

## ENTREPRENEURIAL SPIRIT AS A STRATEGY FOR MSME SUSTAINABILITY IN COMMUNITY SERVICE ACTIVITIES

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### Abstract

Micro, Small, and Medium Enterprises (MSMEs) are pivotal to the national economy; yet, the sustainability of community-based micro-enterprises encounters numerous problems, especially concerning the entrepreneurial capabilities of business proprietors. An essential internal factor for MSME sustainability is the entrepreneurial spirit, which includes innovativeness, proactiveness, and the readiness to identify and seize business possibilities. This community service initiative seeks to assess and enhance the entrepreneurial spirit of MSME participants as a basis for bolstering business sustainability. The initiative was executed in partnership with the Lapak Puri Kartika MSME community in Ciledug, Tangerang, employing an instructional and participatory methodology. The applied methods consisted of direct presentations and interactive question-and-answer sessions, supplemented with a one-group pre-test and post-test evaluation design. The implementation phases included initial communication with community partners, needs assessment, internal team planning, delivery of training materials, activity execution, and feedback evaluation. Assessment tools were employed to evaluate participants' comprehension of entrepreneurial spirit principles and their opinions of the activity's advantages. The findings demonstrate an enhancement in participants' comprehension and recognition of the significance of entrepreneurial spirit in the management and sustainability of MSME operations. Participants exhibited heightened motivation and preparedness to embrace more innovative and adaptive actions in addressing business difficulties. Moreover, the activity was regarded as offering tangible advantages for prospective business growth. This community service effort demonstrates that enhancing and assessing entrepreneurial spirit via an educational-participatory approach is a pertinent and effective technique for promoting MSME sustainability at the community level. This initiative aims to provide a foundational paradigm for sustainable community service initiatives that emphasize the enhancement of MSME entrepreneurial capability.

**Keywords:** Entrepreneurial spirit; MSME sustainability; community service; entrepreneurial orientation; MSME empowerment.

### Abstrak

Usaha Mikro, Kecil, dan Menengah (UMKM) memiliki peran strategis dalam perekonomian nasional, namun keberlanjutan usaha mikro di tingkat komunitas masih menghadapi berbagai tantangan, khususnya yang berkaitan dengan kapasitas kewirausahaan pelaku usaha. Salah satu faktor internal yang dinilai penting dalam menjaga keberlanjutan UMKM adalah jiwa wirausaha, yang mencakup sikap inovatif, proaktif, serta keberanian dalam mengambil peluang usaha. Berdasarkan kondisi tersebut, kegiatan pengabdian kepada masyarakat ini bertujuan untuk mengukur dan memperkuat jiwa wirausaha pelaku UMKM sebagai dasar peningkatan keberlanjutan usaha. Kegiatan pengabdian dilaksanakan bersama kelompok UMKM Lapak Puri Kartika, Ciledug, Tangerang, melalui pendekatan edukatif dan partisipatif. Metode yang digunakan meliputi presentasi langsung dan diskusi tanya jawab interaktif, dengan desain evaluasi *one-group pre-test*

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dan *post-test*. Tahapan kegiatan mencakup komunikasi awal dengan mitra, analisis kebutuhan, perencanaan internal tim, penyampaian materi, pelaksanaan kegiatan, serta evaluasi umpan balik. Instrumen evaluasi digunakan untuk menilai pemahaman peserta mengenai konsep jiwa wirausaha dan persepsi terhadap manfaat kegiatan. Hasil kegiatan menunjukkan adanya penguatan pemahaman dan kesadaran peserta mengenai pentingnya jiwa wirausaha dalam menjalankan dan mempertahankan usaha UMKM. Peserta juga menunjukkan peningkatan motivasi serta kesiapan untuk bersikap lebih inovatif dan adaptif dalam menghadapi tantangan usaha. Selain itu, kegiatan ini dipersepsikan memberikan manfaat praktis bagi pengembangan usaha ke depan. Secara keseluruhan, kegiatan pengabdian ini menegaskan bahwa penguatan dan pengukuran jiwa wirausaha melalui pendekatan edukatif-partisipatif merupakan strategi yang relevan dalam mendukung keberlanjutan UMKM di tingkat komunitas. Kegiatan ini diharapkan dapat menjadi model awal bagi program pengabdian kepada masyarakat berkelanjutan yang berfokus pada pengembangan kapasitas kewirausahaan UMKM.

**Kata kunci:** Jiwa wirausaha; keberlanjutan UMKM; pengabdian kepada masyarakat; orientasi kewirausahaan; pemberdayaan UMKM.

