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Abstract

Rural entrepreneurs face various constraints and challenges, such as limited access to capital, technology, and markets, which hinder the development of their businesses. The need for training and mentoring programs that can improve their skills and knowledge is urgent. Community-based programs that involve entrepreneurs and local communities in planning and implementation can be an effective solution. This study aims to develop and evaluate a community-based training and mentoring program for rural entrepreneurs. This study was conducted using a qualitative approach, using data from various relevant sources, such as research results and previous studies. The collected data were then processed to find significant results. The conclusion of this study shows that a participatory approach in training and mentoring programs is essential to ensure the relevance and effectiveness of the program. The curriculum that includes business management, marketing, and information technology has been proven to meet the specific needs of rural entrepreneurs. The role of competent facilitators and active community participation support the successful implementation of the program. Continuous evaluation using surveys, interviews, and observations ensures the program can be continuously improved and adjusted. The program has positive long-term impacts, including skills improvement, local economic development, and new job creation, as well as ensuring sustainability through partnerships and sustainable business models.

Keywords: Entrepreneurship, Village, Training, Community.

A. INTRODUCTION

Improving business acumen in rural entrepreneurs is an urgency that cannot be ignored, considering their significant role in supporting the local and national economy. In Indonesia, villages are often the mainstay of many people who depend on the agricultural sector and small businesses for their livelihoods. Despite having great potential, many rural entrepreneurs face quite complex challenges, such as limited access to education, technology, and wider markets. These limitations often hinder the development of their businesses, thus requiring effective interventions to improve competitiveness and business sustainability (Raja et al., 2022).

Community-based training and mentoring programs have been identified as one potential strategy to address this problem. Through a participatory and community-based approach, this program can reach rural entrepreneurs more effectively. The advantage of this approach lies in its ability to provide solutions that are tailored to local needs and involve the active participation of community members themselves. This approach also allows for the direct transfer of knowledge and skills, which is very important in developing small businesses in rural areas (Sambodo et al., 2023).

In various regions in Indonesia, many rural entrepreneurs do not yet have adequate access to comprehensive business information and training. This is often due to limited infrastructure, low levels of formal education, and a lack of supporting facilities such as training centers and business guidance. This condition is exacerbated by minimal support

from the government and private sector in providing programs that are sustainable and relevant to local needs (Kania et al., 2021).

Community-based training and mentoring programs also have the potential to increase solidarity and cooperation among community members. Rural entrepreneurs can share experiences and knowledge, which in turn can strengthen social and economic networks in the village. This is very important considering that business success often depends on strong social networks and support. With ongoing mentoring, rural entrepreneurs not only gain new knowledge but also get much-needed motivation and moral support in facing business challenges (Musavengane & Kloppers, 2020).

In addition, many villages in Indonesia have unique local potential that has not been optimally utilized. This potential can be in the form of agricultural products, handicrafts, or village tourism that have high sales value. With training programs that focus on local product development and effective marketing strategies, rural entrepreneurs can optimize this potential and increase the added value of their products. This not only increases entrepreneurs' income but can also drive the overall economic development of the village (Adawiyah et al., 2020).

However, implementing community-based training and mentoring programs is not without challenges. One of the main challenges is ensuring the sustainability of the program after the initial training phase is completed. Many training programs stop at the initial implementation stage without adequate follow-up, so their long-term impacts cannot be felt optimally. Therefore, it is important to design programs that not only provide initial training but also provide ongoing mentoring and evaluation mechanisms that can ensure entrepreneurs get the most out of the program (Carboni et al., 2024).

In addition, the involvement of various parties such as the government, private sector, and non-governmental organizations is also very important for the success of this program. The synergy between various parties can provide greater resources and more comprehensive support for rural entrepreneurs. For example, the government can play a role in providing supporting infrastructure and regulations, while the private sector can provide financial support and market access. Non-governmental organizations, on the other hand, can provide the necessary training and technical assistance (Abiddin et al., 2022).

Improving business acumen for rural entrepreneurs through community-based training and assistance programs is a strategic step that can bring significant changes. With the right approach, this program can not only help entrepreneurs improve their business skills and knowledge but can also encourage more inclusive and sustainable economic development in rural areas. Therefore, research and implementation of this program are very relevant and urgent to be carried out, to ensure that rural entrepreneurs can contribute optimally to the national economy.

