

Local Resource Based Entrepreneurship Training for Youth in Nafri Village, Abepura District, Jayapura City

Heru Sutejo¹, Lisma Meilia Wijayanti², Febri Delmi Yetti³, Tamrin Fathoni⁴

¹ Sepuluh Nopember University, Papua; Indonesia

²⁴ IAI Sunan Giri Ponorogo; Indonesia

³ Uin Suska Riau; Indonesia

correspondence e-mail*, heru.sutejo01@gmail.com, lismamei@gmail.com,
febri.delmi.yetti@uin-suska.ac.id, tam2fiana@gmail.com

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Abstract

Local resource-based entrepreneurship training for young people in Nafri Village, Abepura District, Jayapura City aims to equip young people with entrepreneurial skills that can encourage them to utilize local potential in creating independent and sustainable businesses. This program aims to improve young people's understanding of business planning, financial management, and marketing of products based on local resources, so that they can create profitable business opportunities and have a positive impact on the local economy. The method used in this training is a partnership approach, which involves collaboration between universities, local governments, and local communities. The training is carried out through interactive sessions that include theory and practice, as well as direct guidance for participants. Participants are encouraged to develop business ideas based on local resources, such as agricultural products and handicrafts. In addition, digital technology and online marketing are also introduced to expand market reach. This training has succeeded in improving the entrepreneurial skills of participants, with 85% of them feeling more confident in managing a business. Participants also succeeded in identifying the potential of local products that can be developed into businesses, such as handicrafts and processed agricultural products. Another impact is an increase in awareness of the importance of entrepreneurship to improve economic welfare in Nafri Village.

Keywords

Entrepreneurship, Economic empowerment, Nafri Village, Local resources, Youth



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INTRODUCTION

Indonesia's economy continues to develop rapidly, but economic inequality between urban and rural areas is still a significant issue (Wartono et al., 2024). One area that has great potential for development is the Papua region, especially in Nafri Village, Abepura District, Jayapura City. Nafri Village has abundant natural resources, such as agricultural products, fisheries and handicrafts, which should be

utilized to improve the local economy. Nevertheless, the main challenge faced by youth in this area is the lack of entrepreneurial skills and understanding of how to manage local potential into profitable business opportunities.

In this context, local resource-based entrepreneurship training is a very relevant solution for empowering the youth of Nafri Village. Entrepreneurship training aims to provide practical skills to young people, not only in managing a business professionally, but also in utilizing local resources to create products with selling value. Apart from that, this program also aims to change the mindset of young people from just job seekers to job creators, by utilizing their creativity and innovation in developing businesses based on regional potential.

Local resource-based entrepreneurship training for youth has a very important urgency in the context of economic empowerment in areas with abundant natural resource potential, such as Nafri Village, Abepura District, Jayapura City (Budiman & Liong, 2023; Rahaju, 2025). Many regions in Indonesia, including Papua, have natural wealth that has not been utilized optimally to improve community welfare. Youth, as the next generation, have a crucial role in exploiting this potential through entrepreneurship. However, many of them do not have adequate skills in managing a business, understanding the market and managing finances. By providing entrepreneurship training, youth can be equipped with practical skills that enable them to create business opportunities, process local products into goods of economic value, and create employment opportunities for themselves and the surrounding community.

Apart from that, local resource-based entrepreneurship training is also very relevant in increasing the economic resilience of local communities (Astuty et al., 2024; Putrie et al., 2023). Many young people have been dependent on formal sector jobs or are job seekers, while the entrepreneurial sector has greater potential to increase economic independence. By introducing young people to the concept of sustainable entrepreneurship and based on local products, they can take advantage of existing natural resources to create businesses that are not only profitable, but also have a positive impact on the regional economy. These entrepreneurial skills can also help reduce unemployment among youth and strengthen the competitiveness of local products in the wider market, both regionally and nationally.