## Introduction

Micro, Small, and Medium Enterprises (MSMEs) are fundamental to the Indonesian economy, significantly contributing to value creation, local economic development, and employment generation. Government data reveal that MSMEs constitute the predominant segment of the national business framework, contributing approximately 60–61% to the Gross Domestic Product (GDP) and employing around 97% of the total workforce (Limanseto, 2022, 2025; Office of Assistant to Deputy Cabinet Secretary for State Documents & Translation, 2022). At the community level, MSMEs serve as economic entities and instruments of social empowerment by fortifying local networks, augmenting household resilience, and generating locally anchored entrepreneurial prospects. Thus, the sustainability of MSMEs has emerged as a pivotal concern, influencing not only individual entrepreneurs but also the overall economic resilience of communities.

Notwithstanding their strategic significance, numerous MSMEs encounter ongoing obstacles that jeopardize firm continuity, especially those pertaining to entrepreneurial aptitude and adaptability to market fluctuations. The government persists in advancing the "MSMEs upgrading" initiative, acknowledging that although MSMEs excel in domestic markets, they frequently encounter constraints in competitiveness, governance, productivity, and capacity for expansion (Limanseto, 2024). In urban and peri-urban entrepreneurial areas like Ciledug, Tangerang, these issues often present themselves in operational forms. Numerous corporate stakeholders depend significantly on experiential methods, although they lack definitive metrics for evaluating their entrepreneurial aptitude. This frequently leads to discrepancies in planning, product innovation, calculated risk-taking, and anticipatory opportunity identification. Such variables directly impact company resilience when MSMEs face demand variations, competitive pressures, and changes in consumer preferences.

The community service initiative undertaken with the Lepak Puri Kartika MSME group in Ciledug–Tangerang arose from these pragmatic requirements. Community-based MSME organizations are generally established through geographic closeness and social connections, fostering significant collaboration potential. Simultaneously, variability in managerial competence and entrepreneurial inclination—including challenges in sustaining long-term entrepreneurial orientation and motivation—can create "quality disparities" among business participants within the same community. The theme "Measuring Entrepreneurial Spirit for MSME Sustainability" is pertinent, as it offers a straightforward yet systematic framework to assess the entrepreneurial status

of MSME stakeholders, pinpoint dimensions needing enhancement, and direct improvement initiatives that directly bolster business sustainability and long-term entrepreneurial resilience.

In management literature, entrepreneurial spirit is often defined within the framework of entrepreneurial orientation (EO), which often includes innovativeness, proactiveness, and risk-taking as its key components. The connection between entrepreneurial orientation (EO) and sustainability has garnered heightened interest, as micro, small, and medium enterprises (MSMEs) are anticipated to attain financial viability while simultaneously addressing social and environmental factors within the triple bottom line framework. This expectation is further bolstered by increasing consumer knowledge of values, ethics, and corporate effect. Global study indicates that entrepreneurial orientation (EO) correlates with sustainable performance in micro, small, and medium enterprises (MSMEs) via several capability-enhancing mechanisms, operational methodologies, and avenues for green innovation.

Research in underdeveloped countries indicates that entrepreneurial orientation might improve triple bottom line performance by reinforcing internal lean techniques, hence facilitating more sustainable business outcomes (Chavez et al., 2020). Additional findings suggest that entrepreneurial orientation functions as a firm-level asset that promotes the implementation of green supply chain management, hence enhancing sustainability performance, especially for micro, small, and medium enterprises that frequently encounter resource limitations (Silva et al., 2021). In this context, EO signifies more than just entrepreneurial zeal; it serves as a strategic framework that influences decision-making, resource allocation, and adaptive conduct. Research on MSMEs in Vietnam underscores how managerial entrepreneurial orientation enhances resource usage and promotes participation in environmental sustainability measures (Roxas, 2021). This insight is pertinent for local MSME communities, as it demonstrates that sustainability relies not only on substantial capital investments but also on the entrepreneur's capacity to manage limited resources—such as utilizing community networks, local suppliers, or inter-vendor collaboration.

The literature indicates that, from a comprehensive sustainability standpoint, strategic orientations, such as entrepreneurial orientation (EO), combine with dynamic capacities to improve sustainable international performance in environmentally focused micro, small, and medium enterprises (MSMEs) (Zahoor & Lew, 2022). Despite the Lapak Puri Kartika MSMEs currently functioning within local markets, the principle remains: long-term competitiveness is predominantly influenced by the capacity to proactively identify opportunities, engage in continuous innovation, and deliberately manage risks, rather than merely responding passively to daily operational challenges.

