboration to overcome barriers faced by MSME players, in order to help improve the economy and living standards of local residents. The research method in this study uses a literature study. The results show that, first, the level of entrepreneurial literacy and understanding among villagers is still low, leading to slow business development and lack of product innovation. Second, rural MSMEs face significant constraints in accessing capital and funding sources, due to the lack of collateral and adequate financial records as well as complex regulations. Third, the lack of collaboration between the government, private sector and communities is a barrier to supporting the development of rural MSMEs. Support in the form of entrepreneurship training programs, simplification of regulations, and provision of adequate infrastructure is urgently needed. Effective socialization of entrepreneurial opportunities to villagers has proven to be able to encourage the growth of entrepreneurial spirit. With continuous socialization, MSMEs in villages have

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great potential to develop into the backbone of the local economy, which in turn will contribute to improving the living standards of local communities.

Keywords: Entrepreneurial Spirit, Socialization of MSMEs, Service, Village.

Introduction

Indonesia is a country with a strong economic base in the small and medium enterprise sector. Data from the Ministry of Cooperatives and SMEs shows that SMEs contribute more than 60% of the Gross Domestic Product and absorb more than 97% of the workforce. However, not all regions feel the great contribution of this sector, especially in villages that still have low levels of entrepreneurship. (Kwon & Kim, 2024).

Villages as the smallest administrative unit have great potential to be developed, both human and natural resources. Villages are the smallest unit of government in Indonesia under the sub-district, inhabited by communities generally living in the agrarian sector such as agriculture, animal husbandry, and fisheries. (Aslan, 2019). Villages are characterized by a life close to nature, a close social structure, and a strong culture. The village administration is led by the village head assisted by other village officials carrying out government, development, and community tasks (Blagorodov et al., 2019). (Blagorodov et al., 2021).. The existence of villages is recognized under the Village Law and has the right to manage its own household affairs within the framework of regional autonomy. Villages also have great potential for sustainable local economic and socio-cultural development. However, the potential is often not optimally utilized due to various constraints, such as lack of knowledge about entrepreneurship, limited access to capital and technology, and lack of training and mentoring (Hanif & Widawati, 20). (Hanif & Widawati, 2024).

Village entrepreneurship is critical to driving sustainable local economic growth. MSMEs can be the driving force of the village economy by creating jobs, increasing community income, and reducing urbanization. With the development of entrepreneurship, villages are able to optimally utilize natural and human resources, create added value, and increase community income. (Aryuniasari et al., 2023). Micro, Small, and Medium Enterprises (MSMEs) can be a solution to the problem of poverty and unemployment by providing employment for local residents. In addition, entrepreneurship in the village can reduce people's dependence on agriculture as the only source of livelihood, thus creating economic diversification (Refachlis, 2022). (Refachlis, 2022).

In addition to the economic aspect, village entrepreneurship also has a significant social impact. With the emergence of new businesses, villagers can improve their skills and knowledge through training and education related to the business world. This encourages a spirit of innovation and creativity, and builds self-confidence and the ability to compete (Gultom & Lumbanraja, 2022). (Gultom & Lumbanraja, 2022).. Successful village entrepreneurs can also serve as role models and inspiration for the younger generation, thus building a strong entrepreneurial culture in the village environment. Ultimately, village entrepreneurship not only strengthens the local economy, but also builds more independent, dynamic and prosperous communities. Therefore, cooperation and intervention from various parties are needed to develop the entrepreneurial spirit in rural areas. (Monika et al., 2022)..

Socialization of MSMEs is one important strategy in this effort. It not only helps raise awareness about business opportunities, but also provides the education and training needed to start and grow a small business. Through effective socialization, it is expected that new entrepreneurs will emerge who are able to boost the village economy. (Ifani et al., 2024)..

Given the importance of MSME socialization in generating entrepreneurial spirit in rural communities, this study aims to review the existing literature and review the effectiveness of various socialization strategies that have been implemented.

Research Methods

The study conducted in this research uses the literature research method, which is an approach in research that relies on analyzing and synthesizing existing information from various sources such as books, scientific journals, research reports, articles, and other documents. (JUNAIDI, 2021); (Abdussamad, 2022); (Wekke, 2020).

Results and Discussion

Basic Concepts of Entrepreneurship

Entrepreneurship is the process of designing, preparing and running a new business that is often a small business. Entrepreneurship involves taking risks to realize a business idea with the aim of creating economic, social, and environmental value. (Puspita, 2023). An entrepreneur is an individual who dares to take the first step to analyze opportunities, gather resources, and realize business ideas to

produce products or services that provide solutions to market needs. (Alifia & Hermawan, 2023)..

