

Synergy of Entrepreneurial Students of Merangin University and Local Wisdom: Innovative Solutions for Community Empowerment

Sinergi Kewirausahaan Mahasiswa Universitas Merangin dan Kearifan Lokal: Solusi Inovatif untuk Pemberdayaan Masyarakat

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Abstract:

Community empowerment through entrepreneurship based on local wisdom is a highly relevant approach to improving economic welfare at the village level. This article aims to explore the synergy between students of Merangin University and the potential of local wisdom in community empowerment. The study identifies various strategies for utilizing local wisdom, such as handicrafts, culinary products, and traditional goods, which can be developed into sustainable entrepreneurial ventures. In addition, the article discusses the importance of innovation in the development of local wisdom-based products and effective marketing strategies through digital platforms. The collaboration between universities, government, and communities, based on the Triple Helix concept, is seen as a key factor in accelerating the empowerment process and improving the local economy. This research uses a qualitative approach, with data collection through interviews, observations, and focus group discussions with the community and local entrepreneurs. The findings show that with proper innovation and collaboration, entrepreneurship based on local wisdom can have a positive impact on community economic empowerment.

Abstrak:

Pemberdayaan masyarakat melalui kewirausahaan berbasis kearifan lokal merupakan pendekatan yang sangat relevan dalam meningkatkan kesejahteraan ekonomi di tingkat desa. Artikel ini bertujuan untuk mengeksplorasi sinergi antara mahasiswa Universitas Merangin dan potensi kearifan lokal dalam pemberdayaan masyarakat. Penelitian ini mengidentifikasi berbagai strategi untuk memanfaatkan kearifan lokal, seperti kerajinan tangan, kuliner, dan produk tradisional, yang dapat dikembangkan menjadi usaha kewirausahaan yang berkelanjutan. Selain itu, artikel ini juga membahas pentingnya inovasi dalam pengembangan produk berbasis

kearifan lokal dan strategi pemasaran yang efektif melalui platform digital. Kolaborasi antara perguruan tinggi, pemerintah, dan masyarakat yang berlandaskan pada konsep Triple Helix dianggap sebagai faktor kunci dalam mempercepat proses pemberdayaan dan peningkatan ekonomi lokal. Penelitian ini menggunakan pendekatan kualitatif dengan pengumpulan data melalui wawancara, observasi, dan diskusi kelompok terfokus dengan masyarakat dan pelaku usaha lokal. Hasil penelitian menunjukkan bahwa dengan pemanfaatan inovasi dan kolaborasi yang baik, kewirausahaan berbasis kearifan lokal dapat memberikan dampak positif terhadap pemberdayaan ekonomi masyarakat.



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INTRODUCTION

Community empowerment is one of the important elements in sustainable socio-economic development. In Indonesia, cultural wealth and local wisdom are one of the potentials that have not been fully utilized to improve people's welfare. This potential, when combined with the spirit of entrepreneurship, can be a significant resource for developing the local economy and creating jobs. As an educational institution, universities have a strategic role in facilitating the development of entrepreneurship based on local wisdom. Merangin University, with its resources, is committed to integrating student entrepreneurship with the potential of local wisdom around it as an innovative solution for community empowerment.

Merangin University, as one of the universities in Jambi, has diverse students with different educational backgrounds and expertise. This diversity is an important capital to create innovation in utilizing local wisdom. As part of community service, students are not only taught to master theories related to their scientific field, but also given the opportunity to apply this knowledge in the form of real solutions for society. This is in line with the purpose of the community service program, which is to provide direct benefits to the community, as well as strengthen the relationship between the academic world and the real world.

The local wisdom possessed by the community around Merangin University has great potential to be developed into entrepreneurial products or services that can improve the local economy. This local wisdom covers various aspects, ranging from handicrafts, culinary, to traditional knowledge about the use of natural resources. However, despite having high value, local wisdom is often underappreciated and utilized optimally. One of the main reasons is the lack of public understanding of how to manage and develop this potential in a more modern economic context.

