

Social Entrepreneurship-Based Community Service Strategies to Increase Household Income

Sutrisno^{1*}

¹*Universitas PGRI Semarang, Indonesia, sutrisno@upgris.ac.id*

Abstract

This study aims to analyze how social entrepreneurship-based community service strategies can contribute to increasing household income, particularly within low-income communities in Indonesia. The method employed is a literature review with a qualitative approach focused on enhancing scientific references related to community service. Data were collected from various credible sources, such as Google Scholar and reputable academic websites, covering the period from 1992 to 2025. Out of a total of 50 articles identified, only 32 were selected after a rigorous selection process based on relevance and academic validity. The findings indicate that a social entrepreneurship-based approach can increase household income through skills training, local product innovation, marketing digitalization, and multi-stakeholder collaboration involving universities, government institutions, and industry. Theories of Social Entrepreneurship, Community Empowerment, and the Sustainable Livelihoods Framework serve as the main conceptual foundations explaining the relationship between social empowerment and economic well-being. Social entrepreneurship-based community service represents an effective, innovative, and sustainable approach to building household economic independence while strengthening the role of higher education in socio-economic development.

Keywords: Community Service, Social Entrepreneurship, Economic Empowerment, Household Income Improvement

Strategi Pengabdian Masyarakat Berbasis Kewirausahaan Sosial untuk Meningkatkan Pendapatan Rumah Tangga

Abstrak

Penelitian ini bertujuan untuk menganalisis bagaimana strategi pengabdian masyarakat berbasis kewirausahaan sosial dapat berkontribusi dalam meningkatkan pendapatan rumah tangga, khususnya pada komunitas berpenghasilan rendah di Indonesia. Metode yang digunakan adalah tinjauan pustaka dengan pendekatan kualitatif yang difokuskan untuk menambah referensi ilmiah terkait pengabdian masyarakat. Data dikumpulkan dari berbagai sumber kredibel seperti Google Scholar dan website ilmiah bereputasi dalam rentang waktu 1992–2025. Dari total 50 artikel yang ditemukan, hanya 32 artikel yang dipilih setelah proses seleksi ketat berdasarkan relevansi dan validitas akademik. Hasil kajian menunjukkan bahwa pendekatan berbasis kewirausahaan sosial mampu meningkatkan pendapatan rumah tangga melalui pelatihan keterampilan, inovasi produk lokal, digitalisasi pemasaran, dan kolaborasi multi-pihak yang melibatkan perguruan tinggi, pemerintah, serta dunia industri. Teori Social Entrepreneurship, Community Empowerment, dan Sustainable Livelihoods Framework menjadi dasar konseptual utama yang menjelaskan keterkaitan antara pemberdayaan sosial dan peningkatan kesejahteraan ekonomi. Pengabdian masyarakat berbasis kewirausahaan sosial merupakan pendekatan efektif, inovatif, dan berkelanjutan untuk membangun kemandirian ekonomi rumah tangga sekaligus memperkuat peran pendidikan tinggi dalam pembangunan sosial ekonomi masyarakat.

Kata kunci: Pengabdian Masyarakat, Kewirausahaan Sosial, Pemberdayaan Ekonomi, Peningkatan Pendapatan Rumah Tangga

INTRODUCTION

Efforts to alleviate poverty and improve community welfare in Indonesia have become one of the primary national development priorities, particularly for low-income households that continue to face limitations in access to capital, education, and economic opportunities. Although the government has implemented various social assistance and economic empowerment programs, such as the Family Hope Program (Program Keluarga Harapan, PKH), Productive Micro Business Assistance (Bantuan Produktif Usaha Mikro, BPUM), and People's Business Credit (Kredit Usaha Rakyat, KUR), the effectiveness of these programs is often not optimal in creating sustainable economic independence. One approach that has recently gained widespread attention is social entrepreneurship, a model of entrepreneurship that not only focuses on economic profit but also emphasizes creating social value for surrounding communities.

