

Inclusive Entrepreneurial Training for Women, Small Farmers, And Disabled People in Kupang, East Nusa Tenggara

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ABSTRACT

This paper is about community development related to socioeconomic issues in East Nusa Tenggara (NTT), an area known for its high rates of poverty and child malnutrition. Wahana Visi Indonesia launched an Inclusion Community Development Program to empower underprivileged households and small farmers in response to these issues, working with the PPM School of Management. Workshops that promoted opportunity recognition, business planning, and digital marketing were used to help participants develop their entrepreneurial abilities during the February 2025 event. Explanation, coaching and mini case studies are a technique used in community development to comprehend and resolve issues.. The results show that despite efforts to include underrepresented groups, participants' understanding of entrepreneurial principles was hindered by educational gaps. By highlighting the value of cooperatives and ongoing training for sustainable economic growth in NTT, the program showed promise for fostering resilience and inventiveness in local economies. Suggestions for upcoming projects include continued assistance for collaborative growth and customized instruction to improve participants' business savvy.

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INTRODUCTION

The southernmost province of Indonesia is East Nusa Tenggara, sometimes referred to as Nusa Tenggara Timur. Its entire land area is 47,238.07 km², and it includes the eastern part of the Lesser Sunda Islands, which face the Flores Sea to the north and the Indian Ocean to the south. The largest of the archipelago's more than 500 islands are Sumba, Flores, and the western portion of Timor (Karuniasa & Pambudi, 2022). The latter is adjacent to East Timor, a separate country. The province is separated into twenty-one regencies, with Kupang, the capital and largest city, functioning as a regency (Fig.1).



Figure 1. Map of East Nusa Tenggara

The East Nusa Tenggara (NTT) province is divided into 21 districts and 1 city. In 2024, the population of East Nusa Tenggara was 5,700,772 people and is divided into 6 sub-districts and 51 villages. The capital city of East Nusa Tenggara is Kupang, which is the largest city on the island of Timor and is located on the coast of Kupang Bay, in the western part of the island.

East Nusa Tenggara (NTT) remains one of Indonesia's most underdeveloped regions, marked by persistent poverty and high levels of child malnutrition. As of 2024, the provincial poverty rate stood at 19.48%, significantly higher than the national average (Irawan; Kennedy, 2022). In addition, the region recorded the highest child stunting rate in the country, reaching 37.8%—a critical indicator of long-term developmental challenges (Barlow & Gondowarsito, 2009; Kobun & Susilo). These conditions are often rooted in limited access to quality education, healthcare, infrastructure, and viable economic opportunities, especially for smallholder farmers and vulnerable households (Aba, Yussof, & Mohd, 2015).

East Nusa Tenggara (NTT) province faces

significant challenges in establishing a business climate that supports long-term economic growth. The region's poor physical infrastructure, such as its highways, seaports, and airports, is a major barrier to economic expansion and development in addition to its difficult topographical circumstances (Situmorang, Suharto, Sanga, & Mata, 2024). The business climate in NTT Province is further hindered by issues with worker productivity and the local economy's lack of utilisation (Pandina & Barika, 2023). The main economic engine of NTT is the agriculture industry, which employs more than 70% of the workforce and accounts for more than 40% of the region's gross regional product (GRDP) (BPS, 2004). Even though there isn't much fertile ground available, most of NTT's land is used for agriculture, including industries, plantations, food crops, forestry, and cattle (Suharyo et al., 2007).

In response to these pressing challenges, Wahana Visi Indonesia (WVI), in collaboration with the PPM School of Management, launched an Inclusion program in February 2025. The program aims to increase the economic empowerment of small farmers and vulnerable households in Eastern Indonesia through an inclusive Market System Development (iMSD) approach. It enables the poor, women and persons with disabilities to benefit from an inclusive system. The Australian government supports the program through the Australian NGO Cooperation Program (ANCP) and World Vision Australia. The joint program between PPM and WVI in 2025 was intended to be delivered in East Nusa Tenggara. The Inclusion Community Development Program (ICDP) aimed to improve the ability of small farmers, youth, and vulnerable households to discover local economic opportunities. The program was designed to enhance economic empowerment through an entrepreneurship workshop for individuals and the community in West Timor. Ultimately, this will have a positive impact on farmers. This community development report discusses how literacy in entrepreneurship may promote social change, providing insights into the difficulties and achievements in one of Indonesia's most socioeconomically disadvantaged areas.