As part of community service, this training involves partnerships between universities, local government, non-governmental organizations (NGOs), and the private sector (Wirman et al., 2024). This collaboration between various parties aims to create an entrepreneurial ecosystem that supports the growth of youth businesses

in Nafri Village. Through structured training, it is hoped that young people will not only acquire technical skills, but also strengthen independent, creative and innovative entrepreneurial attitudes.

With this background, this article aims to reveal the process of implementing local resource-based entrepreneurship training for the youth of Nafri Village, as well as evaluating its impact on improving entrepreneurial skills and developing business ideas based on local potential. This article also discusses the importance of partnerships that exist between various parties in supporting the success of this community service program.

METHOD

The implementation of local resource-based entrepreneurship training for the youth of Nafri Village began with the formation of a strategic partnership between the university, local government and the local community. This partnership is designed to optimize existing resources and ensure the sustainability of the training program. Universities, as educational institutions, play a role as providers of human resources who have competence in the fields of entrepreneurship and training. Meanwhile, the local government provides support in the form of permits, facilitation and access to youth and natural resources relevant to training.

Partnerships with local communities are very important to ensure that training programs are prepared in accordance with local needs and potential (Wilfridus, 2023). The youth of Nafri Village were involved in planning and implementing the program, so they felt they had responsibility for the success of this program. This participatory approach allows youth to identify local resources that can be developed into entrepreneurial products, such as agricultural products or regional handicrafts.

Furthermore, the training was carried out through interactive sessions involving local youth as active participants. The facilitators, who are entrepreneurship experts and professionals from universities, work closely with community leaders to ensure that the training runs well. In each session, the material provided includes practical skills such as business management, financial management, marketing, and product innovation based on local resources. This method is expected to create young entrepreneurs who are ready to compete in the market by exploiting local potential.

To support more effective partnerships, various non-governmental organizations (NGOs) that focus on youth empowerment were also involved in this training. NGOs play a role in providing post-training supervision and guidance, as

well as assisting participants in accessing market networks and funding. This partnership aims to ensure that training does not just stop at the learning stage, but also continues to real implementation in the field.

In addition, the training also integrates various relevant information technologies, introduced by partners from the technology sector. Youth are given an understanding of the use of social media and e-commerce platforms to market their products. It is hoped that this partnership with the technology sector can increase the competitiveness of the entrepreneurial products produced, by utilizing digital advances that can expand market reach outside the local area.

The success of this training really depends on the synergy between all partners involved. With a close partnership between universities, government, communities and the private sector, it is hoped that the youth of Nafri Village can become innovative and independent entrepreneurs, and be able to develop local resources into superior products that can improve the regional economy.

RESULTS AND DISCUSSION

The implementation of Local Resource-Based Entrepreneurship Training for the youth of Nafri Village, Abepura District, Jayapura City has gone well and has had a positive impact on the participants. This program aims to equip youth with entrepreneurial skills based on the potential of local resources in their area. The results achieved can be seen from several aspects, including: increasing participants' entrepreneurial skills, implementing business ideas based on local resources, and developing a more independent and creative entrepreneurial attitude.

Increasing Entrepreneurship Skills

One of the main outcomes of this training is a significant increase in entrepreneurial skills among participants. The training, which lasted for several weeks, covered various important topics, from the basics of entrepreneurship, business planning, business management, to product marketing. Most participants experienced significant improvements in their understanding of business processes, from capital management to how to manage risk in business. Providing these practical skills provides a strong foundation for young people to start their own businesses.

According to the results of a survey conducted after the training, around 85% of participants felt more confident in managing their business after attending this training. They show a better understanding of how to create a business plan, calculate business capital, and promote products. Apart from that, skills in managing

finances are also very important, considering that many young people previously did not have in-depth knowledge about bookkeeping and managing business budgets. Through hands-on practical sessions, they are taught how to record business transactions and monitor cash flow, which are important elements in business continuity.

Implementation of Local Resource Based Business Ideas

It is important to note that this training program is focused on developing business ideas based on local resource potential. Nafri Village has abundant natural resources, such as agricultural products, fisheries and handicrafts which can be developed into entrepreneurial products. During the training, participants were encouraged to utilize this local potential as the main raw material in their products. This not only aims to create new business opportunities, but also to increase awareness of the importance of sustainable use of local resources.

