

Alternative Community Empowerment Program as an Effort to Improve Street Vendors Empowerment in Jayapura City

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ABSTRACT

The economic recession triggered by the COVID-19 pandemic has significantly impacted street vendors (PKL), heightening the economic burden on families despite government social assistance efforts. This study aims to formulate an effective street vendor empowerment program in Jayapura City. Using the Analytic Hierarchy Process (AHP) method with the ExpertChoice 11 software, the research involved several relevant agencies as respondents. The findings indicate that the main obstacle to empowering street vendors is their low business management ability, driven by the underutilization of training institutions. This limitation also contributes to weak innovation capabilities and the uniformity of products offered by street vendors. Moreover, the incomplete street vendor database exacerbates the issue by hindering targeted interventions. The proposed empowerment program emphasizes improving innovation and business management skills through education and training, which can be implemented using micro, mezzo, or macro approaches. The mezzo approach, in particular, is highlighted as a suitable framework for addressing the identified challenges. This study highlights the need for more intensive, persuasive efforts by the Jayapura City government to increase participation in empowerment initiatives while encouraging street vendors to independently enhance their skills and innovate to improve the competitiveness and diversity of their products.

Keywords: AHP; Community Empowerment; Empowerment Levels; Empowerment Program; Street Vendors

INTRODUCTION

The economic recession that hit Indonesia in the last few years due to the COVID-19 pandemic has had a very significant impact on business actors, especially Micro, Small and Medium Enterprises (MSMEs). This condition is something that cannot be avoided. The negative impacts that arise not only hit MSME business actors but all levels of society, especially the lower class. One of the business actors who is not free from this impact is street vendors (*Pedagang Kaki Lima*/PKL). Many business actors have to close their businesses temporarily due to the decline in people's purchasing power. The decline in people's purchasing power has a further impact, namely the decline in the level of income of street vendors experiencing a decline as a result of the decline in sales levels.

Although the economic recession that has occurred in recent years has affected all communities, each community, especially street vendors, must continue to strive to meet the economic needs of their families. In this condition, street vendors are faced with a very difficult situation. Community activities outside must be limited based on government regulations, on the other hand, government regulations do not eliminate street vendors' obligations to meet the economic needs of their families. This situation has triggered an increase in the economic burden on families, even though they are also recipients of assistance from the government. Providing assistance to the community, especially street vendors, is an indication that they have a low level of empowerment in dealing with the economic recession.

The low level of empowerment of street vendors is also influenced by various factors, such as limited availability of business capital, unstable income levels, and increasing costs of meeting family needs. Thus, street vendor empowerment programs need to be carried out to increase the capacity of street vendors in facing difficult conditions in the future. For example, in the analysis conducted by [Maga and Indahyani \(2024\)](#), the COVID-19 pandemic has an impact on the decline in the number of street vendors' production and income in Yahim Village, Yabansai District. Conceptually, empowerment comes from the word power. Empowerment redistributes power from the 'empowered' to the 'powerless' ([Ife & Tesoriero, 2008](#)). Empowerment is not a gift but a learning process for developing personal mindsets. Namely a transition from a sense of helplessness in life to then living actively and independently ([Sadan, 2004](#)).

In an effort to empower the community, three aspects can be identified: First, enabling, which involves creating an atmosphere or climate that fosters the development of the community's potential. Second, empowering, which focuses on strengthening the potential or capabilities of the community. This strengthening includes tangible actions, such as providing various inputs and opening access to opportunities that enhance community empowerment. Third, protecting, which ensures that the empowerment process safeguards the vulnerable from becoming even weaker.

In line with the three aspects of the empowerment process, as described previously, the empowerment program should be carried out comprehensively. Considering that small business actors have different business characteristics. Both in terms of the type of business and the products developed, production capacity, business management capabilities, marketing aspects and the amount of capital owned are very limited. As stated by [Zulkarnain \(2003\)](#), the essential weaknesses of small and medium businesses are related to management capabilities, capital and access to capital sources, markets, and market information. On the other hand, business actors need to innovate, considering that consumer needs are always changing.

Jayapura City, Papua Province is an area with a very high level of street vendor activity and is spread across several locations. Street vendors in Jayapura City are generally developed by people with very limited capital. With these conditions, the businesses developed by street vendors are businesses that are vulnerable to unstable economic conditions. This was evident during the COVID-19 pandemic that occurred from 2020 to 2021. Likewise, in the research of [Rumbrawer et al. \(2023\)](#) on average, during the period from January to April 2020, there was a decrease in the income of street vendors in VIM Village, Abepura District, Jayapura City by 81.54 percent compared to 2019.

The decline in the income level of street vendors in Jayapura City is also caused by several factors, for example, the decline in people's purchasing power. As well as the implementation of various policies set by the government to reduce people's activities outside the home. Of course, both of these things have a direct impact on the decline in sales and income of street vendors in Jayapura City. Based on research by [Sinaga and Purba \(2020\)](#), the results of the study showed a decline in traders' income after the pandemic. Then in the research of [Maleha et al. \(2021\)](#), it was shown that most small traders stated that during the pandemic their sales experienced a very large decline due to the decline in people's purchasing power. In addition, there were several street vendors who were forced to temporarily close their businesses due to the decline in people's purchasing power. This is based on research conducted by [Maga et al. \(2023\)](#), that during the COVID-19 period, 44 street vendors, or 88% implemented a form of passive adaptation in the form of temporarily closing businesses according to government regulations.