Consistent with this viewpoint, research concentrating on the assessment and enhancement of entrepreneurial behavior highlights entrepreneurial orientation (EO) as a functional construct that may be converted into actionable indicators. Research investigating the correlation between entrepreneurial orientation aspects and innovation performance highlights the necessity of delineating entrepreneurial orientation as a basis for capability development initiatives (Ameer & Khan, 2023). In the realm of community service, measurement-oriented methodologies are especially beneficial, as MSME stakeholders frequently want instruments that are comprehensible and immediately applicable rather than abstract theoretical notions.

Recent literature has suggested versions of entrepreneurial orientation (EO) that are increasingly pertinent to sustainability initiatives, such as green entrepreneurial orientation (GEO). Research on MSMEs in developing countries indicates that sustainability-focused leadership abilities can enhance green innovation and sustainable performance, with GEO serving as a crucial mechanism in this connection (Ishaq et al., 2024). Research published in Sustainability indicates that EO enhances the connection between institutional pressure and green innovation, as well as sustainable performance (Zhang et al., 2024). These observations are relevant to community-based

MSMEs, because institutional pressure may manifest not alone as formal regulation but also through market needs, consumer expectations, or social norms within trade environments.

Furthermore, current open-access research underscores the significance of technology and workplace psychological factors in elucidating the relationship between entrepreneurial orientation and sustainability. A 2025 study indicates that EO improves the sustainable performance of MSMEs by mediating green creative behavior and mitigating the influence of AI-driven workplace assistance (Yang et al., 2025). Despite variations in empirical setting, the conclusion is evident: the sustainability of MSMEs is influenced not solely by products, but also by work procedures, innovation, and the proficient utilization of increasingly accessible technology resources.

Practically, community service initiatives in Indonesia (Table 1) demonstrate that the enhancement of entrepreneurial spirit is typically achieved through a synthesis of counselling, training, mentoring, and discourse. Pertinent community service literature indicates that entrepreneurial initiatives are most efficacious when they correspond with partner requirements, utilize participative approaches, and prioritize pragmatic elements such as business planning, motivation, and entrepreneurial self-efficacy. A community service study released by UBM illustrates the efficacy of in-person counselling and dialogue in cultivating entrepreneurial spirit, while underscoring the significance of content relevancy to partner requirements (Tanuwijaya et al., 2024). A comparable trend is evident in company planning training for millennial entrepreneurs, highlighting planning proficiency as a cornerstone for sustainability (Indrayani et al., 2021).

The community service initiative “Measuring Entrepreneurial Spirit for MSME Sustainability” is established as a diagnostic and capacity-building intervention, addressing practical deficiencies and supported by relevant literature. The operational objectives of this activity are threefold: first, to assess the level of entrepreneurial orientation among members of the Lapak Puri Kartika MSME group using measurable indicators; second, to increase participants’ understanding of key entrepreneurial dimensions that support business sustainability; and third, to encourage practical behavioral improvements in opportunity recognition, innovation practices, and risk management within their daily business operations. The diagnostic component entails the incorporation of quantifiable entrepreneurial orientation dimensions—namely innovativeness, proactiveness, and calculated risk-taking—while the capacity-building component is executed through interactive discussions that connect measurement outcomes to pragmatic solutions, encompassing basic innovation strategies, opportunity identification, and routine risk management. The chosen delivery strategy, characterized by direct presentation and participatory conversation, aligns with the needs of community-based vendors, who necessitate swift understanding, tangible examples, and opportunities for peer experience exchange.

The literature analysis and Indonesian community service activities summarized in Table 1 reveal a consistent pattern in MSME empowerment programs, where most initiatives primarily emphasize training, counselling, and mentoring as the main strategies for strengthening entrepreneurial capacity. These programs generally focus on delivering knowledge, motivational encouragement, and practical guidance related to business planning, opportunity recognition, or entrepreneurial self-efficacy. While such approaches are valuable for improving awareness and managerial capability, they rarely incorporate a structured diagnostic mechanism that allows participants to systematically assess their own entrepreneurial orientation prior to the intervention. As indicated in Table 1, the majority of community service activities rely on instructional or mentoring-based formats without first identifying the existing entrepreneurial characteristics of participants through measurable indicators. This gap highlights the added value of the present program, which introduces a diagnostic approach as an initial step for community-based MSME empowerment. By integrating a simple assessment of entrepreneurial orientation dimensions—innovativeness, proactiveness, and calculated risk-taking—the program enables participants to recognize their entrepreneurial profile before engaging in capacity-building discussions. This

diagnostic component differentiates the initiative from prior training-oriented programs by transforming the activity from a purely instructional intervention into a reflective and evidence-based learning process. Consequently, the program not only provides knowledge transfer but also facilitates self-awareness among MSME actors regarding their entrepreneurial strengths and areas requiring improvement, thereby strengthening the alignment between entrepreneurial spirit development and MSME sustainability strategies.