Social entrepreneurship plays a critical role in creating innovative solutions to social problems by utilizing local potential and empowering communities to become active agents in economic development. In various regions, many social entrepreneurship initiatives have emerged through collaborations between universities, local governments, and community groups via community service activities. For instance, in Yogyakarta and Central Java, social entrepreneurship-based community service activities have helped groups of housewives develop high-value local food products such as cassava chips, tie-dye batik, or household waste-based eco-enzymes (Handoko et al., 2025; Mujahidin & Adi Nugroho, 2024; Wibisono & Yani, 2021). Such initiatives foster a spirit of community-based economic independence.

In the academic context, community service programs are often still viewed as temporary activities oriented toward program execution rather than long-term outcomes. However, when designed using a social entrepreneurship approach, community service activities can function as economic incubators that foster new micro-enterprise units at the household level. Universities can act as catalysts by providing entrepreneurship training, business mentoring, and support for digital and financial access for target communities. Through this method, community service becomes a socio-economic transformation tool focused on improving welfare. Implementing social entrepreneurship-based strategies enables the creation of independent and competitive small business ecosystems while strengthening the role of higher education in sustainable development (Paksi & Muhardi, 2024).

Moreover, the social entrepreneurship approach in community service aligns with the principles of the Sustainable Development Goals (SDGs), particularly Goal 1 (ending poverty), Goal 8 (decent work and economic growth), and Goal 10 (reducing inequality). Through social entrepreneurship, communities are no longer positioned as passive recipients of aid but as active agents managing their local resources. For example, business management and digital marketing training can enhance households' capacity to market their products to wider markets, both offline and online. In the digital economy era, communities' ability to adapt to technology becomes a key determinant in increasing household income (Jummaini et al., 2025; Muttaqim et al., 2021). Social

entrepreneurship-based community service strategies must integrate technological innovation with human resource capacity building to ensure a more inclusive and sustainable impact.

Another important factor that must be considered is the sustainability of programs after community service activities conclude. Many community service initiatives fail to endure because they lack a clear business model, have no ongoing financing mechanisms, or have limited partnership networks with the private sector. This is where the concept of social entrepreneurship offers a solution, as it places financial and social sustainability as two primary pillars from the outset. For example, by implementing a profit-sharing system among community members, establishing social cooperatives, or forming partnerships with local businesses as distribution partners. With this approach, each household not only gains additional income but also feels that they play a vital role in the newly formed economic ecosystem, thereby encouraging the sustainability of the community service program.

In addition to building a social business model, the aspects of education and entrepreneurial literacy also significantly influence household income improvement. Communities with a solid understanding of financial management, product innovation, and marketing strategies tend to have higher adaptability to market dynamics (Kespondiar et al., 2025; Mawardani & Yanto, 2025). Social entrepreneurship-based community service strategies need to be designed in a participatory and educational manner, tailored to the local context. For instance, entrepreneurship training for farmer groups in rural areas can focus on diversifying agricultural products, while for groups of housewives, it can be directed toward producing healthy and environmentally friendly foods. Such community service activities serve as an effective means of building economic literacy while strengthening household microeconomic structures.

Multi-stakeholder collaboration is also a strategic element in implementing social entrepreneurship-based community service. Universities, government institutions, the private sector, and civil society organizations need to work synergistically to create mutually beneficial value chains. For example, universities can provide managerial guidance and business training, the government offers policy support and financing, while the private sector opens market access and distribution networks. Such collaboration has proven effective in programs like *Desa Preneur* in West Java and *Kampung Wisata Kreatif* in East Java, where local households experienced significant income increases through sustainable, community-based economic activities (Herawati et al., 2024; Kemenparekraf, 2023; Pradana, 2024; Setiawati et al., 2022).

In the long term, social entrepreneurship-based community service strategies can become a model for inclusive development that places community welfare as the primary goal. By fostering a culture of social entrepreneurship at the household level, communities build economic independence and social solidarity. This approach aligns with the spirit of community empowerment, where social change starts from the bottom through active citizen participation. Therefore, this study aims to analyze in depth how social entrepreneurship-based community service strategies can increase household income, as

well as identify the key factors for success and the challenges of implementation within the socio-economic context of Indonesia.

