



OPTIMIZING HOME-BASED BUSINESS OPPORTUNITIES THROUGH INDEPENDENT ENTREPRENEURIAL TALKSHOW ACTIVITIES IN MAKASSAR CITY

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Abstract

This community service activity aims to improve the knowledge, skills, and motivation of the community in developing home business opportunities through independent entrepreneurship talk shows in Makassar City. The activity was carried out during January 2026 by involving members of the community who are interested in independent businesses and the development of household-based MSMEs. The activity method used a participatory educational approach through material delivery, interactive discussions, digital marketing simulations, and question and answer sessions with resource persons. The material provided included simple business management, home business opportunities, digital marketing strategies, product innovation, and entrepreneurial motivation. The results of the activity showed an increase in participants' understanding of business management and digital marketing, as well as increased community motivation in starting and developing independent businesses. In addition, participants also understood the importance of utilizing social media as a means of product promotion to increase business competitiveness. This activity has a positive impact on community economic empowerment and is one of the effective strategies in increasing the entrepreneurial skills of home-based communities in Makassar City in a sustainable manner.

Keywords: Home Business, Entrepreneurship, Talk Show, Digital Marketing, Community Empowerment.

INTRODUCTION

Management is the process of planning, organizing, implementing, and monitoring to achieve organizational goals effectively and efficiently. In society, the application of management is crucial, especially in the development of small businesses and home-based businesses. Good management can help people organize resources, manage finances, determine marketing strategies, and increase business productivity. According to Christianto and Tunjungsari (2023), managerial skills and environmental support influence the growth of a person's interest and success in entrepreneurship. Therefore, an understanding of business management is a crucial requirement for people who want to improve their family's economic standard through independent business activities.

One of the growing business sectors in today's society is home-based business opportunities. Home-based businesses are an easy-to-start alternative because they don't require large capital and can be run from one's own home. Besides helping to increase family income, home-based businesses can also create new jobs for the surrounding community. According to Otaya and Herson (2023), home-based businesses play a significant role in community economic empowerment by improving skills, productivity, and family well-being. Furthermore, the development of digital technology has provided broader opportunities for home-based businesses to market their products through social media and marketplaces.

Home-based business opportunities are increasingly popular due to their flexibility and accessibility to a wide range of groups, including housewives, young people, and individuals seeking additional income. Various businesses, including culinary, handicrafts, fashion, and digital-based creative products, offer significant potential for development. Zahra et al. (2023) explain that the digital era offers significant opportunities for individuals to develop independent businesses based on creativity and innovation. However, many individuals still lack a solid understanding of business development strategies, marketing techniques, and sustainable business management, often hindering their growth.



Figure 1. Flyer for the Independent Entrepreneurship Talkshow Activity in Makassar City

Makassar, as one of the major cities in Indonesia, has significant economic potential for developing independent community businesses. The growth of MSMEs in Makassar demonstrates a high level of community interest in entrepreneurship. However, some residents still face challenges in developing home-based businesses, such as a lack of business management knowledge, limited access to information, low entrepreneurial motivation, and limited digital marketing skills. Therefore, educational and mentoring activities are needed to provide insight and motivation to the community so they can better optimize home-based business opportunities. According to Putri et al. (2023), community empowerment activities through entrepreneurship training and education can increase community interest in creating productive and competitive independent businesses.

One activity that can be carried out to increase public knowledge and motivation is through entrepreneurship talk shows. Talk shows are a communicative and interactive educational method, allowing participants not only to receive theoretical material but also to gain experience, inspiration, and motivation directly from the speakers. During talk shows, participants can engage in discussions, ask questions about business problems, and obtain solutions relevant to their current business conditions. According to Nurilhuda and Fauziah (2023), entrepreneurship socialization and talk shows can foster an entrepreneurial spirit and increase community creativity in creating new business opportunities.

The success of a talk show is influenced by several factors, such as the resource person's ability to deliver the material, the communication method used, the relevance of the material to the participants' needs, and the participants' active participation during the event. Furthermore, social support and the development of information technology are also important factors in the successful development of home businesses. Dewi et al. (2023) stated that digital-based mentoring and education can help home business owners improve their marketing capabilities and expand their consumer reach. With the independent entrepreneurship talk show in Makassar City, it is hoped that the community will be able to understand home business management strategies, increase entrepreneurial motivation, and develop businesses creatively and innovatively, thereby improving the economic well-being of families and communities in a sustainable manner.

