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Community Empowerment in Sajang Village Through Coffee Soap Making and Entrepreneurship Training

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Abstract Rural entrepreneurship is believed to be one of the most strategic ways to advance community empowerment that can directly lead to national economic development, by optimizing local resources, technology, and digitalization. This article elaborates on the program conducted to support the community's economy and increase business and digital marketing literacy in Sajang Village, Sembalun, East Lombok. The program consists of bar soap products making workshop that optimizes coffee and copra as the local potential, targeted for people of productive age who are interested in establishing a home-based business. The soap manufacturing process is informed by laboratory research formulas that have been tested and are safe, and the produced soap offers advantages over ordinary soap for both aromatherapy and skin care capacities to overcome acne and remove dead skin cells. The program's objective is to stimulate the growth of local entrepreneurship and advance the development of authentic regional products as a sustainable income source that will strengthen the local economy. The analysis of the program's pre- and post-tests and questionnaires indicates that such programs have enhanced participants' literacy, skills, and motivation. A small business group was founded in subsequent to the program to launch the business; however, additional support from the local government and company is still required to maintain a supportive atmosphere for new entrepreneurs. Such entrepreneurship training could be an effective way to empower a community and open further opportunities for people in other rural areas.

Keywords: rural entrepreneurship; bar soap product making; digital marketing literacy; community empowerment; East Lombok

1. Introduction

Community empowerment is a process of enabling communities to gain more control over their lives. The term 'enabling' implies that empowerment can only be accomplished by the people themselves acquiring more power over the direction of their lives and livelihoods. This can be achieved by enhancing knowledge, attitudes, skills, practices, and awareness (Prasandha & Susanti, 2022). Thus, communities might be able to identify, analyze, and choose alternative solutions when faced with challenges by optimizing the

available resources and independent potentials. This effort is essential to support national stability development, particularly catalyzing entrepreneurship in rural areas where the natural resources are abundant but the quality of life in communities is still not fully developed. Entrepreneurial empowerment is a multidimensional variable that does not automatically reach the goal of economic growth, but can also trigger a better community mindset along the way and motivate additional supporting infrastructure development leading to community empowerment (Ogujiuba et al., 2022).

Rural entrepreneurship can be defined as the act of entrepreneurship in rural areas (individual or communal) or the industrialization of a rural area (Onahring & Singh, 2020). From the urban perspective, entrepreneurship is seen as an opportunity to exploit and generate value from available resources; however, rural entrepreneurship has many more dimensions to consider due to strong dependence on the empirical factor of locality (Tabares et al., 2022). As was elaborated by Muñoz and Kimmitt (2019), the integrated framework of 'place' includes biophysical place, drivers of rurality, sense of rurality, and the collaborative spaces needed for the study of rural entrepreneurship. Rural entrepreneurship can also be measured using the framework of community-based development, examining the three aspects of community consciousness, empowering activities, and supportive structures (Wilkinson & Quarter, 1995). The same study also mentioned that this framework might differ from one place to another; thus, it is crucial to assess the empowerment program through the characteristics of each targeted place.

2. Community Development and Rural Entrepreneurship

Wilkinson and Quarter (1995) propose a framework of community-based development to drive three important aspects of how community movements can survive, which include community consciousness, empowering activities, and supportive structure. For the program approach, participatory action research (PAR) is implemented in entrepreneurship capacity-building activities. PAR is an approach that highlights the involvement of community members through an empowerment program (Datta et al., 2015). This methodology reflects a relational research framework that is beneficial for both researchers and participants. For instance, researchers respect the thoughts, experiences, and spirituality of participants, which helps to determine the participants' needs, values, and customs. As a result, the program design endeavors to be as close as possible to the needs of the community. PAR also has a crucial influence on building local capacity and intervention continuity (Tetui et al., 2017).

There are five phases in the PAR approach, which include problem identification, action planning, action, evaluation, and follow up. First, problem identification is a process for identifying the specific challenges faced by the target community and also elaborating possible solutions. Second, the action planning phase includes key objective identification and required management activities to advance potential solutions. After thorough planning, the third phase is the action, which implements a series of programs. Fourth, evaluation is the systematic assessment of the program to identify the obstacles and limitations of the actual. Finally, follow up refers to the process of reflecting upon program evaluation and focusing on business sustainability (Prasandha & Susanti, 2022).