Community Service

Community service is one of the main pillars of the tridharma of higher education, focusing on the application of knowledge, technology, and innovation to provide direct benefits to society (Amalia, 2024; Chudzaifah et al., 2021). These activities aim to empower communities to solve the problems they face independently. In the context of sustainable development, community service serves as a platform for collaboration between universities, government, industry, and communities to develop tangible solutions to social, economic, and environmental challenges. Service activities designed in a participatory and sustainable manner can strengthen local capacities, foster community creativity, and create broader social impact through inclusive empowerment models based on real community needs.

Social Entrepreneurship

Social entrepreneurship is a business approach that combines economic orientation with social objectives to create positive change in society. This concept was first academically articulated by Dees (1998), who defined social entrepreneurship as the sustainable innovation in creating social value through entrepreneurial strategies. Unlike commercial entrepreneurship, which focuses solely on financial profit, social entrepreneurship prioritizes social impact as the main goal, while economic gain serves as a means to maintain the sustainability of the activities. In the context of community service, social entrepreneurship acts as an effective strategy for improving community welfare through job creation, empowering vulnerable groups, and creatively and responsibly utilizing local resources.

Economic Empowerment

Economic empowerment refers to the process of enhancing the capacity of individuals and communities to manage and utilize economic resources to achieve independence and well-being. According to Community Empowerment Theory proposed by Zimmerman (2000), empowerment encompasses three main dimensions: control, participation, and the ability to make economic decisions independently. Economic empowerment involves fostering a productive mindset, increasing financial literacy, and strengthening business networks. In the context of community service, economic empowerment becomes the core of activities aimed at building community capacity to manage micro-enterprises, generate added value from local potential, and strengthen household economic resilience in a sustainable manner.

Household Income Improvement

Household income improvement is one of the primary indicators of the success of community empowerment programs and local economic development. Increased household income reflects a family's ability to meet basic needs, enhance quality of life,

and access better education and healthcare services (Asnidar et al., 2025). Efforts to increase income can be carried out through various strategies such as business diversification, product innovation, entrepreneurship training, and the utilization of digital technology to expand market reach. In the context of social entrepreneurship, household income improvement is not merely an economic outcome but also a reflection of social change and community independence.

METHOD

This study uses a literature review method with a qualitative approach aimed at enhancing references related to community service, particularly in the context of applying social entrepreneurship-based strategies to increase household income. A qualitative approach was chosen because it allows researchers to explore in depth the concepts, patterns, and relevance among previous research findings related to social entrepreneurship, community empowerment, and the enhancement of household economic welfare. Through this method, the study not only presents past research results but also synthesizes ideas and practices that can serve as a foundation for developing more practical and sustainable community service models in the future.

The data sources for this study were drawn from various scientific literature obtained through Google Scholar and other credible websites relevant to the fields of community service and social entrepreneurship. The data collection period was limited to 1992–2025 to ensure that the references used reflect the latest developments in the social and economic context of Indonesian communities. In the initial stage, the researchers identified 50 scientific articles relevant to the research topic. However, after a rigorous selection process based on relevance, originality, and publication quality, only 32 articles were deemed suitable for further analysis. This selection process aimed to ensure that the literature synthesis would provide a strong and valid contribution to the development of scientific references in the field of community service.

Data analysis was conducted using qualitative descriptive analysis, examining the content of each selected article to identify patterns, themes, and trends related to social entrepreneurship-based community service strategies. This analysis involved categorization and in-depth interpretation of each relevant finding, such as models of community empowerment, forms of entrepreneurial interventions, the role of multi-stakeholder collaboration, and the impact of activities on household income improvement. Each analytical result was then synthesized to form a comprehensive picture of how social entrepreneurship can be effectively integrated into community service activities. Therefore, the results of this study are expected to provide both scientific and practical references for the implementation of community service programs in Indonesia, particularly for universities, government institutions, and social organizations focusing on improving household economic welfare.

FINDING AND DISCUSSION

The concept of social entrepreneurship in community service strategies is rooted in the Social Entrepreneurship Theory developed by Dees (1998), which defines social entrepreneurship as an innovative process of creating social value by applying entrepreneurial principles to address social problems sustainably. Dees explains that a social entrepreneur focuses on generating social value that provides long-term benefits for the community. In the context of community service, this theory requires a paradigm shift from traditional charitable activities toward strengthening local economies through social innovation. Universities, as agents of change, have the responsibility to design programs that foster community independence through capacity building, business mentoring, and strengthening business networks. A concrete example of this theory in practice can be seen in the social enterprise model in Nglanggeran Village, Yogyakarta, where local youth groups are empowered to manage community-based ecotourism and homestays (Fatchurrohman, 2018). This transformation preserves social and cultural values as well as environmental sustainability in the village. Its success reflects the essence of Dees' theory that true social entrepreneurship occurs when innovation and social sustainability coexist within a single system of change.