Current societal trends indicate a growing interest in home-based businesses, particularly following the development of digital technology and changes in economic patterns. Many people are seeking business opportunities that can be run from home with limited capital but offer promising profit potential. However, in practice, various obstacles remain, such as a lack of understanding of business management, marketing strategies, product innovation, and a lack of courage to start their own businesses. Furthermore, some home-based businesses are still unable to optimally utilize social media and digital platforms to expand their market share. According to Zahra et al. (2023), the development of digital technology offers significant opportunities for entrepreneurship development, but low digital literacy and managerial skills remain major challenges for communities in developing independent businesses. This phenomenon demonstrates the need for ongoing support and education for home-based businesses to develop optimally and compete in the digital economy.

This community service activity was implemented through an independent entrepreneurship talk show involving the Makassar community as the main participants. The event included material delivery, interactive discussions, sharing of business experiences, and a question-and-answer session related to home business development strategies. The material provided included an introduction to home business opportunities, simple management-based business management, digital marketing strategies, product innovation, and entrepreneurial motivation. Furthermore, participants were given an understanding of the importance of creativity and the use of social media in increasing business competitiveness. According to Dewi et al. (2023), digital-based mentoring and education activities can help home business owners improve their marketing and business development capabilities more effectively. Through this talk show, it is hoped that the community will be able to improve their entrepreneurial knowledge and skills so they can create productive, independent, and sustainable home businesses that can improve family economic well-being.

Various community service activities demonstrate that entrepreneurship education and mentoring programs have a positive impact on improving community business capabilities. Research

conducted by Sari et al. (2022) explains that community-based entrepreneurship training can improve small business management skills and foster community motivation to create independent businesses. Furthermore, MSME mentoring activities conducted by Pratama and Hidayat (2023) show that digital marketing education can help home-based businesses expand their marketing networks and significantly increase product sales. Other community service findings by Ramadhani et al. (2021) also indicate that talk shows and interactive discussions are effective in increasing community understanding of creativity-based business development strategies. Furthermore, research by Wulandari et al. (2024) shows that providing entrepreneurial motivation and product innovation training can increase community confidence in running independent businesses sustainably. Meanwhile, community service activities conducted by Hasanah and Nugroho (2022) demonstrate that digital technology-based business mentoring can improve community skills in utilizing social media as a means of business promotion. Based on the various results of previous activities, it can be concluded that independent entrepreneurship talkshow activities are a relevant and effective strategy in increasing community knowledge, motivation, and skills in developing home business opportunities in Makassar City.

This community service activity through an independent entrepreneurship talk show has significant implications for improving the community's economic capabilities and independence. Through this activity, the community not only gains knowledge about home-based business opportunities but also understands business management strategies, digital marketing, and the importance of innovation in facing increasingly competitive business environments. This activity also has a positive impact on increasing community motivation and confidence to start and develop independent businesses from within the household. Furthermore, the implementation of the talk show can be an effective means of community empowerment because it can create interactive communication between speakers and participants, making the knowledge transfer process easier to understand. Another implication is the increased ability of the community to utilize digital technology as a medium for product promotion and marketing, thus enabling the home-based businesses they run to have a greater opportunity for sustainable growth and improve the economic well-being of their families and the surrounding community.

The novelty of this community service activity lies in its integrative approach between entrepreneurial talk shows, strengthening motivation for independent entrepreneurship, and utilizing digital marketing to optimize home-based business opportunities in Makassar City. This activity not only focuses on delivering theoretical entrepreneurship material, but also combines interactive discussions, sharing experiences of business actors, and education on the use of social media as a modern marketing strategy relevant to current community needs. Furthermore, this activity specifically targets the development of home-based businesses based on the local potential of the Makassar City community so as to be able to create business opportunities that are more applicable, creative, and in accordance with the local socio-economic conditions. This approach differentiates it

from previous community service activities, which generally only emphasize general entrepreneurship training without integrating aspects of motivation, interactive communication, and business digitalization strategies in one integrated community empowerment activity.