Although the COVID-19 pandemic has ended, what needs to be considered is how to increase the empowerment of street vendors in dealing with difficult conditions such as those that occurred during the pandemic. Therefore, it is necessary to formulate an empowerment program for street vendors so that in the future street vendors have the capacity to face conditions that cannot be predicted in advance. The empowerment program certainly aims to increase street vendor income, street vendor capacity, and ability in business management. [Sumodiningrat \(1998\)](#) said that there are at least three main targets of community empowerment policies, namely increasing community income, developing community capacity and capabilities, and increasing the capacity of community institutions.

The purpose of this study is to formulate an empowerment program for street vendors in Jayapura City. The benefits of this study include serving as a reference for programs aimed at increasing the independence of street vendors in business management, ensuring that they achieve a good level of empowerment in the face of unstable economic conditions, such as those experienced during the COVID-19 pandemic. This study is crucial as it provides the community, especially street vendors, with valuable information regarding the main obstacles they face in developing their businesses. Similarly, for the government, the study's results offer a reference for efforts to empower street vendors, ensuring that the street vendor empowerment programs implemented by the government are effective and targeted. The study outlines the main obstacles to increasing street vendor empowerment, the causes of the low level of empowerment, approaches that can be applied based on these causes, and alternative programs that can be implemented by the government to empower street vendors in Jayapura City.

LITERATURE REVIEW

The Concept of Empowerment

Empowerment is an effort to provide power (empowerment) or reinforcement (strengthening) to the community. Empowerment strengthens weak community groups by providing motivation, direction, and exploring their potential so that they are able to meet their needs ([Nofriansyah, 2018](#)). The term empowerment can be interpreted as an effort to improve the ability of marginalized or poor communities to manage a community institution in order to improve their lives. From this explanation, it can be said that empowerment is an improvement in the quality of life or welfare of individuals and society, including improvements in the economy as well as health and education ([Mardikanto & Soebiato, 2015](#)).

According to [Soetomo \(2014\)](#), empowerment is an action to change a state of society where the standard of living is very low to a better condition in terms of economy, socio-culture and politics. Economic empowerment can improve welfare, where welfare is the dream of every person and every country. A prosperous state of life in society and the state becomes something that is idealized. [Ife \(1997\)](#) defines empowerment as providing resources, knowledge, opportunities, and skills to citizens to increase their ability to determine their own future and participate in influencing the lives of their communities. The Empowerment Team defines empowerment as increasing the capacity of individuals or groups to make choices and transform those choices into desired actions and outcomes ([Alsop, 2005](#)).

Community Empowerment Goals

Community empowerment, as explained by [Mardikanto \(2014\)](#), serves six key objectives aimed at improving the overall quality of life and societal well-being. First, institutional improvements involve actions and activities that enhance institutional conditions, including the development of business partnership networks. Second, business improvement focuses on advancing education, institutional capabilities, business accessibility, and activities to strengthen ongoing enterprises. Third, income improvement stems from enhanced business activities, leading to increased earnings for families and communities. Fourth, environmental improvement follows from increased income, addressing physical and social environmental issues often caused by poverty. Fifth, improvement of life is anticipated as income and environmental conditions are enhanced, leading to better living standards for individuals and communities. Lastly, improvement of society occurs when better living conditions and improved environments foster a more harmonious and prosperous community life.

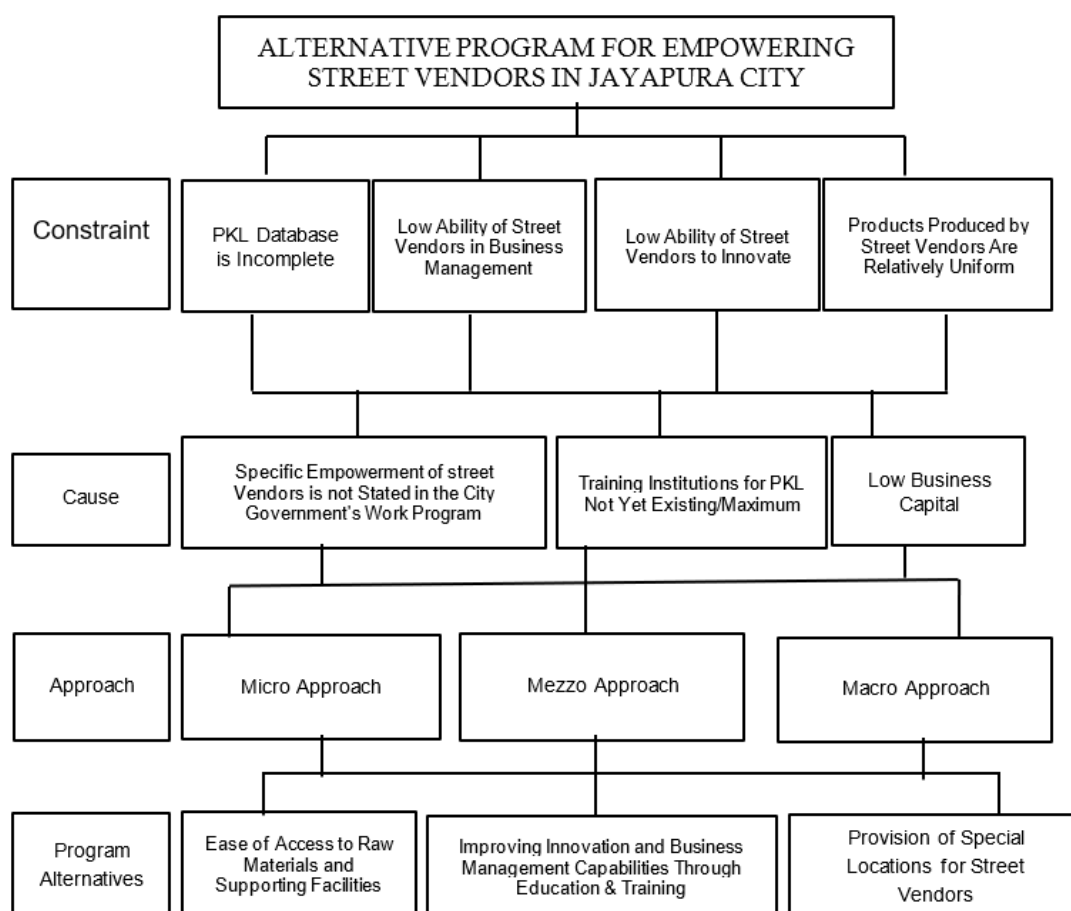
In the context of social work, [Suharto \(2005\)](#) describes three levels of empowerment—micro, mezzo, and macro—that address individual, group, and systemic dimensions of intervention. At the micro level, empowerment is delivered to individuals through personal guidance, counseling, stress management, and crisis intervention, aiming to train clients in managing life tasks. This task-centered approach focuses on individual capacity-building. At the mezzo level, empowerment targets groups by utilizing education, training, and group dynamics as strategies to foster awareness, knowledge, skills, and attitudes, enabling clients to address their challenges collaboratively. At the macro level, often referred to as the Large System Strategy, empowerment addresses broader systemic issues. This approach views clients as competent individuals capable of understanding their situations and choosing effective strategies to act, thus driving change in wider environmental systems.