Sajang Village, as the context of the program, is located in the Sembalun Sub-District, a rural area very close to Mount Rinjani National Park, East Lombok. Despite many potential natural opportunities, such as tourism and high-quality plantation production, based on the Village Development Index, which includes the Social Resilience Index, the Economic Resilience Index, and the Environmental Resilience Index, Sembalun lagged among 22 other regional villages and was a priority area to be empowered (Kemendesa, 2019). Some of the causes for the low index include the disparities in village and city development and a decline in new entrepreneurs in East Lombok (Murty et al., 2016). In addition, the COVID-19 pandemic had a major impact on socioeconomic life in the East Lombok district (Suprianto et al., 2021). Consequently, community empowerment efforts are needed to strengthen entrepreneurial literacy, expand residents' perspectives regarding opportunities to produce products leveraging the regional potential that can be optimized, and collaborate with local governments for implementation to advance the economic development of the community.

One interesting commodity to be developed is the production of themed soap using the two major agricultural products of Sajang, coffee, and copra-based oil. Copra can be used as the primary ingredient of the soap base, while coffee can be a soap additive. The Ministry of Agriculture's Coffee and Cocoa Development Center conducted tests on the Arabica coffee produced by the Sajang Yield Production Unit in Sembalun Rinjani, and the result was 80, indicating that the coffee achieves the specialty coffee quality class. There are ± 1,304 ha of coffee area in the Sembalun Sub-District, with a productivity of 288 tons/year (Badan Pusat Statistik [BPS], 2021). This high level of quality could lead to the production of authentic Sajang coffee soap, with great potential as a tourist souvenir and for broader markets.

Sembalun is also one of the most famous hiking tourism locations in Indonesia, making the marketing potential for this product more attractive. Some climbing tours also prohibit climbers from bringing detergent-based toiletries to preserve the environment; therefore, the character of coffee soap that is environmentally friendly (without detergent) could be attractive for customers in climbing areas and can also be sold at climbing posts. In addition, to appeal to the souvenir market, the soap can be packaged more beautifully and offered at Sembalun souvenir centers at higher prices. Broader product marketing can also be undertaken using internet marketing (e-marketing) and could reach national and international markets.

This article connects technical manufacturing workshops with rural communities' entrepreneurship, enriching literature related to community engagement programs. Furthermore, armed with the knowledge of product formulation and economic processes, and with the help of other empowerment initiatives, it is hoped that this activity will encourage community entrepreneurship and trigger new business units.

3. Methodologies

3.1. Problem identification: The site study and participants

Sajang is one of six villages in the Sembalun Sub-District, East Lombok, Indonesia. Based on Badan Pusat Statistik (BPS) data for East Lombok Regency for 2021, regional income realization in the Sembalun Sub-District had only reached 49.5% of the target

of 386 billion rupiahs, although this target was one of the smallest among other regions (BPS, 2021). The trend of new entrepreneurs was also decreasing every year. Only three of the 25 government targets were realized in 2018. One of the short-term solutions for East Lombok residents is to become foreign workers, but the 2020 COVID-19 pandemic severely decreased the number of foreign workers by up to 78% seriously decreasing residents' incomes, which slowed the growth of the community's economy and regional development (BPS, 2021).

Sembalun has extraordinary local advantages and potential. Apart from being a national garlic center, Sembalun is also known as a producer of high-quality coffee, with more than 1,300 ha of coffee plantations in the area. Until now, coffee products have been sold to domestic and foreign markets in the form of coffee beans and powder, despite the potential for processing diversification that can increase the sales value of coffee, one of which is coffee soap.

Interviews conducted with several local coffee farmers and youths revealed that no one had heard of the principles and process of making soap; however, all respondents expressed interest in the potential for developing coffee-derived product businesses through training and workshop programs. The government was also eager to support the innovation of agricultural products to increase the productivity and growth of the residential economy. The intent of this program is to reach people of productive age who have an interest in founding a home-based business. We worked with local government and local communities to identify 20 participants with a strong motivation to learn and become soap entrepreneurs.