**Table 1. Relevant Community Service Activities in Indonesia**

No.	Author(s)	Partner / Target Group	Method	Relevance of Activity Topic
1	Tanuwijaya et al. (2024)	Assisted residents / community groups	Assisted residents / community groups	Assisted residents / community groups
2	Sumadi & Fitria, (2020)	Local entrepreneurs / community members	Training and mentoring	Relevant to strengthening entrepreneurial orientation in response to environmental and external pressures.
3	Rahyono & Alansori (2021)	Community members and micro-business actors	Entrepreneurial counselling and participatory mentoring	Highlights capacity building and entrepreneurial spirit as the basis for enhancing independence and sustainability of micro-enterprises through educational and hands-on mentoring approaches.
4	Indrayani et al. (2021)	Millennial entrepreneurs	Training	Strengthens the foundation of business sustainability through business planning and entrepreneurial competence development.
5	Wahyuni et al. (2022)	Students	Counselling and demonstration	Demonstrates a model of entrepreneurial spirit strengthening through participatory educational approaches.
6	Masnita et al. (2021)	Teachers and women involved in Family Welfare Empowerment programs	Counselling	Links opportunity recognition with the need for strengthening entrepreneurial capacity.
7	Sugiyanto & Sanusi (2023)	MSMEs	Training	Oriented toward strengthening proactiveness and managerial capability in business operations.
8	Janudin et al. (2023)	Students / community groups	Counselling	Relevant to key dimensions of <i>entrepreneurial spirit</i> , such as self-confidence, result orientation, and risk awareness.
9	Sitorus et al. (2024)	MSMEs	Mentoring	Supports MSME sustainability through the enhancement of adaptive capabilities, which are closely related to proactiveness and innovativeness.

## Methods

This community service initiative, titled “Measuring Entrepreneurial Spirit for MSME Sustainability,” was directed towards the Lapak Puri Kartika MSME group in Ciledug, Tangerang. The event occurred on Sunday, 11 January 2026, employing an instructional and participatory methodology via direct presentations and interactive question-and-answer sessions. This method was chosen because to its suitability for MSME partners, who necessitate realistic and comprehensible conceptual explanations that may be directly associated with their daily business activities. This decision aligns with empirical evidence demonstrating that participatory, needs-oriented entrepreneurship training strengthens MSME community empowerment via active involvement and experiential learning from continuous business practices (Famimsyina et al., 2025; Rahyono & Alansori, 2021; Syifa Fadillah et al., 2024). This community service project utilized a pre-experimental methodology using a one-group pretest–post-test design. This design was employed to evaluate alterations in participants' comprehension and views of entrepreneurial spirit, along with the perceived advantages of the community service intervention. This design is frequently utilized in community service projects, as it offers an initial assessment of the efficacy of educational interventions without necessitating a control group.

The execution of the community service initiative adhered to a sequence of methodical phases, encompassing preparation through evaluation (Figure 1), as delineated below:

1. *Initial Communication and Coordination with Community Partners*

The activity commenced with preliminary discussion between the community outreach team and representatives of the Lapak Puri Kartika MSME group. This phase sought to cultivate a shared comprehension of the activity's objectives, partner attributes, and the necessary support mechanisms for successful execution.

2. *Needs Assessment and Situational Analysis of MSME Partners*

Subsequent to the initial communication, the team performed a fundamental requirements assessment and situational analysis via informal chats and observations. This investigation examined the prevailing business conditions of MSMEs, the obstacles they encounter, and the degree to which MSME stakeholders comprehend the idea of entrepreneurial spirit and its significance for business sustainability.

3. *Internal Team Consultation and Activity Planning*

The outcomes of the needs assessment were subsequently deliberated in internal meetings among the community service team members. At this juncture, the team concurred on the emphasis of the materials, the method of delivery, and the creation of pre-test and post-test assessment tools fit with the activity's objectives.