RESEARCH METHOD

Formulating the form of the street vendor empowerment program is conducted using the Analytical Hierarchy Process (AHP) method with the assistance of the ExpertChoice 11 program. In formulating the policy, several relevant agencies were involved as respondents, including the Jayapura City Industry, Trade, Cooperatives, and SMEs Service, the Jayapura City Community and Village Empowerment Service (DPMK), and the Jayapura Center for Social Welfare Education and Training (BBPPKS). Respondents were selected intentionally using the purposive sampling method, based on their understanding of the research topic on community empowerment. As stated by [Falatehan \(2016\)](#), the criteria for experts or specialists in AHP analysis emphasize individuals who understand the issues at hand, are affected by the problem, or have a vested interest in it. Each institution/agency was represented by one respondent.

AHP is fundamentally designed to systematically capture people's perceptions related to specific problems through a procedure that establishes a preference scale among various sets of alternatives. The process is guided by three principles of explicit logical analysis: the principle of structuring a hierarchy ([Figure 1](#)), the principle of determining priorities, and the principle of logical consistency.

Figure 1. Hierarchical Analysis Structure of Street Vendor Empowerment Model in Jayapura City



The AHP method involves several stages, as described by [Falatehan \(2016\)](#). First, determining priorities, which begins with making pairwise comparisons of each paired

element in the form of a matrix. Second, calculating the individual opinion matrix. Third, calculating the combined opinion matrix, which aims to form a matrix representing the existing individual opinion matrices. Fourth, performing synthesis, which is used to obtain an overall priority ranking for a decision problem by weighting and summing elements to produce a single number that shows the priority of each element. Fifth, checking consistency, which is crucial in decision-making to ensure a high level of consistency. The maximum acceptable consistency ratio is 10%; if the consistency value exceeds 10% (or 0.10), the respondent's answers are considered inconsistent.

Setting priorities, the first step taken is to make a pairwise comparison, namely a comparison of each paired element in the form of a matrix. In filling the matrix, it is filled based on a value scale with numbers between 1 and 9 ([Falatehan, 2016](#)). The example is as follows in [Table 1](#).

Table 1. Example of a Matrix for Pairwise Comparisons

C	A1	A2	A3	...	An
A1	1				
A2		1			
...				...	
An					1

Source: [Falatehan \(2016\)](#)

Criteria and alternatives are assessed through paired comparisons. According to [Saaty \(1993\)](#) for various issues, a value of 1 to 9 is the best scale in expressing opinions. The values and definitions of qualitative opinions from Saaty's paired comparison scale are explained in [Table 2](#).

Table 2. Pairwise Comparison Scale in AHP

Intensity of Importance	Definition	Explanation
1	Both elements are equally important.	The two elements contribute equally to that property.
3	One element is slightly more important than the other.	Experience and judgment favor one element over the other.
5	One element is essential or very important compared to other elements.	Experience and judgment strongly favor one element over the other.
7	One element is clearly more important than the other elements.	One element is strongly supported, and its dominance has been seen in practice.
9	One element is absolutely more important than the other elements.	Evidence supporting one element over another has a degree of confirmation that may be corroborating.
2, 4, 6, 8	Values between two adjacent considerations.	A compromise is needed between two considerations.

Source: [Saaty \(1993\)](#)

After conducting the final synthesis of policy alternatives in empowering street vendors in Jayapura City, the next step is to conduct a sensitivity analysis. This analysis is performed to determine changes in weight due to changes in the weighting of other alternative policy choices. Thus, with changes in the subjectivity of stakeholders regarding the weighting of other choices, it will affect the weight of the remaining choices and influence the determination of the policy alternatives to be implemented. Sensitivity

analysis is carried out by shifting or moving the line on the dynamic sensitivity bar diagram ([Falatehan, 2016](#)).

