

COMMUNITY EMPOWERMENT TO SUPPORT THE IMPROVEMENT OF RURAL COMMUNITY WELFARE IN MANYAR DISTRICT GRESIK

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Abstract. *The purpose of this community service project is to encourage business ownership and responsible business practices among the residents of Manyar Village, Gresik District, enabling them to establish their own businesses, improve the living conditions of their communities, and compete successfully in a dynamic market environment. The program was implemented through educational activities, training, capacity building, and mentoring. The initial stage involved surveying community conditions in Manyar District to identify the appropriate location and target participants for the program. This was followed by the implementation stage, which included training and capacity-building activities designed to foster an entrepreneurial mindset. The educational materials covered six topics: (1) Basic Concepts of Entrepreneurship, (2) Key Entrepreneurial Characteristics, (3) Creative and Innovative Thinking, (4) Action-Oriented Behaviour, (5) Identifying Personal Hobbies and Transforming Them into Business Ideas, and (6) Ethical Entrepreneurship. In addition to the training sessions, participants received mentoring and hands-on practice opportunities, including the development of business plans using the Business Model Canvas framework and the presentation of their business ideas. The final stage consisted of monitoring and evaluation activities to assess the effectiveness and success of the program. The results indicated increased entrepreneurial motivation, greater self-confidence in starting or expanding businesses, and enhanced ability to apply entrepreneurial knowledge after gaining an understanding of the importance of an entrepreneurial mindset. As a result of participating in this Community Service Program, community members developed an entrepreneurial perspective that is expected to contribute to improving the financial well-being of local families.*

Keywords: *entrepreneurial mindset, family welfare, land use conversion*

Abstrak. Tujuan dari proyek pengabdian masyarakat ini adalah untuk mendorong kepemilikan usaha dan praktik bisnis yang bertanggung jawab di kalangan masyarakat Desa Manyar, Distrik Gresik, sehingga mereka dapat membangun usaha sendiri, menyediakan kondisi kehidupan yang lebih baik bagi tetangga mereka, dan berkembang di pasar yang kompetitif. Pelaksanaan kegiatan pengabdian yang telah dilaksanakan menggunakan metode edukasi, pelatihan, penguatan kapasitas, serta pendampingan. Kegiatan awal yang dilakukan adalah persiapan, yaitu melakukan survei kondisi masyarakat di Kecamatan Manyar untuk menentukan lokasi dan sasaran kegiatan. Tahap selanjutnya yaitu tahap pelaksanaan yang dilakukan kegiatan pelatihan dan penguatan kapasitas dengan materi-materi edukasi yang diharapkan menumbuhkan jiwa kewirausahaan, diantaranya adalah : (1) Konsep Dasar Kewirausahaan, (2) Karakter Utama Kewirausahaan, (3) Berfikir Kreatif dan Inovatif, (4) Berorientasi Pada Tindakan, (5) Menemukan hobi dan di Transformasi Ide Bisnis, (6) Berwirausaha Beretika, pada tahapan pelaksanaan ini juga dilakukan pendampingan dan praktik sehingga peserta diberi kesempatan untuk mempraktikkan menyusun rencana bisnis berbasis canvas dan mempresentasikan. Pada tahap akhir dilakukan monitoring dan evaluasi kegiatan agar diketahui bagaimana keberhasilan pelaksanaan kegiatan. Hasil dari kegiatan adalah tumbuhnya motivasi berwirausaha, tumbuhnya kepercayaan diri untuk berwirausaha atau mengembangkan usahanya, dan adanya kemampuan menerapkan ilmu kewirausahaan setelah memahami pentingnya memiliki jiwa kewirausahaan. Sebagai hasil dari partisipasi dalam kegiatan PKM ini, anggota masyarakat akan memperoleh pola pikir kewirausahaan, yang akan meningkatkan situasi keuangan keluarga setempat.

Kata kunci: alih fungsi lahan tambah, jiwa kewirausahaan, kesejahteraan keluarga

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INTRODUCTION

According to (Permadi et al, 2023) Long-term economic development strategies aim to transform the economic structure from the agricultural and fisheries sectors toward the industrial sector. Economic growth is essential for a nation's progress because it creates employment opportunities, provides necessities, and strengthens supporting industries (Halim et al, 2025). According to (Karenina, 2022) The regions of Gresik, Bangkalan, Mojokerto,



Surabaya, Sidoarjo, and Lamongan (Gerbangkertasussila) in East Java Province are the primary targets of industrial development strategies.