4. *Delivery of Program Concepts and Activity Orientation to Partners*

Before the activity's implementation, the team presented partners with a summary of the program subjects and essential concepts. This phase sought to guarantee that participants possessed explicit expectations concerning the activity and comprehended the tangible advantages of their involvement.

5. *Scheduling and Logistical Arrangement of the Activity*

The subsequent phase entailed organizing the schedule and technical components of the activity, encompassing modifications to time, place, and length to align with the operating requirements of MSME partners. Scheduling was executed with flexibility to accommodate the business habits of participants.

6. *Implementation of Community Service Activities (Presentation and Interactive Discussion)*  
The initiative was executed via direct presentations addressing the concept of entrepreneurial spirit, the traits of MSME stakeholders exhibiting a robust entrepreneurial spirit, and the significance of entrepreneurial spirit in fostering business sustainability. Subsequent to the presenting session, an interactive conversation ensued, enabling participants to exchange experiences, business difficulties, and insights pertinent to the offered information.
  
7. *Evaluation and Feedback Measurement (Pre-Test and Post-Test Assessment)*  
The team utilized questionnaire-based pre-test and post-test instruments to assess the activity's effectiveness. All items were assessed utilizing a five-point Likert scale (1 = strongly disagree; 5 = strongly agree).  
The pre-test was conducted before the presentation of the information and concentrated on the subsequent five statements: (1) I understand what entrepreneurial spirit means in running an MSME business; (2) I know the characteristics of MSME actors who possess strong entrepreneurial spirit; (3) I realize that entrepreneurial spirit plays an important role in MSME business sustainability; (4) I consider myself to have an innovative attitude and the courage to pursue opportunities in developing my business; and (5) I believe that strengthening entrepreneurial spirit can help MSMEs survive under conditions of economic uncertainty. The post-test was conducted following the activity's conclusion and comprised two sets of measurements: (1) a re-evaluation of the five pre-test items to examine alterations in participants' comprehension and perceptions, and (2) an evaluation of the perceived effects of the community service activity, which included the subsequent statements: (1) The training materials were easy to understand; (2) The training increased my entrepreneurial knowledge; (3) The training enhanced my motivation to engage in entrepreneurship; (4) The training helped me become more competitive; and (5) The training will be beneficial for the future development of my business.



**Figure 1. Stages of Community Service Activity Implementation**

## Result and Discussion

The community service activity was attended by 25 individuals, comprising 9 females and 16 males, all members of the Lapak Puri Kartika MSME community in Ciledug–Tangerang. The exercise was executed efficiently and according to plan. Figure 2 displays several images that document the activity. The assessment utilized a one-group pretest–post-test methodology to evaluate alterations in participants' entrepreneurial literacy concerning the notion of entrepreneurial spirit and their opinions of the activity's advantages. Pre-test and post-test instruments are frequently utilized in community service programs as an efficient assessment method to measure the attainment of learning objectives and participant feedback, especially during single-session educational and discussion-based interventions. Comparable assessment trends have been documented in community service initiatives targeting MSMEs, highlighting knowledge improvement and participant contentment with the execution process (Indriyarti et al., 2022; Rahyono & Alansori, 2021).



**Figure 2.** Activity Implementation Documentation

The results demonstrate an elevation in the mean scores for all pre-test items subsequent to the intervention (post-test). The findings (Figure 3) indicate that the integration of structured presentations and interactive discussions effectively enhanced participants' comprehension of the definition of entrepreneurial spirit, the traits of MSME actors with robust entrepreneurial orientation, and the relationship between entrepreneurial spirit and business sustainability. This trend of enhanced comprehension and favorable participant feedback aligns with previous community service research indicating that MSME counselling and training can improve understanding when materials are presented in a communicative, illustrative format and facilitate dialogue opportunities.

The initial item, assessing participants' comprehension of entrepreneurial spirit in managing an MSME, exhibited a mean score rise from 3.52 in the pre-test to 4.60 in the post-test. This enhancement suggests that before the engagement, individuals possessed a modest degree of comprehension, wherein entrepreneurial spirit was likely regarded instinctively or predominantly derived from practical experience. Subsequent to the exercise, the score neared the "strongly agree" category, indicating a more organized and conceptual comprehension of entrepreneurial spirit consistent with the primary aim of the community service program. From a theoretical standpoint, entrepreneurial orientation, in conjunction with market orientation, has been demonstrated to enhance corporate performance (Christian, Dewi, et al., 2021). Conceptual clarity is crucial, as it allows MSME stakeholders to more effectively assess their company conduct and comprehend the correlation between entrepreneurial orientation and business performance.