RESULTS

Obstacles in Empowering Street Vendors in Jayapura City

Table 3. Synthesis of Key Challenges to Street Vendor Empowerment in Jayapura City

Criteria	Weight	Priority
The street vendors database is incomplete	0.145	4
Low ability of street vendors in business management	0.299	1
Low ability of street vendors to innovate	0.265	3
Products produced by street vendors are relatively uniform	0.290	2

Source: Processed Primary Data (2024)

The results of the analysis using the AHP method as described in [Table 3](#) show that the aspect of low ability of street vendors in business management is the main obstacle in empowering street vendors. This aspect has a higher score than other aspects, which is 0.299%, with a consistency value of 0.00%. This shows that the answers from all respondents are said to be consistent.

Causes of Low Empowerment of Street Vendors in Jayapura City

After analyzing the obstacles faced, the next step is to analyze the causes of the low level of street vendor empowerment in Jayapura City. Several options offered to respondents regarding the causes of the low level of street vendor empowerment in Jayapura City were analyzed based on the obstacles faced. The analysis of the causes of the low level of street vendor empowerment in Jayapura City is described as follows:

The Street Vendors Database in Jayapura City is Incomplete

Table 4. Synthesized Causes of Incomplete Street Vendor Data in Jayapura City

Constraint	Criteria	Weight	Priority
The street vendor database is incomplete	Specific empowerment of street vendors is not stated in the City Government's work program	0.703	1
	Training institutions for street vendors not yet existing/maximum	0.133	2
	Low business capital	0.164	3

Source: Processed Primary Data (2024)

Based on [Table 4](#), the evidence shows that the specific street vendors empowerment factor has not been included in the city government's work program based on the incomplete street vendors database as the cause of the low level of street vendors empowerment in Jayapura City. This factor has a weight of 0.703% and a consistency value of 0.000 or less than 0.10, thus the answers from all respondents are said to be consistent.

Low Ability of Street Vendors in Business Management

Table 5. Synthesized Causes of Limited Business Management Skills Among Street Vendors in Jayapura City

Constraint	Criteria	Weight	Priority
Low ability of street vendors in business management	Specific empowerment of street vendors is not stated in the City Government's work program	0.174	3
	Training institutions for street vendors not yet existing/maximum	0.533	1
	Low business capital	0.293	2

Source: Processed Primary Data (2024)

Based on [Table 5](#), the results show that the aspect of the training institution for street vendors does not exist or is not yet optimal, which is the main cause of the low ability of street vendors in business management. This aspect has a weight of 0.533% with a consistency value of 0.00221 and less than 0.10 indicating that the answers from each respondent are said to be consistent.

Low Ability of Street Vendors to Innovate

Table 6. Synthesized Causes of Limited Street Vendor Innovation in Jayapura City

Constraint	Criteria	Weight	Priority
Low ability of street vendors to innovate	Specific empowerment of street vendors is not stated in the City Government's work program	0.210	3
	Training institutions for street vendors not yet existing/maximum	0.435	1
	Low business capital	0.355	2

Source: Processed Primary Data (2024)

The results of the analysis in [Table 6](#) show that the aspect of training institutions that do not yet exist/are not yet maximized is the main cause of the low ability of street vendors to innovate. This aspect has a weight of 0.435% with a consistency value of 0.0026 or less than 0.10. This shows that the answers from the respondents are said to be consistent.

The Products Produced by Street Vendors in Jayapura City Being Relatively Uniform

Table 7. Synthesized Causes of Product Uniformity Among Street Vendors

Constraint	Criteria	Weight	Priority
Products produced by street vendors are relatively uniform	Specific empowerment of street vendors is not stated in the City Government's work program	0.106	3
	Training institutions for street vendors not yet existing/maximum	0.720	1
	Low business capital	0.174	2

Source: Processed Primary Data (2024)

Based on the results of the analysis in [Table 7](#), it can be seen that the causal factor for the products produced by street vendors in Jayapura City is the absence or lack of optimization of training institutions. This aspect has a weight of 0.720% with a consistency value of 0.00565, which is less than 0.10. This indicates that the respondents' answers are very consistent, meaning there is no significant difference in perception regarding the cause of the relatively uniform products being produced.

Approaches to Empowering Street Vendors in Jayapura City

The Lack of Street Vendors Empowerment Approach in Jayapura City's Work Program

Table 8. Analysis of Approaches to Address the Lack of Street Vendor Empowerment in Jayapura City Government Programs

Cause	Criteria	Weight	Priority
Specific empowerment of street vendors is not stated in the City Government's work program	Micro Approach	0.261	3
	Mezzo Approach	0.411	1
	Macro Approach	0.328	2

Source: Processed Primary Data (2024)

Based on the results of the analysis in [Table 8](#), the mezzo approach is an approach that can be taken to empower street vendors based on street vendor empowerment not being stated in the city government's work program as the cause of low street vendor empowerment. The mezzo approach has a weight of 0.411% with a consistency level of 0.00158. This shows that the answers from the respondents are very consistent. This means that there is no difference in the perception of each respondent regarding the mezzo approach as an approach that can be applied to empowering street vendors in Jayapura City.

