

*Economy Section Article*

# Rural Inclusive Entrepreneur to Accelerate The Achievement of Village Sustainable Development Goals

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## ABSTRACT

The article explores diverse facets of entrepreneurial development, examining factors such as age, gender, marital status, and company size estimates, as well as its impact on economic growth, unemployment, and societal issues. It also highlights the role of religious institutions and local wisdom in fostering entrepreneurship. The research aims to construct a rural inclusive entrepreneurship model for achieving Village Sustainable Development Goals (SDGs), focusing on poverty and hunger eradication and equitable economic growth. The study employs a development research strategy and uses a saturated sampling technique to gather data from the directors and chairpersons of the District BUMDes Forum in Bali Province. Data collection encompasses documentation, village observations, and in-depth interviews with Village-Owned Enterprises' operational executors. The waterfall method guides data analysis through needs analysis, model design, feasibility testing, implementation, and effectiveness evaluation. Findings underscore collaborative efforts in realizing Village SDGs and identify factors facilitating and hindering the entrepreneurial model's construction. While abundant resources and government support facilitate construction, challenges include limited competence and entrepreneurial orientation. The study, limited to one BUMDes, suggests potential insights from partnering with diverse BUMDes to inform varied rural entrepreneurship development. Implications extend to policy development, with draft models serving as policy briefs for accelerating Village SDGs across different communities.

## KEYWORDS

collaborative efforts; entrepreneurial development; inclusive entrepreneurship; rural development; village SDGs

## 1. INTRODUCTION

Entrepreneurship, derived from the combination of “hero,” meaning brave and “business,” implying running a business, represents the courage to venture into economic activities (Zbierowski & Gojny-Zbierowska, 2022). Integral to entrepreneurship is creativity and driving innovation, which are key indicators of entrepreneurial spirit (Gouvea et al., 2021). The essence of entrepreneurship involves a strong ability to work independently, problem-solving skills, risk-taking courage, creative thinking, and a commitment to ethical business practices (Aránega et al., 2023). Entrepreneurship significantly contributes to a company’s success by fostering economic growth and reducing unemployment (C. Li et al., 2020).

Recent entrepreneurship research focusing on agribusiness ventures in Lagos, Nigeria, has unveiled factors influencing entrepreneurial development (Agu & Nwachukwu, 2020). Positive correlations were found between entrepreneurship and age, gender, marital status, and company size estimates, while family size and primary occupation exhibited negative relationships (Zhu et al., 2020). Entrepreneurial development proved effective in enhancing economic growth and alleviating social issues, exemplified by social entrepreneurship initiatives like Village Credit Institutions (LPD) in Bali, inspired by the Grameen Bank concept (Suarmanayasa et al., 2020; Sugiartana, 2021).

Moreover, research has explored entrepreneurial development efforts by religious institutions, such as Islamic boarding schools and mosques (Raya, 2022). These institutions contribute to shaping entrepreneurial minds and fostering economic empowerment (Dolezal & Novelli, 2022). Similarly, the Hindu community in Bali engages in entrepreneurship through the Krama Bali Cooperative forum, aligning with local wisdom (Rideng et al., 2023).

In order to address the higher poverty rates in rural areas, which persist despite the abundance of untapped potential, this study fills a research gap by concentrating on rural inclusive entrepreneurship. The objective is to construct a model for inclusive village entrepreneurs, aiming to achieve Village Sustainable Development Goals (SDGs) and analyze supporting and inhibiting factors. The novelty lies in fostering inclusivity in rural entrepreneurship, aiming for multicultural entrepreneurs managing local potentials through collaborations. The significance of the research lies in urgently addressing rural poverty, leveraging the richness of natural and human resources in villages through collaborations among Village-Owned Enterprises, communities, micro-entrepreneurs, and academics, and aligning with the broader goal of accelerating Village SDGs.

