

STRENGTHENING THE LOCAL ECONOMY THROUGH INTERNATIONAL ENTREPRENEURSHIP INITIATIVES IN JATIREJO VILLAGE, LAMONGAN REGENCY

Abid Muhtarom¹, Ansar Abbas², Yunni Rusmawati DJ³, Mohammad Yaskun⁴,
Evi Fitrotun Najiah⁵, Fitri Nurjanah⁶

^{1,3,4,5,6}Lamongan Islamic University

²Hamdard University Islamabad

email: abidmuhtarom@unisla.ac.id¹, ansar.abbas@hamdard.edu.pk², yunnirusmawati@unisla.ac.id³,
m.yaskun1@unisla.ac.id⁴, evifitrotun@unisla.ac.id⁵, fitrinurjanah@unisla.ac.id⁶

Abstract

Ansar Abbas from Hamdard University Islamabad and the Faculty of Economics, Lamongan Islamic University collaborated for this Community Service activity. Partners in service are residents, especially micro, small and medium enterprises (MSMEs) in Jatirejo Village, Lamongan Regency. As the center of the local economy, MSMEs are very important for the progress of Jatirejo Village in Lamongan Regency. Relevant initiatives to encourage sustainable economic growth are FGDs and entrepreneurship seminars in Jatirejo Village. The seminar aims to support inclusive economic development in Jatirejo Village. This seminar brings change by giving business people access to new knowledge, creative strategies and business networks. This activity involves seminars and two-way discussions between speakers and participants. This activity was carried out informally with active community participation and was aimed at residents of Kutamekar Village, represented by business actors. Internationally based entrepreneurship seminars motivate, encourage and encourage business people by focusing on business opportunities, marketing strategies, financial management and innovation. These seminars provide a practical guide for business development. This entrepreneurship seminar discusses strategic investments to boost the local economy.

Keywords: Pkm Collaboration, Overseas, Internationalization-Based Entrepreneurship, Msmes

INTRODUCTION

The problems and development challenges currently facing the central and regional governments are poverty, unemployment and inequality. Regional development is one solution to answer these challenges. Regional development has the main objective, namely increasing the number and types of employment opportunities for the community. For this reason, regional governments and the community must work together and jointly take the initiative in regional development. The regional economy is generally supported by micro, small and medium scale economic activities. Therefore, the government must strive to provide entrepreneurial knowledge from a young age so that they are interested in developing micro, small and medium enterprises (MSMEs).

Poverty, unemployment and inequality are currently development problems and challenges faced by central and regional governments. One solution to this problem is regional development. Increasing the number and types of employment opportunities for the community is the main goal of regional development. According to (Hoffecker et al., 2023) For this reason, regional governments and the community must work together and take joint action for regional development. Micro, small and medium scale cooperatives usually drive the local economy. Therefore, to encourage the growth of micro, small and medium enterprises (MSMEs), the government must try to offer entrepreneurship training to the younger generation.

According to (Nyakudya et al., 2024) One of the economic sectors that is developing and is the core of the economy both regionally and nationally is micro, small and medium enterprises (MSMEs). MSMEs usually play an important role in economic activities, providing the largest employment opportunities, contributing to the balance of payments, and contributing to the formation of new markets and sources of innovation. The economy is driven largely by innovation and the growth of MSMEs (Micro, Small and Medium Enterprises). According to (Apaza-Panca et al., 2024). In the free market era, innovation and adaptation are considered important for the success of small and medium enterprises (MSMEs) in Indonesia. MSMEs must have the ability to adapt quickly to market and technological changes and produce better products and innovations than their competitors. Technology and entrepreneurship are gendered, and when entrepreneurship and technology are combined, they are essentially masculine fields (Balkmar et al., 2024).

Like many villages in Indonesia, Jatirejo Village in Lamongan Regency may have various interesting phenomena covering social, cultural, economic and environmental aspects. The following are several examples of phenomena that may occur in Jatirejo Village:

Agriculture and Fisheries: Jatirejo Village may have significant agricultural and fishing activities as Lamongan Regency is well known as an agricultural and fish producing area. Rice harvesting, fish farming, and innovations in agricultural and fisheries technology are some examples of related phenomena. **In the Field of Local Traditions and Culture:** There are no two villages in Indonesia that do not have the same traditions and culture. Jatirejo Village may have traditional ceremonies, traditional arts, or unique celebrations. **Infrastructure Development Sector:** Infrastructure development projects such as roads, bridges or other public facilities can be an important phenomenon in this village. This increase usually has an impact on improving the quality of life of local communities. **Education and Health:** Programs or initiatives related to education and health may also be of concern. This could include new schools, scholarships, health campaigns, or improved medical services. **Village Tourism Sector:** The tourism potential of Jatirejo Village such as natural tourist attractions, historical sites, or ecotourism potential can become an important phenomenon. Local communities can benefit from increased tourist visits. **Economics and Entrepreneurship:** The emergence of joint business groups, cooperatives, or small and medium enterprises (SMEs) are some examples of phenomena related to economic growth and entrepreneurship. To understand the economic landscape as a whole, its causes must be identified and a relevant contextual framework provided. Identifying these factors will reduce threats to society and regional development (Tsutsunashvili et al., 2024). This conceptual framework visualizes the interrelationships between gender norms, contextual embeddedness, and inequality (Stoker et al., 2024).

