



Volume 2	Issue 2	November (2023)	DOI: 10.47540/ijcs.v2i2.918	Page: 60 – 64
----------	---------	-----------------	-----------------------------	---------------

## Social Entrepreneurship-Based Assisted Village With The Concept of Production House As An Effort to Improve The Economy Coastal of Punaga Village, Takalar District

Syahban Nur<sup>1</sup>, Wahyuddin<sup>2</sup>, Dian Pramana Putra<sup>3</sup>

<sup>1</sup>Sociology education, Muhammadiyah University of Makassar, Indonesia

<sup>2</sup>Educational Technology, Muhammadiyah University of Makassar, Indonesia

<sup>3</sup>Physics Education, Muhammadiyah University of Makassar, Indonesia

**Corresponding Author:** Syahban Nur; Email: [syahban@unismuh.ac.id](mailto:syahban@unismuh.ac.id)

### ARTICLE INFO

*Keywords:* Coastal Economy, Production House, Social Entrepreneurship.

*Received* : 04 May 2023

*Revised* : 01 June 2023

*Accepted* : 30 June 2023

### ABSTRACT

Punaga village is one of the villages affected by the pandemic which resulted in unstable economic conditions, Punaga village is inhabited by 2772 people and the majority of the people work as seaweed farmers, each family head can produce an average of three tons in one season. This makes Punaga village a village that has the potential to be developed in terms of seaweed processing. Empowerment of women, especially housewives who do not go directly to the sea with their husbands, can be empowered with entrepreneurship-based training activities with the concept of a production house with a variety of processed foods and skills made from seaweed. The online-based Production House facility can be utilized as a place for continuous training and also as an exhibition place for the work of housewives, and can be accessed by the visiting community or Edu-tourism and can be accessed via the web or social because it is online-based. Thus, it will also indirectly help the promotion process to attract the interest of the general public to buy and ultimately have an impact on increasing the income of the Punaga Village community.

### INTRODUCTION

The Covid-19 pandemic that occurred globally certainly had an impact on various sectors, especially in the economic sector (Obi, et al., 2020; Rizqulloh, 2021). This economic impact is not only felt domestically but also globally. *The International Monetary Fund* (IMF) projects that the global economy will grow minus 3% in Indonesia, of course also has a significant impact on tourism, the trade sector, and industry including Micro, Small and Medium Enterprises (Siagian & Cahyono, 2021; Hanan, et al., 2021).

According to a report from the *Organization for Economic Co-operation and Development* (OECD), the Covid-19 pandemic is affecting the economy from the supply and demand side as companies are reducing the supply of raw materials and unhealthy labor and supply chains are also experiencing constraints. From the demand side, there is a lack of demand and decreased consumer

confidence in a product. The OECD also mentioned that MSMEs have a significant impact on this Covid-19 condition. MSMEs are very vulnerable to being affected by business disruptions because they are often directly related to tourism, transportation, and the culinary industry which requires fast suppliers, all of which are significantly affected by Covid-19 (Siagian & Cahyono, 2021).

Punaga Village is one of the villages affected by the pandemic which resulted in unstable economic conditions, Punaga Village is located in the southern part of Takalar Regency at a distance of 20 km from Takalar City. Based on the 2019 village database, Punaga Village is inhabited by 2772 people with a territorial area of 924.46 (Ha) where the majority of the people work as seaweed farmers. The work as a seaweed farmer is the main source of income and work that has been hereditary done by almost all Punaga Village communities.

Thus making Punaga Village as one of the largest seaweed suppliers in Takalar district.

However, this work has not experienced significant development or improvement in terms of the economy of the Punaga Village community. This is because the community is dependent on the harvest of seaweed which is sold directly to the surrounding collectors where the community is often faced with challenges such as the growth and marketing of seaweed that is not stable due to several factors such as seaweed damage due to weather and frequent price drops in the market. In addition, difficult access to urban areas and inadequate facilities and infrastructure leaves the community with no other option but to sell seaweed to neighboring communities or collectors at relatively low prices.

Punaga village has quite a lot of seaweed yields. each family head can produce an average of 3 tons in one season. This makes Punaga village a very potential village to be developed in terms of seaweed processing. On the other hand, Punaga village has a place as one of the famous local tourist sites, namely Punaga Beach, which has quite a lot of visitors from various regions.

Moreover, this seaweed processing is an innovation in Punaga village which is known as one of the largest suppliers of seaweed in the Takalar district, of course, this is one of the edu- tourism and attracts the interest of the government, private or academic institutions from various fields of science related to innovation to increase new income for the community and seaweed to conduct visits and comparative studies at the production house, therefore we are very confident that social entrepreneurship based on production house will be an innovation that will boost the economy of the Punaga Village community.