Therefore, collaboration between students and the community in this service program is very important. Students, who have access to the latest knowledge in the fields of entrepreneurship, management, and technology, can make a significant contribution in helping communities develop the entrepreneurial potential based on

local wisdom. With the right approach, students can become agents of change that not only educate the community, but also inspire them to see local potential as a valuable economic asset.

The synergy between student entrepreneurship and local wisdom also has a long-term impact in creating an inclusive and sustainable entrepreneurial ecosystem. In the short term, this service program is expected to have a direct impact in the form of improving people's skills and knowledge about business management and marketing of locally-based products. On the other hand, in the long term, the sustainability of this business based on local wisdom can encourage regional economic growth and create wider jobs for the community.

Student entrepreneurship based on local wisdom also opens up opportunities for students to develop practical skills that are useful for their future. As part of higher education, students are not only trained to become professionals in their fields, but also to become leaders who are able to create positive change in society. Their hands-on experience in developing businesses based on local wisdom gives them a deeper insight into the challenges and opportunities that exist in the business world.

Along with the development of technology and globalization, the challenges in developing products based on local wisdom are increasingly complex. However, on the other hand, technological advances also open up opportunities for people to more easily market their products to a wider market. Product innovation based on local wisdom, with the help of digital technology, can reach the global market and introduce local culture to the international world. This leads to the importance of the role of technology in supporting entrepreneurship based on local wisdom.

For example, in the culinary field, various traditional dishes that have high historical and cultural value can be used as superior products that attract market interest. With the right approach in business management and marketing, these culinary products can grow rapidly. In addition, handicraft products that have high artistic value, such as woven or batik, can also become a superior commodity if managed with a good marketing strategy.

In this context, Merangin University students, who have various educational backgrounds and expertise, can play an active role in designing and implementing entrepreneurship programs based on local wisdom. Through training, workshops, and direct mentoring, students can help the community in developing their products, as well as provide knowledge about the importance of innovation and market adaptation. Students' expertise in technology, design, and marketing can be used to help the community increase the competitiveness of products based on local wisdom in the local and global markets.

The importance of entrepreneurship based on local wisdom is not only for economic interests, but also to preserve and promote local culture. Products based on local wisdom that have been successfully developed and marketed not only provide economic benefits, but also introduce the cultural values contained in these products. Thus, this service program not only focuses on economic empowerment, but also on the preservation of cultural heritage.

This service program involving Merangin University students, in addition to contributing to community economic empowerment, also strengthens the relationship between universities and the community. Through the synergy formed, it is hoped that closer collaboration will be created between the world of education and the community, which in turn can provide greater benefits for regional development and the country as a whole.

It is undeniable that the development of entrepreneurship based on local wisdom requires support from various parties, including the government, educational institutions, and the community itself. The government has an important role in creating a conducive business climate, while universities can contribute in terms of entrepreneurship education and training. Therefore, cooperation between various parties is very important to create an entrepreneurial ecosystem that supports community empowerment based on local wisdom.

Through this service program, Merangin University strives to create a wider impact on the surrounding community, by introducing innovative entrepreneurial concepts based on local wisdom. With a holistic approach, it is hoped that the community can directly benefit from this program, not only in economic aspects, but also in cultural preservation and more inclusive social development.

The success of this program also depends on the university's ability to establish strong partnerships with various parties, be it local governments, non-governmental organizations, and the private sector. With solid partnerships, this program can run smoothly and provide a sustainable impact on the community.

The importance of sustainability of businesses based on local wisdom is not only to improve the community's economy, but also to maintain existing cultural identities. This program is expected to inspire other universities to develop similar programs, which involve students in community service activities by utilizing local wisdom as the main resource.

Overall, this service program involving student entrepreneurship and local wisdom is a model that can be applied in various regions in Indonesia. Through the utilization of local potential, it is hoped that a society that is more independent, highly competitive, and able to compete in the global market can be created, while still maintaining the values of local wisdom that have been inherited by ancestors.