A same enhancement trend was noted for the second item, which evaluated participants' understanding of the traits of MSME actors exhibiting a robust entrepreneurial spirit. The average score rose from 3.52 to 4.52, demonstrating that the exercise effectively assisted participants in identifying entrepreneurial traits such as innovativeness, risk-taking propensity, proactiveness, and opportunity orientation. This enhancement is especially significant as some MSME participants conduct their enterprises regularly without explicitly recognizing the entrepreneurial qualities they currently possess or require further cultivation. This perspective is pertinent as entrepreneurial

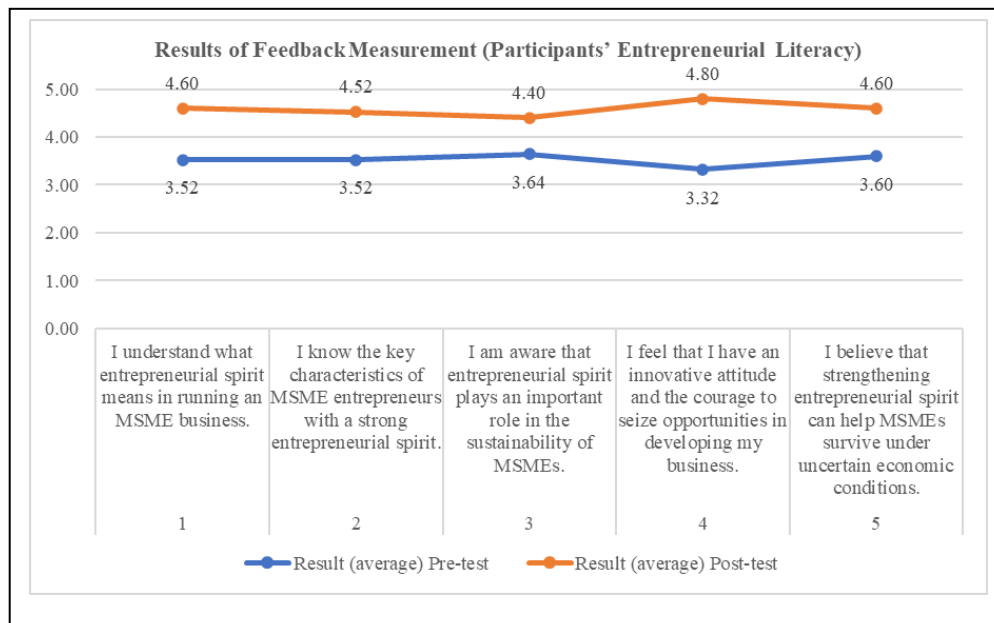
attitude encompasses not only enthusiasm but also a constant commitment to innovation, proactivity, and opportunity-driven conduct in company decision-making. Empirical evidence in Indonesia demonstrates that entrepreneurial approach correlates with business performance in small firms (Christian, Haris, et al., 2021).

The third item, assessing participants' understanding of the significance of entrepreneurial spirit in MSME firm sustainability, exhibited a rise from 3.64 to 4.40. This outcome indicates a transformation in participants' viewpoints—from perceiving sustainability just as a function of capital or market conditions to acknowledging that internal elements, especially entrepreneurial spirit, are strategically significant in maintaining firm operations. This transition is particularly pertinent for MSME stakeholders who frequently encounter economic volatility and resource limitations. In the MSME literature, strategic orientations, particularly entrepreneurial orientation, are often identified as catalysts for flexibility and performance resilience (Ali et al., 2020), especially in the face of market fluctuations or external challenges. Furthermore, previous research indicates that the performance of MSMEs is affected by strategic orientations and managerial practices that enhance the enterprises' capacity for survival and growth.

The greatest significant enhancement was noted in the fourth item, pertaining to participants' self-assessment of possessing an innovative disposition and the audacity to seize economic possibilities. The average score rose significantly from 3.32 in the pre-test to 4.80 in the post-test, indicating the highest score among all items. This finding suggests that the community service activity produced a significant psychological and reflective effect, prompting participants to view themselves as more confident, adaptable, and equipped to handle change. This result is especially pertinent for MSMEs that frequently focus on survival and necessitate motivational support to shift towards a more opportunity-oriented perspective.