According to data from the Marine and Fisheries Service (DKP) of Gresik Regency, 3,123 hectares of the Manyar area were covered by brackish-water fish ponds in 2017, but the pond area decreased by 2,710.11 hectares within two years (Ma'arif et al., 2023). Chairul Anam, Head of the Marine and Fisheries Service of Gresik Regency, stated that nearly 2,000 hectares of fish pond land had been converted into industrial areas out of a total area of 132,000 hectares, and further industrial projects may increase this land conversion (Ma'arif et al., 2023). Land-use patterns in Manyar remained relatively stable between 2002 and 2016, with the most noticeable changes occurring along transportation corridors where land was converted into industrial estates and warehouses (Masbakha, 2016). As part of the regional development strategy, land surrounding fish ponds is planned to be transformed into industrial areas in accordance with the Regional Spatial Plan (RT/RW), which regulates land allocation for both polluting and non-polluting industries. Industrial development is primarily directed toward low-productivity fish ponds, as these areas are considered more suitable for conversion into industrial zones (Ma'arif et al., 2023).

The conversion of fish ponds into industrial areas has significantly changed the livelihoods of local communities in Manyar. Many fish farmers have shifted to occupations such as traders, boarding-house providers, factory workers, retail sellers, public transportation drivers, and food stall owners (Masbakha, 2016; Ma'arif et al., 2023). The expansion of industrial zones into rural areas, driven by modernization and economic development, has transformed the economic structure of communities that traditionally depended on fisheries and aquaculture. This process has reduced access to traditional sources of income while reshaping local economic activities, social relations, and employment patterns, creating both economic and social impacts (Shamsu, 2018). In coastal areas, many fishermen have also moved to industrial jobs in search of more stable income, influenced by family economic needs, uncertainty in fishing yields, successful experiences of other workers, and environmental challenges such as habitat degradation and water pollution caused by industrial activities, which have reduced fishery productivity and encouraged the search for alternative livelihoods (Pratama & Rahmawati, 2025).

Industrialization has transformed the social and economic landscape of rural areas by creating new employment opportunities and diversifying local livelihoods (Fajria & Pamurti, 2025). Communities that have long depended on agriculture and fisheries often face challenges in adapting to economic change, making industrial development an important strategy for improving living standards and expanding job opportunities in rural regions (Mahditia Paramita, 2021). The presence of industries also encourages the development of supporting sectors, including transportation, public facilities, and infrastructure, as industrial estates are commonly accompanied by the construction of roads and other essential facilities that improve daily activities for rural residents (Fidzaky et al., 2024; Harsono et al., 2023; Oktaviani et al., 2024). However, despite generating economic benefits, industrial development may also create challenges, such as increased labour market competition and local unemployment, when residents lack the education, skills, and qualifications required by industry. Therefore, sustainable industrial planning that includes human resource development is essential to ensure that the benefits of industrialization are distributed more equitably while minimizing potential negative impacts.

Economic structural changes resulting from industrialization require development strategies grounded in comprehensive analysis and policies that prioritise community welfare. Such an approach is essential to ensure that economic growth generated by industrial activities also provides long-term social benefits for local communities (Tazkiya et al., 2025). In Indonesia, this commitment is reflected in government policies requiring state-owned enterprises (SOEs) to implement Partnership Programs for Small Enterprises, while public companies are expected to fulfill their corporate social responsibility (CSR) through Partnership and Community Development Programs (Rozak, 2021). These initiatives are aligned with the

principles of ISO 26000, which emphasize community development as a key component of CSR. Community development programs aim to improve human resource quality, strengthen self-reliance, encourage innovation, and foster entrepreneurship to help communities adapt to the social and economic changes brought about by industrialization (Mulyadi, 2016). An entrepreneur is defined as an individual who establishes and develops a business while managing uncertainty and risk to achieve profit and growth (Musyadar & Gumilar, 2022). Entrepreneurs also play a crucial role in creating competitive economic systems, driving innovation, stimulating economic growth, and generating new business opportunities (Musyadar & Gumilar, 2022).

Entrepreneurial spirit refers to an independent and proactive attitude toward creating income through business activities and transforming creative ideas into viable ventures (Saputra et al., 2008). This mindset enhances adaptability, innovation, and competitiveness in a dynamic business environment (Saputra et al., 2022). According to Tontowi (2016), several factors influence the development of entrepreneurial spirit: (1) personality, which is shaped by education and life experiences from childhood to adulthood; (2) interest in entrepreneurship, which tends to develop as individuals reach adulthood and interact with business-oriented social environments; (3) inspiration from the success of relatives, friends, or colleagues who run their own businesses; (4) dissatisfaction with working conditions, which may encourage individuals to seek more independent career opportunities through entrepreneurship; (5) educational background, which can influence entrepreneurial interest although higher education does not always lead to a stronger desire to become an entrepreneur; and (6) individual personality traits, which play an important role in shaping entrepreneurial intentions and interests.