The development started by mapping local conditions to ensure the program would have a suitable impact on the community. In subsequent, the first stage aims to open the community consciousness by elaborating on the economic potential of entrepreneurship using copra and coffee derivative products. The second stage conducts empowerment activities by integrating collaborative involvement and self-reliance strategies. We elaborated this approach into a one-day workshop, teaching technical capabilities for product formulation and manufacturing so that participants were able to understand and could modify and innovate products according to the needs of their respective target markets. Furthermore, entrepreneurship and economic process literacy training (planning, production, and marketing) was also provided in the workshop to increase participants' readiness to launch a viable business, several initiatives to advance the development of a supportive structure were also implemented; internally, to promote the development of a business community among the participants, and externally, to connect the government with participants to support the community initiative.

3.2. Pre-action plan

Data collection and planning

For 2 months (July–August 2022), data collection was conducted in collaboration with partners (community and government) to identify residents with the potential and motivation to become program participants. In addition, data collection was conducted to identify local business activities with the potential to partner in this program. General mapping was then developed regarding the potential product market, potential agencies that could serve as partners for business capital funding, and conducting an assessment

regarding the supply chain for the required materials. This activity sought to obtain data for the management of entrepreneurial materials and to identify at least 20 participants who expressed an interest in participating in the program and launching a business afterwards.

Formulation of coffee soap

The coffee soap produced is a chemical-based technology product fabricated from the saponification reaction of triglyceride oil with a NaOH base (salts of fatty acids) that produces the soap and glycerol as by-products. The quality of the soap produced is highly dependent on the type of oil and base used, the method of production, the added ingredients (fragrance, coloring, and active ingredients), and the composition of each ingredient. The soap will be an authentic product that includes high-quality coffee from Sembalun, which is a coffee center. Coconut copra, which produces oil, is the main ingredient in the soap formulation, while Lombok specialty coffee will be an added ingredient that will signal the regional characteristics of Lombok coffee soap for differentiation among other products.

Thus, the initial stage of the research was to determine the best formulation of various compositions and production techniques that could be used to make certain qualities of soap using coffee powder directly produced in Sajang Village.

3.3. Workshop on coffee soap manufacturing and entrepreneurship training

This stage presented a full-day training, including a soap manufacturing workshop using a cold process and entrepreneurship training. The activity was conducted on Saturday, October 22, 2022, with 20 male and female participants from Sajang Village, Sembalun. The workshop on soap making was presented by a five-person team from the Department of Chemistry, Faculty of Mathematics and Natural Sciences, Universitas Indonesia, who had experience in soap research and had conducted similar training in various places. This activity covered three considerations: 1) the basic theory and formulation of soap, 2) extraction techniques for added ingredients (in this case, coffee), and 3) the practice of cold process production. The participants were given guidebooks, a video tutorial, and all the materials needed for soap making. Participants were expected to gain a thorough knowledge of soap production and acquire the skills to make it. It was also hoped that the participants would be able to troubleshoot if a problem arose in the manufacturing step while also modifying and innovating the formula to be more adapted to the target market for each product.

The entrepreneurship training was provided by a soap industry practitioner who was also an alumnus of Universitas Indonesia. This session provided an explanation of the soap business's potential and market, in addition to various business planning, marketing, and managerial methods.

3.4. Monitoring and evaluation

To evaluate this program through a knowledge improvement assessment, this study used a one-group pre-test-post-test design. The class was given the pre-test questions prior to participation, then workshop and training treatment were conducted, and a post-test was given to participants. The success of the workshop and training was determined by comparing pre- and post-test values.

Furthermore, target groups' involvement throughout the program is one of the success criteria of the community empowerment programs; thus, PAR was also used, which is defined as an approach of action research that highlights the involvement of community members throughout the program. The participants were given a set of questions regarding the program and the result was further analyzed (Tetui et al., 2017).

Finally, one week after the workshop, the soap that was produced by the participants was analyzed by checking its color and form to examine the success of the soap production. The soap should be used after 1 month, and the participants were asked whether they experienced any itchiness after using the soap. The activity also encouraged the participants to form a business group to help one another with the production process, and the local government was encouraged to support the community's needs to develop a positive business growth environment.

