

EMPOWERING COASTAL COMMUNITIES THROUGH ECO-ENTREPRENEURSHIP BY MASTER OF ECONOMIC STUDY PROGRAM FEB UNRAM

Siti Sriningsih¹, Subhan Purwadinata², Toni Warisman³, Arifin⁴, Gek Ratnawati⁵

¹⁻⁵ University Of Mataram, Indonesia

*Email corresponding author: sitisriningsih@unram.ac.id

Abstract

Indonesia is an archipelago, with most of its territory consisting of waters and small islands. Therefore, coastal areas play a strategic role in national development. Coastal areas face a variety of complex economic challenges. As a result, entrepreneurship is seen as a potential solution to these challenges. The coastal areas of Lombok Island are renowned for their natural beauty and abundant natural resources. Consequently, optimal utilization through environmentally friendly entrepreneurship can improve the economic well-being of coastal communities while remaining firmly committed to environmentally friendly principles to promote sustainable development. This Community Service Activity (PKM) aims to enhance the knowledge and skills of coastal communities in developing businesses based on local potential that are oriented toward the principles of a sustainable economy. The implementation of this community service activity employs a participatory approach through presentations, discussions, and introductions to local MSME products. The activity also includes an introduction to various local MSME products as examples of how regional potential can be utilized to create value-added products. The outcomes of this activity include increased knowledge of local products and a better understanding of how regional potential can be developed into business opportunities that support sustainable economic development.

Keywords: Eco-entrepreneurship, coastal areas, coastal communities, community service, sustainable development

INTRODUCTION

Indonesia is an archipelagic nation, with most of its territory consisting of waters and small islands. Therefore, coastal areas play a strategic role in national development. (Eryanto et al., 2026). In addition to being a source of natural resources, coastal areas also serve as complex socioeconomic and environmental spaces. (Widanarni et al., 2026). However, coastal communities still face various economic challenges, such as low incomes, limited access to technology, and vulnerability to environmental changes. (Saparita et al., 2022). Coastal areas possess substantial natural resource potential. One way to enhance the self-reliance of coastal communities is through empowerment efforts that optimize their ability to utilize the region's environmentally friendly coastal resources to promote sustainable development. (Winata, 2023).

Coastal regions face a variety of complex economic challenges. As a result, entrepreneurship is seen as one potential solution to these challenges. (Mochklas et al., 2024). One entrepreneurial concept that supports the sustainability of coastal environments is the blue economy, which is implemented through environmentally friendly entrepreneurship. (Anggraini et al., 2024). The empowerment of coastal communities can be achieved through the development of entrepreneurship that is not solely profit-driven but also takes environmental considerations into account. Therefore, the concept of environmentally friendly entrepreneurship is an effective

approach that is realized through the sustainable utilization of local resources.(Maharani et al., 2024).

The coastal areas of Lombok Island, located in West Nusa Tenggara Province, are also facing these economic challenges. (Masrun et al., 2025). The coastal areas of Lombok Island are renowned for their natural beauty and abundant natural resources. Therefore, optimal utilization through eco-entrepreneurship can improve the economic well-being of coastal communities while remaining committed to environmentally friendly principles to promote sustainable development. (Salmi et al, 2025)

One of the efforts to improve coastal communities' knowledge and understanding of eco-entrepreneurship is through empowerment activities. The Master's Program in Economics, Faculty of Economics and Business, Mataram University, conducted a community service activity themed "Empowering Coastal Communities Through eco-Entrepreneurship" in response to various issues faced by coastal communities on the island of Lombok. The objective of this activity is to enhance the knowledge and skills of coastal communities in developing businesses based on local potential and oriented toward the principles of a sustainable economy. Additionally, this activity is expected to foster eco-entrepreneurship, increase the added value of coastal products, and strengthen the economic self-reliance of coastal communities.

LITERATURE REVIEW

Suciptaningsih (2021) argues that empowering coastal communities through entrepreneurship can maximize creativity, create new jobs, and preserve the local culture and environment of coastal communities. Entrepreneurship increases the income of coastal communities, which in turn can promote their economic self-reliance and well-being.

Novita & Isma (2023) also pointed out that coastal communities need adequate knowledge and understanding of entrepreneurship, particularly with regard to the management of coastal resources. Therefore, capacity building through training and mentoring is a key factor in supporting sustainability.

Imran (2025) It was noted that the success of eco-entrepreneurship development among coastal communities is influenced by entrepreneurs' ability to develop environmentally friendly product innovations and adopt digital technologies for product marketing. Therefore, building community capacity through education and mentoring is a crucial step in supporting the establishment of competitive and sustainable businesses in coastal areas.