In line with Indonesia's efforts to promote entrepreneurship, the Deputy for Entrepreneurship of the Ministry of Cooperatives and SMEs stated that the government has implemented various programs, including the Independent Workforce Program (TKM) and support for the development of Small and Medium Enterprises (SMEs), to encourage community entrepreneurship (Teresia et al., 2025). Supporting this initiative, PT Raya Manyar Persada (RMP), as the Corporate Social Responsibility (CSR) program administrator of PT Freeport Indonesia in Gresik Regency, has actively contributed to community empowerment through the Joint Transformation Centre (PTB) Program. This program focuses on human resource development by providing capacity-building activities, including technical skills and entrepreneurship training for communities from nine villages surrounding the PT Freeport Indonesia industrial area. The community service (PKM) partners in this program are residents from nine of the twenty-three villages in Manyar District, Gresik, who have been significantly affected by the conversion of fish pond areas into industrial zones. Previous studies indicate that land conversion has generated positive socio-economic impacts, such as new employment opportunities, increased business prospects, and higher income levels (Masbakha, 2016). As agricultural and fisheries land continues to decline due to land conversion, many residents have lost their traditional livelihoods (Ou et al., 2022). Although industrial development has expanded rapidly, limited skills and competencies have prevented many residents from benefiting from available employment opportunities. Therefore, PT Raya Manyar Persada (RMP), through the PTB Program, collaborates with Politeknik Semen Indonesia (Polteksi) to provide entrepreneurship training aimed at enhancing creativity, innovation, self-reliance, and entrepreneurial capacity to improve the welfare of communities in Manyar District, Gresik.

METHOD

Manyar District, located in Gresik Regency, East Java Province, Indonesia, is a coastal area where fish ponds cover much of the land. The district consists of 23 villages and covers an area of 79.94 square kilometers. With a fishpond area of 5,833.11 hectares, accounting for 61.13% of its total land area, Manyar District is one of the main aquaculture centres in Gresik Regency.

Manyar District has a strategic location, bordered by Bungah District to the north, Kebomas District to the south, the Madura Strait and Gresik District to the east, and Duduk Sampeyan District to the west. The district covers 9,542.49 hectares and lies about 3 meters above sea level. In 2024, Manyar had a population of 122,645 people, consisting of 61,933 males and 60,712 females. The majority of residents were of productive age, particularly those aged 40–59 years (33,421 people). Based on ID card records, the population included 25,909 students, 21,905 homemakers, 47,371 employed individuals, and 27,260 unemployed residents. The local economy has long depended on fish farming, but the growth of industrial activities has introduced new economic opportunities beyond the fisheries sector. Industrial expansion has also accelerated the conversion of fish ponds and agricultural land into industrial areas, leading to changes in land use and community livelihoods (Argarani et al., 2025). Although industrial development has created new employment opportunities, many residents have struggled to enter the manufacturing sector due to limited qualifications and competencies. As a result, only a small proportion of the community has been absorbed into formal industrial employment (Bahjah & Hidayah, 2025). This situation reflects a mismatch between industry requirements and the capabilities of the local workforce (Vira Yuninda & Rahayu, 2024).

