



Research Paper

Empowerment of Pottery Craftsman in the Community of Takalar District

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ABSTRACT: *This research aims to determine Community Empowerment through Entrepreneurship in Increasing Economic Income for Pottery Craftsmen in Sandi Village, Takalar Regency. As well as analyzing the efforts made by pottery craftsmen, local government, and related agencies in developing the pottery craft business. This research uses a qualitative approach. Data collection techniques include observation, interviews, and documentation methods. The subjects in this research were Takalar pottery craftsmen in Sandi Village, namely pottery craftsmen, Pallantikang Village Head, and Head of the Micro and Small Business Empowerment Division of the Cooperative Service, Ukm Kab. Takalar. The results of this research show that the implementation of community empowerment for pottery craftsmen has been carried out marked by assistance from the government, collaboration with partners, and provision of counseling or training which is always provided, but the issue of equal distribution of assistance has not been implemented well. By empowering the community, existing problems will be minimized little by little, so that the community can develop and increase its pottery production both in terms of quality and quantity.*

KEYWORDS: *Community Empowerment, Entrepreneurship, Economic Income.*

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I. INTRODUCTION

1.1 Background

Pottery craftsmen have become part of a hereditary heritage, a habit passed down from generation to generation. For local residents, transferring knowledge in making pottery to their descendants is not just about preserving expertise and skills, but also has important value and meaning. Even though this pottery business continues to be passed on as a livelihood, it has a deep meaning for the entrepreneurs involved in it. The pottery art designs in this region show good quality, reflecting the local cultural heritage. Unfortunately, its development was limited by a lack of integration with technology, which resulted in the product having low strength. The pottery craft industry also has the potential to improve the local economy if it can be managed well. There is an opportunity to create innovative and diverse craft products, with more productive human resources and optimal use of natural resources (Ahluwalia, 2020). Pottery craftsmen in Sandi Village, Takalar Regency are able to penetrate the international market and even consumers from Australia and France asked for the production of pottery crafts to be exported to their country. With the results of his business, he can meet his daily needs without needing to look for other sources of income, because selling pottery alone is enough to meet his daily needs.

One effort to increase economic income for micro business actors Community empowerment or human resources is one of the important things in improving a country's economy. Creating a society that has the power to take primary responsibility in development programs (Celuch et al., 2017). To achieve economic growth in Indonesia in the face of global uncertainty, it is necessary to empower small businesses that are considered capable of developing production. Community empowerment through entrepreneurship is one of the biggest efforts to improve community welfare, through stages of activity, namely increasing community initiative and self-help, developing economic businesses, along with activities that will increase the community's ability to increase their production output (Dahles et al., 2020). Community empowerment through entrepreneurship It is said to be equally important for increasing and expanding knowledge or insight. By holding community empowerment, potential and skills can be developed as characteristics of a constructive society (Looi & Khoo-Lattimore, 2015).

Community empowerment is one of the main responsibilities of the government, which is expected to be actively involved in community empowerment efforts in its regions. The importance of empowerment can also be seen from the perspective of community-based local resource management, which reflects a development management approach to overcoming challenges such as poverty, environmental degradation, and lack of community involvement in development processes that impact them.(Heffernan, 2022). Basically, community empowerment means providing community groups with the tools and skills to actively voice their opinions, ideas and beliefs, and make decisions regarding concepts, processes, products and behavior that are considered best for individuals, families and society. In other words, community empowerment involves two parties, namely the empowering party, such as the government, institutions, or other groups, and the empowered party, namely the community.(Ncanywa, 2019).

Based on data obtained in the field, it was found that there were problems with pottery craftsmen in Sandi village, Takalar district, who still experienced many obstacles in developing their potential, including a lack of business capital, still using traditional tools and the marketing process was still a problem and a lack of use of digital technology to support sustainability. pottery business. Not only that, the problems that arise among pottery craftsmen include individualistic attitudes and a lack of kinship in society. As research conducted by(Nelson, 2020)shows that community empowerment has a positive impact on increasing skills in creating economically valuable crafts which also become a source of community business and build a family spirit that is able to solve problems together.

The problems that arise among pottery craftsmen require community empowerment involving the government and related agencies to collaborate with the pottery crafts community to resolve problems regarding how the empowerment process works and what impacts it has on the community.(Noventri et al., 2022), In an effort to strengthen one of the regional mainstay products, especially in the field of pottery crafts, with the aim of improving the community's economy through entrepreneurial activities, so that they are able to maintain the sustainability of pottery crafts and maintain consumer interest, both at home and abroad. Therefore, the aim of this research is to provide understanding to the community regarding empowerment efforts, so that the pottery craft business can continue to exist in various societal conditions.(Paltasingh, 2012).