METHOD

The method used in this community service program is based on a participatory and collaborative approach, where students, lecturers, and the local community play an active role in each stage of the activity. This process is designed to ensure that all parties are involved in planning, implementing, and evaluating entrepreneurship programs that focus on local wisdom. With this approach, it is hoped that a mutual agreement will be created between various parties that will produce a more sustainable and acceptable impact by the community.

The first step in this service method is to identify the potential for local wisdom that can be developed for entrepreneurship. This local wisdom covers various aspects of community culture such as handicrafts, culinary, art, and traditional knowledge owned by the community. This identification was carried out through in-

depth interviews, field observations, and focus group discussions (FGD) with local communities, as well as related stakeholders (Ali, 2021). This approach allows students and the community to work together in exploring the potential that exists in the community.

After the potential of local wisdom is identified, the next stage is training and workshops for the community to develop this potential into entrepreneurial products or services that can be marketed. This training is focused on three important aspects: business management, marketing, and product innovation. Students, who have knowledge and skills in entrepreneurship, technology, and design, will provide a practical understanding of how to manage a business, conduct market research, and develop value-added products. This training aims to equip the community with practical skills that can be applied in their businesses.

Business management training includes the basics of business management, such as business planning, financial management, and product development strategies. Marketing training aims to teach effective marketing techniques, both for local and digital markets. In addition, students will also provide workshops on product innovation based on local wisdom, which involves the use of technology to create more innovative products that can compete in the modern market (Wahyuni & Prasetyo, 2022).

After the training and workshop, the next stage is intensive assistance for the community in applying the knowledge that has been obtained. Students and lecturers will provide mentoring to help the community in implementing the strategies that have been learned, as well as solving the challenges faced in running a business based on local wisdom. This mentoring is carried out in the form of regular visits to business locations, discussions, and joint evaluations to identify strengths and weaknesses in the business being run. This mentoring also includes aspects of product marketing and distribution, where students help the community to introduce their products through digital platforms, such as social media and e-commerce, so that they can expand the market and reach consumers outside the local area. This aims to ensure that products based on local wisdom get wider access and can compete with products from other regions.

After several months of implementing the service program, an evaluation was carried out on the development of community businesses that had been provided with training and assistance. This evaluation involves the community, students, and lecturers to assess the impact of the program on improving the entrepreneurial ability of the community. Some of the indicators evaluated include increasing knowledge and skills in managing businesses, increasing the number of products produced, and increasing the sales turnover of products based on local wisdom. This evaluation is also used to find out whether the program has succeeded in achieving community empowerment goals and how it will have a long-term impact on the local economy. The reflection of this evaluation will be the basis for the improvement and development of more effective service programs in the future.

To ensure the sustainability of this program, the university will continue to monitor and provide support to the community after the implementation of the program. One of the important steps to maintain sustainability is to form a business

group or cooperative that can function as a forum for collaboration between business actors based on local wisdom. Students can also be involved in the process of evaluating and developing this business on an ongoing basis, both in the form of advanced training and product innovation. In addition, support from the local government and the private sector is also an important factor in ensuring the sustainability of this program. Local governments can provide facilities or incentives to business actors based on local wisdom, while the private sector can help by providing a larger market and access to capital.

DISCUSSION

Community Empowerment Through Entrepreneurship Based on Local Wisdom

Community empowerment through entrepreneurship based on local wisdom not only focuses on increasing the economic income of the community, but also on strengthening the cultural identity that exists in the community. In many cases, the potential of local wisdom in an area is often ignored or not utilized optimally. In fact, products based on local wisdom, such as handicrafts, traditional foods, and cultural ceremonies, have high value both in terms of culture and economy. By involving the community in entrepreneurship based on local wisdom, it is hoped that new opportunities will be created for the community to achieve prosperity, as well as simultaneously preserve and develop these cultural values.