The fifth item, which evaluated participants' conviction that enhancing entrepreneurial spirit might aid MSMEs in enduring economic instability, saw the mean score rise from 3.60 to 4.60. This enhancement signifies the assimilation of the fundamental message of the activity: entrepreneurial spirit is not simply a theoretical concept but a strategic asset that may bolster corporate resilience. This conviction is a crucial basis for the long-term sustainability of participants from varied micro- and small-business backgrounds.

The feedback results demonstrate that this community service activity effectively improved participants' entrepreneurial comprehension, awareness, and attitudes. The steady rise in post-test scores for all categories indicates that the used materials and methods were pertinent to participant requirements and successful in reconciling practical experience with conceptual comprehension of entrepreneurship. Although the participant makeup is predominantly male MSME actors, the presence of female participants demonstrates that the enhancement of entrepreneurial spirit is inclusive and positively received by all genders. These findings underscore the strategic importance of community service initiatives in enhancing the capacity development of MSMEs for greater adaptability, resilience, and competitive economic sustainability.



**Figure 3.** Results of Feedback Measurement (Participants' Entrepreneurial Literacy)

Alongside evaluating shifts in entrepreneurial literacy, an assessment was performed on the execution of the community service activity (Figure 4) to determine the effectiveness, relevance, and utility of the communication by the implementation team for MSME participants. This evaluation utilized a five-point Likert scale (1–5), with higher scores reflecting increased agreement and participant satisfaction. The assessment concentrated on both the technical facets of material distribution and the pertinence of the content to participants' work environments, as well as its role in developing entrepreneurial spirit.

The initial question, evaluating the clarity of the material presented by the community service team, earned a mean score of 4.40. The outcome demonstrates that the majority of participants concurred or highly concurred that the material was comprehensible. The discovery demonstrates the team's capacity to convert theoretically abstract notions of entrepreneurial spirit and MSME sustainability into practical and contextually pertinent material. Due to the varied educational and experiential backgrounds of MSME participants, clarity and comprehensibility are essential for efficient reception and internalization of the material.

The second item, assessing the clarity and systematic organization of the information presentation, resulted in a mean score of 4.32. This score indicates that participants saw the delivery as well-structured, advancing logically from conceptual introduction to practical discussion. Clarity and structure are essential in community service events, as MSME participants frequently encounter time limitations and want succinct, problem-oriented explanations. This outcome demonstrates that the implementation team effectively preserved a consistent and logical progression during the session, facilitating participants' comprehension of the subject.

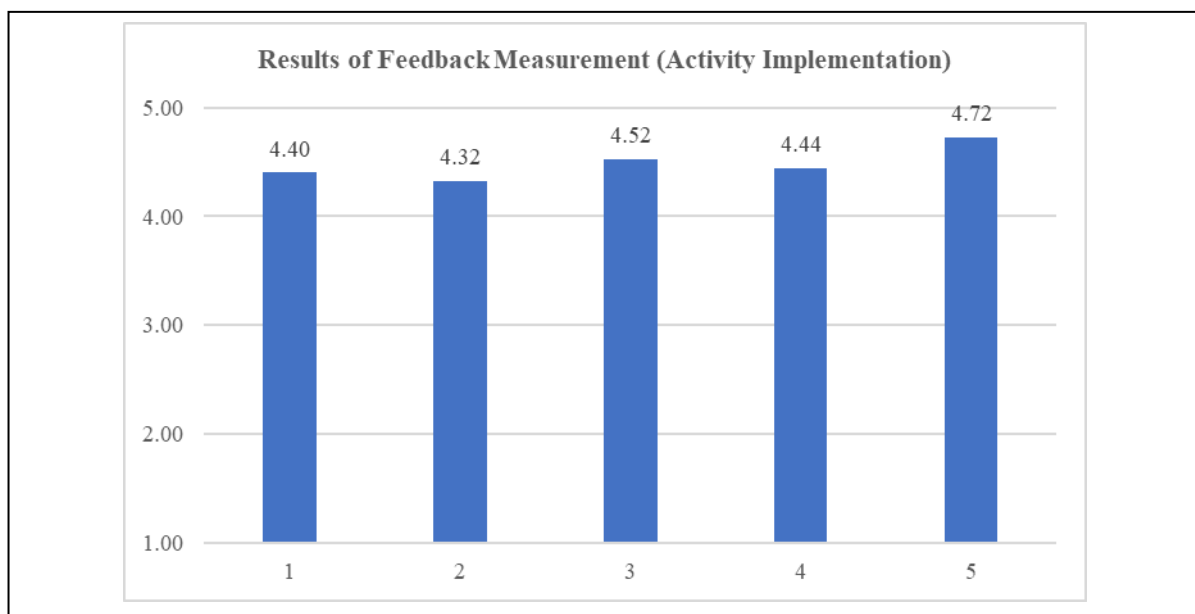
The highest score pertaining to the delivery method was recorded for the third item, which assessed the pertinence of examples and conversations to participants' actual business circumstances, yielding a mean score of 4.52. This finding indicates that participants recognized a significant correspondence between the offered content and the realities of their regular business activities. Relevance is particularly vital in assessing entrepreneurial spirit, as the notions of entrepreneurship and sustainability gain significance when directly associated with tangible challenges such as market competition, constrained capital, evolving consumer behavior, and