1.2 Previous Research

Several previous studies also discussed this problem, including research Venkatachalam & Neelam (2021), entitled Empowering Groups of Pottery Craftsmen Through Design Development, Production Tools, and Marketing Management in Klaten Regency, this research shows that the empowerment carried out helps overcome the problems faced by Pottery SMEs, namely the limitations of pottery designs as artistic pottery, limited human resources (HR) , equipment limitations, and marketing management limitations. From research Marques et al (2019), with the title Development of the Pottery Craft Industry Business, Influencing Factors, and Empowerment Strategies in the Community. The results of this research have had a positive impact on developing the pottery industry, however Observation results show that the level of welfare is not the same between one craftsman and another. Based on the results of previous research, there are variations and similarities that can be identified when compared with research that will be carried out by researchers. These differences and similarities involve various aspects, such as problem focus, research methods, data sources, and data analysis techniques. Therefore, researchers will investigate how community empowerment through entrepreneurship can develop the skills of craftsmen, so that they are able to increase income in the creative economy sector, supporting economic development.

II. METHOD

The method applied in this type of research is a descriptive qualitative approach. This approach is a research procedure that produces descriptive data in the form of written or spoken words, which comes from people and observable behavior.(Seixas et al., 2018). A qualitative approach focuses on the context and individuals as a whole, so it cannot separate individuals or organizations into variables or hypotheses. Instead, it is necessary to see it as an integral part of the whole(Hudson et al., 2020). This research was conducted at the pottery crafts center in Kampung Sandi, Pallantikang Village, Pattallassang District, Takalar Regency, South Sulawesi. The time of the research will be carried out on 23 October – 23 November 2023. The determination of this method is based on the consideration that the data obtained will describe the community empowerment process from the perspective of the community, local government and related agencies. This aims to understand the impact resulting from community empowerment efforts.

The data collection technique in this research uses two types of data, namely primary data obtained directly from sources through interviews, documentation and direct observation, as well as secondary data collected by researchers from various reports or written documents as sources of information used in research.(GHR & Aithal, 2022). There are categories for determining informants as data sources for the continuation of this research informants who really know and are directly involved in the activities to be

researched, who are able to support this research to dig deeper information and describe community empowerment through entrepreneurship in increasing the economic income of pottery craftsmen in Sandi Village, Takalar Regency. So the informants in this research are as follows.

Table 1

Research informant

No.	Name	Gender	Last education	Note
1	M. Yunus Dg. Siama	L	SENIOR HIGH SCHOOL	Activist and head of Umegah Pottery Craftsmen
2	Nursiah Dg. Afternoon	P	SENIOR HIGH SCHOOL	Pottery Craftsman
3	Asri Buddin, S. Sos.	L	S1	Local government
4	A. Amil Amrillah, S.STP., SH, MA P	L	S2	Head of Micro and Small Business Empowerment Division, Department of Cooperatives, SMEs, Manpower and Transmigration District. Takalar

Source: research informant profiling (2024)