Jatirejo Village in Lamongan Regency is included in the dynamic development of MSMEs, which are an important part of life and economic sustainability. This village has potential in various MSME industries, from food production to agriculture. However, concerted efforts and a deep understanding of entrepreneurship are needed to maximize this potential (Hoffecker et al., 2023). Therefore, an international-based entrepreneurship seminar to strengthen the economy is a very relevant initiative to encourage growth and provide the right direction for business actors in Jatirejo Village. This seminar is a concrete step towards strengthening the local economy in a sustainable and inclusive manner. Entrepreneurs can gain new knowledge, creative strategies, and connections that can expand their business horizons across the country and around the world through entrepreneurship seminars.

Entrepreneurship seminars not only offer the opportunity to gain new knowledge, but also contribute to good change. This seminar not only improves the business capabilities of entrepreneurs, but also encourages them to collaborate with each other by providing an environment that supports sustainable growth (Kakatkar et al., 2024). Therefore, the entrepreneurship seminar in Jatirejo Village is a concrete step towards empowering the local economy on an international scale through exports. By supporting the growth of MSMEs, this seminar opens the door to a brighter future where the village economy will develop quantitatively and will have a positive impact on society as a whole. As speakers with an international-based entrepreneurship theme, the Community Service Team collaborates with partners from abroad in this seminar. This PkM collaboration activity does not require any costs because speakers from abroad don't want to be paid, they just want to provide material to the people of Jatirejo Village, Lamongan Regency. Therefore, this activity is the implementation of funds from abroad.

This service aims to improve and strengthen the community economy by strengthening the local economy through micro, small and medium entrepreneurship (MSMEs). This includes helping develop the creative economy and improving marketing strategies. The output target to be achieved is to increase the production of MSMEs in Jatirejo Village through financial and HR management training as well as assisting in making product advertising videos to improve marketing strategies. Apart from that, the aim of this service is to have an external impact, namely to be published in a journal accredited for community service.

Problem

Below are several problems that village MSMEs may face: **Access to financing:** Due to a lack of guarantees or collateral, many MSMEs have difficulty obtaining business capital from formal financial institutions such as banks. **Marketing and Distribution:** Due to limited distribution and marketing networks, MSMEs often face difficulties in marketing their products widely. **Skills and Knowledge:** MSMEs often face barriers to growth because they lack business knowledge, management and technical skills. **Infrastructure and Technology:** Small and medium business (MSME) operations can

be disrupted by infrastructure limitations such as poor roads, unstable electricity, and limited internet access. Competition with Foreign Products: Small and medium products (MSMEs) often have to compete with cheaper and more well-known foreign products. Legality and Licensing: MSMEs often find it difficult to legalize their business because the licensing process is complicated and expensive. Policy Support: The development of MSMEs is often hampered by the lack of local policies that support them.

METHOD

In this activity, the resource persons held seminars and two-way discussions between participants. This community service activity was carried out behind closed doors on Saturday, September 22 2023 at the Jatirejo Village Office Hall, Lamongan Regency. This activity emphasizes active community participation. People who live in Jatirejo Village, represented by people who work in Jatirejo Village, are the target group for this activity. The methods used in this community service activity are as follows:

- a. Information collection: Service members collect information to find out what is needed by the object of service, in this case MSMEs in Jatirejo Village, Lamongan Regency.
- b. Implementation of focus groups (FGD): Implementation of FGD is carried out to ensure the results of the first step that have been obtained by the service.
- c. Set focus on problem solving. Before the service implements the program, this step is carried out as an initial form. This was carried out through in-depth conversations with MSME owners and staff to determine the focus of resolving this problem.
- d. Program implementation: Program implementation is a step to resolve problems faced by MSMEs and is carried out jointly by the MSME team. This step is taken to confirm whether the solution proposed by the service will have a positive impact on MSMEs.
- e. Evaluation and Monitoring: The roles and duties of each team member in implementing this service are as follows:
 - 1) Ansar Abbas is responsible for helping provide material related to strengthening the local economy on an international basis'
 - 2) Abid Muhtarom is responsible for providing material in the field of strategic management
 - 3) Mohammad Yaskun is responsible for providing material in the field of marketing management
 - 4) Yunni Rusmawati DJ is responsible for providing material in the field of human resource management
 - 5) Fitri Nurjanah is responsible for providing material in the field of financial management.