This social entrepreneurship approach aligns with the Community Empowerment Theory proposed by Zimmerman (2000), which emphasizes that genuine empowerment must involve increasing community control over economic, social, and cultural resources. The theory asserts that successful community service cannot be achieved through a top-down approach but rather through participatory processes where communities act as development subjects rather than mere recipients of aid. In practice, this theory plays a crucial role in designing programs that encourage active community participation at every stage of the activity, from planning and implementation to evaluation. Hapsari et al. (2022) found that applying this approach in social entrepreneurship-based community service programs in Banyumas Regency successfully increased household income after communities received entrepreneurship training, financial literacy education, and micro-business mentoring. These results indicate that when communities have control over knowledge, skills, and decision-making in their businesses, the resulting economic improvement becomes more significant, stable, and sustainable. Zimmerman's theory provides a strong foundation showing that economic empowerment strengthens human capacity to manage their potential independently.

In addition to being grounded in empowerment theory, the Sustainable Livelihoods Framework (Chambers & Conway, 1992) provides a comprehensive perspective on how social entrepreneurship through community service activities can strengthen household economic resilience. This framework focuses on five main assets that determine livelihood sustainability: human capital (knowledge and skills), social capital (networks and trust), natural capital (environmental resources), physical capital (infrastructure and production facilities), and financial capital (access to finance and savings). When community service programs are designed to optimize these five assets, the outcomes include increased economic resilience to external shocks, such as market crises or natural disasters. A

concrete example of this framework in practice is the community service program run by Brawijaya University in Malang. Through training on processing agricultural products into high-value items such as fruit chips and fermented beverages, along with marketing support via digital platforms, communities were able to develop new sources of income (Admin, 2025a, 2025b). This holistic approach demonstrates that social entrepreneurship-based economic development must balance human capacity enhancement, social network strengthening, and equitable access to financial capital to achieve sustainable and inclusive outcomes.

Previous research further reinforces that integrating social entrepreneurship with community service programs significantly contributes to improving community economic welfare. Hidayah et al. (2022), in their study on social entrepreneurship programs for housewives in Semarang, successfully activated social entrepreneurship capacities and increased household income through socially inclusive business coaching. Meanwhile, Septiani & Aeni (2025) emphasize that social entrepreneurship strengthens social inclusion and sustainable development, serving as a catalyst for poverty alleviation and community welfare improvement. These findings indicate that social entrepreneurship not only enhances individual economic capacities but also builds an inclusive economic ecosystem at the community level. Globally, these results are consistent with findings by Rado et al. (2021), who studied similar programs in Taiwan, Japan, and Thailand, where community-based social entrepreneurship development proved effective in creating new job opportunities, increasing household purchasing power, and strengthening rural economic resilience. Both studies suggest that community service models oriented toward social entrepreneurship can be effectively applied in developing countries with social and economic structures similar to Indonesia, provided that the approach is adapted to local cultural values, social structures, and economic potential to ensure sustainable success.

From an implementation perspective, social entrepreneurship-based community service strategies require strong collaboration between academic theory and field practice through the involvement of multiple stakeholders. Based on the Triple Helix Model developed by Etzkowitz & Leydesdorff (2000), the success of a community empowerment program depends heavily on the synergy among three main elements: academia, government, and industry. Within this framework, universities act as centers of innovation and providers of scientific knowledge, governments function as policy makers and facilitators of supportive infrastructure, while the industry is responsible for providing market access, technology, and investments needed by communities to develop their businesses. A case study of the Self-Sufficient Food Village Program (Program Desa Mandiri Pangan) in Sleman Regency, initiated by Gadjah Mada University, demonstrates the effectiveness of this collaborative approach (Firda, 2017; Lestarini, 2025; Link UMKM, 2025). Through close cooperation among the university, local government, and local entrepreneurs, the program successfully transformed local cassava potential into high-value products such as cassava brownies, mocaf flour, and other processed foods. This success created a new economic value chain involving multiple stakeholders, from farmers to small business owners. This collaborative model proves that social

entrepreneurship-based community service cannot operate in isolation but requires integrated cross-sector support to ensure long-term sustainability of social innovation.