## 2. METHODOLOGY

### 2.1. Research Design

The study falls within the realm of development research, a specialized form of research and development (R&D) dedicated to generating, testing, and evaluating the feasibility of innovative products (Bachri et al., 2023). This research, slated for a three-year duration, focuses on constructing an inclusive village entrepreneurship model to expedite the attainment of Village Sustainable Development Goals (SDGs). The initial phase resulted in a preliminary model, with subsequent years earmarked for conducting feasibility tests and evaluating its effectiveness (Bansal et al., 2023). Various data, categorized as primary, were gathered through observational methods, in-depth interviews, and Focus Group Discussions, contributing to the comprehensive analysis of the inclusive entrepreneurial model’s potential impact and viability (Mondal et al., 2023).

## 2.2. Population and Sample Used

The study encompassed directors and chairpersons of the District BUMDes Forum in Bali Province as the research population, employing a saturated sampling technique where all members were included as samples (Hennink & Kaiser, 2022). The research collaborator was BUMDes Artha Krama Mandiri in Antiga Kelod Village, Manggis District, Karangasem Regency, Bali Province. In-depth interviews were conducted not only with BUMDes operational implementers but also involved key figures from the Antiga Kelod Village Government, including the Village Head, Village Secretary, and Head of Government Affairs, ensuring a comprehensive understanding. The data quality was rigorously maintained through method triangulation (Hosseini et al., 2021) and data source triangulation, enhancing the reliability and robustness of the research findings (Farquhar et al., 2020).

## 2.3. Data Collection Techniques

Documentation methods were employed for the collection of secondary data (Jo & Gebru, 2020), accompanied by on-site observations conducted in the selected villages representing the research samples. Additionally, in-depth interviews were conducted with operational executors (Syamsi et al., 2021) of Village-Owned Enterprises (BUMDes). On Saturday, May 27, a Focus Group Discussion took place, featuring the participation of Entrepreneurship Experts (academics from the Faculty of Economics and Business, Udayana University), Rural Development Practitioners (representatives from BUMDes/BUMDes.id schools), and BUMDes Directors, along with chairpersons of the BUMDes Forum from various regencies in Bali. The event also saw the attendance of experts in Village Community Empowerment from the Bali Provincial government and the Head of Community Economic Business Empowerment and Rural Areas at the Bali Provincial Population and Civil Registration Office (Akbar et al., 2020). This diverse gathering aimed to enrich the research with a comprehensive range of perspectives and insights (Subawa et al., 2023).

## 2.4. Tools or Instruments Used

The data collection instrument employed was a worksheet designed to summarize the inherent natural and human potentials of rural areas (H.-Y. Li et al., 2020). This tool facilitated the systematic compilation of information pertaining to both the environmental and human aspects of rural regions. The worksheet served as a comprehensive means to collate and analyze the diverse elements that contribute to the overall potential of the studied rural areas (Ramaano, 2022). Through its structured format, the instrument enabled a meticulous recapitulation of the intricate interplay between natural resources and human capacities, providing valuable insights for the research aimed at understanding and enhancing rural development (Kumar et al., 2021).

## 2.5. Data Analysis Methods

The method employed for data analysis was the waterfall technique, a structured approach commencing with needs analysis, followed by the design and testing of a preliminary model, and culminating in the implementation and evaluation of its effectiveness. This method ensures a systematic progression through various stages, providing a comprehensive and iterative framework for examining the collected data (Thesing et al., 2021). Beginning with a thorough needs analysis enables a precise understanding of the research requirements. Subsequently, the design and feasibility testing phase refines the initial model, addressing potential challenges and enhancing its viability. Implementation follows, where the model is put into practice, and its effectiveness is systematically assessed. The waterfall method's

sequential nature ensures a logical flow, allowing for adjustments at each stage, ultimately contributing to a thorough and well-structured data analysis process (Fajriati & Budiman, 2022).

