

# Entrepreneurship Motivation and Managerial Skills Training for Sugar Palm Farmers in Langke Village, North Gorontalo Regency

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## Abstract

The Langke village community is known as a community where the majority of its residents work as sugar palm farmers. Palm trees have become the main source of livelihood in this village, because almost every family there depends on their income from processed palm products, such as palm sugar and sap. Motivational training and entrepreneurial managerial skills for sugar palm farmers in Langke village is a strategic step to increase the capacity and economic independence of the local community. This training aims to foster an entrepreneurial spirit in sugar palm farmers so that they not only focus on production, but also have the skills to manage their business professionally. Through the motivation provided, farmers are encouraged to see the potential of the sugar palm business as an opportunity to improve their standard of living and play a role in driving the village economy. This activity was carried out on Saturday 4 October 2024 at the Langke village office hall, Gentuma Raya District, North Gorontalo Regency. The method of this service activity is in the form of training and lectures. Service activities in the form of Motivational Training and Entrepreneurial Managerial Skills for Sugar Palm Farmers in Langke Village, North Gorontalo Regency, have had a positive impact in increasing farmers' understanding and entrepreneurial skills. Through this training, sugar palm farmers are equipped with better managerial skills, which are very useful in managing their farming business and increasing the added value of their products. Apart from that, motivational training helps increase farmers' enthusiasm and self-confidence to continue to develop and innovate, so that it is hoped that they can open wider market access and create better economic opportunities for village communities.

*Keywords:* Training; Motivation; Managerial Skills; Entrepreneurship; Sugar palm farmer

## 1. Introduction

Entrepreneurship is the process of creating, developing and managing new businesses with the aim of generating value or profit. In the modern era full of innovation and global competition, entrepreneurship is not only a way to create jobs, but also an economic driving force that can have a significant impact on a country's economic growth. Entrepreneurship encourages individuals to think creatively and innovatively, and create products or services that meet market needs. The ability to take risks and overcome challenges is also an important element needed in entrepreneurship (Sanawiri, B., & Iqbal, M., 2018; Nasution, R. U., 2022).

Entrepreneurship has a big role in creating solutions to various social and economic problems. With entrepreneurs who dare to take risks to implement new ideas, opportunities are created for economic growth and improving the quality of life of the community (Tenrinippi, A., 2019; Azzam, A., et. al., 2024). Apart from that, entrepreneurship also helps in developing skills and creating an ecosystem that supports the sustainability of small to medium businesses. In Indonesia, the entrepreneurial spirit is increasing along with the development of technology and support from the government which encourages the formation of a creative, innovative and entrepreneurial young generation. To encourage the formation of an entrepreneurial spirit, entrepreneurial motivation is needed.

Entrepreneurial motivation is the drive or desire that drives someone to start and run a business. In the business world, this motivation is an important foundation that influences individual decisions to take risks and face various challenges (Rizal, M., et. al., 2016; Marfuah, M., 2021). Entrepreneurial motivation is often born from the need to be financially independent, achieve dreams, or achieve freedom in work. This motivation is also influenced by external factors, such

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as family support, market opportunities, and technological developments that make access to information and business capital easier.

Apart from that, entrepreneurial motivation also has an important role in maintaining a person's enthusiasm and commitment in facing the dynamic process of building a business. Entrepreneurs who have strong motivation will be better able to face failure, bounce back, and continue to innovate in the face of competition. In Indonesia, entrepreneurial motivation is increasingly high among the younger generation who want to be independent and bring about social change. Factors such as the desire to have a positive impact, create jobs, and create innovations that are beneficial to society are also a strong source of motivation in the world of entrepreneurship. Entrepreneurial motivation is very important in carrying out entrepreneurial activities, apart from motivation it also requires entrepreneurial skills to drive entrepreneurial activities (Siswadi, Y., 2013; Julindrastuti, D., & Karyadi, I., 2022; Hasanah, B. et. al., 2022; Suhartini, Y., et al., 2022).

Entrepreneurial skills are special skills needed to start, develop and manage a business well. These skills cover various aspects, from the ability to plan a business, innovate, to manage finances and build a strong network (Ariyanto, A., 2021; Fauziah, S., et. al., 2024). Entrepreneurial skills enable an entrepreneur to face complex challenges in running a business. Along with increasing competition and technological developments, these skills become increasingly important to ensure that the business remains relevant and able to compete in the market (Budiarti, R. H. S., 2023).

Entrepreneurship also demands good interpersonal skills, such as communication, leadership and negotiation skills, which are very necessary in collaborating with various parties. Apart from that, the ability to take risks with careful calculations and adapt quickly is also a key skill in the world of entrepreneurship. In Indonesia, efforts to improve entrepreneurial skills are increasingly being encouraged through various training and education programs, both by the government, educational institutions and the business community. Strong skills in entrepreneurship not only drive the success of individual businesses, but also contribute to broader economic growth.

The Langke village community is known as a community where the majority of its residents work as sugar palm farmers. Palm trees have become the main source of livelihood in this village, because almost every family there depends on their income from processed palm products, such as palm sugar and sap. Sugar palm farming is not just an economic activity, but has become part of the culture and identity of the Langke people, which has been passed down from generation to generation. Processing sugar palm using traditional methods shows how the Langke community maintains local wisdom in processing the available natural products.