B. LITERATURE REVIEW

1. Entrepreneurship

Entrepreneurship according to Ricard Cantillon is defined as self-employment. An entrepreneur buys goods today at a certain price and sells them in the future at an uncertain price. So this definition emphasizes more how someone faces risk or uncertainty. Meanwhile, according to Jean Baptista Say, an entrepreneur is an agent who unites various means of production and finds the value of his production. And according to Frank Kninght, entrepreneurs try to predict and respond to market changes. This definition emphasizes the role of entrepreneurs in dealing with uncertainty in market dynamics (Bello, 2022).

According to Joseph Schumpeter, an entrepreneur is an innovator who implements changes in the market through new combinations. Schumpeter links entrepreneurship to the concept of innovation applied in a business context and links it to a combination of resources.

Meanwhile, according to Penrose, entrepreneurial activities include identifying opportunities in the economic system. Managerial capacity or ability is different from entrepreneurial capacity. According to Harvey Libenstein, entrepreneurship includes activities needed to create or implement a company when all markets have not been formed or have not been clearly identified, or the components of its production function are not yet fully known (Harper, 2020).

According to Israel Krizner, Entrepreneurs recognize and act on market opportunities. To Peter F. Drucker, entrepreneurship is the ability to create something in creating something new and different. According to Zimmerer, entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve life (business). According to Sadono Sukirno in his book, the definition and views of entrepreneurship are greatly influenced by economic, psychological, and sociological considerations. Someone who is determined to be involved in the company can be driven by his desires (psychology) which are based on the form and way of thinking. A person's satisfaction in trading is also based on economic needs and because of the community around him who are potential customers (Laszlo et al., 2020).

2. Village Entrepreneurship

The concept of village entrepreneurship is an initiative to drive the economy of a region. This is done as an effort to accelerate the rural economy which has been considered slow and lagging behind urban areas. According to Kusuma and Purnamasari, village entrepreneurship is an effort carried out by organizing the structure of the rural economy through the utilization of village assets in the form of natural and human resources as capital for developing new entrepreneurship which is carried out collaboratively by all elements of the village (Wazza & Bedeke, 2022).

Rural economic management is important to be carried out immediately through optimal utilization of village resource potential. Utilization of this potential is carried out while still paying attention to the conditions and needs of the community to achieve equitable and sustainable prosperity (Adamowicz & Zwolińska-Ligaj, 2020). According to Bachrein, the utilization of natural resources can be realized with two approaches. First, collective awareness of the community to implement sustainable changes and preventive measures from deconstructive activities. Second, village government policies with community support to achieve sustainable development according to integrated planning. So far, the utilization of village natural resources has tended to be exploitative which harms the environment and society. Therefore, alternative solutions are needed in utilizing village natural resources that are environmentally friendly and support the growth of the rural economy (Iannucci et al., 2022).

The presence of entrepreneurial villages will be one of the solutions to increase the productivity of the village's economic growth in real terms. An entrepreneurial village is a form of village that implements entrepreneurship in an organized manner by all components of the village (Ciolac et al., 2022). The development of entrepreneurial villages will provide benefits including;

- a) reducing poverty;
- b) reducing urbanization of the population;
- c) opening up employment opportunities in the village;
- d) preserving traditional culture;
- e) increasing community income;
- f) increasing innovation in types of entrepreneurships in the village;
- g) reducing the gap between villages and cities;
- h) branding and promoting the village so that it is more widely known;

- i) utilizing village natural resources appropriately, sustainably, and sustainably (Qin et al., 2020).

The development of village entrepreneurship is an effort to accelerate village economic growth. Awareness is needed by stakeholders and cooperation with village communities to foster strong village entrepreneurship, full of innovation, and creativity. Sustainably strengthening community communities will encourage the strengthening of the village economy based on local potential and wisdom. Ultimately, it can build a strong and independent village economy (Utami et al., 2023).

3. Training

According to Wibowo in his book, training, and development are important organizational investments in human resources. Training involves all human resources to gain knowledge and learning skills so that they will immediately be able to use them in their work. Meanwhile, according to Gary Dessler in his book, training means showing a new Web designer the various difficulties in creating a site, a new salesperson selling the company's products, or a new supervisor by interviewing and evaluating employees (Bongers et al., 2021).

Effective implementation of strategic training requires the use of a systematic training process. There are several stages of the training process as follows:

- a) Assessment

Training needs assessment considers why activities are specifically needed and places training in the appropriate organizational context. Needs assessment is carried out through three levels, namely organizational, task, and individual (Alsalamah & Callinan, 2021).