Entrepreneurial characteristics include various aspects that distinguish an entrepreneur from other individuals, including: 1) Innovation: Entrepreneurship often involves creating new and unprecedented products, services or processes or providing significant improvements to existing ones. 2) Risk Taking: Entrepreneurs face uncertainty and are prepared to take financial, professional and personal risks to achieve business goals. 3) Creativity and Long-term Vision: The ability to think creatively and have a long vision of the potential of the business and how to realize it into reality. 4) Endurance and Resilience: Entrepreneurs must have the resilience to face challenges and failures, and be able to continue to strive and adapt in changing situations. 5) Resource Management: The ability to identify, secure, and manage resources (such as capital, labor, technology) to maximize the chances of success. (Sopian et al., 2023).

These characteristics help entrepreneurs to innovate and lead their businesses to success, despite facing various challenges and obstacles along the way. (Parmalasari & Purwani, 2023). The significance of entrepreneurship for economic development is significant because entrepreneurs are the main driving force in creating innovation and technological advancement. Through the development of new products and services, entrepreneurs not only meet market needs but also open up new opportunities that can increase productivity and economic efficiency. (Purnama & Azizah, 2020). Innovations generated by entrepreneurship are able to create new markets and even change the existing economic structure, thus providing broad benefits to society. For example, various innovations in digital technology have created new industries and generated employment opportunities that did not exist before (Imaniah et al., 2020). (Imaniah et al., 2023)..

In addition, the entrepreneurial spirit also plays an important role in job creation. Small and medium-sized enterprises established by entrepreneurs are often the backbone of the economy, especially in developing countries. By creating new jobs, entrepreneurs help reduce the unemployment rate and increase people's income. (Zusryn, 2021). This not only contributes to improved individual well-being but also strengthens social and economic stability. The informal sector, which is often dominated by small businesses, also provides opportunities for groups underrepresented in the formal economy to participate and improve their lives.

Through this growth, entrepreneurship plays a central role in driving sustainable and inclusive economic growth. (Ambarwati & Lestariana, 2020).

MSMEs and their Role in the Village Economy

MSME or Micro, Small, and Medium Enterprises is a categorization of businesses based on the size of their assets, sales, and number of employees. Micro enterprises usually have assets below a certain threshold and relatively small annual sales, as well as a small number of employees, often less than 10 people. (Aji, 2020). Small enterprises are larger in scale with higher assets and sales than micro enterprises, and typically employ between 10 and 50 people. Meanwhile, Medium Enterprises are businesses that are larger than small enterprises but have not yet reached the scale of large enterprises, with between 51 and 250 employees and larger assets and sales. MSMEs play an important role in the economy, especially in terms of job creation and the provision of diverse products and services to the community. (Siahaan, 2022).

MSMEs contribute significantly to the local economy in various aspects. First, MSMEs are often the main source of employment for local communities, helping to reduce unemployment and poverty. By providing diverse jobs, MSMEs help build the skills and capabilities of the local workforce. (Sari et al., 2023). In addition, many MSMEs rely on raw materials and labor from the surrounding community, thereby encouraging the circulation of money within the area and strengthening the local economy. This creates a positive domino effect where the growth of MSMEs has a direct impact on improving the welfare of the local community. (Pahle, 2020).

In addition, MSMEs also play an important role in diversifying local economies by creating different types of products and services. The innovation and flexibility of MSMEs are often higher than those of large firms, allowing them to respond more quickly to changes in market demand and customer needs. (Sahabuddin et al., 2024).. MSMEs are also often preservers of local culture through the production of handicraft goods, specialty foods, and other traditional products, which not only meet consumer needs but also attract tourists and boost the local tourism sector. Thus, MSMEs not only strengthen the local economic structure but also help maintain and promote the cultural identity of their communities. (RETI, 2022).

Socialization and Education in MSME Development

The development of micro, small and medium enterprises (MSMEs) faces various challenges that require a comprehensive response from various stakeholders. Socialization is a vital activity to increase MSME actors' awareness of existing opportunities and barriers as well as the mutually helpful solutions that have been prepared. (Hidayati, 2020). Information on government programs, funding schemes, market opportunities and regulatory issues needs to be disseminated through various channels such as conferences, workshops, field guidance and digital media empowerment. (Aviyanti et al., 2022)..

Education is equally important in improving the capabilities and skills of small businesses to compete in the digital era. Through training in management, financial planning, digital marketing, product innovation, and understanding applicable regulations, MSMEs can enrich their insights and skills to manage and develop their businesses. Direct guidance from practitioners and experts also complements this empowerment program. (Hapizah et al., 2024)..

Synergy between stakeholders such as government, universities, industry, and non-profit organizations is essential to design appropriate socialization and education programs. Periodic evaluations and feedback from MSMEs serve as benchmarks for program effectiveness and room for improvement to empower small businesses in the long run.