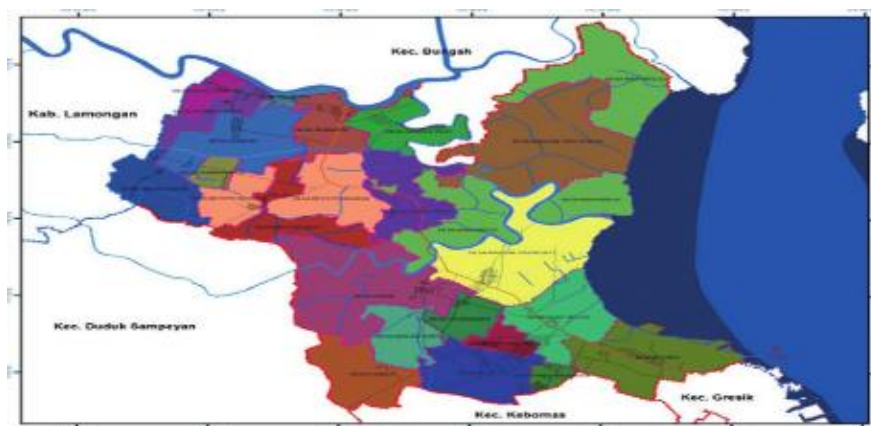


Figure 1. Map of Manyar District, Gresik

To address this challenge, productive-age residents need to develop specific technical skills that match labour market demands. Participation in vocational training and informal education programs can help improve employability and strengthen competitiveness in a changing economic environment (Fadilah, 2015). To ensure sustainable community benefits, community service programs must be implemented using appropriate strategies and methods. Methods serve as practical tools for achieving established goals and implementing development strategies effectively (Rahmawati & Nurhadi, 2024). When properly planned and targeted, community service initiatives can provide meaningful support to communities most affected by economic and social change (Hadiningrat et al., 2023). Based on these conditions, solutions were developed to address the partners' challenges through the following activities: educating affected communities to develop an entrepreneurial mindset, providing entrepreneurship training and capacity-building programs and assisting with branding development and marketing strategies.

Preparation

An initial assessment was conducted in Manyar District to identify communities affected by industrial development on former fish pond areas. A survey of 23 villages found that 9 villages were significantly impacted by land conversion. As the first step in developing the community service program, discussions were held with village heads, PKK leaders, Karang Taruna representatives, and company representatives. These discussions revealed that the most significant change in the 9 villages was the transformation of fish pond areas into industrial zones.

Overview of the Technology and Knowledge Applied

This community service program was implemented by PT Raya Manyar Persada (RMP), the CSR partner of PT Freeport Indonesia (PTFI), in collaboration with Politeknik Semen Indonesia (Polteksi). The program involved one lecturer and two interns from the Office Administration Study Program. Communities in Manyar District were supported through science, technology, and entrepreneurship-based approaches to address local challenges.

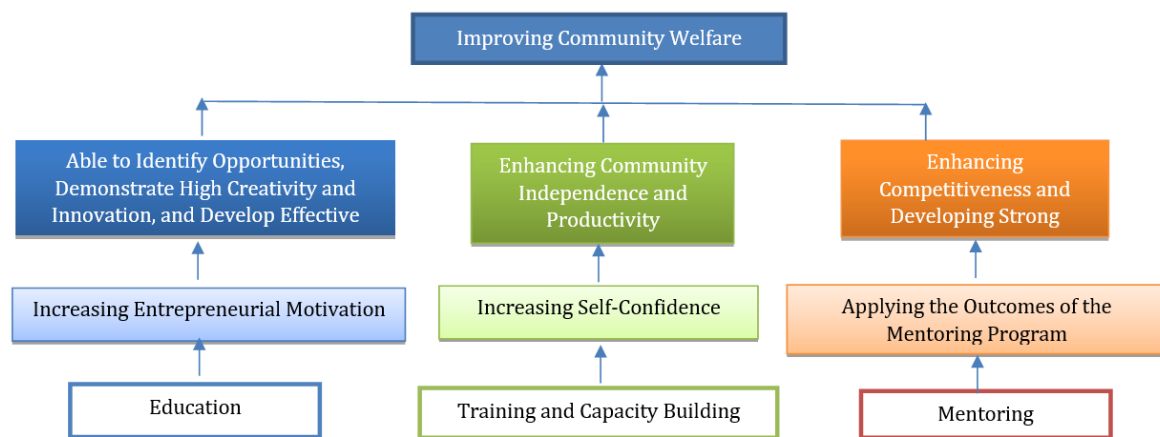


Figure 2. Overview of science and technology applied

Education

The participants in this community service project included community leaders, PKK (Family Welfare Movement) members, youth groups, and business owners. The educational activities were designed to foster an entrepreneurial mindset and strengthen entrepreneurial motivation. The main forms of training provided are as follows:

Table 1. Description of educational activities

Activity Description	Indicator
Explaining the factors that influence the development of an entrepreneurial mindset.	1. Personality and life experiences 2. Interest in entrepreneurship 3. Inspiration from successful entrepreneurs 4. Dissatisfaction with current employment conditions 5. Educational background 6. Individual personality traits
Enhancing Entrepreneurial Literacy:	1. Basic Concepts of Entrepreneurship 2. Key Entrepreneurial Characteristics 3. Creative and Innovative Thinking 4. Action-Oriented Mindset 5. Identifying Hobbies and Transforming Them into Business Ideas 6. Ethical Entrepreneurship
Strengthening the Entrepreneurial Mindset	Developing strong motivation, focus, optimism, and the ability to learn from failure.