- b) Design

Training must be designed to meet the needs that have been assessed. Effective training design considers learning concepts, legal issues, and other approaches to training (Devine & Ash, 2022).

- c) Delivery

Once the training is designed, delivery of the training can begin. It is usually recommended that the training be pre-tested or piloted to ensure that the training meets the identified needs and that the design is appropriate (Al-Haqan, 2020).

- d) Evaluation

After the training needs assessment has been conducted, objectives for the training activity should be developed. These objectives should follow directly from the needs assessment and be described in specific, measurable terms. An important source of information in setting objectives is the data contained in the organization's performance management system (Al-Ismail et al., 2023).

Evaluation is conducted at four levels, namely:

- a) Reaction

At this level, the evaluation aims to measure whether the training participants like the program, trainers, and training facilities. Do they think the training is useful and what improvements do they propose (Bernardino & Curado, 2020).

- b) Learning

At this level, an evaluation is carried out to what extent the training participants have higher skills and knowledge than before, after participating in the training program (Howard & Gutworth, 2020).

- c) Behavior

At this level, an evaluation is carried out whether the training participants behave differently at work after the training. Do they use the skills and knowledge they learned from the training (Xie et al., 2021).

d) Result

At this level, an evaluation is carried out whether the organization or work unit has improved its performance because of the training (van Assen, 2021).

C. METHOD

This research will be conducted using a qualitative approach. A community-based training and mentoring program for rural entrepreneurs is an important initiative to improve business acumen and business sustainability in rural areas. With a participatory approach, the program involves entrepreneurs and local communities in planning and implementation, ensuring its relevance and effectiveness. A comprehensive curriculum, covering business management, marketing, and information technology, as well as mentoring methods such as mentoring and consulting, is designed to meet the specific needs of rural entrepreneurs. Structured implementation, with competent facilitators and active community participation, supports the success of this program. Through a qualitative approach, research data will be obtained from various good sources, such as research results and previous studies that are still relevant to the content of the research. Comprehensive and ongoing evaluation using surveys, interviews, and observations, ensures that the program can be continuously adjusted and improved. The long-term impact of this program is expected to improve the skills and knowledge of entrepreneurs, develop the local economy, and create new jobs. The sustainability of the program is ensured through partnerships with the government and private sector, as well as sustainable business models and active community participation. With a comprehensive and collaborative strategy, this program is expected to provide sustainable benefits to rural entrepreneurs and contribute to more inclusive and sustainable economic development. When the research data has been successfully collected, the data will be processed immediately, so that the results of this research can be found and provide a significant contribution to the development of training and mentoring programs in the future.

D. RESULT AND DISCUSSION

1. Identifying the Needs of Rural Entrepreneurs

Rural entrepreneurs in Indonesia face various obstacles and challenges that hinder the development of their businesses. One of the main obstacles is limited access to capital. Many rural entrepreneurs have difficulty obtaining loans from formal financial institutions due to a lack of collateral or low financial literacy. In addition, complex administrative processes and high interest rates are often additional obstacles. Without adequate capital, entrepreneurs cannot develop their businesses, either in terms of production, marketing, or product innovation. This limited capital also impacts their ability to access technology that can improve business efficiency and productivity.

In addition to limited capital, rural entrepreneurs also face challenges in terms of access to technology. Technology plays an important role in business development, from the production process to marketing. However, many rural entrepreneurs do not have adequate access or knowledge of technology that is relevant to their businesses. For example, information and communication technology that can be used for online marketing and inventory management is often not optimally utilized. This is due to the lack of training and assistance in using this technology. This limitation causes rural entrepreneurs to lag in competition with urban business actors who are more advanced in the use of technology.

Another significant obstacle is limited access to markets. Rural entrepreneurs often find it difficult to reach wider markets due to inadequate transportation infrastructure and limited distribution networks. They also face difficulties in marketing their products effectively due to a lack of knowledge and skills in modern marketing strategies. In addition, many rural entrepreneurs do not have access to market information that can help them determine competitive selling prices and adjust products according to consumer needs. This limited market access results in many superior products from villages not getting maximum selling value.