Suboptimal Training Institutions for Street Vendors in Jayapura City

Table 9. Analysis of Approaches to Address the Suboptimal Training Institutions for Street Vendors in Jayapura City

Cause	Criteria	Weight	Priority
Training institutions for street vendors not yet existing/maximum	Micro Approach	0.211	3
	Mezzo Approach	0.473	1
	Macro Approach	0.317	2

Source: Processed Primary Data (2024)

Based on the results of the analysis in [Table 9](#), it can be seen that the mezzo approach is an approach that can be applied based on the training institutions for street vendors that do not yet exist/are maximal as the cause of the low empowerment of street vendors in Jayapura City. The mezzo approach has a weight of 0.473% with a consistency level of 0.03 or less than 0.10. This shows that the answers from the respondents are very consistent. This means that there is no difference in the perception of each respondent regarding the mezzo approach as an approach that can be applied in empowering street vendors in Jayapura City based on the training institutions for street vendors that do not yet exist/are maximal as the cause of the low empowerment of street vendors in Jayapura City.

Low Business Capital as a Barrier to Street Vendor Empowerment

Table 10. Analysis of Approaches to Address the Low Business Capital for Street Vendors in Jayapura City

Cause	Criteria	Weight	Priority
Low business capital	Micro Approach	0.248	3
	Mezzo Approach	0.454	1
	Macro Approach	0.248	2

Source: Processed Primary Data (2024)

The results of the analysis in [Table 10](#) show that the mezzo approach is considered the right approach for empowering street vendors based on the amount of business capital owned by street vendors is relatively low. The mezzo approach has a weight of 0.454% with a consistency level of 0.00283. This shows that the answers from respondents are very consistent. This means that there is no difference in the perception of each respondent towards the mezzo approach as an approach that can be applied in empowering street vendors in Jayapura City based on low business capital as the cause of low empowerment of street vendors in Jayapura City.

Alternative Street Vendors Empowerment Programs in Jayapura City Micro Approach-Based

Table 11. Alternative Empowerment Programs Based on the Micro Approach

Approach	Criteria	Weight	Priority
Micro Approach	Ease of access to raw materials and supporting facilities	0.270	3

	Improving innovation and business management capabilities through education & training	0.390	1
	Provision of special locations for street vendors	0.341	2

Source: Processed Primary Data (2024)

Based on the results of the analysis in [Table 11](#), it can be seen that the alternative program in the form of increasing innovation and business management capabilities through education and training has the highest weight. The empowerment program alternative has a weight of 0.390% with a consistency level of 0.00236 or less than 0.10. This shows that the respondents' answers to the alternatives are said to be very consistent.

Mezzo Approach-Based

Table 12. Alternative Empowerment Programs Based on the Mezzo Approach

Approach	Criteria	Weight	Priority
Mezzo Approach	Ease of access to raw materials and supporting facilities	0.155	3
	Improving innovation and business management capabilities through education & training	0.543	1
	Provision of special locations for street vendors	0.301	2

Source: Processed Primary Data (2024)

Based on the results of the analysis in [Table 12](#), it can be seen that the alternative program in the form of increasing innovation and business management capabilities through education and training has the highest weight. The empowerment program alternative has a weight of 0.543% with a consistency level of 0.06 or less than 0.10. This shows that the respondents' answers to the alternatives are said to be very consistent.

Macro Approach-Based

Table 13. Alternative Empowerment Programs Based on the Macro Approach

Approach	Criteria	Weight	Priority
Macro Approach	Ease of access to raw materials and supporting facilities	0.206	3
	Improving innovation and business management capabilities through education & training	0.528	1
	Provision of special locations for street vendors	0.266	2

Source: Processed Primary Data (2024)

Based on the results of the analysis in [Table 13](#), it can be seen that the alternative program in the form of increasing innovation and business management capabilities through education and training has the highest weight. The empowerment program alternative has a weight of 0.528% with a consistency level of 0.01 or less than 0.10. This shows that the respondents' answers to the alternatives are said to be very consistent.

Final Synthesis of Alternative Policies for Empowering Street Vendors in Jayapura City

Table 14. Final Synthesis of Alternative Policies in Empowering Street Vendors in Jayapura City

Criteria	Weight	Priority
Ease of access to raw materials and supporting facilities	0.191	3
Improving innovation and business management capabilities through education & training	0.497	1

Provision of special locations for street vendors	0.312	2
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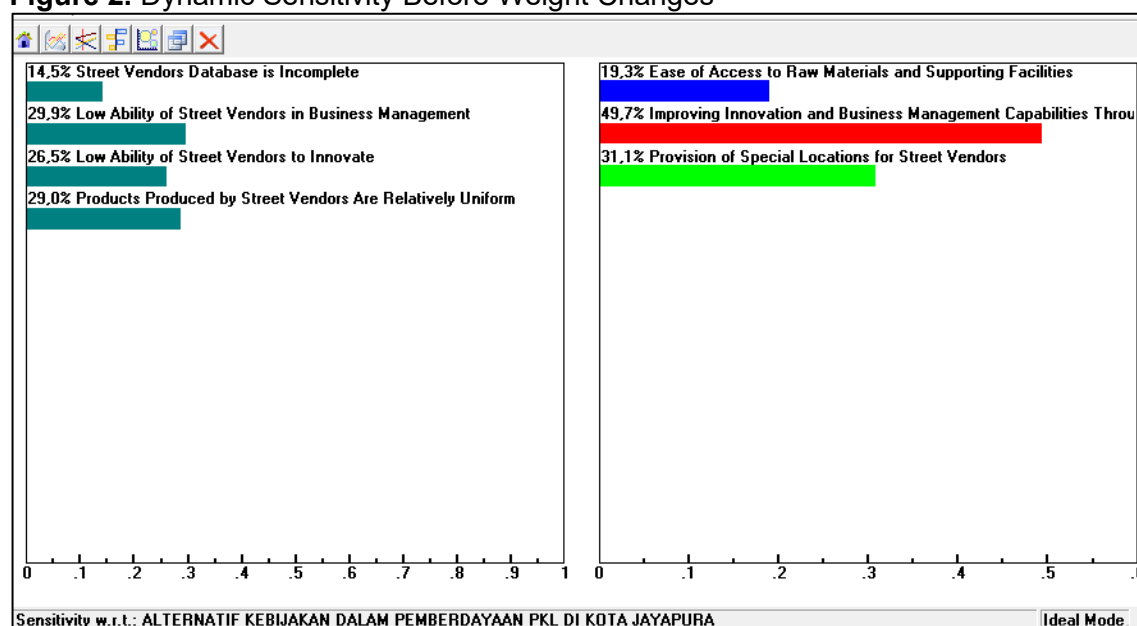
Source: Processed Primary Data (2024)

