**The effectiveness of community empowerment and entrepreneurship on MSME business outcomes**

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**Abstract**

MSMEs play an important role in economic growth, particularly in labor absorption and poverty reduction. This study aims to identify the effectiveness of community empowerment on MSME business outcomes. The research method used is pre-experimental with a one-group pretest-posttest design. The study was conducted from July to August in the Gedawang, Banyumanik area, Semarang City, with a total of 32 respondents comprising food MSME actors and women of productive age. The majority of food MSME respondents, 21 people (65.6%), were aged 20–35 years, while the remaining 11 people (34.4%) were aged below 20 years or above 35 years. Most respondents had a higher education background. The study found that entrepreneurial characteristics—self-confidence, risk-taking, task and result orientation, leadership, and originality—significantly influenced the success of food MSMEs in Gedawang Village. Self-confidence was reflected in the respondents’ independence, experience, and aspirations to expand their businesses. Risk-taking showed mixed tendencies; although some respondents hesitated to take risks, innovation and promotional strategies were essential in facing challenges. Task and result orientation was demonstrated by hard work, strong determination, and a focus on both profit and product quality. Leadership was characterized by the ability to control business operations, build good customer relations, and accept constructive feedback. Originality was shown through product development, new ideas, and marketing strategies. These findings conclude that entrepreneurial characteristics positively contribute to the success of food MSMEs in Gedawang Village, Semarang.

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1. **Introduction**

In Indonesia, the debate on the concept of people's economy continues. Many parties say that people's economy as the basis for future development will result in slow growth. Thus, we should place the people's economy sector as the national economic teacher sector. Micro, small and medium enterprises (MSMEs) have a large number and potential in absorbing labor, their contribution to the formation of gross domestic product (GDP) is also quite large. Small and medium enterprises play an important role in improving the national economy because of their ability to create jobs quite significantly, this sector is indeed more work-oriented. This particular role alone will be very strategic when this problem is confronted with a major problem that the government has not been able to overcome, namely unemployment (Bismala, 2016)

The factors that determine the success of MSME development include human resources (HR), capital, machinery and equipment, business management, marketing, availability of raw materials, and information in order to be able to access the world, so far the quality of human resources participating in MSMEs is generally still low, this is indicated by the still low quality of products, limited ability to develop new products, slow application of technology, and weak business management. (Rifa'i, 2016)

In that year, the number of entrepreneurs in Indonesia was 56,539,560 units. Of that number, Micro, Small and Medium Enterprises (MSMEs) were 56,534,592 units or 99.99%. The rest, around 0.01% or 4,968 units are large businesses (Indonesian Banking Development Institute, 2015: 1). This can be interpreted that MSMEs are able to survive in crisis conditions, because MSME businesses do not depend on imported raw materials and some MSMEs use local raw materials. The Ministry of Industry (2016) explained that "The contribution of the micro, small, and medium business sector to gross domestic product increased from 57.84 percent to 60.34 percent in the last five years. Labor absorption in this sector also increased, from 96.99 percent to 97.22 percent in the same period. Micro, small, and medium businesses are able to absorb most of the workforce, which is almost 98%, the rest is absorbed by large companies.

From these data, it shows that MSMEs have an important role in economic growth both in absorbing labor and reducing poverty. In this case, health students can develop soft skills in entrepreneurship through mentoring MSMEs in the community. With the mentoring carried out by health students with MSMEs, it can increase the interest of health students in developing the soft skills they receive.

With the development of soft skills in entrepreneurship, health students will have an impact on the emergence of new entrepreneurs in the health sector who have skills, knowledge, and strong soft skills and are able to compete in global conditions. This study aims to identify the effectiveness of community empowerment on the results of MSME business and how community empowerment programs can improve MSMEs, so that the results obtained can improve the welfare of domestic society and use and be proud of domestic products.

1. **Research Design and Method**

In this study, the researcher used a qualitative research method, namely a contextual study that makes humans as instruments, and is adjusted to reasonable situations in relation to data collection which is generally qualitative. Through this design, a picture of the phenomenon of community income results through empowerment programs for MSMEs can be obtained in a comprehensive and multidimensional manner so that categorization and answers to the formulation of research problems can be carried out. The pre-experimental research design with a one Group pretest-posttest stage approach. The population in this study is the community that runs MSMEs. The sample is part of the number and characteristics possessed by the population. Sample measurement is a step to determine the size of the sample taken in conducting research on an object. Research Place This research will be conducted in the Gedawang Banyumanik area of Semarang City.