In facing these various obstacles, rural entrepreneurs have specific needs in terms of training and skills development. The training they need covers various aspects, from business management, and financial management, to marketing strategies. Training in business management is essential to help them plan and manage their businesses better. Good financial management will help them manage cash flow, prepare budgets, and make the right financial decisions. Meanwhile, effective marketing strategies will help them expand their markets and increase sales. In addition, training in the use of technology is also essential to improve operational efficiency and business competitiveness. In addition to training in managerial and technical aspects, rural entrepreneurs also need ongoing mentoring. This mentoring aims to provide guidance and support in implementing the knowledge and skills they gain from training. Ongoing mentoring is also important to help them overcome problems that may arise during the business development process. With mentoring, rural entrepreneurs will be more motivated and confident in developing their businesses.

(IMAGE)

Figure 1. Example of Entrepreneurship Training in Villages

Mapping local potential is also an important step in supporting rural entrepreneurs. Every village in Indonesia has uniqueness and potential that can be developed into superior products. This potential can be in the form of natural resources, agricultural products, handicrafts, or tourism potential. Mapping local potential will help rural entrepreneurs to recognize and optimize the resources in their environment. By utilizing local potential, rural entrepreneurs can create products that have high selling value and strong competitiveness in the market. In addition, developing products based on local potential can also encourage job creation and improve the welfare of people in the village.

A deep understanding of local potential will also help in planning effective marketing strategies. By knowing the uniqueness and advantages of local products, rural entrepreneurs can target the right market and develop effective promotional strategies. This will also help them in creating strong branding and differentiating their products from competitors' products. In addition, mapping local potential can also open up opportunities for cooperation with other parties, such as the government, non-governmental organizations, and the private sector, which can provide support in business development.

Identifying the needs of rural entrepreneurs is a crucial first step in designing effective training and mentoring programs. By understanding the constraints and challenges they face, specific training needs, and local potential that can be developed, the programs designed can be more targeted and have a significant impact. Through a comprehensive and sustainable program, it is hoped that rural entrepreneurs can improve their business acumen, optimize local potential, and contribute more significantly to village and national economic development.

2. Community-Based Training and Mentoring Program Design

To improve the business acumen of rural entrepreneurs, the design of community-based training and mentoring programs must be designed with a participatory approach that actively involves entrepreneurs and local communities. A participatory approach is very important because it involves key actors in the planning and implementation process of the program, ensuring that the program design is truly following local needs and conditions. Through this approach, entrepreneurs and communities can provide valuable input and feedback, which will increase the relevance and effectiveness of the program. Active participation will also build a sense of ownership and shared responsibility, which is important for the success and sustainability of the program.

In program design, the training curriculum is one of the key components. The curriculum that is prepared must include various materials and skills that are relevant and needed by rural entrepreneurs. Training materials can include business management, which includes business planning, financial management, and human resource management. In addition, training in marketing strategies is very important to help entrepreneurs understand how to reach a wider market and increase sales. Information technology should also be part of the curriculum, given its important role in supporting operational efficiency and access to the digital market. In this context, training on the use of social media, e-commerce, and business management applications will be very beneficial for rural entrepreneurs.

The training curriculum should also be flexible and adaptive, allowing for adjustments based on participant feedback and evolving situations. This will ensure that the material taught is always relevant and up-to-date. In addition, an interactive and experiential learning approach will make the training process more engaging and effective. For example, the use of case studies, business simulations, and group discussions can help participants apply the knowledge they have gained in a real-world context.

The mentoring methods used in the program must also be carefully designed to provide ongoing support to rural entrepreneurs. Mentoring can be done through various methods, such as mentoring, consulting, and technical guidance. Mentoring involves experts or more experienced entrepreneurs who can provide guidance, advice, and motivation to novice entrepreneurs. This mentoring process can help entrepreneurs overcome the challenges they face and accelerate their learning process.

Consultation is another important method in mentoring. Through consultation, entrepreneurs can get specific advice and solutions to the problems they face in their business. This consultation can be done individually or in groups, depending on the specific needs and context. In addition, technical guidance provided by experts in a particular field is also very important to improve the skills and technical knowledge of entrepreneurs. For example, technical guidance in product processing, quality improvement, and production efficiency will be very useful for entrepreneurs engaged in the agricultural or manufacturing sectors.

Ongoing mentoring is very important to ensure that entrepreneurs get consistent support and can implement the knowledge they have gained effectively. In addition, ongoing mentoring also helps in monitoring progress and evaluating the impact of the training program. With regular evaluation, programs can be adjusted and improved based on findings in the field, ensuring that the program remains effective and delivers the desired results.