According to Yacob et al. (2021), the potential for local wisdom that includes traditional products and local culture can be developed into a competitive product by paying attention to quality and market needs. They emphasized that the right strategy in marketing and product innovation can make this local wisdom product increasingly in demand, both in the local and international markets. For example, traditional handicraft products that were initially only known to local people, can be marketed globally if given a touch of innovation, both in terms of design and attractive packaging. That way, local wisdom products not only become a cultural identity, but can also generate sustainable income for the community.

The importance of entrepreneurship education and training for the community cannot be underestimated. Herlambang et al. (2020) said that the development of business skills through training will provide knowledge to the community on how to manage a business, plan a budget, and understand the intended market. In the context of entrepreneurship based on local wisdom, training also needs to cover topics on how to utilize technology to improve the efficiency of product production and marketing. With adequate training and education, people can be more confident in managing their businesses and can increase the competitiveness of their products in the market.

In addition, entrepreneurship training based on local wisdom must be carried out with an approach that involves the community directly, so that they feel owned and responsible for the development of their business. One effective approach is to hold workshops or trainings involving practitioners, academics, and local business actors. In this case, universities have a very important role to provide insights and more structured learning for the community. With this approach, the public not

only gains theoretical knowledge, but also practical experience from experts in the field.

The importance of collaboration between universities and the community is also inseparable in the context of entrepreneurship based on local wisdom. Dewi and Nyoman (2024) revealed that collaboration involving universities, the government, and the community in a Triple Helix model can produce more innovative and effective solutions in improving community economic empowerment. Universities can play the role of institutions that provide science-based knowledge and research, while the community as a party with practical experience in the field, as well as the government that can provide policy support and resources. Thus, all of these parties can work together to develop entrepreneurship based on local wisdom that is more sustainable and has a positive impact on the community.

In addition, the government also has an equally important role in supporting entrepreneurship empowerment based on local wisdom. Governments can provide facilities, such as access to markets, training, and support in terms of policy and funding. With policies that support entrepreneurship based on local wisdom, local businesses can develop well and be able to compete in a wider market. In addition, the government can also provide incentives or subsidies for small and medium business actors who develop products based on local wisdom, so that they can more easily access the market and get greater profits.

Overall, community empowerment through entrepreneurship based on local wisdom can provide great benefits, both in terms of economy and cultural preservation. However, to achieve this goal, good cooperation is needed between the community, universities, and the government in developing and marketing products based on local wisdom. With a holistic and integrated approach, entrepreneurship based on local wisdom can be an effective solution to improve community welfare while preserving existing local culture.

Innovation and Marketing of Products Based on Local Wisdom

Innovation and marketing of products based on local wisdom play a very important role in ensuring the sustainability and competitiveness of these products in an increasingly competitive market. Along with the times, innovation is essential to maintain the survival of a product, including products based on local wisdom. Without innovation, traditional products that have historical and cultural value will find it difficult to survive and develop, especially when faced with modern products that prioritize efficiency and attractiveness to today's consumers. Rustidja and Karyani (2017) in their research on the development of technopark areas, explained that innovation is indispensable in introducing new technologies that can increase production efficiency, improve product quality, and even expand the market for these products. This concept is also relevant in the context of entrepreneurship based on local wisdom, where technology and innovation can be used to develop traditional products that are more modern and attractive to consumers.

Product innovation based on local wisdom can be carried out in several aspects, ranging from design, quality, variants, to the production process. For example, handicrafts that initially had only simple designs can be transformed into

more innovative products by incorporating contemporary design elements that still retain traditional characteristics. Local culinary products can also be given a touch of innovation by creating new variants or packaging them in a more attractive and practical form for modern consumers. For example, traditional culinary that was initially only available in local markets can be packaged in the form of ready-to-eat packaging or snacks that are easy to carry, making it easier for busy consumers to reach. Thus, innovations in product design and quality will help products based on local wisdom to be more accepted by today's consumers, who prioritize practicality without overriding the cultural values contained in it.