Entrepreneurship Management

Entrepreneurial management is the process of managing a business, encompassing planning, organizing, implementing, and monitoring to achieve business goals effectively and efficiently. In home-based businesses, implementing good management can help entrepreneurs manage resources, increase productivity, and expand marketing. According to Saputra and Yuliana (2022), business management skills influence the success of MSMEs in facing market competition. Furthermore, Arifin et al. (2023) state that strengthening entrepreneurial management can increase the economic independence of small-business-based communities.

Home Business Opportunities

Home-based business opportunities are independent businesses run from the home environment, utilizing the potential resources available to the community. Home-based businesses offer high flexibility and can be a solution to improve family finances. According to Kurniawati and Lestari (2021), home-based businesses based on community creativity have significant potential to increase family income and reduce unemployment. Meanwhile, Hidayati et al. (2024) explain that advances in digital technology make it easier for home-based businesses to promote and expand their product marketing reach online.

Talkshows as a Medium for Public Education

Talk shows are an interactive communication method used to convey information, motivation, and education to the public through direct discussions and questions and answers. In community service activities, talk shows are considered effective in increasing participant participation and understanding of the material presented. According to Maulana and Rahmawati (2023), the talk show method can increase public interest in entrepreneurial activities because participants can gain firsthand experience from the speakers. Furthermore, Putra et al. (2022) stated that interactive communication in community education activities can increase participants' motivation and skills in developing independent businesses.

METHOD AND PROCEDURES

This community service activity was implemented as a form of community empowerment through increasing knowledge and skills in independent entrepreneurship. The method used was

designed in a participatory and communicative manner so that participants could understand the material well and apply the knowledge gained in developing home businesses. The activity was implemented for one month in January 2026, through a systematic and directed phase of preparation, implementation, and evaluation.



Figure 2 Implementation of Activities Independent Entrepreneurship Talkshow

Activity Method

This community service activity employs a participatory educational approach through an independent entrepreneurship talk show. This approach was chosen because it fosters two-way communication between the resource person and participants, making the presentation more effective. The talk show included lectures, interactive discussions, business experience sharing, digital marketing simulations, and a question-and-answer session. The material presented included an introduction to home-based business opportunities, simple business management strategies, social media-based marketing, product innovation, and entrepreneurial motivation.

The activity uses a simple mentoring method for participants interested in developing home businesses. The mentoring is provided to help participants understand the basic steps in starting a business and determine marketing strategies appropriate to their type of business. According to Wibowo and Hasanah (2022), participatory methods in community service activities can increase participant engagement and facilitate practical knowledge transfer. With this method, participants are expected to understand the material theoretically and practically, thus applying it in their daily lives.

Location and Time of Implementation

This community service activity was conducted in Makassar City, targeting residents with an interest and potential in developing home-based businesses. The program lasted for one month, starting in January 2026. The location was chosen because Makassar City has significant potential for MSME growth and a community active in creative economic activities and independent businesses.

Stages of Activity Procedures

Activities are implemented through several systematic stages to ensure they run effectively and achieve their intended goals. These stages include preparation, implementation, and evaluation.

Table 1. Stages of Implementation of Community Service Activities

No	Activity Stages	Execution time
1	Activity preparation and team coordination	Week 1 January 2026
2	Implementation of talk shows and business mentoring	Week II–III of January 2026
3	Evaluation and preparation of activity reports	Week IV January 2026

Source: Community Service Implementation Team, 2026.

Table 1 shows the stages of community service implementation carried out during January 2026. The first stage involved preparation for the activity, including team coordination, material development, and participant selection. The second stage was the core activity, which included an entrepreneurship talk show and home business mentoring for the community. The final stage involved an evaluation of the activity to determine participants' level of understanding and to compile a comprehensive report on the results of the community service implementation.

Activity Implementation Techniques

The activity was implemented through face-to-face meetings with participants. Initially, participants were provided with material on home-based business opportunities and the importance of independent entrepreneurship in improving family finances. Next, speakers provided education on business management strategies and digital marketing through social media. The activity continued with an interactive discussion session so participants could share the challenges and experiences they faced in running their businesses.

Participants were given examples of product marketing implementations through digital media as a simple practice. According to Rahman et al. (2023), hands-on practice in entrepreneurial activities can improve participants' ability to understand business marketing strategies more effectively. With these techniques, participants are expected to be able to develop home-based businesses independently and sustainably.