4. Results and Discussion

4.1. Pre-program action

The preparation process was conducted in the Department of Chemistry, Universitas Indonesia, as shown in Figure 1, including soap formulation and training for the field facilitators. Chemically, soap is produced using the reaction of triglyceride (fat, oil, etc.) and alkali, while other ingredients such as perfume, coloring agent, and foam are just additional inclusions (Ektakhare & Gupta, 2019). Following several trials on formulation and processing methods, in addition to copra, the mixture of palm and olive oil as the fat source was done to improve the soap's condition. Several studies have demonstrated that each oil has its own characteristics; for instance, coconut oil gives a shiny look and good foaming, palm oil increases the firmness of the soap, while olive oil provides moisture and softness (Karo, 2011; Rasidah & Sumarna, 2018). As an alkali, sodium hydroxide was used to stiffen the soap and additional reagents included titanium dioxide as a white pigment, brown pigment, coffee perfume, and Sajang coffee extract.

Of the two hot or cold manufacturing techniques, the cold process was chosen due to its simple approach that does not require a heating process and complicated equipment. Unlike the hot process, cold processed soap produced a more beautiful color and higher quality because the glycerol formed as the by-product of the saponification reaction was mixed into the soap and act as a moisturizer. A weakness of this technique is its long production time due to the required resting process. Because there is no heating, the reaction of the oil and the alkali is slow and requires a 1-month resting time before the soap can be used (Vidal et al., 2018). However, by adjusting the soap product to be marketed as a handmade craft rather than just a normal soap, the potentially high price is expected to overcome this limitation.

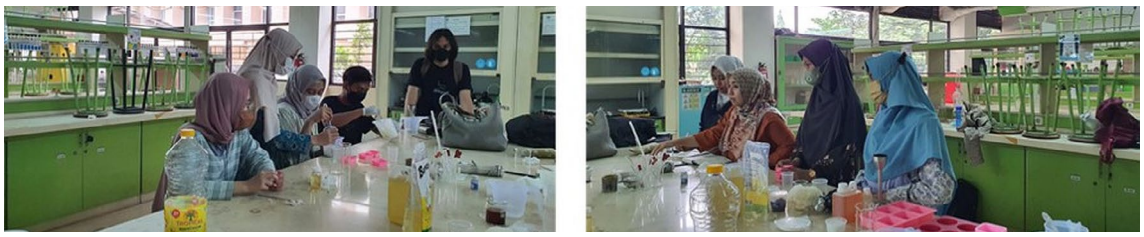


Figure 1. Formulation of research preparation and soap making training for field facilitators

4.2. Program implementation

Program implementation involved several elements in the Sajang Village community, including officials at the sub-district level and the neighboring pillars of Sajang Village, the principal of *Nahdlatul Wathan Private Madrasah Aliyah* (the MAS NW Sajang school), lecturers, students, alumni, and residents of Sajang Village. The participation of all parties had a major influence on assisting the procurement of facilities, infrastructure, and human resources. Community interventions are greatly helped if all parties have an active role and perform their respective roles. As discussed, all parties were divided by field. The regional apparatus, from sub-districts to RWs and RTs, focused on collecting data to identify residents who were interested in being included in the program and providing locations for program implementation.

The community empowerment activity was attended by a total of 34 people, 20 of which were participants, four were government officials from in and around Sajang Village, and 10 were in the volunteer team, including five facilitators of the soap making workshop and one trainer for the entrepreneurship workshop. The activity began at 7:00 a.m. with the preparation of the committee, then registration occurred from 8:30 a.m. to 9:00 a.m., and the workshop began with an enthusiastic welcome to our 20 participants. Participants were in the productive age group with educational and work backgrounds and had the opportunity to develop this program in Sajang Village. The distribution of participants is illustrated in Figure 2.