Based on the findings of these studies, it can be concluded that the development of eco-entrepreneurship among coastal communities requires capacity building, product innovation, and ongoing support. Therefore, this community service initiative is designed to strengthen the capacity of coastal communities to develop environmentally friendly businesses based on local potential in order to increase income and foster economic self-reliance.

METHODS

The community service activity, themed "Empowering Coastal Communities Through Eco-Entrepreneurship," was held on July 15, 2026, at Aruna Senggigi Resort & Convention in West Lombok, West Nusa Tenggara, as part of a series of International Community Service events organized by the Master's Program in Economics, Faculty of Economics and Business, Mataram University. The primary outcome of this community service activity was to introduce the concept of the blue economy, implemented through an eco-entrepreneurship approach, to coastal communities.

This community service activity was conducted using a participatory approach through presentations, discussions, and an introduction to local MSME products. The presentations covered

the concept of the blue economy, which is implemented through the utilization of environmentally friendly local resources. Next, participants took part in discussion sessions to gain a more comprehensive understanding of the material presented. The activity also included an introduction to various local MSME products as examples of how regional potential can be harnessed to create value-added products.

The implementation of the activities was documented as part of the community service activity report. The data used in this article were derived from the activity documentation and analyzed descriptively to describe the implementation of the activities and their relationship to the concept of the blue economy, which was implemented through environmentally friendly entrepreneurship to promote sustainable economic development.

RESULTS AND DISCUSSION



Figure 1 and 2. Presentation Session and Discussion

Sources: Original Documentation

The community service activity was held as part of a series of International Community Service events organized by the Master's Program in Economics, Faculty of Economics and Business, Mataram University, at Aruna Senggigi Resort & Convention in West Lombok. The event centered on the theme “Sustainable Economic Development: Empowering Coastal Communities through Eco-Entrepreneurship” as an effort to enhance understanding of sustainable economic development through an eco-friendly entrepreneurial approach. The event began with an opening ceremony and a presentation by the community service team, which discussed the importance of sustainably utilizing local resources as the foundation for developing coastal community businesses while ensuring environmental sustainability.

The outcomes of this community service activity are an increase in the coastal community's knowledge and understanding of the importance of entrepreneurship based on environmental sustainability. The discussion sessions held are expected to encourage the coastal community to improve their economic well-being by utilizing the various local resources available in the coastal areas of Lombok Island. The interactive discussions also provided participants with opportunities to exchange experiences and identify local business potentials that could be developed through eco-entrepreneurship. This finding indicates that participatory learning can strengthen community awareness of sustainable resource utilization while encouraging the adoption of environmentally responsible business practices. These results are consistent with previous studies, which suggest that education and community empowerment play a crucial role in fostering sustainable entrepreneurship and improving the economic resilience of coastal communities.



Pictures 3 and 4. Introduction to Coastal Community MSME Products

Sources: Original Documentation

In addition to presentations and discussions, part of this International Community Service activity involved showcasing various products from coastal community MSMEs displayed in the event area. The purpose of this exhibition was to highlight the potential of local resources in producing value-added products. The products on display reflect the diversity of locally processed goods that have been developed into market-ready commodities. The coastal communities' showcase of local products serves to illustrate the importance of innovation, product packaging, and marketing strategies in supporting business development oriented toward sustainable economic growth.

The introduction of local products in community service activities is one form of disseminating environmentally friendly entrepreneurial practices, namely encouraging the more productive use of local resources through innovation and the creation of added value. This approach aligns with the concept of eco-friendly entrepreneurship, which emphasizes a balance between achieving economic benefits, utilizing local potential, and environmental sustainability, as explained in the research discussed in the Literature Review section. Thus, the outcomes of these activities include increased knowledge of local products and a better understanding of how regional potential can be developed into business opportunities that support sustainable economic development.

CONCLUSION

The International Community Service event organized by the Master's Program in Economics, Faculty of Economics and Business, Mataram University has served as a platform to introduce the concept of sustainable economic development through an eco-entrepreneurship approach. Through presentations and the introduction of local MSME products, this event provided insight into the importance of utilizing local resource potential, product innovation, and business development that prioritizes environmental sustainability. It also highlighted the role of higher education institutions in supporting community empowerment efforts through the dissemination of knowledge and eco-entrepreneurship practices.

The implications of this activity highlight the importance of collaboration among universities, the government, business actors, and the community in strengthening the development of eco-entrepreneurship as a strategy for sustainable economic development. However, this activity has limitations because its implementation was limited to presenting materials and introducing eco-entrepreneurship practices; thus, it has not yet been possible to measure the activity's impact on changes in participants' knowledge, skills, or the implementation of eco-entrepreneurship. Therefore, it is recommended that future community service activities be supplemented with ongoing mentoring and a more comprehensive evaluation so that the program's effectiveness in supporting the empowerment of coastal communities can be measured more objectively.

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