The objective of this activity was to increase participants' understanding of the importance of an entrepreneurial mindset in strengthening entrepreneurial motivation. The success of the program was evaluated through questionnaires administered before and after the activity. The results showed an increase in post-test scores compared to pre-test scores, indicating that participants had gained a better understanding of entrepreneurship. Participants demonstrated increased awareness of the importance of creativity, innovation, developing business ideas based on their hobbies and interests, and applying ethical principles in entrepreneurship. These findings indicate that the activity effectively enhanced participants'

entrepreneurial mindset and strengthened their motivation to pursue entrepreneurial opportunities.

Training and Capacity Building

All community members were encouraged to participate in the training and capacity-building activities. This active participatory approach enabled participants to engage directly in the learning process and gain practical experience.

Tabel 2 : Description of Training and Capacity-Building Activities

Description of Activities	Program Success Indicator
1. Product innovation training by introducing new flavours to processed fish products 2. Marketing training using social media and WhatsApp Business 3. Guidance on simple bookkeeping 4. Assistance in organizing coffee shop business spaces 5. Customer service training for boarding house operators.	(1) Ability to create innovative fish products with new flavors; (2) Ability to promote businesses through social media and WhatsApp Business; (3) Ability to manage simple bookkeeping and separate personal and business finances; (4) Ability to improve coffee shop layouts and customer comfort; (5) Ability to improve boarding-house services; (6) Ability to market businesses digitally; (7) Ability to produce fish products that meet consumer preferences; (8) Ability to develop new product variants and packaging; (9) Increased demand for products with new variants.
Encouraging creativity in product innovation by creating or improving products and services to meet market needs, including: 1. Processed fish products such as bonggolan with new flavours (spicy, cheese, and seaweed), frozen-food packaging, and modern labelling 2. Smaller-sized fish cakes (otak-otak) 3. Coffee shops with signature menus, coffee-snack bundles, and more attractive store concepts 4. Training entrepreneurs to separate personal and business financial records 5. Boarding houses offer premium WiFi, digital payment systems, social media promotion, and additional supporting facilities.	
Market research and evaluation were conducted to assess competition, target consumers, and market responses to product and service innovations. Activities included: 1. Testing new flavours and packaging for fish products such as bonggolan and otak-otak 2. Evaluating popular menu items and customer preferences in coffee shops 3. Surveying boarding-house residents regarding facility and service needs 4. Comparing prices and services with similar businesses.	

The objective of this activity was to increase participants' confidence in starting new businesses or expanding existing ones. The success of the program was evaluated through direct observation and interviews with participants. Based on the observations and interview results, participants demonstrated greater confidence in exploring business opportunities, expressing business ideas, and planning entrepreneurial activities. They also showed increased enthusiasm and readiness to take initial steps toward starting new ventures or developing their existing businesses. These findings indicate that the activity effectively strengthened participants' self-confidence and motivation to engage in entrepreneurship.

Entrepreneurship Mentoring and Practice

Mentoring and practical activities for strengthening branding and marketing strategies.

Table 3. *Description of entrepreneurship mentoring and practical activities*

Description of Activities	Program Success Indicator
to strengthen branding and marketing strategies through:	1. Create a business name, logo and brand identity
1. business identity development;	2. Design attractive packaging
2. packaging and promotional design	3. Develop simple promotional materials
3. optimizing business locations and expanding market reach.	4. Understand marketing strategies
	5. Prepare a basic business plan
	6. Calculate costs and profits
	7. Manage their businesses independently

The purpose of this program was to enable participants to apply their entrepreneurial skills by starting new businesses or improving existing ones based on the knowledge and experience gained through mentoring and practical entrepreneurship activities. The success of the program was evaluated using a combination of pre-test and post-test assessments, direct observation, hands-on practice, and activity documentation. The evaluation results indicated that participants were able to apply entrepreneurial concepts in practice, develop business ideas, and demonstrate greater readiness to initiate or improve business ventures. Observations and documentation further showed active participation and engagement throughout the program, suggesting that the activities effectively enhanced participants' entrepreneurial skills and their ability to implement the knowledge acquired.

RESULTS AND DISCUSSION

Preparation

The conversion of fish ponds into industrial areas in Manyar District has reduced livelihood opportunities for many fish farmers, while limited skills have made it difficult for them to obtain industrial jobs. Therefore, Manyar was selected as a partner in this community service program, which focused on entrepreneurship training to help residents develop alternative sources of income. Participants were grouped by age, particularly those aged 15–64 years, as they represent the productive workforce and have the greatest potential to benefit from the program (Skirbekk, 2008). Participants were grouped according to productive age (Bappenas, 2025), in Table 4.