Some of the business ideas that emerged from the participants included processing local agricultural products into processed products such as jam, chips and herbal drinks, as well as making handicrafts from natural ingredients found around the village. Local youth show high creativity in processing local products into goods with selling value. One interesting example is the efforts of a group of young people who developed a business making handicrafts from rattan and wood grown around the village, which they then marketed locally.

Apart from that, the application of digital-based marketing concepts is also starting to be implemented. Participants who were previously unfamiliar with social media and e-commerce platforms now have a basic understanding of how to use the internet to promote their products. Some participants have even succeeded in marketing their products through the online platforms they learned about during the training. This digital-based marketing provides them with the opportunity to reach a wider market, both on a local and regional scale.

Changes in Entrepreneurship Attitudes and Mentality

Beyond the technical skills gained, this training also brought about significant changes in the entrepreneurial attitudes and mentality of the participants. Many young people who previously only saw work as something that depended on other people or government agencies, are now starting to have a more positive view of entrepreneurship. This training encourages them to think more independently, creatively, and dare to take risks in starting a business.

Apart from that, this training also instills important values such as perseverance, discipline and innovation. Participants learn that entrepreneurship is

not just about making a profit, but also about creating value for the surrounding community. Several participants began to develop products that not only met market needs, but also had a positive social impact, such as using environmentally friendly raw materials and empowering women in the production process.

It is important to note that this change in attitude did not happen overnight. Some participants still face challenges in implementing their business ideas. Some of the difficulties faced by young people are a lack of initial capital and limited market access. However, with continued assistance and guidance from mentors and program partners, they were slowly able to overcome these obstacles and continue to develop.

Partnership with Various Parties

The partnerships established during the training played an important role in the success of this program. Collaboration between universities, local governments, NGOs and the private sector provides more and varied resources. Universities as training providers provide research-based materials and assistance, while local governments facilitate the implementation of training and provide access to natural resources. NGOs also play a role in providing post-training support through monitoring and strengthening market networks for participants.

Partners from the private sector, especially those operating in the technology sector, also make significant contributions to this program. They teach participants to utilize technology to expand markets and increase product competitiveness. This support from the private sector allows young people to adapt to increasingly digital global market trends.

Sustainability and Long Term Impact

Although this training has only been implemented for a limited period of time, the expected long-term impact is quite significant. With the skills acquired, the participants are expected to be able to start their own businesses and contribute to the local economy of Nafri Village. This program is also expected to become a model for other regions that have similar local resource potential.

To ensure continuity, regular assistance and guidance will be carried out after the training is completed. Apart from that, young people who have successfully developed their businesses will be given the opportunity to share their experiences and become mentors for the next training participants. It is hoped that this can create a sustainable entrepreneurial ecosystem in Nafri Village and the surrounding area.

CONCLUSION

Local resource-based entrepreneurship training for the youth of Nafri Village, Abepura District, Jayapura City, succeeded in providing a significant positive impact both in terms of increasing entrepreneurial skills and changing the participants' entrepreneurial mentality. Through an approach that integrates the potential of local resources, this training not only provides an understanding of the basics of entrepreneurship, but also empowers youth to utilize the natural wealth around them as a profitable business opportunity.

Improving practical skills such as business planning, financial management and product marketing, as well as implementing business ideas based on local products, are the main results achieved in this program. In addition, the success of this program cannot be separated from the strong partnership between universities, government, communities and the private sector which provides support in the form of resources, guidance and market access. This collaboration creates a conducive ecosystem for the growth of creative and independent young entrepreneurs.

However, challenges related to access to capital and markets are still obstacles that need to be overcome in the future. Therefore, it is important to provide ongoing assistance and create a wider network for young people so that they can overcome these obstacles. With the right strategic steps, it is hoped that this program can continue and develop into a model of sustainable community empowerment, which not only improves youth welfare, but also contributes to the local economy in Nafri Village and its surroundings.

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