Table 1. Program Plan

Day	Learning outcome	Teaching method	Assessment
One	Understand how to gain opportunities by transforming a creative and innovative business idea into a business plan	FGD on agriculture-related business, characteristics, and SWOT analysis.	Exercise Coaching clinic Post-test Day 1
		Tutorial: Recognising opportunity, design thinking, business model canvas	
Two	Understand how to establish and develop the venture	Business Feasibility, business plan and getting financing	Exercise Coaching clinic Post-test Day 2

Table 2 shows that the majority of time is spent on FGDs and tutorials on identifying opportunities, so that participants grasp the most critical aspects to see their potential and strengths. Following the lesson, an activity is performed to help students comprehend the topics, and post-tests are administered at the end of each event.

RESEARCH METHOD

This exercise is broken into five stages, specifically: 1) develop the terms of reference (TOR), 2) review inclusion: ensuring that women and individuals with disabilities are participate, 3) understanding the demands of participants using FGD in SWOT analysis 4) conduct workshop for entrepreneurship 5) evaluation participants' comprehension. The methods of community development activities are described in Table 1.

Table 2. Methods and KPI

Activity stages	Method	Key Performance Indicator
1) Review the attendance profile to ensure the inclusion of women and individuals with disabilities	Registration of participants	Half of the participants were female, and more than two participants had impairments
2) Develop a project plan in terms of reference (TOR)	Review program 'documentation:	TOR is available and ready to be implemented
3) Focus Group Discussion before the workshop starts	Focus group discussion	SWOT analysis available
4) Entrepreneurship Workshop on developing a successful venture	Workshop	on time delivery, improve knowledge and skills participant
5) Assessment of participant understanding	Answer the quiz and assess the exercise done in each group.	Quiz accuracy and exercise score > 60%

In cooperation with WVI, the first two activities were conducted in Jakarta, as preparation stage, while the remaining activities were conducted in Swiss-Bell Kupang, East Nusa Tenggara Province, over two days from February 18 to 19, 2025.

RESULT AND DISCUSSION

Attendance Profile

The number of participants was 28 people, with details in Table 3

Tabel 3. Attendance Profile

	Number	%
Gender		
Perempuan	12	40%
Laki	16	60%
Asal daerah		
Malaka	8	29%
Kupang	7	25%
Timor Tengah Selatan	7	25%
Oben	1	4%
Timor Tengah Utara	1	4%
Veluis	1	4%
Alor	1	4%
Besmarak	1	4%
Kaniti Penpui	1	4%



Figure 1. Participants with disabilities

Table 3 demonstrates that the inclusion principle was met because there were three individuals with impairments and nearly as many women (12) as males (16). Participants in the workshop came from nine (9) different regions; the majority were from TTS, Kupang, and Malacca, with the remainder coming from other areas. Most participants were farmers (45%), SME owner (25%) and intermediary traders and cooperative

organization (30%).

Focus group discussion (FGD)

FGDs were conducted in order to identify possible business idea, information about commercial opportunities, and geographical potential. Vegetables and legumes, such as moringa, bananas, chiles, purple eggplant, corn, tomatoes, cashew nuts, and walnuts, are some possible agribusinesses that might be established to boost the local economy.



Figure 2. Focus Group Discussion

Information about strength, weakness opportunity and threat in west Timor from small farmers and traders, during FGD session are the following:

Tabel 4. SWOT

<p>Strength</p> <ul style="list-style-type: none"> The majority of the workforce is engaged in the agricultural sector with long farming experience, good variety seeds, existence of farmers in groups to support farming activities 	<p>Opportunity</p> <ul style="list-style-type: none"> Easy to reach the border area between Timor Leste and other districts, such as Belu and Malacca, due to availability of transportation between districts Marketing agricultural products that bring value add through internet
<p>Weakness</p> <ul style="list-style-type: none"> limited access to markets outside of the NTT region, such as to Java or Bali, farmers' capital is inadequate, most farmers have only completed elementary school (SD), 	<p>Threats</p> <ul style="list-style-type: none"> pricing competition between districts and Timor Leste, diseases and pests that target maize crops,

- | | |
|---|--|
| <ul style="list-style-type: none"> • infrastructure and facilities are still scarce. | <ul style="list-style-type: none"> • an arid climate with little rainfall, and the near-extinction of several walnut tree species |
|---|--|