Innovation in products can also introduce technology in the production process. For example, the use of technology to improve the quality of raw materials, or the use of modern machines to speed up the production process without reducing quality. This is very important to increase production capacity that can meet the larger market demand. Technology can help improve efficiency in production and ensure that the final product has consistent quality, so that it can be more competitive in the global market. As explained by Yacob et al. (2021), product marketing based on local wisdom can also be strengthened with a more modern digital approach, especially through e-commerce platforms and social media. Innovation in product marketing is also very important to introduce products based on local wisdom to a wider market.

Digital marketing is one of the strategies that can connect local wisdom products with the global market. Today, almost everyone has access to the internet, and the use of social media and e-commerce platforms such as Instagram, Facebook, Tokopedia, and Shopee allows local products to be known more widely, even in international markets. The use of social media as a marketing tool can accelerate the dissemination of information about products based on local wisdom to a wider audience. In this case, local business actors need to be trained on the importance of good branding, as well as how to manage social media accounts in a professional way. Proper branding will make the product more recognizable and have its own appeal to consumers, both in the local and international markets.

A digital-based marketing strategy, according to Yacob et al. (2021), will allow local businesses to expand their market network without having to spend a lot of money. E-commerce platforms allow local wisdom products to be sold to consumers who are outside the region or even abroad, while social media can be used to build brand awareness and direct interaction with consumers. By using the features on social media platforms such as Instagram or Facebook, business actors can show the uniqueness of their products, tell the cultural background contained in the product, and build a story that can attract consumers. The better the management of digital marketing, the greater the potential of local wisdom products to get a wider market.

Digital marketing also provides an opportunity for the public to increase their knowledge on how to leverage digital platforms in marketing their products. Training on digital marketing is essential to ensure that people can manage product marketing effectively. In this case, the government, universities, and the private sector can work together to provide training for the public on how to manage e-

commerce, create interesting content on social media, and understand the algorithms that exist on these platforms. With a good understanding of digital marketing, people will be more confident in marketing products based on their local wisdom and have the opportunity to access a wider market.

As technology develops and consumer trends change, innovation in products and marketing based on local wisdom will be the key to maintaining the sustainability and competitiveness of these products. Community empowerment through innovation and marketing of products based on local wisdom can help open up new economic opportunities for the community while preserving existing cultural values. Therefore, it is important for all parties, both the government, universities, and the community, to work together in supporting the development of products based on local wisdom with sustainable innovation and effective and efficient marketing.

As revealed by Supriatna (2024), ecotourism based on local wisdom is also an example of the effective application of innovation and marketing in the context of entrepreneurship. Innovation in ecotourism is not only limited to product development, but also how to promote and manage tourist destinations based on local culture. Digital marketing can play an important role in increasing the visibility of tourist destinations based on local wisdom, in creative and innovative ways. Therefore, innovation and marketing of products based on local wisdom must continue to develop so that these products remain relevant to market needs and can provide sustainable economic benefits for the community.

Collaboration and Synergy between Universities and the Community

Collaboration between universities and the community in the development of entrepreneurship based on local wisdom provides many benefits for both academics, the community, and the government. Universities, as centers for science and technology development, have resources that include competent lecturers, enthusiastic students, and adequate research facilities. All of this can be used to encourage innovation in the development of products based on local wisdom that can increase the competitiveness of these products in the market. In addition, community service involving universities can have a positive impact on students, because they can apply the knowledge they have learned in college directly in a real-life context. It also allows students to have practical skills that are useful after graduation.

Ramin (2023) in his research on the collaboration of universities and communities in Pangereman Village, Pamekasan revealed that through various business development programs based on local wisdom, people can increase their income. These programs involve research conducted by students and lecturers, entrepreneurship training, and business mentoring. The results of the collaboration can be seen in the improvement of the quality of products produced by the community, which is not only able to meet the needs of the local market, but has also penetrated the wider market. Research conducted by universities provides an understanding of how to optimize local potential and improve production efficiency,

while students can learn a lot about the challenges faced by the community in managing their businesses.