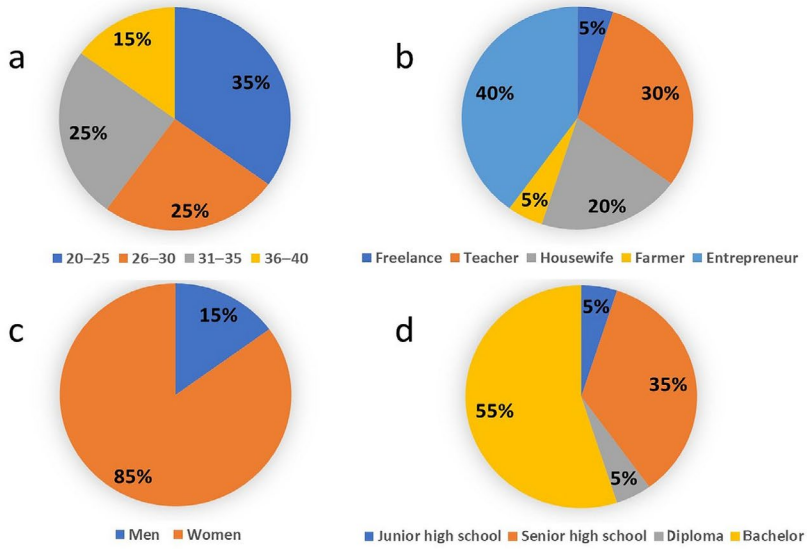


Figure 2. The percentage distribution of participants a) by age; b) by profession; c) by gender; and d) by highest education

The distribution by age (Figure 2a) and profession (Figure 2b) show that all participants were in the productive age range (20–40 years old), with 40% of them considered to be active entrepreneurs, while the others were teachers, freelancers, farmers, and housewives who lacked experience in running a business. Notably, almost all entrepreneur participants were categorized as small-scale business owners, ranging from coffee sellers to owners of small stalls. Figure 2c indicates that the majority of participants were women and 20% were housewives. Therefore, we also hope that the program could encourage women's empowerment to attain an improved family income and advance self-reliance (Karwati

et al., 2018). In addition, all participants expressed a strong desire to launch a business following the program. Furthermore, based on Figure 2d, 60% of the participants had received higher education, which is expected to support the implementation of the post-program activity.

The soap making workshop and entrepreneurship training begun by theoretical presentation and explanations of the soap making process for about 1 hour, then another 1 hour was dedicated to imparting materials about entrepreneurship. The community's enthusiasm was palpable as many of the participants asked questions. The participants were then divided into five groups of five to six people each to practice soap making. All the ingredients and the instruction module had been prepared, with assistance from the field instructor to ensure safety, as the alkali solution can be highly corrosive to the skin (Kadhum et al., 2018). Furthermore, the alkali solution generates heat and corrosive gases when dissolved in water. Consequently, soap producers must wear protective gloves and masks when making soap. The process should also be conducted slowly to minimize the heat and gas formed. While waiting for the alkali solution to cool to room temperature, the oils used were mixed. The ratio of oil to alkali was increased a bit from the general calculation to ensure that all the alkali reacted with oil. The excess alkali will harm the skin, while excess oil has a moisturizing effect and increases soap's stability as it is called 'superfat soap' (Benjamin & Abbass, 2019). The process is illustrated in Figure 3.

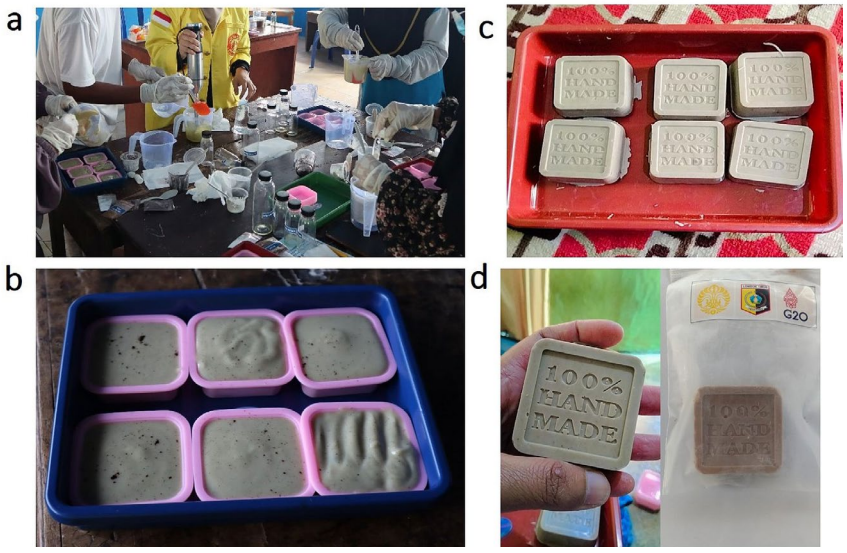


Figure 3. The activity documentation: a) soap making workshop; b) soap before drying process; c) soap after three-day drying process; and d) ready-to-use soap after 1 month

