

# Strengthening Sociopreneurship of Sugar Palm Farmers in Langke Village Gentuma Raya District, Gorontalo Province

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## Abstract

Sugar palm plants have great potential as a superior commodity that can support the community's economy, especially in rural areas. Apart from being a source of food, such as palm sugar and palm fruit, this plant also has high economic value because it can be utilized optimally from the roots, stems, leaves, and sap. Limited knowledge in business management and marketing also makes it difficult for farmers to compete with other products that are more easily accessible to consumers. These factors often cause low selling prices and suboptimal profits for sugar palm farmers. However, behind these challenges, there are a number of opportunities that can be exploited to improve the welfare of sugar palm farmers in Langke Village. One of them is the increasing market demand for natural and organic products, such as palm sugar which is healthier than granulated sugar. Apart from that, with a sociopreneurship approach, farmers can be empowered to manage their businesses more professionally, expand markets, and process other sugar palm derivative products such as palm fruit or handicraft products from sugar palm stems and leaves. With the support of training, better market access, and innovation in business management, the potential of palm trees in Langke Village can be developed to open up new economic opportunities and improve the welfare of the local community. Activities to strengthen sociopreneurship for sugar palm farmers in Langke Village are that this activity has succeeded in increasing understanding and strengthening the spirit of social entrepreneurship among farmers, encouraging them to not only pursue profits, but also have a positive impact on the surrounding community. With continued support, the potential of sugar palm plants in Langke Village can be more optimal, opening up new economic opportunities and improving community welfare.

*Keywords:* Strengthening; Sociopreneurship; Sugar Palm Farmer, Langke Village, Gorontalo Province.

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## 1. Introduction

Strengthening sociopreneurship is a very important effort to encourage the realization of inclusive and sustainable development. In this context, sociopreneurship refers to entrepreneurship that not only pursues material profits, but also aims to have a positive impact on social problems that exist in society (Arsyad, A. M., 2023). The main focus is on creating innovative and sustainable solutions to address social challenges, such as poverty, education, health and environmental conservation. With this approach, social entrepreneurs seek to empower communities while creating jobs and improving the overall quality of life (Nugraha, R., t. al., 2024).

Along with global economic development, many societies face increasingly widening social disparities. In this case, sociopreneurship is present as an alternative to narrow this gap, by providing solutions that are more affordable and relevant to society. The existence of sociopreneurs can help overcome various problems around them, whether through

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innovation in products, services, or even business models that can empower marginalized groups. Sociopreneurship is not just about doing business, but also about creating real social change.

Apart from that, strengthening sociopreneurship also encourages the realization of a more inclusive entrepreneurial culture. Appropriate training and mentoring can improve community skills and knowledge, so that they not only act as consumers, but also as actors in the local economy (Yuana, S. L., & Aziz, U. A., 2017). Successful sociopreneurs have the ability to identify social problems around them, design innovative solutions, and implement them in a sustainable way. Therefore, assistance in managerial, marketing and financial management is very important to ensure the continuity and success of the social enterprise being run.

However, strengthening sociopreneurship is also faced with various challenges, such as limited access to capital, lack of public understanding of the concept of social entrepreneurship, and low levels of collaboration between the public, private and community sectors. For this reason, there needs to be a joint effort from various parties, including the government, educational institutions and the private sector, to create an ecosystem that supports the growth of competitive sociopreneurs. By providing access to training, funding and a strong network, sociopreneurship can develop rapidly and provide broad benefits for the social and economic welfare of society (Sanny, A., 2021; Hartati, A. S., et. al., 2021).

Strengthening sociopreneurship for sugar palm farmers is an important step to improve economic prosperity while encouraging sustainable social change in agricultural communities. With a sociopreneurship approach, sugar palm farmers not only focus on production results, but can also create innovations that have a positive impact on society, such as processing high-value sugar palm derivative products or implementing environmentally friendly agricultural practices. Through entrepreneurial skills training and managerial empowerment, farmers can more easily access wider markets, improve product quality and strengthen business networks. This approach is expected to create economic independence for sugar palm farmers, as well as make a greater contribution to social and economic development in their area.

Sugar palm plants have great potential as a superior commodity that can support the community's economy, especially in rural areas. Apart from being a source of food, such as palm sugar and palm fruit, this plant also has high economic value because it can be utilized optimally from the roots, stems, leaves, to sap (Mustaqimah, M., & Suhud, K., 2023; Iwan, I., 2023). Products derived from sugar palm are increasingly in demand in domestic and international markets, especially with increasing awareness of the importance of consuming healthier natural products. This opens up great opportunities for farmers to develop palm-based businesses and improve their welfare through the use of various palm products.

Apart from its economic benefits, sugar palm also has important ecological value. This plant grows well on less fertile land and is able to adapt to various soil conditions, so it is very suitable to be developed in areas with marginal land. The strong root system of sugar palm plants can help reduce soil erosion and maintain ecosystem balance. With proper management, sugar palm plants can not only provide great economic benefits, but also play an important role in environmental conservation, making them an ideal choice for sustainable agricultural development.