### 3. RESULTS AND DISCUSSION

#### 3.1. Result

This study has three main objectives. Firstly, it seeks to develop an inclusive rural entrepreneurship model to expedite the realization of the Village Sustainable Development Goals (SDGs), specifically targeting the eradication of poverty, alleviation of hunger, and fostering equitable economic growth (del Arco et al., 2021). The model is being crafted in Antiga Kelod Village, utilizing documentation data showcasing the untapped potential of natural resources, including salt farming, marine fishing, and coconut and banana cultivation. This inclusive rural entrepreneurship model involves the collaboration of BUMDes with micro-entrepreneurs, village communities (such as youth organizations and family welfare empowerment), and universities, emphasizing the need for harmonization among BUMDes, Village Governments, Village Communities, and Universities to foster rural inclusive entrepreneurs. The strong commitment of BUMDes operational implementers is anticipated to sustain the entrepreneurial program's longevity.

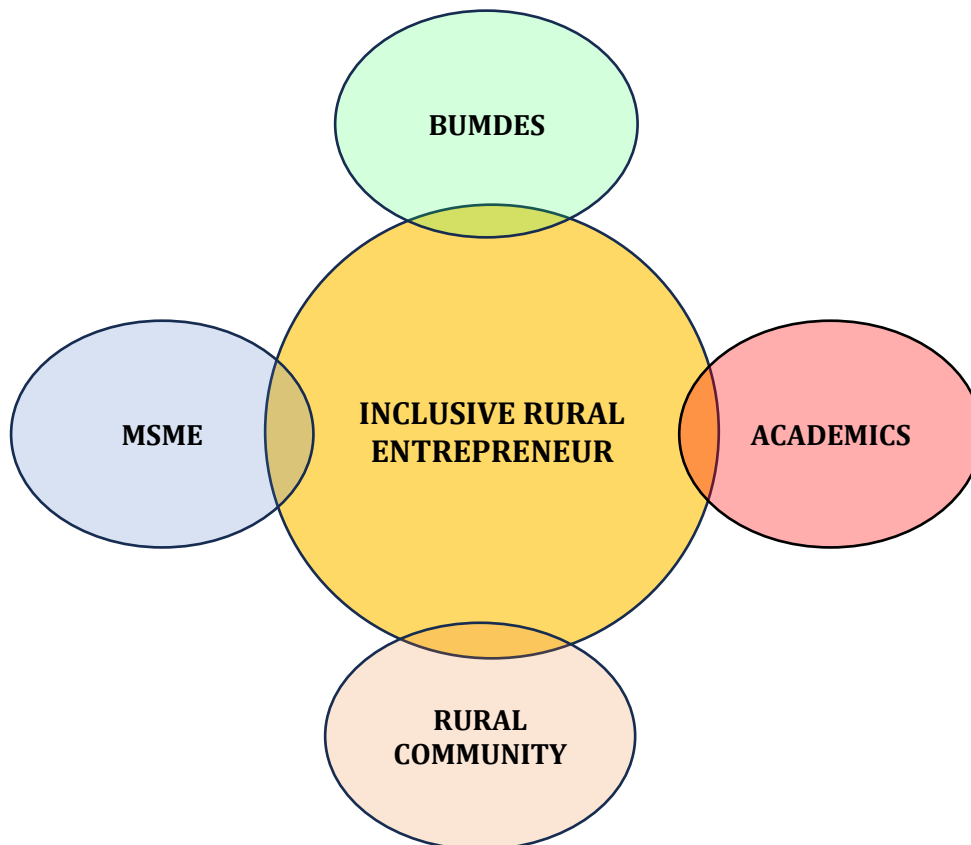
Secondly, the study aims to analyze the supporting factors for constructing the rural inclusive entrepreneurship model. Rural inclusive entrepreneurship involves promoting and supporting diverse entrepreneurial activities in rural areas, ensuring the active involvement of all segments of the population for sustainable and equitable economic development (Zhao et al., 2021). Findings from focus group discussions reveal that Bali Province has 631 out of 636 villages with established BUMDes, signifying a high presence. However, five villages lack BUMDes, indicating potential areas for development. Importantly, 78 percent of existing BUMDes are legally recognized entities, highlighting their strategic role in realizing rural inclusive entrepreneurship. The study emphasizes the pivotal role of BUMDes directors in enhancing their entrepreneurial spirit and underscores the significance of collaborative efforts among stakeholders.