Figure 3a shows the process of the soap making workshop with one of the community groups. The mixing process was done using a hand mixer without heating. The mixture of oils and alkali should be mixed until it becomes 'trace,' referring to the condition in which the mixture consistency begins to solidify but is still in the liquid form (Sukeksi et al., 2021). After achieving trace, other additives such as coloring agents, perfume, and coffee were added. Figure 3b shows the condition of the soap mixture when it has just been poured into the mold, while Figure 3c shows the soap after drying at room temperature for three days. In this condition, although the soap is already set, it still cannot be used because some alkalis may not yet have been reached. After curing for about 1 month, as

depicted in Figure 3d, the reaction can be safely considered complete (Faruk et al., 2021). To confirm this, soap can be used on the hands. If it hurts or is itchy, the curing process should continue. The feedback from the participants indicated that the soap was safe to use after 1 month.

4.3. Pre- and post-test analysis

To assess the effectiveness of the workshop and training, the same five questions were given as pre- and post-tests. The questions are presented in Table 1 and the comparison of pre- and post-test results is presented in Figure 4.

Table 1. Pre- and post-test questions related to the soap making workshop and entrepreneurship training

Question ID	Question Point
Q1	Knowledge about soap ingredients
Q2	The use of coffee additives for skin
Q3	Utensils for soap production
Q4	Examples of coffee derivative products
Q5	Knowledge about marketing and sales

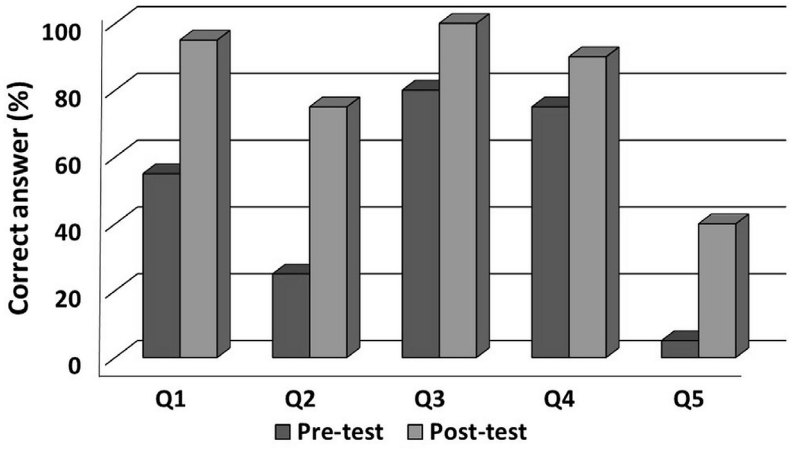


Figure 4. The result of the pre- and post-tests related to the participants' understanding of training materials

The pre- and post-test results in Figure 4 indicate that there was an increase in the post-test score compared to the pre-test. The mean of the pre-test's score was 56 ± 20,105 while the post-test was 72 ± 11,965. Furthermore, the mean test scores for pre- and post-tests were compared using a mean paired *t*-test to validate the improvement in participants' knowledge due to the workshop (Mokkapati & Mada, 2018). By challenging the zero hypotheses (the two data sets are not significantly different) with a 5% confidence interval, the *t* calculation value was higher than the *t* critical two-tail (2.792 > 2.093). Meanwhile, the *p* value was lower than the confidence interval (0.012 < 0.050). Consequently, the zero hypothesis was rejected, meaning that the pre- and post-test scores were significantly different. The results indicate that the workshop and training increased the participants' understanding of the topics presented. This outcome

increases optimism regarding Sajang Village's ability to improve the local economy by making artisan coffee soap that is unique to the village. However, for the question regarding marketing (Q5), the post-test result indicates that only 40% of participants answered correctly. This suggests that the participants' understanding of the marketing topics remained insufficient compared with the knowledge about soap manufacturing. This could be related to the short duration of this training. Several participants indicated that it would be better if the duration of the marketing training could be increased or provided separately from the workshop.