Sugar palm farmers in Langke Village face various challenges that hinder the development of their business. One of the main problems is limited access to technology and innovation in production processes, such as sap processing and palm sugar making, which still rely on traditional methods. Apart from that, poor infrastructure, especially in terms of transportation, is also an obstacle for farmers in distributing their products to a wider market. Limited knowledge in business management and marketing also makes it difficult for farmers to compete with other products that are more easily accessible to consumers. These factors often cause low selling prices and suboptimal profits for sugar palm farmers. However, behind these challenges, there are a number of opportunities that can be exploited to improve the welfare of sugar palm farmers in Langke Village. One of them is the increasing market demand for natural and organic products, such as palm sugar which is healthier than granulated sugar. Apart from that, with a sociopreneurship approach, farmers can be empowered to manage their businesses more professionally, expand markets, and process other sugar palm derivative products such as palm fruit or handicraft products from sugar palm stems and leaves. With the support of training, better market access, and innovation in business management, the potential of palm trees in Langke Village can be developed to open up new economic opportunities and improve the welfare of the local community.

## 2. Method

This activity was carried out on October 12 2024 at the Langke village office hall, Gentuma Raya District, North Gorontalo Regency. The method of this service activity is a form of socialization using lecture and question and answer methods. The outreach was carried out to provide sociopreneurship strengthening 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. An overview of the material provided by the resource persons is presented in Figure 1.



Figure 1. Presentation Materials

After providing the material and the question and answer session, the moderator reflects. A reflection session was held to reflect on the impact of this service activity and the benefits received by the participants who attended. Reflection is carried out directly through reflection questions given to the participants present.

## 3. Result and Discussion

Activities to strengthen sociopreneurship for sugar palm palm farmers in Langke Village succeeded in having a positive impact in increasing the farmers' skills and knowledge regarding social entrepreneurship. Through training focused on business management, marketing and product innovation, farmers are given the necessary tools to manage their palm sap businesses more effectively. This training also teaches the importance of sustainable resource management, which will not only improve product quality but also preserve the surrounding environment.

During this activity, farmers were also introduced to the concept of sociopreneurship, namely entrepreneurship that not only pursues financial profits but also provides positive social impacts. Farmers are expected to be able to develop their businesses by paying attention to the social and environmental needs around them, such as utilizing sugar palm

derivative products to create additional economic opportunities. This also helps increase farmers' awareness of the importance of their contribution to community welfare and the sustainability of natural resources.

Apart from technical training, this activity also facilitates sugar palm farmers in building wider networks, both with fellow farmers and with other parties such as entrepreneurs, suppliers and financial institutions. With this network, farmers can more easily access market information, get better prices, and find opportunities to expand distribution of palm sap products. Collaboration between farmers is also expected to increase their competitiveness in facing increasingly competitive market challenges.

In this activity, one of the most prominent results was the increased enthusiasm of farmers to innovate in processing palm sap and its derivative products. They are now more open to trying more efficient and environmentally friendly processing methods, such as using simple technology in palm sugar production or processing sap into other processed products. This innovation is expected to increase the added value of sugar palm products, so that it can open a wider market and provide greater profits for farmers.

Overall, activities to strengthen sociopreneurship for sugar palm farmers in Langke Village succeeded in having a positive impact in increasing the farmers' entrepreneurial knowledge, managerial skills and innovation abilities. With continued support and better access to markets, sugar palm farmers in this village have great potential to develop their businesses, increase income, and create better social change for the surrounding community. In the future, it is hoped that similar activities can be expanded to include more farmers in other regions, in order to maximize the potential of sociopreneurship in the agricultural sector.



Figure 2. Sugar Palm Farmers  
(Source: Hanafiah, J. 2021)

Sugar palm plants in Langke Village provide various significant economic benefits for the local community. As the main source of sap, this plant is the main raw material for producing palm sugar which is in high demand, both in local and foreign markets. Apart from that, other derivative products such as palm fruit and craft products from sugar palm stems and leaves also provide additional economic opportunities for farmers and village communities. Utilizing various parts of the sugar palm plant helps increase income diversification and reduce dependence on one type of business, which in turn can improve the welfare of sugar palm farmers in Langke Village. Apart from making palm sugar products, palm farmers in Langke village also make an alcoholic drink usually called *saguer* which comes from fermented palm juice and goes through a distillation process.

Apart from economic benefits, sugar palm plants also provide ecological benefits that are important for environmental sustainability around Langke Village. Sugar palm plants are able to grow on marginal land and adapt to various soil conditions, so they can be used to rehabilitate critical land and prevent soil erosion. The strong roots of sugar palm plants help maintain soil stability, which is very important for maintaining the quality of agricultural land and preventing environmental damage (Triwanto, J. 2019; Sari, F. P., et. al., 2024; Triwanto, J., 2024). Thus, sugar palm plants not

only provide economic benefits for farmers, but also play a role in maintaining the balance of the ecosystem in the area. An overview of the sugar palm plant is presented in Figure 2.

The results of activities to strengthen sociopreneurship for sugar palm farmers in Langke Village show a positive impact in increasing the community's entrepreneurial capacity. Farmers now better understand the importance of professional business management, from the production process to marketing sugar palm products. The training provided also encourages farmers to innovate in processing palm sap into value-added products, such as palm sugar and palm fruit, as well as utilizing all parts of the plant for craft products. Apart from that, this activity strengthens networks between farmers, increases their awareness about social entrepreneurship, and opens up opportunities to access wider markets, so it is hoped that it can increase the income and welfare of the people in the village.

#### 4. Conclusion

The conclusion of the activity to strengthen sociopreneurship for sugar palm farmers in Langke Village is that this activity succeeded in increasing understanding and strengthening the spirit of social entrepreneurship among farmers, encouraging them not only to pursue profits, but also to have a positive impact on the surrounding community. With continued support, the potential of sugar palm plants in Langke Village can be more optimal, opening up new economic opportunities and improving community welfare.

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