Apart from providing a livelihood, sugar palm farming also makes an important contribution to the local economy of Langke village. Palm-based products have stable demand in both local and foreign markets, thus opening up opportunities for the development of small and medium businesses. Apart from that, various efforts have begun to be made to increase the productivity and quality of processed sugar palm products, including the use of simple technology and training for farmers. With this support and innovation, the Langke village community can maintain and increase its economic potential through sustainable sugar palm farming.

Motivational training and entrepreneurial managerial skills for sugar palm farmers in Langke village is a strategic step to increase the capacity and economic independence of the local community. This training aims to foster an entrepreneurial spirit in sugar palm farmers so that they not only focus on production, but also have the skills to manage their business professionally. Through the motivation provided, farmers are encouraged to see the potential of the sugar palm business as an opportunity to improve their standard of living and play a role in driving the village economy.

Apart from motivation, this training also teaches various managerial skills, such as business planning, financial management, and marketing palm products effectively. It is hoped that these skills will help Langke village sugar palm farmers to develop their products, access wider markets, and manage their businesses better. With this training, farmers will be better prepared to face the challenges of competition and changes in market demand, so that palm-based businesses in Langke village can develop sustainably and improve the welfare of their community.

## 2. Method

This activity was carried out on Saturday 4 October 2024 at the Langke village office hall, Gentuma Raya District, North Gorontalo Regency. The method of this service activity is in the form of training and lectures. The training was carried out to develop entrepreneurial skills and veramah methods for providing entrepreneurial motivation material for sugar palm farmers in Langke village, Gentuma Raya District, North Gorontalo Regency. Participants who attended the activity were village government officials, stakeholders and the local community. The people who attended were sugar

palm sap farmers in Langke Village. This activity consists of 3 stages, namely the preparation stage, implementation stage and reflection stage. The following is an explanation of each stage in this activity.

- a. Preparation stage, this stage includes coordinating with the Langke village government and the village community regarding the willingness to carry out activities, schedule, place, facilities and infrastructure as well as tools that will be used in this service activity. Prepare invitations and materials and confirm the resource person's willingness to provide material.
- b. Implementation stage, this stage is carried out starting from the opening which was opened by the Head of Langke Village, then the main activities with the reception of material by the resource person. An overview of the material provided by the resource persons is presented in Figure 1 below.

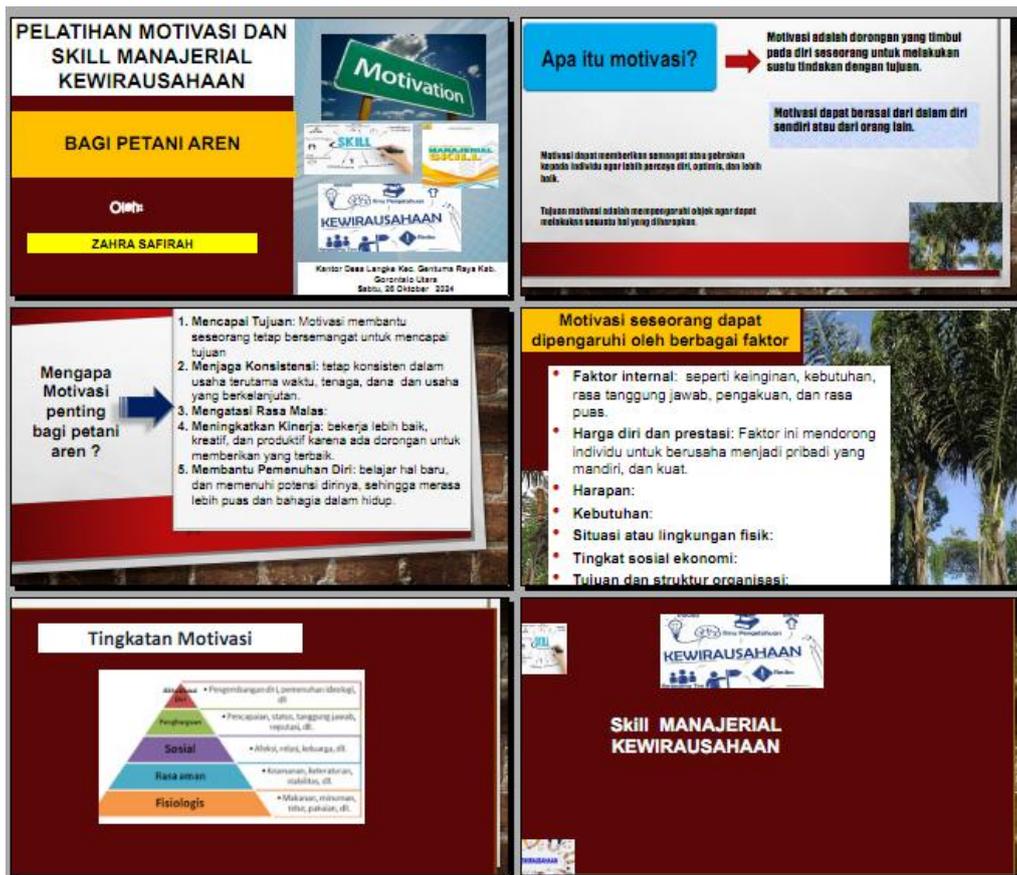


Figure 1. Presentation Materials

- c. The reflection stage, carried out to reflect on the course of this service activity and the benefits received by the participants who attended. Reflection is carried out directly through reflection questions given to participants and invitees who attend.