RESULTS AND DISCUSSION

This community service program helps the economic growth and independence of the Jatirejo Village community. An entrepreneurship seminar is intended to motivate and encourage village entrepreneurs with practical knowledge. This entrepreneurship seminar helps business people in Jatirejo Village, Lamongan Regency to better understand the potential and business opportunities they have, so that they can be equal or even superior to other MSME products. To achieve this goal, especially in terms of business opportunities, the speaker shares several steps. The image below shows a recording of Jatirejo Village entrepreneurship seminar activities:



Figure 1. Implementation of FGD in Jatirejo Village

Participants will be educated about effective marketing strategies during an entrepreneurship seminar in Jatirejo Village. Success in introducing goods or services to the right market depends on effective marketing. Additionally, the main focus of this seminar will be financial management. Participants in this seminar will learn about budget preparation, cash flow management, and financial reports which are important for making good financial management decisions. Innovation and technology are also important elements that will be discussed in this entrepreneurship seminar. Due to the rapid development of technology, businesses need to understand how technology can be used to increase the productivity and efficiency of their business. Additionally, innovation is the key to surviving and thriving in a competitive market.



Figure 2. Seminar with Service Team Speakers from Abroad and Unisla Faculty of Economics

During this activity, business actors in Jatirejo Village were also given direct guidance and input by presenters who had successfully marketed their products to various locations. One of the directions given was the importance of building business networks to expand product distribution locations. To reach this location, business actors must have a wide network to distribute their products. Apart from that, the presenters at this seminar provide ways to build strong business relationships with mentors, investors, business people and other stakeholders. Business networking is about making connections with other people who work in the same field.

MSME entrepreneurs can find new opportunities by establishing relationships with other business owners. To run their business efficiently, business actors need a business network, which includes business collaboration, access and relationships with other third parties. In this way, they can achieve high levels of productivity and competitiveness, as well as achieve the expected growth and profit goals. This seminar not only discusses business networks, but also discusses problems that business people may face, such as time and cost limitations. They also discussed ways to overcome the problem. In addition, this seminar has a question and answer session to help business people understand the problems they may face when running their business.

CONCLUSION

To overcome the problems of MSMEs in Jatirejo Village, Lamongan Regency and increase the scale of business, community service at the Faculty of Economics, Lamongan Islamic University is carrying out a 4M training and mentoring program. This program covers capital, management, methods, and marketing. In this effort, Jatirejo Village MSMEs gained skills in product development, planning and financial management through discussions with experts from abroad. These two materials were combined in a focus group discussion (FGD) so that they could concentrate on a more in-depth problem solving process. It is hoped that this community service program can help MSMEs in Jatirejo Village develop and increase the scale of their businesses.

In this service, it is recommended to improve product development and marketing management, especially digitally. This will allow MSMEs in Jatirejo Village to develop, which is marked by an increase in the scale of MSME businesses.

THANK-YOU NOTE

The author would like to thank Mr. Ansar Abas from Hamdard University Islamabad who has provided materials and provided development funds for this Community Service Activity. Thank you also to the Faculty of Economics, Lamongan Islamic University, which has funded the output of service activities. The author also would like to thank the Village Government and the community of Jatirejo Village, Lamongan Regency who have supported the implementation of the activity.

BIBLIOGRAPHY

- Apaza-Panca, C. M., Flores Quevedo, L. A., & Reyes, L. M. C. (2024). Green marketing to promote the natural protected area. *Sustainable Technology and Entrepreneurship*, 3(3), 100067. <https://doi.org/10.1016/j.stae.2023.100067>
- Balkmar, D., Lindvert, M., & Ljunggren, E.C. (2024). Masculinity in Scandinavian tech entrepreneurship: male technology entrepreneurs negotiating gender (in) equality. <https://doi.org/10.1108/IJGE-04-2023-0103>
- Hoffecker, E., Ramos, F., Adomdza, G., & Frey, D. (2023). Strengthening Local Innovation and Entrepreneurial Ecosystems. *Journal of Entrepreneurship*, 32(2_suppl), S89–S116. <https://doi.org/10.1177/09713557231201179>
- Kakatkar, A., Patzelt, H., & Breugst, N. (2024). Towards a Dynamic Model of Entrepreneurial Energy. *Entrepreneurship: Theory and Practice*. <https://doi.org/10.1177/10422587231224197>
- Nyakudya, F.W., Mickiewicz, T., & Theodorakopoulos, N. (2024). The moderating role of individual and social resources in gender effect on entrepreneurial growth aspirations. *International Journal of Entrepreneurial Behavior & Research*, 30(6), 1576–1599. <https://doi.org/10.1108/IJEBr-05-2023-0519>
- Stoker, S., Rossano-Rivero, S., Davis, S., Wakkee, I., & Stroila, I. (2024). Pursuing entrepreneurial opportunities is not a choice: the interplay between gender norms, contextual embeddedness, and (in)equality mechanisms in entrepreneurial contexts. *International Journal of Entrepreneurial Behavior and Research*. <https://doi.org/10.1108/IJEBr-12-2022-1139>
- Tsutsunashvili, A., Aránega, A.Y., & Urueña, R.C. (2024). Challenged global economics amid conflict in warring countries. *Sustainable Technology and Entrepreneurship*, 3(3). <https://doi.org/10.1016/j.stae.2023.100068>