Activity Evaluation

Activity evaluations are conducted to determine the success of community service implementation. These include participant observation, a final discussion session, and a simple questionnaire assessing participants' understanding of the material presented. Evaluation results are used to improve and develop future community service activities to ensure they are more effective and meet community needs.

RESULTS OF ACTIVITY IMPLEMENTATION

A community service activity themed "Optimizing Home Business Opportunities through Independent Entrepreneurship Talkshows in Makassar City" was held throughout January 2026, involving members of the public interested in developing independent businesses. The activity aimed to increase participants' understanding of home business opportunities, digital marketing strategies, and strengthen entrepreneurial motivation. The results showed increased participation, knowledge, and enthusiasm among participants in developing independent home-based businesses.

The activity began with coordination with the implementation team and identification of participants' needs related to home business development. Based on initial observations, most participants still struggled to understand digital marketing strategies, simple business management, and the use of social media as a means of product promotion. Therefore, the materials provided focused on improving practical entrepreneurial understanding and strengthening digital-based business skills.

Table 2. Characteristics of Activity Participants

No	Participant Characteristics	Amount
1	Housewife	18 People
2	MSME actors	12 People
3	Productive Youth	10 People
4	General public	10 People
	Total	50 People

Source: Community Service Activity Data, 2026.

The table above shows that the activity participants were predominantly housewives and MSMEs interested in developing home-based businesses. The high level of participation from this group demonstrates that home-based businesses remain a primary option for people to increase family income. Furthermore, the involvement of productive youth demonstrates the growing interest of the younger generation in independent, creativity-based entrepreneurship and digital technology, which are currently prevalent in today's society.

During the implementation phase, the talk show was conducted interactively through material delivery, group discussions, digital marketing simulations, and a Q&A session with the speakers. Participants were provided with an understanding of the importance of business innovation, strategies for determining target markets, simple financial management, and promotional techniques through social media platforms such as Instagram, Facebook, and WhatsApp Business. Participants were also provided with entrepreneurial motivation to foster the courage to start their own businesses.

The results of the activity showed that participants were very active in the discussion sessions and simple digital marketing practices. Most participants stated that they previously didn't understand how to optimally utilize social media for business promotion. After participating, participants began

to understand the importance of promotional content, consumer communication, and effective online marketing strategies.

Table 3. Level of Participants' Understanding Before and After the Activity

No	Understanding Indicators	Before (%)	After (%)
1	Understanding home business opportunities	48	86
2	Understanding digital marketing	40	84
3	Entrepreneurial motivation	55	90
4	Simple business management	46	82

Source: Participant Evaluation Results, 2026.

Table 3 shows an increase in participants' understanding after participating in community service activities. The greatest improvement was seen in the aspects of entrepreneurial motivation and digital marketing. This indicates that the interactive talk show method was able to increase participants' knowledge and enthusiasm for developing independent businesses. Furthermore, the simple practices provided during the activities helped participants understand the implementation of digital marketing strategies more easily and effectively in developing their home businesses.

This activity also resulted in a shift in participants' attitudes toward the importance of business innovation and the use of digital technology. Participants began to realize that home businesses can be run not only conventionally but also thrive through the use of digital media as an effective and efficient marketing tool. Several participants even expressed plans to begin marketing their products through social media platforms after the activity concluded.

This activity also had a positive impact on increasing community motivation to build independent businesses. Participants felt more confident in starting small, home-based businesses because they gained first-hand insight from the speakers regarding entrepreneurial experiences and strategies for addressing business challenges. The communicative and participatory atmosphere of the activity was a crucial factor in boosting participant enthusiasm throughout the event.

Table 4. Participant Responses to Activity Implementation

No	Evaluation Aspects	Satisfaction Percentage (%)
1	Activity materials	92
2	Presentation by resource person	94
3	Benefits of the activity	95
4	Interactive discussion	90

Source: Participant Satisfaction Questionnaire, 2026.

Table 4 shows that the majority of participants were satisfied with the implementation of the community service activities. The highest levels of satisfaction were found in the benefits of the activities and the presentation of the speakers. This indicates that the material provided was tailored to the participants' needs and provided solutions to business problems faced by the community. Interactive discussions and question-and-answer sessions were also crucial in creating an active learning environment and encouraging maximum participant participation.