The final synthesis results in [Table 14](#) show that the policy alternative in the form of increasing innovation and business management capabilities through education and training has the highest weight. This alternative has a weight of 0.497% with a consistency level of 0.01 or less than 0.10. This shows that the answers from each respondent are very consistent. This means that there is no difference in perception from each respondent regarding the selection of education and training as an alternative to the street vendor empowerment program in Jayapura City.

Sensitivity Analysis

Sensitivity analysis is conducted to measure the level of change in the weighting of a choice due to a change in another choice. If there is a shift in the subjectivity of stakeholders regarding the weighting of a choice, it will affect the weight of other choices and have an impact on the process carried out to achieve the alternative choice ([Falatehan, 2016](#)). Based on the previous results, the obstacle in empowering street vendors in Jayapura City is the low ability of street vendors to carry out business management, while the alternative program for empowering street vendors is to increase innovation and business management capabilities through education and training. [Figure 2](#) explains the results of the sensitivity analysis before the weighting changes were made.

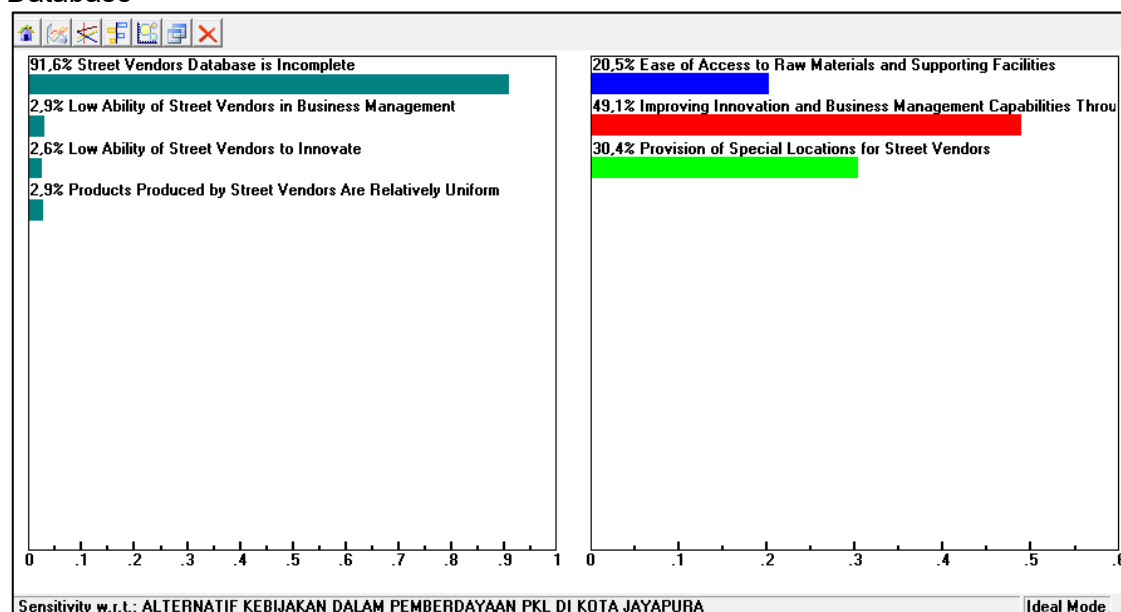
Figure 2. Dynamic Sensitivity Before Weight Changes



Source: Processed Primary Data (2024)