Table 4. *Age group classification*

Age Group	Age Range (Years)
Young Adults	15–24
Early Career Workers	25–34
Middle-Aged Workers	35–44
Pre-Retirement	45–54
Retired	55–64

Table 5. *List of Participants by Age Group and Gender*

Productive-Age Group	Gender Age	Male	Female	Total
Young Adults	17 – 24	9	10	19
Early-Career Workers	25 – 34	16	13	29
Middle-Aged Workers	35 – 44	1	1	2
	Total	26	24	50

Participants included 19 individuals aged 17–24 (38%), 29 aged 25–34 (58%), and 2 aged 35–44 (4%). Most participants were in the productive-age group, showing strong potential for entrepreneurship development. After the preparation stage, the program continued with entrepreneurship education, training, mentoring, and practical activities.

Program Implementation

Recognizing that many residents affected by fish pond conversion had limited income and lacked the skills needed for industrial employment, the Community Service Team organized an entrepreneurship program to support alternative livelihood opportunities. The program was conducted in nine villages of Manyar District every Saturday from 2–30 November 2025, from 10:00 a.m. to 4:00 p.m., at Jami' Mosque Hall, Manyar. The opening ceremony was led by Dr Erlina Diamastuti, Chair of Politeknik Semen Indonesia (Polteksi), and Siti Muniroh, M.Pd., as the Program Coordinator. The program involved 50 participants aged 17–43, including PKK members, Karang Taruna representatives, homemakers, and local entrepreneurs affected by fish pond land conversion. The opening activities were documented as follows:



Figure 3. *Opening session of the community service activity*

Education

Quantitative evaluation was conducted using pre-test and post-test instruments to measure program effectiveness. The results showed an increase in participants' average scores, indicating improved entrepreneurial knowledge and capacity. Participants demonstrated a better understanding of entrepreneurial mindset, creativity and innovation as key business assets, the ability to develop business ideas from hobbies, and the importance of ethical entrepreneurship, as shown in Table 6.

Tabel 6. *Mean pre-test and post-test scores on entrepreneurial mindset understanding*

Components of the Entrepreneurial Mindset for Enhancing Entrepreneurial Motivation		Mean Test Result		
		Productive-Age Group		
		17 - 24	25 - 34	35- 44
Factors Influencing the Development of an Entrepreneurial Mindset	Pre	73	75	70
	Post	77	82	74
Enhancing Entrepreneurial Literacy	Pre	70	72	70
	Post	76	79	75
Strengthening the Entrepreneurial Mindset	Pre	75	76	74
	Post	80	84	78

Table 6 shows that entrepreneurship education improved participants' understanding of the importance of an entrepreneurial mindset across all productive-age groups. In the entrepreneurial mindset component, scores increased by 5.5% among young adults, 15% among early-career adults, and 5.7% among middle-aged adults. Entrepreneurial literacy also improved, with increases of 8.6%, 15%, and 7%, respectively. In the entrepreneurial mentality component, scores rose by 6.7% for young adults, 10.5% for early-career adults, and 5% for middle-aged adults. These results indicate a consistent improvement in participants' comprehension of entrepreneurship concepts and a stronger awareness of the importance of developing an entrepreneurial mindset. Overall, the findings suggest that the program was

effective in enhancing not only knowledge but also attitudes toward entrepreneurship across different age groups.

The greatest improvement was observed among participants aged 25–34, suggesting that this group was the most motivated and relatively more prepared to initiate business activities compared to other age groups. This may be attributed to their transitional career stage, where individuals are more open to exploring entrepreneurial opportunities and applying new skills in practice. The entrepreneurship education activities were documented as follows:



Figure 4. *Implementation of educational activities*

Training and Capacity Building

The training and capacity-building program aimed to increase participants' confidence in starting or expanding a business. Program effectiveness was evaluated through direct observation and interviews to assess changes in participants' skills, confidence, business readiness, and challenges encountered during the mentoring process.

Evaluation Results of the Training and Capacity-Building Program

The evaluation results indicate that the training and capacity-building program positively improved participants' skills and confidence in developing their businesses. Observations and interviews showed that participants applied the knowledge gained, such as using social media and WhatsApp Business for promotion, improving shop layouts, and enhancing service quality in boarding houses. Participants also showed increased creativity and innovation, including developing new product variants, improving financial record-keeping by separating business and household finances, and strengthening digital marketing skills. Although business growth was still limited, these improvements increased customer interest and business readiness. Overall, the program effectively strengthened participants' entrepreneurial skills, creativity, and capacity. The implementation is documented in Figure 5.