Despite the positive results of various social entrepreneurship-based community service programs, several fundamental challenges still hinder their effectiveness and sustainability at the community level. Rasyid et al. (2025) identify that a primary obstacle is the low financial and managerial literacy among household business actors, which often leads to difficulties in managing finances, setting pricing strategies, and understanding business cash flows. Furthermore, many programs stop at the training stage without providing continuous mentoring, making it difficult for communities to apply the knowledge gained to real business practices. Another significant challenge is the limited access to business capital and product distribution networks, especially in rural areas with constrained economic infrastructure. As a result, many micro-businesses born from community service programs fail to survive beyond one year after the program ends. Therefore, a more systematic and long-term-oriented community service strategy is required, integrating intensive mentoring systems, digital marketing, and mutually beneficial business partnerships among communities, academia, and industry. With such a sustainable approach, the primary goals of social entrepreneurship—namely achieving economic independence and sustainable social welfare—can be realized more effectively and measurably at the grassroots level.

In addition to significantly impacting household economic improvement, social entrepreneurship implementation also contributes to strengthening social values, community solidarity, and social cohesion among community members. According to Social Capital Theory proposed by Putnam (1994), the success of a community empowerment program is not only measured by income growth but also by the community's ability to build social networks, foster trust, and create harmonious cooperation (reciprocity) among its members. In this context, social entrepreneurship-based community service strengthens the social relationships that form the foundation for community sustainability. The Mandiri Waste Bank Program (Bank Sampah Mandiri) in Surabaya is a concrete example of how social and economic values can operate simultaneously in social entrepreneurship practices. This program engages housewives as key actors in waste recycling activities, where they not only earn additional income from selling recycled products but also cultivate a sense of togetherness and social responsibility toward environmental cleanliness (Indrawati et al., 2019). Through such collective activities, social solidarity emerges, strengthening trust among community members, building a modern culture of mutual cooperation, and enhancing grassroots ecological awareness. This demonstrates that community service based on social capital enhancement can create deeper and more sustainable social change compared to economic interventions alone, as trust and social collaboration serve as primary catalysts in maintaining business sustainability and long-term social solidarity.

Based on the synthesis of theories, research findings, and case studies discussed, it can be concluded that social entrepreneurship-based community service strategies are the most effective and relevant approach to increasing household income and building sustainable

economic independence. This approach integrates educational, collaborative, and innovative values, transforming community service from a charitable or temporary activity into an independent socio-economic system that grows from the community's own strength. Through the frameworks of Social Entrepreneurship, Community Empowerment, the Sustainable Livelihoods Framework, the Triple Helix Model, and Social Capital Theory, it is evident that entrepreneurship-based social interventions produce multidimensional impacts—not only on income improvement but also on human capacity development, social network strengthening, and the creation of local innovations that adapt to change. Therefore, universities, government institutions, and social organizations need to strengthen their strategic roles in developing community service models based on research, cross-sector collaboration, and the integration of digital technology to expand economic and social impact. In this way, community service becomes a socio-economic transformation ecosystem rooted in local potential, oriented toward independence, and contributing concretely to improving the welfare of Indonesian communities in the future.