## METHODS

The method stages of program implementation are:

1. Socialization of Social Preneurship based on production house At this stage, socialization will be carried out regarding how to produce various home products made from sea rum production that can increase or provide additional income to housewives. And also socialize related to how marketing is easy and

practical and can be reached by all communities (online-based).

2. Team Building as a Working Partner, The formation of the Working Partner Team is carried out to maintain the sustainability of this program, considering that the guidance and control of the Research Team cannot be carried out continuously. And the team that will be selected as partners are community members in Punaga village, especially housewives who are directly involved in the Production House to make it easier to manage every product that will be produced and manage administrative archives from the community. So that later this program will be managed with correct and transparent administration.

3. Training and demonstration of Seaweed creativity processing:

The hands-on practice was conducted on how to produce processed seaweed by group members who have run the business. This activity will be held centrally at the Punaga village office and attended by the community in Punaga village. Things that will be done:

- a brief description of the economic value of seaweed
- explain the types of processed seaweed that have high economic value
- The training on making *dodol*, chips, and jelly candy involved several group members in conducting demonstrations from the preparation of tools and materials to the manufacturing process.
- followed by a discussion session telling about the problems encountered during the processing issues

4. Product marketing training through website and social media, in this stage, the community will receive training on the process of creating a WEB and how to use social media to promote and publicize their work. Thus, the community will also increase their knowledge in the field of Information Technology in the promotion process and can also increase sales not only domestically but can reach a wider area.

5. Production House Provision It will provide a place for housewives to have a place to make seaweed preparations and become a sales center for various seaweed preparations. The program

will involve the village government in setting up the *production house*.

6. Joint Program Evaluation with Partner Teams and the community through the evaluation process, shortcomings and obstacles that occur in the implementation of the program can be improved for the better. This stage is carried out by the Research Team (Students and Lecturers) together with the partner team and the community.
7. Monitoring and sustainability of the program to the team and the community. The monitoring stage is carried out so that the process of sustainability by the Management Team from the community certainly still requires guidance in the process of implementing the program.

#### **The Benefits of the Program**

1. Increase the productivity and income of the community by processing seaweed into various preparations through a production house.
2. Processing seaweed into various specialty products that can become an icon of Punaga village and have high selling value.
3. Increase the selling value of processed seaweed products through online and offline publications.

#### **Success Indicators of the Program**

1. Punaga Village community can master how to process seaweed according to procedures.
2. Making Punaga Village as an area that successfully creates employment in the form of seaweed-processed production houses to utilize the skills of the Punaga village community.
3. Increase the income of the Punaga village community, both in terms of production and tourist visits, both local and foreign.

### **RESULTS AND DISCUSSION**

Social entrepreneurship emphasizes its business by involving the community by empowering the underprivileged financially and skills to jointly move their business to generate profits and then the profits are returned back to the community to increase their opinions (Firdaus, 2014; Karambakuwa & Bayat, 2022).

Not much different from this opinion, Seelos and Mair (2005) explain the definition of social entrepreneurship, namely social entrepreneurship emphasizes the aspect of individuals who have

ideas to fight for the reduction of social problems. Indicators of Social Entrepreneurship Success According to Dess in Wibowo 2015 (the best way to measure the success of social entrepreneurship is not by calculating the amount of profit generated, but at the level where they have produced social values).

From the social response of the Punaga Village community, also from housewives, they do not work and do not go directly to the sea, only husbands are active down to the sea so the free time that the community has, especially among housewives, has free time but is not used for activities that produce and are useful. So, it is hoped that through the production house based on the socio-preneurship program it can be maximized for housewives' activities.

Empowerment of women especially housewives in Punaga Village can be empowered with various kinds of processed food and skills made from seaweed. Online-based Production House facilities can be utilized as a place for continuous training and also as an exhibition place for the work of housewives, and can be accessed by the visiting community or Edu-tourism and can be accessed via the web or social because it is online-based. Thus, it will also indirectly help the promotion process to attract the interest of the general public to buy and ultimately have an impact on increasing the income of the Punaga Village community.

Achieving ideal conditions in determining program targets requires transformation by involving all relevant elements such as village government, hamlet government, and community leaders. This is done so that there is no misunderstanding between the Research Team and the target community. The first thing to do is to map the characteristics of the Punaga Village community, and after that determine several hamlets that can be used as target options. The hamlets that will be targeted are those with the most seaweed production and unemployed housewives. After the assessment and mapping are done, the prioritization of steps can be determined.

The results of the implementation of community service are that the Punaga village community as well as housewives do not work and do not go directly to the sea, only husbands are active down to the sea so that the free time that the community has, especially among housewives, has

free time but is not used for activities that produce and are useful.