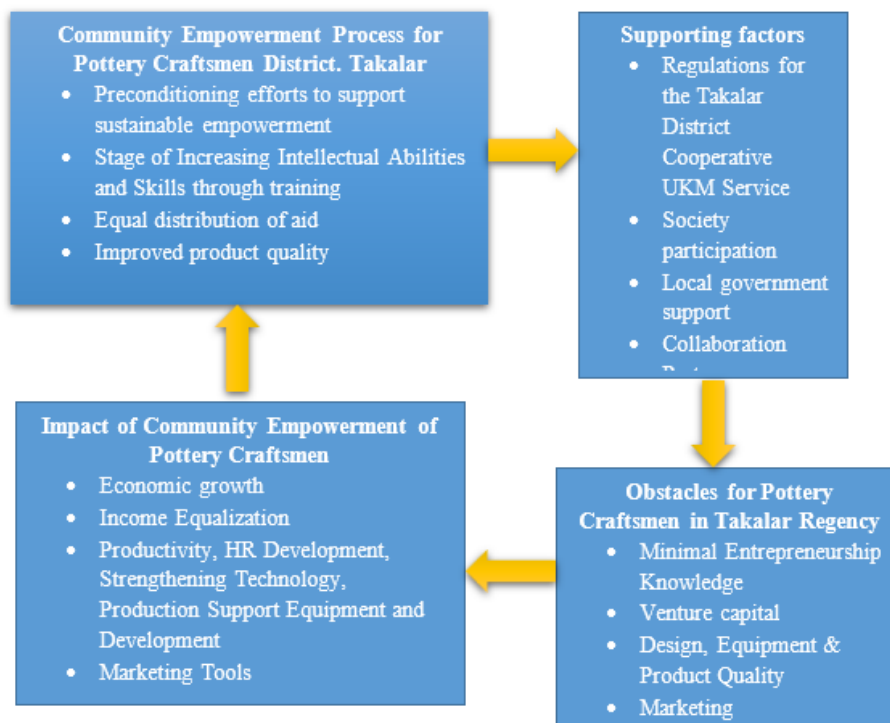


Figure 1.Model of empowering pottery craftsmen in Takalar Regency.

III. RESULTS AND DISCUSSION

3.1 Results

The following are the results and discussion of each dimension in detail to answer the problem formulation in this research. This research specifically focuses on community empowerment efforts through entrepreneurship to increase the economic income of pottery craftsmen. Essentially, the community empowerment process is a cycle or process that involves community collaboration in groups, both formal and informal, to identify problems, plan, implement and evaluate joint programs to achieve certain goals. From the results of interviews with the local government, in this case the Pallantikang subdistrict head, it was explained that.:

"The first time this pottery craft was formed, it was a cultural heritage of their parents which was continued to be preserved by future generations, until now the pottery craft is still maintained and has become a business for economic income. However, the progress of pottery craftsmen cannot be separated from assistance from the government so that the craftsmen have the enthusiasm to continue working. "As the local government, I am very proud because Takalar Regency has one of the businesses classified as a creative economy whose

market is able to penetrate internationally and even receive awards from the central government, but the government must make efforts to ensure equality in terms of aid and intellectual development so that it can minimize problems."(Interview/Local government)

From the results of interviews, the local government explained that this pottery craft was formed from the cultural heritage of parents which continues to be preserved to this day and has received attention from the government to develop the pottery craft business, but its distribution for pottery craftsmen is still not perfect. Business cannot be separated from obstacles both in terms of finances and tools as well as the quality and quantity of business actors that must be developed. So there needs to be collaboration between the community and the government to empower them through entrepreneurship so that they are able to explore their creativity and develop their independence, as well as having the courage to act to improve the quality of their lives. Based on the results of interviews with pottery craftsmen M. Yunus Dg. Siama said that

"Capital is a problem for craftsmen, but thanks to encouragement from the government which motivates and provides a platform and innovation for us to develop this pottery business, as well as utilize the results obtained into products that are of selling value, for example flower vases, ashtrays, jars, flower pots, frying pans, tables, chairs, nameplates and souvenirs to be used as souvenirs from Takalar Regency. Everything is designed from the creativity of pottery craftsmen from their own hands and then sold to consumers. This innovation is a solution for pottery craftsmen to increase economic income. For good results, pottery craftsmen must have equipment that can support a more modern business. (Interview/Pottery Crafter (M Yunus. Dg Siama).

Based on the results of interactions with resource persons, it can be concluded that government participation in empowering pottery craftsmen has a significant impact on community involvement. This support not only has the potential to improve people's quality of life, but also strengthens understanding of the importance of instilling an entrepreneurial spirit among pottery craftsmen. Apart from that, with this support, craftsmen can further develop innovation in their products, which in turn can increase their economic income. With the help of training to increase craftsmen's knowledge, it is not enough to develop their business. There needs to be government action to try to provide capital and equipment assistance. evenly for pottery craftsmen. From the interview obtained, the informant said:

"Starting from facilities in managing the pottery craft business, providing training, not only training from the district government, I was even facilitated to take part in training from the central government. Even though the procurement of pottery craft tools and education using social media for marketing is not optimal, social jealousy has even arisen among pottery craftsmen because the assistance they receive is uneven.(Interview/pottery maker M Yunus with Siama)

From the statement above, it can be seen that what the people who are currently involved in the pottery craft business are getting is increased knowledge in developing pottery crafts through training conducted by the government and the Department of Cooperatives, SMEs, Manpower and Transmigration of Takalar Regency, emphasizing the importance of involving the community, government, and the private sector in planning and implementing community empowerment programs. They are expected to take responsibility for the process, so there is a need for community participation so they can run the program better.