Figure 5. *Documentation of the training and capacity-building activities*

Entrepreneurship Mentoring and Practical Activities

The third activity focused on entrepreneurship mentoring and practice through strengthening branding and marketing strategies. This included guidance on creating business identities, packaging and promotional designs, optimizing business locations, expanding market reach for fish-processing businesses, coffee shops, and boarding-house services, and developing Business Model Canvas plans. The objective was to help participants apply the knowledge gained to start new businesses or improve existing ones, including preparing business plans and estimating business development needs (Dal Mas et al., 2023). The success of the program was measured by participants' ability to apply the mentoring outcomes in managing or developing their businesses. Program effectiveness was evaluated through pre- and post-tests, observations, and practical activities. Practical exercises and observations assessed participants' ability to apply the mentoring materials independently, while pre- and post-tests measured their understanding of branding and marketing strategies. The evaluation results are presented in Table 7.

Table 7. Pre-test and post-test results on branding and marketing strategies

Strengthening Branding and Marketing Strategies			Mean Test Score			Description
Focus of Activities	Description of Activities		Age Group			
			17 - 24	25 - 34	35 - 44	
Business Identity Development: Packaging Design and Promotion	Create an appropriate business name, logo, and brand identity.	Pre	73	75	72	Increase
		Post	80	82	78	
	1. Develop more attractive and informative packaging designs.	Pre	70	72	70	Increase
		Post	82	84	78	
	2. Create simple promotional materials ready for use.	Pre	76	76	74	Increase
		Post	82	80	80	
Business Location Optimization and Market Expansion	3. Improve participants' understanding of effective marketing strategies.	Pre	75	70	70	Increase
		Post	80	82	80	
	1. Prepare a simple and systematic business development plan.	Pre	75	75	74	Increase
		Post	80	82	80	
	2. Calculate capital requirements, operating costs, and estimated profits. estimasi keuntungan.	Pre	75	70	70	Increase
		Post	82	80	78	
3. Apply the mentoring outcomes independently in managing their businesses.	Pre	70	70	68	Increase	
	Post	80	78	78		

The pre-test and post-test results in Table 7 show that the mentoring and entrepreneurship practice activities improved participants' understanding of all training materials. Score improvements were observed across all productive-age groups, including young adults (17-24), early-career adults (25-34), and middle-aged adults (35-44). Improvements were found in several key areas, including business branding, packaging design, promotional media, marketing strategies, capital and profit calculation, and Business Model Canvas development. These results indicate that the mentoring program successfully enhanced participants' entrepreneurial knowledge (Mustaniroh et al., 2020). The effectiveness of the mentoring and practical activities was also evaluated through observations of participants' ability to apply the skills learned, such as creating business identities, designing packaging and promotional materials, developing marketing strategies, and managing simple business operations, as presented in Table 8. The Community Service Team established the following

assessment criteria for the observation results: “Sangat Baik (SB) = 5; Baik (B) = 4; Cukup (C) = 3; Kurang (K) = 2; Sangat Kurang (SK) = 1”.

Tabel 8. *Observed evaluation of participants' branding and marketing application ability*

Strengthening Branding and Marketing Strategies		Evaluation Criteria					Mean Observation Score	
Focus of Activities	Description of Activities	SB	B	C	K	SK		
Business Identity Development: Design and Promotion	Create an appropriate business name, logo, and brand identity.	40	8	2	0	0	238	4,76
	Create simple promotional materials ready for use.	36	10	4	0	0	232	4,64
	Develop more attractive and informative packaging designs.	45	4	1	0	0	244	4,88
Business Location Optimization and Market Expansion	Improve participants' understanding of effective marketing strategies.	38	10	2	0	0	236	4,72
	Create simple promotional materials ready for use.	36	8	6	0	0	230	4,60
	Calculate capital requirements, operating costs, and estimated profits. estimasi keuntungan.	20	22	8	0	0	212	4,24
	Improve participants' understanding of effective marketing strategies.	36	10	4	0	0	232	4,64
Total		251	72	27	0	0	1624	32,48
Average Rating Score Achieved		36	10	4	0	0	32,48	4,64
Percentage of Rating Criteria Achieved		72	20	8	0	0	-	-

Based on the observation results, participants achieved an average score of 4.64, indicating that they were able to apply the mentoring and entrepreneurship training materials effectively. The highest scores were recorded in business identity development (4.76) and packaging and promotional design (4.75), while market expansion strategies achieved a score of 4.53. Overall, 72% of participants were rated Very Good, 20% Good, and 8% Fair, demonstrating the effectiveness of the mentoring program. The Entrepreneurship Mentoring and Practical Activities are documented in Figure 6.