In addition, community-based training and mentoring programs must also consider aspects of collaboration and synergy with various parties. The involvement of the government, private sector, and non-governmental institutions can provide important additional support in terms of resources, networks, and knowledge. For example, collaboration with financial institutions can facilitate access to capital for rural entrepreneurs, while collaboration with technology companies can help in providing the necessary digital

tools and platforms. The involvement of various parties not only increases the resources available but also ensures that the program has broad and sustainable support.

This holistic and comprehensive program design will create an ecosystem that supports the growth and development of rural entrepreneurs. By combining quality training, ongoing mentoring, and active involvement from the community and various related parties, this program is expected to provide a significant positive impact. Rural entrepreneurs will have better skills and knowledge to develop their businesses, utilize local potential, and contribute to more inclusive and sustainable village economic development. Overall, the design of this community-based training and mentoring program aims to create meaningful and sustainable change for rural entrepreneurs in Indonesia.

3. Implementation of Training and Mentoring Programs

Implementation of training and mentoring programs for rural entrepreneurs requires careful planning and structured execution. The implementation of training is a crucial initial stage, where the schedule, location, and resources must be arranged in detail. The training schedule must be adjusted to the availability of participants, considering that many rural entrepreneurs are busy with their daily activities in managing their businesses. Therefore, a flexible schedule that allows entrepreneurs to participate without disrupting their business operations is important. In addition, the training location must be selected by considering accessibility for participants from various villages. A strategic and easily accessible location will increase participation and minimize transportation costs for participants.

The resources needed for the implementation of the training must also be well-prepared. This includes the provision of training materials, tools, and equipment, and supporting facilities such as adequate rooms and audio-visual equipment. Training materials must be prepared comprehensively and relevantly, covering various aspects needed by rural entrepreneurs, from business management, and marketing, to information technology. The provision of adequate tools and equipment will ensure that the training process runs smoothly and participants can learn effectively. Supporting facilities such as comfortable rooms and quality audio-visual equipment will also improve the quality of training and facilitate the delivery of materials by facilitators.

The role of the facilitator in the training and mentoring program is very important. The facilitator is not only a teacher but also a mentor and guide who helps participants understand and apply the material taught. The facilitator must have adequate qualifications, including in-depth knowledge of the training material, practical experience in related fields, and skills in delivering the material effectively. The facilitator's ability to interact with participants and answer questions clearly and appropriately is essential to creating a conducive and interactive learning environment. In addition, the facilitator must have the ability to understand the local context and the specific needs of rural entrepreneurs, so that they can provide relevant and practical guidance.

(IMAGE)

Figure 2. Example of Entrepreneurship Training in Villages

Active community participation is also a key element in the success of training and mentoring programs. Active community participation does not only mean attendance at training sessions but also involvement in the entire process, from planning to program evaluation. Community involvement in program planning will ensure that the program design is truly following local needs and conditions. In addition, community participation in program implementation will create a sense of ownership and shared responsibility, which is essential for the success and sustainability of the program.

Active community participation can also create a strong social support network among rural entrepreneurs. Through participation in training, entrepreneurs can share experiences, knowledge, and resources, which will strengthen solidarity and cooperation among them. This social support network will be an important asset in facing challenges and developing their businesses in the future. In addition, community participation in program evaluation will provide valuable feedback for future program improvement and enhancement.

To ensure active community participation, it is important to involve key figures and local leaders in the program. They can act as motivators and drivers for other community members to participate. In addition, the program must be well socialized to all community members, by explaining the benefits and importance of the program for their business development and welfare. An effective communication strategy and an inclusive approach will help increase community participation and involvement.

To ensure the sustainability of the program, it is also important to develop a comprehensive monitoring and evaluation mechanism. Regular monitoring and evaluation will help identify the strengths and weaknesses of the program, as well as provide accurate data for further improvement and development. With good monitoring and evaluation, the program can continue to be adjusted to changing needs and conditions, and ensure that the program's goals and objectives are achieved properly.

The implementation of training and mentoring programs for rural entrepreneurs requires careful planning, the role of competent facilitators, and active participation from the community. With this structured and collaborative approach, the program is expected to have a significant positive impact in improving the skills and business acumen of rural entrepreneurs, as well as encouraging more inclusive and sustainable economic development.

4. Program Evaluation and Sustainability

Evaluation is an essential component of community-based training and mentoring programs for rural entrepreneurs. An effective evaluation mechanism should include a variety of methods to gain a comprehensive picture of the effectiveness of the program. One method that can be used is a survey. Surveys can be conducted both before and after training to measure changes in participants' knowledge, skills, and attitudes. An initial survey can identify specific needs and areas for improvement, while a post-training survey can evaluate how well the training objectives have been achieved. These surveys should be designed with clear and relevant questions to ensure accurate and useful data.