"We are very enthusiastic about taking part in this activity, because it provides business opportunities without having to spend large costs/capital, it only requires creative abilities and provides the best results and advances the economy. "This effort certainly provides benefits that support us in increasing economic income in particular." (Interview/pottery crafter Nursiang Dg. Siang)

"The pottery craftsmen in community empowerment are quite good at participating. Every activity carried out, they are enthusiastic about taking part in the training, especially in the Takalar area which has two pottery craft centers in Sandi village and Pabatangan village. If the government carries out training, the pottery craftsmen take part in it, therefore the local government sees the enthusiasm of the community. considers that community empowerment plays a very active role in continuing to be implemented for SMEs"(Interview/Local government (Lurah Pallantikang).

Based on interviews with informants, it can be concluded that community involvement in empowerment efforts has a very significant role, considering that they are the main actors in its implementation. Through training provided to the community, they can be more effective in managing and developing their businesses, thereby increasing the level of the economy. Therefore, the government and business actors are things that cannot be separated because business actors cannot develop without assistance from the government to support business continuity, so the government must continue to innovate to think about strategies so that pottery crafts can create employment opportunities to increase economic income. Based on the results of an interview with the Head of the Takalar Regency micro-small business empowerment division, who said that:

"The strategies implemented by the government continue to be implemented, one of which is training and assistance to support the development of small business actors, especially pottery craftsmen. The

government provides financial assistance and tools to provide business loans with low installments, but the government realizes that this assistance has not been able to be evenly distributed. However, the government is trying to distribute it evenly in terms of financial assistance to increase people's enthusiasm for entrepreneurship so that they can create jobs and increase people's economic income. "(Interview/Head of Takalar micro-small business empowerment.)

From the results of interactions with resource persons, it can be concluded that the empowerment program for pottery craftsmen involves activities such as active training and providing assistance, although there is still inequality in distribution. Community empowerment does not only involve increasing productivity or providing opportunities and capital. However, the importance of good cooperation and partnerships between parties that have successfully advanced and those that are still weak or developing is recognized. With this approach, each party can strengthen each other and provide encouragement to advance the economy and growth. Based on an interview with one of the pottery craftsmen, it was revealed that:

"Yes, there are, including PT Kima, the Ministry of Manpower, several campuses, the PKK Mobilization Team for South Sulawesi Province/Takalar Regency, the National Crafts Council and the Takalar Regency Manpower, UKM and Transmigration Cooperative Service." (Interview with pottery maker M Yunus with Siama)

From the results of the interview, it can be concluded that community empowerment among pottery craftsmen involves collaboration between several private parties and the government, especially the relevant agencies. Pottery craftsmen receive assistance both in improving their skills and in the form of capital and equipment that supports the production and development of the pottery craft business. Community empowerment is considered an effort to develop community conditions to achieve a better standard of living, which is greatly influenced by the physical and social environment. Thus, empowerment is expected to be able to provide a significant positive impact, increase economic income and improve welfare.

"The implementation of empowerment has been effective, as can be seen from the community's awareness in efforts to improve their quality of life. Through the participation they provide, the community is fully aware that development is not only the government's responsibility, but also requires their active involvement. By implementing various programs that are in line with "In this concept, there is a development in society's current mindset. "In particular, increasing understanding of the importance of instilling an entrepreneurial spirit among business actors continues to increase, in line with economic growth that continues to increase among society."(Interview/Head of Micro and Small Enterprise Empowerment Division, Takalar Regency).

"This empowerment is able to provide benefits for craftsmen to expand their pottery business so that economic income increases, but on the other hand, there is jealousy among pottery craftsmen both in terms of unequal assistance from the government and sales results, sometimes only a few businesses get more consumer demand. "So we hope that the government has a strategy for this problem so that people's motivation to become pottery craftsmen is much better."(Interview/M. Yunus with Siama)

Based on interviews with informants, it can be concluded that the empowerment program carried out by the government has apparently not only had a positive impact, but also a negative impact in which jealousy has created gaps and lack of cooperation among pottery craftsmen. With these problems, the role of the government is in overcoming the problems that exist among business actors so that pottery crafts will continue to develop and become one of the businesses that can increase economic income.