1. **Results and Discussion**

***Grouping of Respondents Based on Respondent Characteristics***

**Table 1. Grouping of Respondents Based on Respondent Characteristics**

|  |  |  |  |
| --- | --- | --- | --- |
| *No.* | *Respondent Characteristics* | *n* | *%* |
| 1 | Age | 20 – 35  | 21 | 65.6 |
| <20 and > 35  | 11 | 34.4 |
|  | Total | 20 | 100.0 |
| 2 | Pendidikan | Low educated | 12 | 37.5 |
| Highly educated | 20 | 62.5 |
|  | Total | 20 | 100.0 |

From Table 1, it is known that in this study as respondents of food MSMEs in the Gedawang area, the age of the respondents is mostly 20-35 years. The respondents of food MSMEs in the Gedawang area are mostly with a higher education background.

***Recapitulation of Respondents' Answers on the Self-Confidence Variable***

**Table 2 Recapitulation of Respondents' Answers on the Self-Confidence Variable**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  | **Statement** | **STS (1)** | **TS (2)** | **S (3)** | **SS (4)** | **Total Score** | **Category** |
| **F** | **Score** | **F** | **Score** | **F** | **Score** | **F** | **Score** |
| 1 | Confident in running a business. | 2 | 2 | 9 | 18 | 12 | 36 | 9 | 36 | 92 | High |
| 2 | Having the freedom to manage and make decisions for the business owned. | 3 | 3 | 7 | 14 | 14 | 42 | 8 | 32 | 91 | High |
| 3 | Independent in carrying out existing tasks | 5 | 5 | 8 | 16 | 14 | 42 | 5 | 20 | 83 | High |
| 4 | Having good hopes for the business | 3 | 3 | 7 | 14 | 12 | 36 | 10 | 40 | 93 | High |
|  | Mean | 89.75 | High |

Based on Table 2, the average value of the self-confidence variable is 89.75 and is included in the high category. This means that food UMKM actors in the Gedawang Region have high self-confidence in running a business, as shown in having quite a long experience.

***Recapitulation of Respondents’ Answers on Risk-Taking Variables***

**Table 3 Recapitulation of Respondents’ Answers on Risk-Taking Variables**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  | **Statement** | **STS (1)** | **TS (2)** | **S (3)** | **SS (4)** | **Total Score** | **Category** |
| **F** | **Score** | **F** | **Score** | **F** | **Score** | **F** | **Score** |
| 1 | Dare to take risks from every decision I make. | 2 | 2 | 15 | 30 | 11 | 33 | 4 | 16 | 81 | High |
| 2 | Dare to face challenges that occur in business. | 6 | 6 | 12 | 24 | 10 | 30 | 4 | 16 | 76 | Low |
|  | Mean | 78.5 | Low |

Based Table 3, the average value of the risk-taking variable is 78.5 and is included in the low category. This means that food MSMEs actors in the Gedawang Region in taking low risks are indicated by not daring to take risks directly and must be assisted by those closest to them.

***Recapitulation of Respondents’ Answers on Task-Oriented and Result-Oriented Variables***

**Table 4 Recapitulation of Respondents’ Answers on Task-Oriented and Result-Oriented Variables**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  | **Statement** | **STS (1)** | **TS (2)** | **S (3)** | **SS (4)** | **Total Score** | **Category** |
| **F** | **Score** | **F** | **Score** | **F** | **Score** | **F** | **Score** |
| 1 | Hard worker and tireless in running a business. | 1 | 1 | 13 | 26 | 13 | 39 | 5 | 20 | 86 | High |
| 2 | Have a strong will to get good results. | 2 | 2 | 14 | 28 | 10 | 30 | 6 | 24 | 84 | High |
| 3 | Focus on the profits obtained. | 3 | 3 | 14 | 28 | 10 | 30 | 5 | 20 | 81 | High |
|  | Mean | 83.67 | High |

Based on Table 4, the average value of the task and result-oriented variable is 83.67 and is included in the high category. This means that food MSME actors in the Gedawang Region work hard, for example opening a stall every day from 7 am to 9 pm, working hard to maintain the survival of the family, not resting before the work is finished.

***Recapitulation of Respondents’ Answers on Leadership Variables***

**Table 5 Recapitulation of Respondents' Answers on Leadership Variables**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  | **Statement** | **STS (1)** | **TS (2)** | **S (3)** | **SS (4)** | **Total Score** | **Category** |
| **F** | **Score** | **F** | **Score** | **F** | **Score** | **F** | **Score** |
| 1 | Take full control of the business. | 1 | 1 | 10 | 20 | 18 | 54 | 3 | 12 | 87 | High |
| 2 | Able to communicate well with others. | 1 | 1 | 9 | 18 | 18 | 54 | 4 | 16 | 89 | High |
| 3 | Able to accept suggestions and criticism from others. | 4 | 4 | 4 | 8 | 20 | 60 | 4 | 16 | 88 | High |
|  | Mean | 88 | High |

Based on Table 5, the average value of the leadership variable is 88 and is included in the high category. This means that food MSME actors in the Gedawang Region have behavior as leaders as indicated by the owner having the right to control the business so that everything runs according to desire.