In addition to surveys, in-depth interviews with participants and facilitators are also important evaluation methods. Interviews can dig deeper into participants' experiences during the training, including the challenges they faced and the benefits they gained. Interviews with facilitators can provide insight into the effectiveness of teaching methods and interactions with participants. These interviews can be conducted individually or in small groups to gain multiple perspectives and ensure that all voices are heard. The results of the interviews can then be used to refine and adapt the program to better suit the needs of the participants.

Direct observation during the training is also an important evaluation method. By conducting observations, evaluators can see firsthand how the training is conducted, including the interaction between facilitators and participants, the use of training materials, and participant engagement. These observations can provide objective data on the dynamics of the training and identify areas for improvement. Observations also allow for practical implementation of the skills taught, which is important for evaluating the effectiveness of training in a real context.

Evaluation should not only focus on short-term outcomes but should also consider the long-term impacts of the program. The expected long-term impacts of the training and

mentoring program include improving the skills and knowledge of rural entrepreneurs, which in turn will increase their capacity to grow their businesses. These improved skills are expected to result in more sustainable and profitable businesses, which can create new jobs and increase incomes for rural communities. In addition, more skilled and knowledgeable entrepreneurs will be better able to adapt to market and technological changes, which is important for the future sustainability of their businesses.

Another long-term impact is the improvement of the overall local economy. With more productive and profitable businesses, there will be an increase in income and welfare for rural communities. This can trigger positive ripple effects in the community, such as increased local consumption, increased investment in education and health, and strengthened social networks. The program is also expected to encourage innovation and economic diversification in rural areas, which are important for reducing dependence on one economic sector and increasing resilience to economic shocks.

To ensure the sustainability of the program after the initial phase is over, a strategy is needed that involves various parties, including the government, the private sector, and local communities. One key strategy is to build strong partnerships between the government and the private sector. The government can play a role in providing policy support, funding, and infrastructure needed to support rural business development. The private sector, on the other hand, can provide support in the form of investment, market access, and technology. This partnership can create strong synergies to support the sustainability of the program.

In addition, it is important to develop a sustainable business model for the training and mentoring program. This can include introducing affordable training fees for participants, support from sponsors or donors, and using a community-based model that leverages local resources. The program can also develop social enterprise units that can support the program's self-funding. These social enterprise units can serve as platforms for practicing the skills taught in the training while generating income that can be used to fund further program activities.

Sustainability also requires active participation and ownership from the local community. The program should be designed in such a way that the community feels ownership and responsibility for the sustainability of the program. This can be achieved through the formation of local committees or working groups consisting of local entrepreneurs, community leaders, and representatives from the local government. These groups can play a role in monitoring the implementation of the program, providing feedback, and proposing necessary improvements. In addition, the program should seek to empower the community by providing them with the tools and resources necessary to continue the program independently.

Evaluation and sustainability of community-based training and mentoring programs for rural entrepreneurs require a comprehensive and collaborative approach. By using a variety of evaluation methods, understanding long-term impacts, and developing sustainability strategies that involve various stakeholders, the program is expected to provide sustainable benefits to rural entrepreneurs and the local economy. Through ongoing evaluation and adjustment of the program based on feedback, the program can continue to evolve and adapt to the needs and challenges faced by rural entrepreneurs, ensuring that they have the support needed to achieve long-term success.

E. CONCLUSION

The community-based training and mentoring program for rural entrepreneurs is an important initiative to improve business acumen and business sustainability in rural areas. Using a participatory approach, the program involves entrepreneurs and local communities in planning and implementation, ensuring its relevance and effectiveness. A comprehensive

curriculum, covering business management, marketing, and information technology, as well as mentoring and consulting methods, is designed to meet the specific needs of rural entrepreneurs. Structured implementation, with competent facilitators and active community participation, supports the success of the program. Thorough and ongoing evaluation using surveys, interviews, and observations, ensures that the program can be continuously adjusted and improved. The long-term impact of the program is expected to improve the skills and knowledge of entrepreneurs, develop the local economy, and create new jobs. The sustainability of the program is ensured through partnerships with the government and private sector, as well as sustainable business models and active community participation. With a comprehensive and collaborative strategy, the program is expected to provide sustainable benefits to rural entrepreneurs and contribute to more inclusive and sustainable economic development.

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