3.2 Discussion

3.2.1 Community Empowerment Process for Takalar Regency Pottery Craftsmen.

Efforts to Improve Intellectual Abilities and Skills

Empowerment is a series of activities aimed at increasing the strength or independence of vulnerable groups in society, including those facing economic difficulties. Therefore, empowerment includes social change, increasing knowledge and developing abilities so that the group can meet their various needs, both physical, financial and social. The results of the empowerment process include aspects such as increasing self-confidence, the ability to express desires, having a clear source of income, actively participating in social activities, and achieving independence in fulfilling their life responsibilities.(Ahluwalia, 2020). By empowering pottery craftsmen, especially those operating in the creative economy sector as micro businesses, they can increase their ability to work together in developing the pottery craft industry. Therefore, a number of indicators for empowering pottery craftsmen are needed so that they can make their businesses more creative, independent, and form a stronger pottery crafts organization. It is hoped that this community empowerment will be able to encourage innovation in entrepreneurship, which in turn will increase the income of local communities.(Ncanywa, 2019). Community empowerment in Sandi Village, especially for pottery craftsmen, has been going on for a long time. Initially, this empowerment came from cultural heritage passed on from previous generations and continues to be preserved today. This empowerment has become a source of economic

income for the community, with government involvement in supporting the continuity of the pottery craft business. As a result, the number of business actors in the field of pottery crafts continues to increase, and several organizations of pottery craft business actors have been formed. (Frazer et al., 2023). Encouraging and motivating pottery craftsmen is a necessity to stimulate creativity and increase their independence. It can also give them the courage to take actions that contribute to improving their quality of life

Fostering an Entrepreneurial Spirit

Efforts to increase the empowerment of pottery craftsmen are efforts to increase mental strength through an independent attitude in trying and solving problems on their own, although currently it is still recognized as a traditional approach. Strengthening programs are implemented through training, practice, and assistance (Heffernan, 2022). Training is an educational or learning process that can be formal or non-formal. The aim of this training is to disseminate information and explanations in order to create change through the learning process and acceptance of knowledge (Celuch et al., 2017). To achieve success in efforts to empower pottery craftsmen, the active participation of the local government and related agencies in empowering micro-entrepreneurs based on good governance is very important. This includes their involvement in implementing and developing development programs in the micro business sector, so that it can have a positive impact on human resources who have skills and are able to utilize and develop technology in managing micro businesses, especially among pottery craftsmen in Kampung Sandi, Takalar Regency. Collaboration between pottery craftsmen and programs run by the government is very necessary so that the government is more motivated to carry out direct visits to the field (face to face). During the visit, the local government together with related departments can provide material on information and technology.

Strategy for Empowerment and Equalization of Pottery Craftsmen

One of the empowerment programs for pottery craftsmen is active counseling and training, making people more skilled and knowledgeable, so that the impact on pottery production results is better and can create increased economic income. (Hudson et al., 2020). The context of economic income which is related to community empowerment, especially what happens to pottery craftsmen, the most basic problems are availability, distribution and consumption. Availability faces constraints due to limited and decreasing production capacity. Meanwhile, distribution is faced with challenges in distribution infrastructure, institutional aspects, security of distribution channels, and variations in production capacity (Istanti et al., 2021). Meanwhile, the problem of consumption is that food needs have not been met, because consumption has not been sufficient. In order to increase economic income, it is necessary to have programs that have been designed so that people can be motivated, such as training that supports the pottery craft business, in this case increasing knowledge, skills and abilities to solve problems related to the pottery business, which is carried out by holding training and counseling related to entrepreneurial procedures. What is good and correct, how to overcome future problems and challenges that could create obstacles to developing a pottery craft business (Marques et al., 2019). Apart from that, support from the government also provides significant benefits to pottery craftsmen with the aim of easing their burden. This assistance involves providing capital and equipment, enabling craftsmen to achieve optimal results so as to consistently increase their economic income

3.2.2 Barriers to Takalar Regency pottery craftsmen.

Entrepreneurial knowledge

Through the results of this research, it can be seen that the intellectual abilities of pottery craftsmen, which previously were still experiencing decline, are now able to improve their intellectual abilities thanks to community empowerment. This is where the role of empowerment is very meaningful, apart from regarding knowledge in this business sector, but pottery craftsmen also have quality entrepreneurship skills, one of which is knowledge provided through training organized by the government and related agencies and even facilitating pottery craftsmen to take part in workshops outside the region so that they can increase their income. intellectual abilities and skills of pottery craftsmen. However, not all pottery craftsmen have increased intellectually regarding entrepreneurship, so it is the government's job to continue to raise awareness of the importance of entrepreneurship for the sustainability of pottery crafts. Because if pottery craftsmen already know about entrepreneurship, they will increase their intellect so they will be independent in managing their business properly.