Students play an important role in this collaboration because they bring fresher perspectives and innovative ideas that can help the community in developing products based on local wisdom. In a study conducted by Anwas (2011), it is known that student involvement in community service activities not only provides benefits for the community, but also becomes a valuable experience for the students themselves. Students not only learn through the theories obtained on campus, but also get direct experience in applying this knowledge in a real context. In addition, students can help identify problems faced by society and find solutions through research or the application of more modern technology.

However, to achieve success in this collaboration, a strong synergy between universities, the community, and the government is needed. The government has a very important role in supporting this collaboration, especially in terms of providing facilities, policies, and incentives that can encourage the community to be more serious in developing businesses based on local wisdom. Dewi and Nyoman (2024) in their research on the Triple Helix collaboration, which involves universities, communities, and the government, show that collaboration models like this are very effective in creating innovations that can empower rural communities. The government can play a role in providing supportive regulations, providing grants for business development, or providing convenience in the business licensing process based on local wisdom.

The synergy between these three parties will create an ecosystem that supports the sustainable development of entrepreneurship based on local wisdom. Universities will continue to conduct research and provide training to the community, the community will benefit in the form of new skills and wider market access, and the government will provide adequate policy support. This will create a mutually beneficial relationship and bring a positive impact on community economic empowerment based on local wisdom. Therefore, it is important for these three parties to build good communication, work together in identifying the needs and potentials that exist in the community, and jointly find solutions to overcome existing challenges.

For example, in the development of handicraft products based on local wisdom, universities can help the community in designing more modern products, but still maintain the cultural values contained in them. Students can be involved in the product design and innovation process, while lecturers provide guidance related to business management and marketing. The government can support by providing access to market these products, such as facilitating exhibitions or providing incentives for quality local products. With this kind of synergy, products based on local wisdom can have the opportunity to develop and be known more widely.

Good synergy between universities, the community, and the government is also important in facilitating a more effective transfer of knowledge and technology. Universities can provide training to the community related to the latest technology that can be used in the production of goods based on local wisdom. This training

can include the use of technology in raw material processing, product design, and digital marketing. The government can support by providing tools or funds to support innovations produced by universities and the community.

With good collaboration and solid synergy between universities, the community, and the government, entrepreneurship based on local wisdom will have a greater and more sustainable impact. All parties involved can work together to optimize existing potential, create new innovations, and increase the competitiveness of products based on local wisdom in the wider market. This collaboration will create new opportunities for communities to improve their well-being, while preserving and developing the local culture that is their identity.

CONCLUSION

Community empowerment through entrepreneurship based on local wisdom is a very effective approach to improve economic welfare at the community level, as well as preserve and develop local culture. In this context, the potential for local wisdom, such as handicraft products, traditional culinary, and art, has a great opportunity to be developed into a sustainable business if managed properly. Innovation and the use of technology in products and production processes are the key so that products based on local wisdom can compete in an increasingly dynamic market. Product marketing based on local wisdom also plays an important role in ensuring that the product can be accepted in a wider market. The use of social media and e-commerce provides greater access to introduce and sell products to the global market. Therefore, the community needs to be provided with training related to effective marketing strategies, both for the local and international markets.

Collaboration and synergy between universities, the community, and the government is an important factor in the development of entrepreneurship based on local wisdom. Universities have a strategic role in providing training, research, and innovation needed to improve product quality and business management. The community provides practical knowledge related to local potential, while the government provides supportive policies and facilities. Through this synergy, the development of entrepreneurship based on local wisdom can run more effectively and sustainably, providing real economic benefits for the community while preserving local culture which is the regional identity. Thus, the development of entrepreneurship based on local wisdom not only contributes to improving economic welfare, but also becomes a means to introduce and maintain Indonesia's cultural diversity in the global arena. Good collaboration between universities, the community, and the government will ensure the success and sustainability of community empowerment programs based on local wisdom.

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CONFLICT INTEREST

The author states that there is no conflict of interest in the implementation and writing of this article.

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