economic instability. The findings demonstrate that the contextual strategy employed by the implementation team significantly improved participant involvement during the activity.

The fourth item, evaluating the team's responsiveness to participants' inquiries, yielded a mean score of 4.44. This score indicates that participants perceived the team as possessing robust subject mastery and the ability to effectively address inquiries and conversations. This responsiveness is crucial in community service environments, where question-and-answer sessions frequently act as reflecting forums for participants to relate academic concepts to their personal business experiences. The discovery indicates the existence of dynamic two-way engagement between the implementation team and participants, hence enhancing a participatory learning process.

The fifth item had the highest overall evaluation score, measuring the perceived value of the community service activity for participants' business development and sustainability, with a mean score of 4.72. This outcome indicates a significant degree of participant satisfaction and affirms that the activity was regarded as providing substantial value to MSME participants. This finding suggests that participants comprehended the information and acknowledged its potential relevance in managing and advancing their enterprises.

The comments regarding the execution of the community service activity suggests that the implementation team effectively communicated the material in a relevant and impactful manner. The continuously elevated mean scores across all items indicate that the communicative, contextual, and participative delivery method was effectively linked with the characteristics and requirements of MSME participants. These findings further underscore the significance of community service activities as a strategic tool for augmenting the entrepreneurial potential of MSME participants, especially in fostering awareness and preparedness to achieve greater adaptable and competitive company sustainability.



**Figure 4.** Results of Feedback Measurement (Activity Implementation)

## **Conclusion**

This community service initiative, executed in partnership with the Lapak Puri Kartika MSME group in Ciledug, Tangerang, sought to enhance micro-entrepreneurs' comprehension and recognition of the significance of entrepreneurial spirit as a cornerstone for business sustainability. The activity was structured as an educational intervention that highlighted both conceptual comprehension and practical reflection on participants' business experiences, facilitating a direct connection to their daily business environments. From an implementation standpoint, the utilization of direct presentations alongside interactive talks demonstrated strong alignment with the attributes of MSME partners. The planning approach, which included initial communication, partner requirements assessment, and internal team talks, enhanced the relevancy of the themes and methodologies utilized in relation to actual field situations. The question-and-answer sessions significantly facilitated active engagement and enhanced participants' comprehension through the sharing of experiences across MSME stakeholders. The activity's results demonstrate that participants acquired a more organized comprehension of the concept of entrepreneurial spirit, the traits of MSME actors exhibiting robust entrepreneurial orientation, and the significance of entrepreneurial orientation in addressing business challenges and uncertainties. In addition to enhanced comprehension, the activity also cultivated heightened motivation and preparedness among participants to embrace more inventive, proactive, and adaptive strategies in operating their enterprises. The findings indicate that enhancing entrepreneurial spirit via community service activities can work as a strategic preliminary measure to bolster MSME sustainability at the community level. The effects of this activity extended beyond direct partner participants and have the potential to yield wider advantages for other MSME stakeholders. The activity model, which combines straightforward assessment of entrepreneurial spirit with an educational-participatory methodology, can be duplicated in various MSME areas to augment entrepreneurial ability according to local requirements. Nonetheless, this community service initiative possesses numerous constraints. The program was initially implemented as a single-session intervention, restricting the capacity to assess long-term effects on behavioral modification and company performance. The evaluation predominantly concentrated on participants' comprehension and perceptions, rather than on objective metrics of business achievements. As a result, the long-term impacts on entrepreneurial practices and business performance could not be directly evaluated. Consequently, it is advisable that next community service efforts be designed as more enduring programs that incorporate follow-up mentorship and longitudinal assessment. Furthermore, including additional objective business performance metrics would provide a more thorough evaluation of the impact of community service initiatives on MSME sustainability. Such innovations can optimize the function of community service initiatives in promoting the sustainability of MSMEs in a more comprehensive and meaningful way.

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