Thus, the results of this community service activity demonstrate that the independent entrepreneurship talk show can improve community knowledge, motivation, and skills in developing home businesses. This activity also successfully provided an understanding of the importance of digital marketing and business innovation in increasing the competitiveness of community businesses. Through this activity, it is hoped that the people of Makassar City can become more independent in developing productive and sustainable home businesses.

Discussion

Community service activities through independent entrepreneurship talk shows have had a positive impact on increasing community knowledge, skills, and motivation in developing home businesses. The interactive implementation of these activities creates an active learning environment, making it easier for participants to understand the material presented. Discussions of the results of these activities focused on improving entrepreneurial understanding, strengthening digital marketing, motivating independent entrepreneurs, and implementing home business development strategies.

1. Improving Entrepreneurship Understanding

The results of the activity showed that participants experienced an increased understanding of the concept of entrepreneurship and home business opportunities. Prior to the activity, most participants still had limited knowledge regarding business management and strategies for developing independent businesses. After participating in the talk show, participants began to understand the importance of business planning, capital management, and product innovation in increasing business competitiveness. This condition aligns with research by Sari and Nugraha (2022), which states that entrepreneurship education can improve the community's ability to manage small businesses independently. Furthermore, research by Fauzi et al. (2023) also explains that community-based entrepreneurship training has a positive impact on improving business skills and community business decision-making abilities.

2. Strengthening Digital Marketing for Home Businesses

This activity had a positive impact on participants' understanding of digital marketing. Participants gained knowledge about using social media as a means of product promotion and communication with consumers. Most participants had previously only used traditional marketing methods and did not yet understand the importance of digital marketing. After the activity, participants began to understand basic promotional techniques through social media such as Instagram and WhatsApp Business. These results align with research by Hidayat and Prameswari (2024), which states that digital marketing training can improve the capabilities of MSMEs in expanding markets and increasing product sales. Another study by Kurniawan et al. (2021) also explains that the use of digital technology is a crucial factor in the development of small businesses in the modern economic era.

3. Increasing Participant Motivation and Self-Confidence

Talkshows involving experienced speakers positively influenced participants' motivation to build independent businesses. Participants felt more confident in starting a business after gaining insight into business opportunities and strategies for facing business challenges. Interactive discussion methods and experience sharing were crucial factors in increasing participant enthusiasm during the activities. These findings are supported by research by Maulida and Rahman (2023), which found that entrepreneurial motivation activities can increase community courage in pursuing new business opportunities. Furthermore, research by Wati et al. (2022) demonstrated that interactive communication during community service activities can increase participant participation and confidence in developing independent, home-based businesses.

4. Implementation of Home Business Development Strategy

The implementation of this community service activity demonstrates that the community is beginning to understand the importance of innovation and sustainable business strategies. Participants gained an understanding of product development, customer service, and the importance of creativity in facing business competition. Furthermore, participants began to realize that home-based businesses have significant economic potential if managed properly and supported by the use of digital technology. The results of this activity align with research by Yuliana et al. (2024), which states that creativity-based business mentoring can increase community business productivity. Another study by Akbar and Fitriani (2021) also explains that developing home-based businesses based on innovation and digital technology can increase community economic independence and open up broader market opportunities.



Figure 3 Closing Activities Independent Entrepreneur Talkshow in Makassar City

CONCLUSION

The community service activity themed "Optimizing Home Business Opportunities through Independent Entrepreneurship Talkshows in Makassar City" was successfully implemented and had a positive impact on the participating community. The activity, conducted during January 2026, improved the community's knowledge, skills, and motivation to develop home businesses independently and sustainably. Through the interactive talkshow method, participants gained an understanding of simple business management, digital marketing strategies, product innovation, and the importance of creativity in facing business competition in the digital era.

The results of the activity demonstrated an increased understanding of home-based business opportunities and the use of social media as a means of product promotion. Furthermore, participants experienced increased motivation and confidence to start and develop their own businesses. Interactive discussions, sharing of business experiences, and Q&A sessions with resource persons were crucial in creating an active and communicative learning environment, enabling participants to more easily understand the material.

This activity has positive implications for community economic empowerment, particularly in encouraging the growth of small, home-based businesses in Makassar City. Through this community service activity, it is hoped that the community will be able to apply the knowledge gained to improve business quality, expand product marketing, and create more innovative and competitive businesses. Overall, the independent entrepreneurship talk show is an effective community empowerment strategy that supports the sustainable improvement of family and community economic well-being.

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