Effectiveness of Socialization in Generating Entrepreneurial Spirit

The effectiveness of entrepreneurship socialization is highly dependent on the strategies and methods used in delivering the information. The right approach must be able to touch the psychological aspects of prospective entrepreneurs, such as increasing self-confidence, inspiring innovation, and providing motivation to take measurable risks. (Ekawanti, 2024). Successful programs tend to include activities that allow participants to witness first-hand the success stories of business pioneers, as well as provide opportunities to share experiences. Seminars, practical training, and sharing the experiences of advanced entrepreneurs are often powerful methods of instilling entrepreneurial spirit (Zihan & Rahmawati, 2024). (Zihan & Rahmawati, 2023)..

Effective socialization should provide relevant and practical information on how to start and manage a business. This includes how to find market opportunities, plan a business, access resources and capital, and deal with challenges along the way. An in-depth understanding of these aspects can increase prospective entrepreneurs' confidence in starting a business. (Chomsatu, 2023). In

addition, socialization through digital media such as webinars and online platforms allows structured information to be obtained by a wider audience.

Collaboration among various stakeholders also plays an important role in improving the effectiveness of entrepreneurship socialization. The government, educational institutions, non-profit organizations, and businesses should work together to build an ecosystem that supports entrepreneurship. For example, the government provides incentives and conducive regulations, while universities integrate entrepreneurship into the curriculum (Supratman et al., 2015). (Supratman et al., 2024).. Non-profit organizations and businesses also contribute through coaching and mentoring programs. This collaboration ensures that the information and support provided to aspiring entrepreneurs is integrated and comprehensive (Qira'ati, 2021). (Qira'ati, 2021).

Finally, the effectiveness of entrepreneurship socialization also depends on the continuity and sustainability of the program. Socialization is not a single activity, but rather an ongoing process that requires periodic adjustment and evaluation. By conducting regular monitoring and evaluation, implementers can assess the impact of socialization and make improvements (Valiev et al., 2021). (Valiev et al., 2021). Feedback from participants is also important to ensure their needs and expectations are properly met. A continuous approach is expected to get more and more individuals motivated and ready to embark on a dynamic and challenging entrepreneurial journey. (Putra & Holisoh, 2023)..

Model of MSME Development in Villages

The development of micro, small and medium enterprises (MSMEs) in villages requires an integrated model, covering various aspects such as education, access to finance, technology and marketing. As an initial step, entrepreneurship and financial literacy training programs need to be encouraged to increase the capacity and knowledge of MSME actors in managing their businesses. (Hendratmoko, 2023). Training can include business plans, financial management, marketing strategies, and utilization of digital technology for business. Education on product quality standards is also important to enable village MSMEs to compete in local and global markets. Collaboration with universities and non-profit organizations in this training can be an effective strategy. (Kulichenko et al., 2022)..

Access to finance is one of the main constraints faced by MSMEs in villages. The MSME development model must include financing schemes that are easily accessible to these small businesses. Microfinance institutions, cooperatives and

local banks need to be involved in providing business capital with low interest rates and more flexible terms. (Kis et al., 2023).. The government and relevant institutions need to develop financial assistance programs, such as revolving credit or soft loans, specifically designed for rural MSMEs. In addition, coaching on loan and capital management should also be provided to ensure funds are optimally utilized and increase business productivity (Karsa & Marpudin, 2015). (Karsa & Marpudin, 2022)..

The utilization of digital technology also needs to be a focus in the development of MSMEs in villages. The internet and e-commerce platforms can provide wider market access, not limited to local areas. MSME actors must be given knowledge on how to utilize this technology to market their products, such as through social media and online marketplaces. (Triwiyanto et al., 2023).. In addition, the development of technological infrastructure, such as adequate internet networks, is also needed in villages so that MSMEs can enjoy digital technology. Technical training programs related to the use of business management software and digital marketing can also help improve the efficiency and competitiveness of rural MSMEs. (Afwani et al., 2022)..

Finally, marketing of village MSME products should be directed to both local and international markets. Product exhibitions, fairs and local economic festivals can be effective means of promoting village MSME products. Cooperation with local governments and the private sector in terms of promotion and opening market access is also important. Brand development that reflects the local wealth and uniqueness of the village should be considered, so as to attract consumers who are looking for distinctive products. In addition, the establishment of efficient distribution networks and integrating village MSMEs into the wider supply chain will help them achieve sustainable growth. With this comprehensive MSME development model, the economic potential of villages can be harnessed so that the living standards of rural communities can improve.