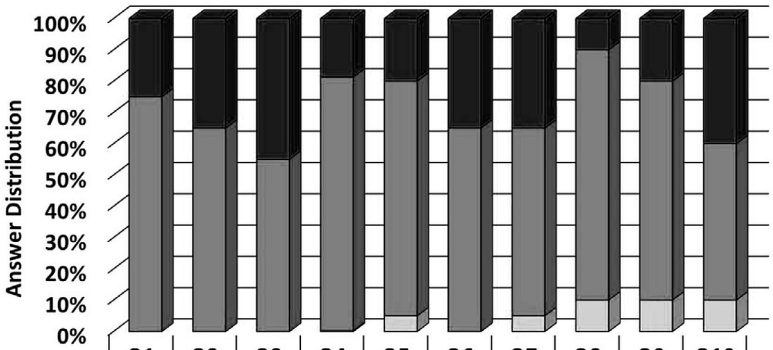
4.4. The perception of the targeted group on the program

At the end of the activity session, the participants were given a questionnaire by the team. This activity questionnaire was used to gauge the success of the activities and assess participants' perceptions of the program. The questions are presented in Table 2 and the results are given in Figure 5.

Table 2. The questions in the questionnaire

Question ID	Question Point
Q1	The program can improve our condition from before
Q2	The program can increase the local potential of coffee and the people
Q3	The program was very aligned with the needs of Sajang Village
Q4	Participants can continue the program without the help of the trainer
Q5	Collaboration with local government and other stakeholders is increasingly effective
Q6	The program provided the appropriate literacy to the participants
Q7	The program enabled participants to apply knowledge to innovate
Q8	Participants are actively involved in efforts to implement the program in everyday life
Q9	The program upholds the customs and traditions and values of society
Q10	The volunteer team behaved in accordance with the values of honesty, fairness, and responsibility

Based on Q1–Q3 of the questionnaire, all participants agreed or strongly agreed that the workshop and training program could improve their condition from the previous circumstances, raise local potential in the form of human and natural resources, and meet the needs of the people of Sajang Village. The results of Q4, Q6, and Q7 indicate that the participants felt that they gained insight from the workshop and training and were able to absorb the knowledge and skills shared. Participants agreed or strongly agreed that they received upgraded knowledge and were able to continue the program and innovate without the help of the volunteer team. Only one respondent indicated a lack of ability to innovate.



	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
very agree	25%	35%	45%	15%	20%	35%	35%	10%	20%	40%
agree	75%	65%	55%	65%	75%	65%	60%	80%	70%	50%
disagree	0%	0%	0%	0%	5%	0%	5%	10%	10%	10%
very disagree	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Figure 5. The questionnaire results on the participants' perception of the program

Q5 assessed participants' feelings about whether collaboration with local government and other stakeholders was increasingly effective. The results indicate that the majority felt an increase in government effectiveness in collaboration; however, one respondent responded negatively, indicating that government effort should be increased to provide a better environment for a business ecosystem to grow. According to Q8, the majority of the participants indicated active involvement in efforts to implement the program in everyday life, implying that the program would continue after the workshop ended. Q9 assessed participants' perceptions regarding the program's correlation to the local value. Two participants disagreed with the claim that the program upheld the value of society because some participants thought that some raw materials such as the chemicals used would be difficult to obtain in the village. Q10 shows the perspective of participants regarding the volunteer team. The majority agreed that the team behaved following the values of honesty, fairness, and responsibility. The two participants who disagreed with this statement indicated that this was because the workshop activities were delayed due to waiting for the village officials to get ready. This could be the most relevant evaluation, indicating that timeliness must be practiced in the future.

The questionnaire results indicate that intervention programs in the form of workshops and training could be a major game changer for the participants in the future as they were able to absorb the knowledge, apply it in practice, and maintain motivation to develop a business.