The empowerment of women especially housewives in Punaga Village as partners can be empowered with various kinds of processed food and skills made from seaweed. Online-based Production House facilities can be utilized as a place for continuous training and also as an exhibition place for the work of housewives, and can be accessed by the visiting community or educational tours and can be accessed via the web or social because it is online-based. Thus, it will also indirectly help the promotion process to attract the interest of the general public to buy and ultimately have an impact on increasing the income of the Punaga Village community.

Achieving ideal conditions in determining program targets requires transformation by involving all relevant elements such as village government, hamlet government, and community leaders. This is done so that there is no misunderstanding between the Research Team and the target community. The first thing to do is to map the characteristics of the Punaga Village community and after that determine several hamlets that can be used as target options. The hamlets that will be targeted are those with the most seaweed production and unemployed housewives. After the assessment and mapping are done, the prioritization of steps can be determined. The future plans are:

1. The formation of the Working Partner Team is carried out to maintain the sustainability of this program, considering that the guidance and control of the Research Team cannot be carried out continuously. And the team that will be selected as partners are community members in Punaga village, especially housewives who are directly involved in the Production House to make it easier to manage every product that will be produced and manage administrative archives from the community. So that later this program will be managed with correct and transparent administration.
2. Advanced training on seafood processing Continued training on how to produce seafood by group members who have run the business. This activity will be held centrally at the Punaga Village office and attended by the community in Punaga Village.

3. Advanced training on product marketing through websites and social media, in this stage, the community will receive training on the process of creating a web and how to use social media to promote and publicize their work. Thus, the community will also increase their knowledge in the field of Information Technology in the promotion process and can also increase sales not only domestically but can reach a wider area.

4. Monitoring and sustainability of the program to the team and the community, The monitoring stage is carried out so that the process of sustainability by the Management Team from the community certainly still requires guidance in the process of implementing the program. Thus, the objectives of the monitoring stage are as follows:

- See the progress of the program that has been implemented.
- Knowing the obstacles that exist in the process of program implementation.
- Finding solutions to existing problems, so that the Assisted Village program is truly effective and maximum and synergistic.

## **CONCLUSION**

The conclusion on the implementation of this service activity is the creation of new products from processed seaweed that can be registered on HKI. The obstacles encountered by the community service team are: (1) The busyness of coastal residents makes it less optimal for people to participate in mentoring activities for local communities; (2) Knowledge of technology is still very basic, so it requires a long duration of time in the training process for the local community; (3) The traditional system of processing results is still the main habit so it is still difficult to accept modern processing.

The dedication team hopes that the community service activities with the concept of a production house can be the first step to advancing the economy of coastal communities through the use of current technology.

## REFERENCES

- Firdaus, N. (2014). Poverty alleviation through social entrepreneurship approach. *Journal of Economics and Development*, 22(1), 55-67.
- Hanan, A., Shahira, A., & Ali, M. (2021). Drivers of Sustainable Entrepreneurship Among SMEs in Pakistan: Does Entrepreneurial Knowledge Matter?. *Indonesian Journal of Innovation and Applied Sciences (IJIAS)*, 1(2), 161-176.
- Obi, S. E., Yunusa, T., Ezeogueri-Oyewole A. N., Sekpe, S. S., Egwemi, E., & Isiaka, A. S. (2020). The Socio-Economic Impact of Covid-19 on The Economic Activities of Selected States in Nigeria. *Indonesian Journal of Social and Environmental Issues (IJSEI)*, 1(2), 39-47.
- Karambakuwa, J. K., & Bayat, M. S. (2022). Understanding Entrepreneurship Training in Incubation Hubs. *Indonesian Journal of Innovation and Applied Sciences (IJIAS)*, 2(3), 168-179.
- Rizqulloh, M. I. (2021). Economic Recovery: The Role of Business Digitization in Minimizing Unemployment During the Covid-19 Pandemic. *International Journal of Qualitative Research*, 1(2), 120-126.
- Siagian, A. O., & Cahyono, Y. (2021). Marketing Recovery Strategy for MSMEs during the Covid-19 Pandemic in the Creative Economy Sector. *Journal of Business Information Technology and Systems-JTEKSIS*, 3(1), 206-217.
- Seelos, C., & Mair, J. (2005). Social entrepreneurship: Creating new business models to serve the poor. *Business Horizons*, 48(3), 241-246.
- Wibowo, S., & Pramudana, K. A. S. (2016). *The Effect of Entrepreneurship Education on Entrepreneurial Intention Mediated by Entrepreneurial Attitude* (Doctoral dissertation, Udayana University).