Barriers and Challenges faced in the process of socialization and development of MSMEs

One of the main obstacles in the process of socializing and developing MSMEs is the low level of literacy and education among business actors. Many MSME players do not understand basic things about financial management, marketing, and the use of technology. (Fauziah & Ernandi, 2023). This lack of understanding often makes it difficult for them to optimize their business potential.

The dissemination of adequate information and training is a major challenge to ensure that every business actor has adequate knowledge and skills to manage and develop their business. (Parmalasari & Purwani, 2023)..

Access to finance is also a significant challenge for MSME development. Many businesses struggle to obtain working capital because the requirements imposed by financial institutions are often difficult to meet. For example, they may not have sufficient collateral or adequate financial records. (Anugra & Rini, 2023). Microfinance institutions and government assistance programs do exist, but they are often unevenly distributed and still poorly known by rural MSMEs. This problem is exacerbated by the lack of information on access to available financing and how to apply for loans (Dharmawan & Oetarjo, 2023). (Dharmawan & Oetarjo, 2024)..

Another challenge is inadequate infrastructure, especially in remote areas. Limited internet access, poor roads, and lack of public facilities such as markets and distribution centers can hinder the smooth operation of MSMEs. Poor infrastructure makes logistics and distribution costs high, making MSME products less competitive in the market. This, of course, has an impact on the ability of MSMEs to develop and compete, both in local and global markets. (Juwita & Murti, 2023).

In addition, complex regulatory and licensing issues are also obstacles in the development of MSMEs. Long and complicated licensing processes are often an obstacle for MSME players who want to develop their businesses legally. Unclear and changing regulations add to the uncertainty and risk for small businesses. In some areas, there is still a corrupt bureaucracy that complicates the process. Simplification and transparency in regulations should be prioritized to support sustainable growth of MSMEs. (Mauliddah, 2024).

In addition to the constraints mentioned above, the competitiveness of MSMEs is also a major challenge. Many of them find it difficult to compete with large companies that have much better resources and networks. (Mesra et al., 2023).. Their limitations in terms of product innovation, quality, branding, and marketing are often factors that hamper competitiveness. Not to mention the lack of access to wider markets, both domestically and internationally. Without the right support and strategies, MSMEs often struggle to expand their buyer base and increase sales volume. (Fitriani et al., 2023)..

Another obstacle is the lack of awareness and compliance with current quality and certification standards. Many MSME products do not meet international quality standards, making it difficult for them to penetrate the global

market. In addition, the cost of certification is expensive and the process is complicated. In fact, compliance with these standards is critical to building consumer trust and collaboration opportunities with other businesses. (Oktaviah & Sari, 2023).

It is also important to recognize that the challenge of socializing and developing MSMEs is not only the responsibility of MSME players themselves, but also involves the active role of the government, the private sector, and the community. Solid cooperation between these various parties is needed to create a supportive and conducive business ecosystem. Support in the form of pro-MSME policies, provision of training and mentoring, as well as special facilities and programs are needed to resolve various existing obstacles. (Hidayati, 2020).

Overall, SME development and empowerment faces significant barriers, ranging from low literacy and education to regulatory complexity. While overcoming these challenges is no easy task, a synergized effort between the government, businesses, and the community can help reduce the obstacles. By providing easier access to financing, improving infrastructure, simplifying regulations, and supporting innovation and certification, SMEs have the potential to grow and contribute significantly to the economy. Increasing SMEs' competitiveness and ability to dominate the market can also be achieved through the right strategy, continuous education, and consistent support from various parties.

Conclusion

The expansion of small, medium, and medium-sized businesses in rural areas (MSMEs) apparently requires a higher understanding and education of entrepreneurship among villagers. Based on research with the title "Awakening the Spirit of Entrepreneurship: Socialization of MSMEs as a Service Effort in Villages", many business actors in rural areas lack understanding of business management, product marketing strategies, and the use of digital technology. As a result, business growth is slow and innovation in goods or services is lacking.

In addition, the research encountered significant barriers in terms of access to capital and funds. Many rural MSMEs struggle to borrow from formal financial institutions due to lack of collateral and inadequate financial records. Moreover, complicated regulations and lengthy bureaucracy often prevent businesses from obtaining funding facilities from both the government and the private sector. This limits the ability of MSMEs to expand their businesses and explore new markets.

The final conclusion of the study emphasizes the importance of collaboration between the government, private sector, and community in supporting the development of MSMEs in rural areas. Support in the form of entrepreneurship training programs, simplification of regulations, and provision of adequate infrastructure and facilities are needed. Effective and sustainable socialization of the opportunities and benefits of entrepreneurship to villagers can encourage the growth of a strong entrepreneurial spirit. Thus, MSMEs in villages have great potential to develop into the backbone of the local economy and contribute to the welfare of local communities.

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