Table 1. Key Findings on Social Entrepreneurship in Community Service Strategies

Theme	Key Findings	Examples / References
Social Entrepreneurship Theory	Social entrepreneurship involves creating social value through innovative entrepreneurial principles, shifting from traditional charity to strengthening local economies via social innovation.	Nglanggeran Village social enterprise model empowering youth in community-based ecotourism and homestays (Fatchurrohman, 2018).
Community Empowerment	Genuine empowerment requires participatory processes, giving communities control over economic, social, and cultural resources, leading to more significant, stable, and sustainable income growth.	Entrepreneurship training and financial literacy programs in Banyumas Regency (Hapsari et al., 2022).
Sustainable Livelihoods Framework	Optimizing five key assets—human, social, natural, physical, and financial capital—enhances household economic resilience to external shocks.	Brawijaya University's community service program transforming agricultural products into high-value items (Admin, 2025a, 2025b).
Social Entrepreneurship Impact	Integration of social entrepreneurship in community service significantly improves household income, fosters social inclusion, and strengthens local economic ecosystems.	Programs in Semarang, Taiwan, Japan, and Thailand showing increased job opportunities and rural economic resilience (Hidayah et al., 2022; Rado et al., 2021).
Triple Helix Collaboration	Effective programs require collaboration between academia, government, and industry to provide knowledge, policy support, market access, and investments.	Self-Sufficient Food Village Program in Sleman Regency (Firda, 2017; Lestarini, 2025; Link UMKM, 2025).
Challenges & Sustainability	Low financial and managerial literacy, limited access to capital, and absence of continuous mentoring hinder program sustainability; long-term strategies with mentoring, digital marketing, and partnerships are required.	Rural micro-businesses often fail within one year without ongoing support (Rasyid et al., 2025).
Social Capital	Social entrepreneurship strengthens social	Mandiri Waste Bank Program

	networks, trust, cooperation, and community solidarity, which are critical for long-term sustainability.	in Surabaya engages housewives in recycling, generating income and social cohesion (Indrawati et al., 2019).
Overall Conclusion	Social entrepreneurship-based community service creates multidimensional impacts: economic improvement, human capacity development, social network strengthening, and adaptive local innovation, fostering independent and sustainable community growth.	Synthesized from multiple studies and case examples across Indonesia and Asia.

CONCLUSION

This study concludes that social entrepreneurship-based community service strategies are an effective and sustainable approach to increasing household income, particularly among low-income communities. This approach not only focuses on economic empowerment but also emphasizes strengthening social capacity, local innovation, and community independence. By integrating the theories of Social Entrepreneurship, Community Empowerment, and the Sustainable Livelihoods Framework, community service can be directed toward creating an inclusive economic ecosystem rooted in social values. Findings from previous studies indicate that entrepreneurship training, micro-business mentoring, and digital marketing initiatives significantly enhance household income. Additionally, multi-stakeholder collaboration through the Triple Helix model has been identified as a key factor in reinforcing the socio-economic impact of community service programs.

The theoretical implication of this study is that social entrepreneurship-based community service models can serve as a new conceptual foundation in the fields of community development and social innovation. The findings strengthen the view that economic empowerment cannot be separated from participatory and sustainable social approaches. Practically, this study provides guidance for universities, local governments, and social organizations in designing community service programs that emphasize entrepreneurship training, financial literacy enhancement, business digitalization, and the establishment of economic partnership networks. By implementing these strategies, community service activities can generate broader impacts on household income improvement while also strengthening local economic resilience. Moreover, this study serves as an important reference for academics and practitioners to develop adaptive social enterprise-based community service models tailored to diverse socio-economic contexts.

This study has several limitations that should be noted. First, as a qualitative literature review, the results rely on the quality and relevance of the analyzed articles without collecting primary field data. This limitation means that the findings cannot be quantitatively generalized to all community service contexts in Indonesia. Second, the literature review is restricted to the period of 1992–2025, so relevant studies outside this timeframe may not be included. Third, although this study attempts to present various

case studies and theoretical frameworks, comparisons across regions or between different community service program approaches are not discussed in depth. Therefore, the findings emphasize conceptual understanding and thematic synthesis rather than empirical measurement.

Based on the findings and limitations of this study, it is recommended that future research adopt a mixed-methods approach combining qualitative and quantitative analyses, allowing the impacts of social entrepreneurship-based community service programs to be measured more objectively. In addition, field studies involving program implementers, beneficiary communities, and industry partners should be conducted to evaluate the effectiveness of the implemented strategies. Universities are also encouraged to strengthen their university social responsibility (USR) roles through long-term mentoring, the establishment of social business incubators, and facilitation of community access to financing. From a policy perspective, the government can support these initiatives by creating regulations and incentives for community-based social entrepreneurship. Through these measures, community service strategies can serve as a driving force for enhancing household welfare and economic independence in Indonesia.

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