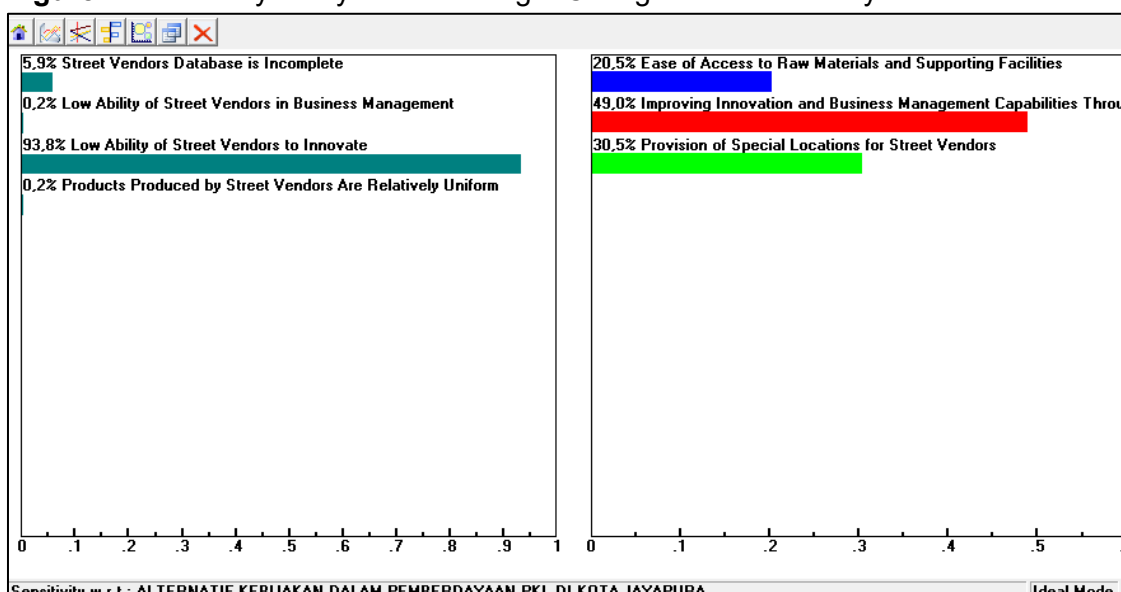
The results are done by changing the weighting for two obstacles in empowering street vendors, namely the incomplete street vendor database and the weak ability of street vendors to innovate, as explained in the figures below. The first weighting change is done on the incomplete street vendor database as an obstacle in empowering street vendors ([Figure 3](#)). After the weighting change, namely the incomplete street vendor database, it was increased to 91.6%. Then, the weight of the weak ability of street vendors to innovate was increased, making it the main obstacle at 93.8% ([Figure 4](#)). The policy alternatives that can be applied remain the same, namely increasing innovation and business management capabilities through education and training.

Figure 3. Sensitivity Analysis After Weight Change on Incomplete Street Vendor Database



Source: Processed Primary Data (2024)

Figure 4. Sensitivity Analysis After Weight Change on Weak Ability to Innovate



Source: Processed Primary Data (2024)

DISCUSSION

Obstacles in Empowering Street Vendors in Jayapura City

Several challenges were identified as obstacles in the street vendor empowerment program in Jayapura City. These include an incomplete street vendor database, low business management skills among street vendors, limited innovation, and the production of relatively uniform products by street vendors. According to interviews with the Jayapura BBPPKS, the business management capabilities of Indigenous Papuan (OAP) street vendors remain very low. Additionally, the Jayapura City BBPPKS explained that this deficiency in business management skills stems from low levels of knowledge and education.

The uniformity of products, as indicated by a score of 0.290% in [Table 3](#), is also a significant obstacle to enhancing the empowerment of street vendors. This finding is supported by information from the Department of Industry and Trade and BBPPKS of Jayapura City, which noted that street vendors tend to replicate the product types produced by others. This replication is driven by the perception that a product with good market potential, as demonstrated by another vendor's sales, will yield similar success. Furthermore, interviews with the Department of Industry and Trade and BBPPKS Jayapura revealed that the ability of street vendors to innovate remains very low, which continues to be a significant barrier to their empowerment.

Causes of Low Empowerment of Street Vendors in Jayapura City

The Street Vendors Database is Incomplete

Based on interviews with BBPPKS Jayapura, it was explained that the city government has provided a special market for OAP street vendors. This market serves as a platform for marketing products produced by OAP street vendors, such as *betel*, *areca* nuts, *noken*, and other crafts. However, according to interviews with the Jayapura City Trade, Industry, Cooperatives, and SMEs Department, no official letter or decision has been issued regarding specific government programs aimed at improving the welfare of street vendors.

Regarding capital assistance, the government has provided support to street vendors in the form of goods or equipment, rather than monetary aid. The assistance is tailored to the type of business developed by the street vendors. However, interviews with BBPPKS Jayapura revealed that the capital available to street vendors for procuring raw materials remains very limited. This is especially true for raw materials derived from agricultural commodities. The purchase price of these raw materials is relatively high, while the profit margins for street vendors are relatively low. The high cost of agricultural commodities is attributed to a lengthy marketing chain, which drives up prices for business groups involved in the processing industry.

Low Ability of Street Vendors in Business Management in Jayapura City

Business management skills possessed by street vendors are crucial for business development. These skills can be enhanced through education or training activities. Based on interviews with the Disperindagkop and UKM, BBPPKS Jayapura, and the DPMK, it was explained that training and mentoring activities have been conducted for street vendors. For instance, the Disperindagkop and UKM of Jayapura City collaborated with university graduates in Jayapura to provide mentoring to street vendors. Similarly, the BBPPKS Jayapura reported offering training to business actors, including street vendors, to produce various products such as hotel slippers and seashell carvings.

The analysis of respondents' answers indicates consistency in their responses. However, as previously discussed, while the Jayapura City Trade, Industry, Cooperatives, and SMEs Office, BBPPKS Jayapura, and the DPMK have provided assistance and training for business actors like street vendors, one significant obstacle remains: the low interest or participation of business actors in training organized by BBPPKS Jayapura.

It is important to note that the training and mentoring activities implemented by the Department of Industry, Trade, Cooperatives, and SMEs, DPMK, and BBPPKS Jayapura are fundamentally designed to improve business management skills. The competencies of entrepreneurs in addressing challenges, leadership, and creativity play a vital role in achieving business success ([Wikantiyoso et al., 2021](#)). However, the low level of interest or participation among street vendors has rendered these activities less effective. It can be further elaborated that while the government has programs aimed at addressing the

challenges faced by street vendors, these efforts will not yield a positive impact unless street vendors show a willingness to engage actively in training and mentoring activities.