***Recapitulation of Respondents’ Answers on the Originality Variable***

**Table 6 Recapitulation of Respondents’ Answers on the Originality Variable**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  | **Statement** | **STS (1)** | **TS (2)** | **S (3)** | **SS (4)** | **Total Score** | **Category** |
| **F** | **Score** | **F** | **Score** | **F** | **Score** | **F** | **Score** |
| 1 | Can develop/renew products sold. | 3 | 3 | 9 | 18 | 14 | 42 | 6 | 24 | 87 | High |
| 2 | Can create new ideas/new ways for business | 5 | 5 | 6 | 12 | 14 | 42 | 7 | 28 | 87 | High |
| 3 | Has a wide network to introduce products. | 6 | 6 | 4 | 8 | 14 | 42 | 8 | 32 | 88 | High |
|  | Mean | 87.3 | High |

Based on Table 6 above, the average value of the originality variable is 87.3 and is included in the high category. This means that food UMKM actors in the Gedawang Region have a high originality spirit shown in terms of developing products sold such as adding new flavor variants.

***Business Success***

Business success is one of the goals of entrepreneurs in entrepreneurship. In entrepreneurship, achieving success is not obtained instantly or suddenly, but through planning, vision and mission, hard work and having the courage to be responsible. According to Andreas (2011) (in Indriyatni, 2013) indicators of business success is that the business continues to survive, family welfare is guaranteed, and the business can grow.

The business that is owned must want to be able to survive for a long time so that according to Noor (2007:397) (in Farisi, 2013) in order for the business to survive, the income is greater than the costs, the greater the productivity, the greater the production and affects profits, the ability to compete, attention and consumer loyalty with competitors. According to Law no. 10 of 1992, family welfare is a family formed from a legitimate marriage, capable of fulfilling decent material and spiritual living needs.

1. **Conclusions**

The variable of self-confidence influences the success of food MSMEs in Gedawang, meaning that the characteristics of self-confidence possessed by food MSME actors in Gedawang Village, Semarang, are having quite a long experience, selling in a strategic place, having the ability, having the freedom to manage and make business decisions owned by food MSMEs in Gedawang Village, such as if there are obstacles, the owner makes decisions, being independent in carrying out existing tasks such as preparing their own sales, providing food for buyers, mixing their own spices for sales, having good hopes for high businesses such as wanting to open branches, the business continues to run and is successful, the burden of meeting needs affects the character of self-confidence of MSME actors to achieve business success.

The risk-taking variable influences the success of food MSMEs in Gedawang Village, meaning that the risk-taking characteristics possessed by food MSME actors in Gedawang Village, Semarang, are not daring to take risks directly, must be assisted by 79 people closest to them, have difficulty finding a way out, food MSME actors in Gedawang Village do not want to take risks, are confused when facing challenges, dare to face even though there is a risk in the decisions made, in facing challenges require innovation, and require promotions to attract more customers, influencing the risk-taking character of MSME actors to achieve business success.

The task and result orientation variables influence the success of food MSMEs in Gedawang Village, meaning that the task and result-oriented characteristics possessed by food MSME actors in Gedawang Village, Semarang, are working hard, such as opening a stall every day from 7 am to 9 pm, working hard to maintain family survival, having a strong determination, such as always checking product quality so that buyers remain loyal, having a profit orientation shown in the results of a business that generates profits to meet family needs, not only profit but quality is also important.

Leadership variables influence the success of food UMKM businesses in Gedawang Village, meaning that the leadership characteristics possessed by food UMKM actors in Gedawang Village, Semarang, namely having behavior as a leader such as holding control of the business so that everything runs according to desire, being easy to get along with others is shown by always communicating with buyers, being friendly with customers, accepting suggestions and criticisms to be better in the future with criticism making more innovative influencing the leadership character of UMKM actors to achieve business success.

The originality variable influences the success of food UMKM in Gedawang Village, meaning that the originality characteristics possessed by food UMKM actors in Gedawang Village, Semarang, namely having a high original spirit such as developing products sold such as adding new flavor variants, creating new ideas in their business such as adding facilities for their business so that buyers are interested, having a wide network to introduce products through word of mouth and social media that helps market their products influencing the originality character of UMKM actors to achieve business success. So it can be concluded that entrepreneurial characteristics (self-confidence, risk taking, task and result orientation, leadership, and originality) influence the success of food MSMEs in Gedawang Village, Semarang.

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