### 3. Result and Discussion

The sugar palm plant has great economic potential, especially as a source of raw materials for various products such as palm sugar, palm fruit and sap, which are increasingly in demand by both local and international markets (Imansyah, F., 2020; Effendi, M., et. al., 2023). Palm sugar, for example, is a healthier alternative natural sweetener than granulated sugar, so demand for this product continues to increase along with the trend for healthy lifestyles. Apart from that, sugar palm plants have ecological value because they are able to grow in various types of soil, even in areas that are difficult for other food crops (Lestari, Y., & Mathori, M., 2016; Lantemona, I. H., 2024). This makes sugar palm a good choice

for economic empowerment in villages that have marginal land. Apart from its economic benefits, sugar palm plants also play a role in preserving the environment. Sugar palm's strong root system helps maintain soil stability and reduces the risk of erosion, making it beneficial in maintaining the surrounding ecosystem. Palm leaves and stems can also be used for crafts and building materials. With proper development and management, the potential of sugar palm plants can be maximized to improve community welfare while maintaining environmental sustainability. To maximize the increase in the welfare of the sugar palm farming community, it is important to carry out training related to human resources or palm farmers themselves, especially motivation and entrepreneurial managerial skills (Apriansyah, N., 2018; Chilmi, M. Z., & Paratama, H., 2024).

Motivational training and entrepreneurial managerial skills for Langke village sugar palm farmers was successful and was attended by a large number of enthusiastic participants. The farmers who attended showed high interest in the material presented, especially in the motivational session which raised enthusiasm to develop their sugar palm business. This motivational session provided positive encouragement for the participants to be more confident in exploiting the potential of the sugar palm business, which has been the main source of income for the Langke village community.

Apart from that, this training also succeeded in increasing farmers' understanding of the importance of managerial skills in managing a business. Through business planning and financial management sessions, participants are taught to prepare a thorough business plan, monitor expenses and income, and manage funds wisely. It is hoped that this knowledge will help farmers maintain the stability of their business and avoid managerial mistakes that could be detrimental to their sugar palm business in the future. Many participants said that this skill gave them a new perspective on how to run a business more professionally.

Apart from internal management, this training also includes material regarding marketing and strategies for expanding business networks. Participants are taught how to market palm products effectively and utilize social media and local networks to expand the market. Through marketing simulations, farmers can practice promotion and communication techniques with potential buyers. With these skills, Langke village sugar palm farmers are expected to be able to reach more consumers, both in local markets and outside the region, so that their products have higher competitiveness.

Overall, this training had a positive impact on the sugar palm farmers of Langke village. Apart from improving technical and managerial skills, this activity was also successful in building self-confidence and a spirit of collaboration among the participants. With the new enthusiasm and managerial skills they have learned, farmers now have a stronger foundation to develop their sugar palm business sustainably. The hope is that this training will be the first step in efforts to improve the welfare of the Langke village community through a more professional and competitive entrepreneurial sector. This activity is very beneficial for sugar palm farmers in Langke Village, Gentuma Raya District. An overview of this service activity is presented in Figure 2.



Figure 2. Service Activities

Sugar palm farmers in Langke Village face various challenges that make it difficult for them to maximize the economic potential of sugar palm crops. One of the main problems is limited access to modern technology and agricultural resources. Many palm farmers still use traditional methods to tap the sap and process it into palm sugar or other derivative products, which is time consuming and less efficient (Salma, S., 2020). Apart from that, inadequate village infrastructure, such as poor roads, also hinders the distribution of agricultural products, thereby increasing costs and

reducing the profits they can obtain. Another challenge is the lack of marketing support and access to a wider market. Local markets are often not large enough to accommodate the production of palm sugar, so selling prices are low and farmers' incomes are depressed. In addition, many farmers do not have sufficient knowledge about how to process and package their products to make them more attractive to consumers. To face this challenge, support is needed from the government and the private sector in the form of training, increasing market access, and improving infrastructure so that the economic potential of sugar palm in Langke Village can develop and improve the welfare of farmers.

#### 4. Conclusion

The conclusion of this service activity is that the service activity in the form of Entrepreneurship Motivation and Managerial Skills Training for Sugar Palm Farmers in Langke Village, North Gorontalo Regency, has had a positive impact in increasing farmers' understanding and entrepreneurial skills. Through this training, sugar palm farmers are equipped with better managerial skills, which are very useful in managing their farming business and increasing the added value of their products. Apart from that, motivational training helps increase farmers' enthusiasm and self-confidence to continue to develop and innovate, so that it is hoped that they can open wider market access and create better economic opportunities for village communities.

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