Figure 6. *Entrepreneurship mentoring and practical activities*

Monitoring and Evaluation

Monitoring and evaluation (M&E) are essential components of the Tri Dharma activities to assess program effectiveness (Ariestiningsih et al, 2024). Therefore, the project team conducted monitoring and evaluation by comparing the results with the predetermined success indicators. A questionnaire was distributed to participants to evaluate several aspects of the program, including the training content, the relevance of the materials to participants' needs, the clarity and effectiveness of the trainers, adherence to the planned schedule, the adequacy of training facilities, and the quality of interaction between participants and trainers.

Tabel 9 : Results of the observation of the community service program

No	Observed Aspect	Observed Aspect	Observed Aspect	Observed Aspect
1	Material was delivered clearly and effectively	SB / B / C / K / SK	4,8	SB
2	Mentoring was conducted according to schedule	SB / B / C / K / SK	4,0	B
3	Interaction between trainers and participants was very good	SB / B / C / K / SK	4,8	SB
4	Mentoring materials met participants' needs	SB / B / C / K / SK	4,6	B
5	Mentoring facilities were adequate	SB / B / C / K / SK	4,9	SB
6	Case studies matched participants' challenges	SB / B / C / K / SK	4,4	B
7	Participants gained new insights into strategy and innovation	SB / B / C / K / SK	4,8	SB
8	Participants were satisfied with the program	SB / B / C / K / SK	4,5	SB
9	Participants were interested in joining the Gresik Entrepreneur Community Forum	SB / B / C / K / SK	4,6	SB
Total			41,4	
Mean			41,4 / 9 = 4,6	

Table 9 indicates that the mentoring activities achieved an average score of **4.6**, which falls within the **very good** category. This result demonstrates a high level of participant satisfaction with the entrepreneurship development program implemented across the nine villages in Manyar District. Participants generally perceived the activities as relevant, beneficial, and capable of enhancing their knowledge and skills in entrepreneurship.

To measure the effectiveness of the program and the extent to which its objectives were achieved, a final evaluation was conducted at the end of the mentoring process using a structured questionnaire. The evaluation results revealed that participants not only gained valuable insights into entrepreneurship but also expressed strong interest in continuing similar activities in the future. Furthermore, most respondents agreed that entrepreneurship training should be conducted regularly and developed into a sustainable community empowerment program. These findings suggest that the program successfully contributed to increasing participants' entrepreneurial awareness and has significant potential to support long-term economic empowerment within the community (Jabbouri et al., 2024).

Tabel 10 Evaluation Results of the Community Service Program

No.	Assessed Aspect	Assessment Criteria	Observation Score	Category
1	Participants are willing to actively participate again if another entrepreneurship training program is conducted.	SB / B / C / K / SK	5.0	SB
2	Entrepreneurship training should be conducted regularly.	SB / B / C / K / SK	5.0	SB
3	All participants stated that the entrepreneurship training was highly beneficial.	SB / B / C / K / SK	5.0	SB
4	Entrepreneurship training is worthy of being developed into a sustainable community program by the Manyar District Government.	SB / B / C / K / SK	5.0	SB

Table 10 shows that the average evaluation score for the mentoring activities was 5.0, indicating an excellent result. All participants gave positive feedback on the entrepreneurship development program and agreed that the community service initiative should be continued as a sustainable program by the Manyar District Government. The monitoring, evaluation, and closing activities were documented as follows:



Figure 7. Monitoring, evaluation and closing activities of the community service program

CONCLUSION

The community service program in Manyar District successfully improved participants' entrepreneurial knowledge, skills, and confidence through education, training, capacity building, and mentoring activities. Pre-test and post-test results showed better understanding of entrepreneurship among participants from different age groups. Participants also improved their abilities in branding, packaging design, marketing, business planning, and financial management, and many were able to apply these skills in their businesses. Recommendations: to ensure long-term impact, future programs should provide more intensive mentoring, particularly in packaging design, financial management, digital marketing, and product innovation. Collaboration among universities, local governments, and other stakeholders is also needed to support training, funding, and market access. These efforts can help communities adapt to industrial development, improve their economic well-being, and create sustainable business opportunities.

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