Thirdly, the research seeks to analyze inhibiting factors in constructing the rural inclusive entrepreneurship model. Identified constraints include the potential hindrance of a social enterprise model aiming to empower people experiencing poverty and reduce reliance on government assistance (Maksum et al., 2020). The study recognizes the necessity of overcoming challenges to establish social enterprises, emphasizing the need for strong collaboration and a supportive environment. It underscores the importance of addressing inhibiting factors to ensure the success and sustainability of the rural inclusive entrepreneurship model, ultimately contributing to the alleviation of rural poverty and achieving Village SDGs.

#### 3.2. Modeling Rural Inclusive Entrepreneurship through BUMDes Collaboration

Rural areas, although rich in economic potential, encounter various challenges, such as limited resources, insufficient market access, and inadequate infrastructure (Somanje et al., 2020). Overcoming these hurdles requires a focus on promoting inclusive entrepreneurship, creating an environment where individuals, regardless of their background or available resources, can actively engage in and reap the benefits of entrepreneurial endeavors (Di Vaio et al., 2022). A promising strategy to realize this

objective involves the collaborative efforts of BUMDes or Village-Owned Enterprises. BUMDes serve as legal entities established by local communities to oversee economic activities and generate income for the village (Nuraini, 2020). Through strategic collaboration, BUMDes can effectively pool resources, share expertise, and cultivate a more resilient ecosystem that empowers rural entrepreneurs (Mastika et al., 2023). This collaborative approach not only addresses the challenges faced by rural areas but also promotes sustainable economic development by fostering an inclusive entrepreneurial landscape that benefits all members of the community.



**Figure 1.** Visualization of rural inclusive entrepreneurship models

In **Figure 1**, the visualization illustrates the creation and improvement of inclusive rural entrepreneurship as a complex ecosystem, where different stakeholders play crucial roles and contribute distinct elements essential to its success. This complex network involves academia, BUMDes (Village-Owned Enterprises), MSMEs (Micro, Small, and Medium Enterprises), and rural communities, each playing a distinct role in promoting the growth of this essential economic engine. According to Berrone et al. (2023), academics play a significant role in establishing the intellectual framework for inclusive rural entrepreneurship through thorough research. This research encompasses local market dynamics, resource mobilization, social impact assessment, and effective enterprise models. Their findings not only inform policy decisions but also offer practical strategies for implementation. Furthermore, academics play a crucial role in capacity building and training by developing programs that cover essential business skills, financial management, digital literacy, and marketing (Rodenburg et al., 2021). These programs empower rural entrepreneurs with the knowledge and skills essential for success.

BUMDes serve as instrumental platforms for inclusive rural entrepreneurship by facilitating resource provision and aggregation. They offer a mechanism for pooling resources such as land, equipment, infrastructure, and finances, making them accessible to rural entrepreneurs and minimizing entry barriers. Moreover, BUMDes plays a pivotal role in providing market access and facilitating connections with distribution channels, contributing to the visibility and recognition of local products and services. The mentorship and support offered by BUMDes further guide rural entrepreneurs in navigating business challenges, providing essential services like accounting, legal advice, and technology support (Sinarwati & Prayudi, 2021).

MSMEs contribute significantly to inclusive entrepreneurship by fostering job creation and economic growth in rural areas (Aminullah et al., 2022). Their role extends to innovation and knowledge transfer, serving as exemplars and disseminating practical learning opportunities for aspiring entrepreneurs. Through collaboration and value chain integration facilitated by BUMDes, rural MSMEs connect with larger businesses, reinforcing regional economic linkages and creating more efficient and resilient local economies (Hernita et al., 2021).