Entrepreneurship Workshop

Day 1

The first topic delivered was Opportunity Recognition, which demonstrates the capability of an individual / firm to identify a good idea and transform it into a business impression that improves value and creates revenues (Anwar, Clauss, & Issah, 2022). The objectives for this topic are that after learning they should be ready to describe the three approaches that entrepreneurs use to identify opportunities, and generate ideas new venture can choose to pursue. The session provides how to generating ideas using techniques for example: brainstorming, focus group, and library and internet research. The facilitator then discusses the personal characteristics, of entrepreneurs that contribute to their ability to recognize business opportunities. Below is the example of training materials delivered to participant (Fig.3)

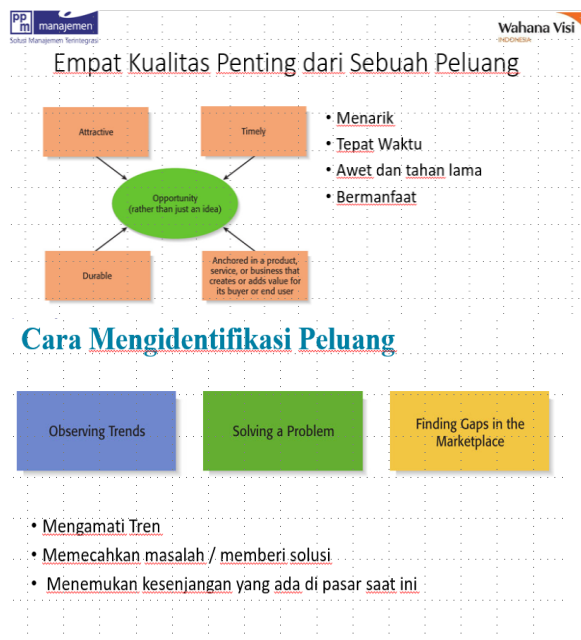


Figure 3. Example of training materials

Following the explanation, the group was given two tasks to complete: 1) a case study to find potential business prospects in NTT and 2) employ a brainstorming technique to generate ideas from their actual case in the homes, such as: boosting crop yields, environmentally friendly farming,

water management solutions, agrotourism, and expanding market reach (Fig.4).



Figure 4. Workshop and coaching

In day one session 2, topic delivered is Design Thinking and Business model canvas (BMC). With the same methos as session 1, we assessed the understanding of the training material using case and quiz. The indicators of success are being able to solve the given case, and answering the quiz questions with 60% accuracy. Below is an example of day one quiz using online quiz by quizzizz. com and the result of the first day's quiz.

QUIZZ Worksheets

OR, DT, BMC
Total questions: 6
Worksheet time: 3mins
Instructor name: Firdaus Basbeth

Name:
Class:
Date:

- design thinking adalah
 - metoda berpikir untuk memasarkan produk
 - berfikir pada strategi
 - Memecahkan masalah melalui teknologi
 - metode berpikir kreatif yang berfokus pada pemecahan masalah dengan pendekatan berbasis manusia
- Apa tujuan utama dari penggunaan Business Model Canvas (BMC)?
 - Merancang model bisnis yang berkelanjutan
 - Mengembangkan strategi pemasaran
 - Mengidentifikasi saingan bisnis
 - Mengukur kinerja keuangan bisnis
- Apa yang dimaksud dengan "Customer Segments" dalam BMC?

Rank	Player Name	Avg. Time	Points	Accuracy	Correct
1	(Adhy)	45 secs	4	40%	4 / 10
2	(Apionaris seran tae)	28 secs	5	50%	5 / 10
3	(Apriana)	0 secs	0	0%	0 / 10
4	(Apriana Penu)	48 secs	6	60%	6 / 10
5	(Arnoldus)	113 secs	3	30%	3 / 10
6	(Buce)	59 secs	4	40%	4 / 10
7	(Dami)	50 secs	5	50%	5 / 10
8	Danrid Ruku (Danrid Ruku)	43 secs	2	20%	2 / 10
9	(Desi)	36 secs	4	40%	4 / 10
10	(Dores Leki)	41 secs	9	90%	9 / 10

Figure 5. Quiz and results

Only nine of the twenty-eight individuals who took the quiz achieved a score of more than sixty percent, with an average of forty-two percent, as shown in Figure 5 above.

Day 2

On the second day we taught about digital marketing, use cascatalog.com to shoot their items, advertise on Facebook and Instagram, and sell at marketplaces. Following explanation participants were given group case exercises to gauge their understanding. Here is an example of a page of the group's training materials and exercises.



Figure 6. Day two training material and case

We used a case study and a quiz to gauge the participants' comprehension of the training material. Solving the provided case and completing the quiz questions with 60% accuracy are signs of

success. An example of a day one quiz using Quizzizz.com's online quiz and the quiz's outcome are shown below.