4.5. After-program evaluation

The after-program evaluation examined two categories of coffee soap quality and the continuity of the business plan. Regarding the soap quality, after the 1-month curing process, the color, texture, aroma, and user experience with the soap were deemed satisfactory according to participants' testimony. The participants were also able to understand the concepts behind manufacturing and formulation and are thus able to further innovate to match the needs of their target market. Meanwhile, a business group was also formed in the village. Currently, 2 months after the program, the business initiation is still in the process of preparation, calculation, and planning. The group plans to launch the business as soon as the planning is complete.

Considering the assessment results, we contend that similar programs can also be applied to empower other rural areas, with some adjustments based on local circumstances. The very idea of the project is to connect technology and entrepreneurship literacy to empower communities; thus, the first key adjustment that must be conducted in future research is the study of the community itself, as all rural communities are bounded by the concept of place (Muñoz & Kimmitt, 2019). Technology and entrepreneurial themes should reference the community's potential and needs. Thorough PAR could serve as the basic approach for determining community needs and designing a targeted program. The program should also include an effort to strengthen the three essential elements of community-based development, community consciousness, empowerment strategies, and supportive structures (Wilkinson & Quarter, 1995).

For instance, the success of the coffee soap making program conducted in Sajang Village could be related to three relevant considerations: 1) the authentic natural potential (copra and coffee) and the achievable manufacturing process could trigger community attachment and motivation to develop a quality local product; 2) the existing eagerness of the community to engage in entrepreneurship and learn new things; and 3) the presence of a proactive initiator in the community and a supportive government.

From the technical perspective, considerations for further optimization could be the focus and duration of the program. In our case, a one-day workshop with two themes may have been too short. The focus of the program was more on the technical aspects of soap production, while the main goal of the entrepreneurship training was to ignite motivation and provide basic knowledge for participants. Applying the same program to an area with the same natural potential but a low-spirited community could require a different approach, such as increasing the proportion of motivational content through additional involvement and self-reliance strategies.

5. Conclusion

This study shows that one key to advancing the quality of life in rural areas is rural entrepreneurship by optimizing the local potential to open greater opportunities for economic growth. Entrepreneurship in East Lombok, particularly the Sembalun area, is lacking despite its abundance of agricultural potential due to disparities in development, the COVID-19 pandemic, and literacy limitations. A soap making training program integrated with entrepreneurship training was proposed and implemented in the hope of pushing the barriers of literacy limitations, opening participants' mindsets regarding additional opportunities to explore local commodities (coffee and copra), and imparting entrepreneurial skills for participants. The program was conducted by implementing soap formulation and manufacturing workshops and literacy about business and digital marketing.

The post-test and questionnaire analysis indicated improvement in participants' knowledge and skills from the program, which could also advance participants' ability to further innovate the formulation to meet their target market. 2 months after-program implementation, an entrepreneurial group was established and is currently in the process of conducting market and business analysis, preparing to launch an authentic Sajang coffee soap business. Furthermore, the workshop and training program could be an effective

empowerment program to trigger the spirit of improvement and open more opportunities for people in other rural areas through education and motivation.

Regarding community empowerment, the theoretical framework of community development proposed by Wilkinson and Quarter (1995) and rural entrepreneurship by Muñoz and Kimmitt (2019), combined with the PAR approach seem to be sufficient tools to inform the basic approach to designing the rural intervention programs. However, our work only focused on the workshop and training effects for improving knowledge and participants' perception of the program. Thus, further comprehensive and thorough investigations regarding additional relevant factors such as sociocultural and governmental tendencies were not discussed in detail. Furthermore, as noted, this study also identified limitations in terms of the duration of intervention; therefore, although our approach can be used to elaborate similar programs in other areas in future research, the design must be further optimized.

Author Contribution

Agustino Zulys supervised and reviewed all the processes including soap formulation and the conceptualization of the program. Bambang Heru Susanto contributed to the methodology verification in soap making. Banu Muhammad Haidlir prepared the material and conceptualization of entrepreneurship discussion. Muhammad Iqbal Syauqi completed the manuscript writing, areas of conceptualization, methodology, validation, formal analysis, data curation, writing the review, and editing. Elva Dissa Adriana and Muhsinatul Istiqomah contributed to the project administration and formal data analysis.

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Declaration of Conflicting Interest

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