Rural communities form the foundation of inclusive rural entrepreneurship, actively participating in and owning the process (Maksum et al., 2020). Their involvement in identifying needs, planning initiatives, and implementing strategies ensures that entrepreneurship benefits all community members. Rural communities contribute to the ecosystem by developing a competent workforce through skill development and capacity-building initiatives, addressing skill gaps and collaborating with educational institutions (Tarlani & Sirajuddin, 2020). Additionally, communities play a vital role in resource mobilization and investment, pooling traditional knowledge and attracting external investments by showcasing the potential and viability of rural entrepreneurship initiatives.

The dynamic and mutually reinforcing relationships between these stakeholders form a resilient framework for inclusive rural entrepreneurship. Academia informs BUMDes facilitate, MSMEs drive local economies, and rural communities provide the foundation (Kania et al., 2021). Effective collaboration and communication between these entities are essential for the flourishing of inclusive rural entrepreneurship (Annahar et al., 2023), fostering a more prosperous and equitable future for rural communities.

### 3.3. Discussion

The research at hand addresses the pressing issue of high poverty rates in a village rich in natural and human resources. Despite these assets, the underutilization of human resources, particularly within the operational implementers of BUMDes (Village-Owned Enterprises), has prompted the exploration of a solution. The waterfall model aims to expedite the realization of the Village Sustainable Development Goals (SDGs), with a primary focus on eradicating poverty, alleviating hunger, and fostering equitable economic growth (Illham et al., 2022). The construction of the rural inclusive entrepreneurship model involves collaboration with various stakeholders, including prospective entrepreneurs, BUMDes, academics, and diverse community groups such as family welfare empowerment (PKK), farmer groups, tourism awareness groups, fishermen groups, and youth organizations. The initiative seeks to leverage the abundant natural and human resources in the village (Saleh et al., 2020), supported by government policies, particularly through the allocation of village funds for economic recovery and BUMDes capacity building.

While the research identifies supporting factors, it also acknowledges inhibiting factors in the construction of the model. Challenges include the low entrepreneurial orientation of BUMDes operational implementers and rural communities, coupled with limited education,

marketing abilities, and financial facilities. These obstacles resonate with findings from rural entrepreneurship research in India, emphasizing the significance of addressing infrastructural limitations (Girschik, 2020).

The research collaborates with BUMDes Artha Krama Mandiri Antiga Kelod, where the partner's role is vital in providing in-kind support during the research. Actively participating in research activities (Kurnianto et al., 2023), the partner collaborates with academics to design programs aimed at optimizing the management of natural resources for poverty reduction and achieving equitable economic growth (Permatasari et al., 2021). The anticipated implementation of the rural inclusive entrepreneurship model holds the potential to uplift rural economic development, as observed in the successful application of similar models (Raja et al., 2022).

The contribution of this research to the field of economics lies in its dual focus. Firstly, it employs a development research approach to construct a rural inclusive entrepreneurship model, diverging from previous studies that primarily examined determinants of rural entrepreneurship orientation (Khizar et al., 2022). Secondly, the inclusive nature of the constructed rural entrepreneurship model distinguishes it from exclusive models discussed in earlier research, emphasizing collaboration among diverse stakeholders (German et al., 2020). This research provides valuable insights and a practical approach to fostering inclusive rural entrepreneurship for sustainable economic development.

#### 4. CONCLUSION

In conclusion, this research underscores the critical need for addressing rural poverty through the construction of an inclusive entrepreneurship model, leveraging abundant natural and human resources. The identified supporting factors, including government policy support and collaboration with various stakeholders, offer a pathway to expedite the achievement of Village SDGs. However, acknowledging inhibiting factors such as low entrepreneurial orientation and infrastructural limitations is crucial for devising effective strategies. The collaboration with BUMDes Artha Krama Mandiri Antiga Kelod exemplifies the potential impact of partnerships in implementing and sustaining the rural inclusive entrepreneurship model. Policy suggestions should prioritize the allocation of village funds for economic recovery and BUMDes capacity building while emphasizing the importance of stakeholder collaboration. Improving and broadening the model, tackling the problems that have been found, and investigating variances in various rural contexts are all promising avenues for future research that could advance the area of inclusive rural entrepreneurship.

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