1. Berikut adalah tujuan mempelajari digital marketing, kecuali...				
a)	Biaya produksi lebih rendah	b)	Tidak usah sewa toko	
c)	produk dan jasa kita mudah dikenal konsumen tertarget	d)	produk dan jasa kita mudah dipasarkan secara global	
2. Sebutkan platform digital yang termasuk ke dalam social media?				
a)	Google & Instagram	b)	Facebook & Whatsapp	
c)	Instagram & Facebook	d)	Shopee & Tokopedia	
3. Menentukan segmentasi pasar dapat dilakukan dengan pendekatan geografis, yang termasuk geografis adalah..				
a)	pekerjaan	b)	hobi	
c)	usia	d)	lokasi	
No.	Question	Time	Accuracy	
1	Strategi kampanye pemasaran yang dirancang dengan baik akan memungkinkan untuk:	46 secs	9%	
2	Keuntungan utama iklan media sosial adalah :	37 secs	13%	
3	Iklan digital adalah strategi promosi yang bertujuan menjangkau konsumen secara online yang mencakup seluruh proses:	51 secs	22%	
4	Sebutkan platform digital yang termasuk ke dalam social media?	41 secs	26%	
5	Yang menjadi unsur penting paling tepat untuk memasang iklan di social media adalah:	48 secs	43%	
6	Cara menentukan target pasar bisa dilakukan dengan cara dibawah ini, kecuali..	56 secs	48%	
7	Berikut adalah tujuan mempelajari digital marketing, kecuali...	34 secs	52%	

Figure 7. Day 2 quiz and result

Only nine of the twenty-eight individuals who took the quiz achieved a score of more than sixty percent, with an average of forty-two percent, as shown in Figure 5 above. The majority of those who scored higher than 60 were city inhabitants, traders, and those with higher educations. According to the observation and group evaluation, the case study and individual exam had an average score of 70.

Discussion

According to the assessment results on digital marketing and entrepreneurship, group conversations that helped participants understand concepts or solve problems scored far above 75% on the first and second days. There is plenty of time, and there are plenty of coaches available to answer questions and encourage participants to think. Only 32% of respondents received a score above 60 on the quiz, while the remaining respondents received scores below 60. The average education of the participants was high school (80%), and 18% were educated above high school and 2% were graduates from Undana who worked in community organizations. The educational component turns out to be a determinant of community advancement when

connected to the capacity to comprehend the concepts of digital marketing and entrepreneurship (Datuk & Arifin, 2024).

The development of SMEs in NTT is crucial, considering that SMEs have such an essential role in the economic growth (Husband & Mandal, 1999). To date, the dominant business actors in East Nusa Tenggara (NTT) are micro, small, and medium enterprises (MSMEs). As stated by the Head of Cooperative and Business, Micro, Small and Medium Enterprises (MSME) NTT Province. MSMEs have been able to show relatively more resilient performance in the face of a prolonged crisis period (Manuain, Tuati, & Usman, 2021).

Being a successful business in the global age is not as simple as flipping a hand. Having a high IQ, excelling academically, or attending a renowned school are not the only factors that define a great entrepreneur's success and happiness. Success and brilliance in entrepreneurship are mostly determined by soft skills (Abel & Langoday, 2025). The right step to establish an SME is through social entrepreneurship (Fanggidae, Timuneno, Salean, Faah, & Lada, 2021). Participant who have received training are anticipated to be more creative and resilient, which will boost their business acumen, create marketing networks, and improve their ability to produce high-end goods that are unquestionably prepared to compete in both domestic and international markets (Priyono, Pancawati, & Ginting, 2023).

CONCLUSION AND RECOMMENDATION

Our community development program in Kupang, NTT, aims to educate women, individuals with disabilities, small farmers, and traders about innovation, value addition, and entrepreneurship. The explanation of cooperatives has also been done effectively. A deeper comprehension of opportunity identification, product marketing, and business modeling techniques is the outcome of this session. As awareness of the advantages grew, so did the desire to jointly establish a cooperative institution. The average of the case studies and quizzes is the gain in comprehension. Every goal has been accomplished, as evidenced by every metric. In a similar vein, farmers and small business owners have benefited from the effective communication of value addition and cooperative ideals.

Additional suggestions include forming cooperatives, helping them do so in order to access a larger range of markets, and facilitating additional training in collaboration with the Ministry of Cooperatives and associated NTT agencies. The next session will be more effective if the material is broken up into manageable chunks that the participants, who are primarily farmers and dealers, can easily comprehend. This community development becomes a valuable information for business management and entrepreneurship training and workshop.

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