Venture capital

Business capital financing run by Takalar Regency pottery craftsmen still relies on business capital assistance from the government and the costs they have, which in general are not much in the financial condition of the pottery crafts community. So it is still very difficult for pottery craftsmen to improve the quality and produce more creative and innovative pottery so that they are able to attract all consumers, not just middle to

lower class consumers but consumers who have sufficient finances and even make efforts to collaborate. Capital assistance distributed by the government does exist, but there has not been equality for pottery craftsmen which has resulted in social jealousy among pottery craftsmen, therefore from the results of this research the government will in the future create a strategy to overcome the problem of equity and currently the government is even providing capital loans with low installments. so that it can help develop the pottery business so that economic income can increase.

Design, Equipment and Product Quality

Some of the pottery craft products from Takalar Regency are still not as good and as diverse as those produced outside the region, because the design of pottery crafts is one of the attractions for consumers, resulting in an increase in economic income, especially since the pottery craftsmen in Takalar Regency have been able to penetrate the international market, which makes them capital. to make product design and quality better. Therefore, based on the results of this research, the government is trying to empower pottery craftsmen through pottery design training and being able to know how to improve product quality. If the government through related agencies and pottery craftsmen do not follow up and use traditional methods, then the products they produce will be less competitive in the market with other craftsmen who already have designs according to the times and use more modern methods. Apart from that, equipment is important for determining product quality, so the government continues to make efforts to help procure equipment and collaborate with several parties to provide innovation and help with more modern tools to support product quality.

Marketing of Pottery Craft Products

Based on the results of interviews and observations, the market for pottery products is lacking because marketing is still not optimal in the Marketplace and utilizing the E-Commerce Platform. So the author can conclude that marketing is one of the obstacles for Takalar Regency pottery craftsmen. This problem has received a fairly good response from the Department concerned with maintaining empowerment, providing training on how to market through the marketplace and the government is making efforts to prepare creative houses as a way to market all existing SME products so that they can attract tourists and product marketing will be much easier as long as This only markets products in the pottery craft itself.

3.2.3 Impact of Implementing Community Empowerment on Takalar Regency Pottery Craftsmen

The implementation of community empowerment activities among pottery craftsmen is influenced by various internal and external factors. Several elements that play a role in the success of community empowerment involve participation, accountability, availability of information, and the capability of local organizations(Mubyarto, 2020). External factors that influence the implementation of community empowerment activities are described as external elements. Meanwhile, internal factors that influence community empowerment involve financial aspects, knowledge or skills, and community participation.(Nelson, 2020). The capital assistance used is one of the supporting factors in empowering the community because with business capital that can be utilized, the community can run a pottery craft business according to their abilities which will later get increased economic income and knowledge through the government.(Ncanywa, 2019). Active involvement from the community is also a supporting factor in community empowerment efforts. This is reflected in the active participation of village communities in taking part in training and counseling, showing interest in the material presented, and willingness to take part in programs organized by the government. Pottery makers benefit significantly from increasing their capacity, enabling them to further increase their productivity, production and income.

An increase in income will increase purchasing power, allowing people to meet their needs in daily life.(Paltasingh, 2012). The steps taken by the government to empower the community have a positive effect in meeting the economic needs of the community. One of the positive impacts is in solving marketing problems which previously became an obstacle for SME business actors. Now, thanks to the government's initiative in establishing creative houses for SME entrepreneurs, especially pottery craftsmen, as well as providing assistance in creating platforms at no cost, these products can be easily marketed.

Community empowerment for pottery craftsmen is carried out in collaboration with several private parties and also local government agencies(Looi & Khoo-Lattimore, 2015). Where pottery craftsmen receive assistance both in terms of increasing their abilities and assistance in the form of capital or equipment that supports the production of higher quality pottery crafts(Seixas et al., 2018). Community empowerment is a method for societal progress. A better quality of life in society is very dependent on the environment, both physical and social. The impact of this empowerment program is very striking in changing society, including changes in mindset, productivity in activities, and increased production output.

IV. CONCLUSION

From the research results, it can be concluded that the implementation of community empowerment for pottery craftsmen is effective. Assistance from the government as well as counseling or training that is continuously organized by the government and related departments shows that community empowerment for pottery craftsmen has been implemented well. This allows the community to develop and increase pottery production, both in terms of quality and quantity. With these efforts, the community becomes better able to manage their own pottery business, which in turn can improve their economy.

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