Low Ability of Street Vendors in Jayapura City to Innovate

The term innovation can be interpreted as a process or result of the development or utilization of skills and experience to create or improve new products (goods or services), processes, or systems that provide significant value (Sutomo, 2012). The ability of business actors, particularly street vendors, to innovate—whether in product innovation or business management innovation—will undoubtedly have a significant impact on business development. Innovation in the products produced, for instance, will certainly increase their added value.

The low ability of street vendors in Jayapura City to innovate is not due to the absence of training and mentoring activities or a lack of effort, but rather the low interest or participation of street vendors in these activities, particularly those organized by BBPPKS Jayapura. Similarly, mentoring activities conducted by the Disperindagkop and UKM with the assistance of university alumni in Jayapura City have faced challenges. According to interviews with the Disperindagkop and UKM, while mentoring activities have been conducted, information bias remains an issue. This can be attributed to the generally low educational level of street vendors, which affects their ability to understand and process the material presented during mentoring sessions.

Interviews with BBPPKS Jayapura revealed that the low interest and participation of street vendors in training activities significantly impact their ability to innovate. BBPPKS Jayapura has provided various supporting facilities, including equipment and raw materials. For example, it has formed a slipper manufacturing business group and established collaborations with several hotel industries in Jayapura City as consumers. However, the low interest and participation of the community have hindered the optimal functioning of these initiatives.

Products Produced by Street Vendors in Jayapura City Being Relatively Uniform

The products produced by street vendors in Jayapura City are generally classified as uniform. Some types of products that are traded include betel nuts, cold drinks (pop ice), vegetables, and various types of cakes. Essentially, the selection of product types is determined by the level of sales achieved by other traders. If a product has a high level of sales, other traders will replicate and sell the same product. Street vendors lack the courage to differentiate themselves by selling products that are distinct from those of other street vendors. Consequently, under current conditions, the types of products traded by street vendors in Jayapura City are relatively uniform.

The lack of training institutions for street vendors or the suboptimal implementation of existing ones contributes to the uniformity of the products produced, as previously analyzed. However, this uniformity is not due to the absence or inadequacy of training activities. Instead, it stems from the low interest and participation of street vendors in education and training programs, particularly those organized by BBPPKS Jayapura. This lack of engagement has resulted in the limited ability of street vendors to create products that differ from those offered by other vendors. Furthermore, this situation may also be influenced by the limited business capital available to street vendors, which reduces their motivation to develop unique products.

Approaches to Empowering Street Vendors in Jayapura City

The Lack of Street Vendors Empowerment Approach in Jayapura City's Work Program

Based on the results of interviews conducted with the Jayapura City Trade and Industry

Office, it was explained that there is no official policy regarding the empowerment program specifically aimed at empowering street vendors. Meanwhile, the results of interviews with the Jayapura BBPPKS revealed that the Jayapura City government has provided a special market for the sale of products produced by MSME business groups, including street vendors. According to the Jayapura BBPPKS, the provision of the special market demonstrates the government's concern in fostering and improving the welfare of the community, particularly OAP business actors.

Based on the analysis results presented in [Table 8](#), the mezzo approach is identified as a potential strategy for empowering street vendors, considering that street vendor empowerment is not explicitly included in the city government's work program. The mezzo approach has a weight of 0.411% with a consistency level of 0.00158. This indicates that respondents' answers are highly consistent. It also implies that there is no variation in respondents' perceptions regarding the mezzo approach as a viable method for empowering street vendors in Jayapura City.

Suboptimal Training Institutions for Street Vendors in Jayapura City

Educational and training institutions play a strategic role in improving the skills and abilities of participants. These institutions can provide materials and assistance, particularly in fostering the development of community businesses. However, what must be prioritized in training and assistance activities is the enthusiasm and participation of the community in engaging with education and training. Based on the results of interviews with BBPPKS Jayapura, it was explained that BBPPKS Jayapura already has a training program for MSME and street vendor business actors. While training activities have been conducted, their implementation still faces challenges, primarily the low interest and participation of the target community in these training activities.

Using a mezzo approach, empowerment is conducted at the group level, utilizing groups as a medium of intervention. According to respondents involved in the study, members within each group consist of street vendors who either do not yet have or already possess knowledge and skills in business management. This approach aims to facilitate a learning process among group members, ensuring that when training and mentoring are conducted, participants have relatively uniform levels of knowledge and skills.

Low Business Capital as a Barrier to Street Vendor Empowerment

Business capital is a crucial element required for developing a business, whether it is a large-scale enterprise or a small-scale business such as those operated by street vendors. The availability of adequate business capital significantly influences the sustainability of a business. Particularly for small business groups like street vendors, these businesses are generally operated with very limited capital.

The respondent's decision to choose this approach ([Table 10](#)) was based on the consideration that if the target of the empowerment program is grouped by diverse business characteristics and varying knowledge and skills of street vendors, there will be an exchange of knowledge and skills among group members. Although street vendors face limitations in the availability of business capital, they can at least enhance their knowledge and skills in business management. This includes developing the ability to innovate, as innovation improves the quality of the products produced. Therefore, forming small groups as part of the empowerment program is expected to facilitate participants in increasing their knowledge and skills for their business development.

Alternative Street Vendors Empowerment Programs in Jayapura City

In this study, there are three alternatives for street vendor empowerment programs. These alternatives include (a) easy access to raw materials and supporting facilities; (b)

increasing innovation and business management capabilities through education and training; and (c) providing special locations for street vendors. The selection of empowerment programs will be carried out based on the approach used in the empowerment program, as described below.

Micro Approach-Based

Based on the results of the analysis conducted, as explained in [Table 11](#), it can be observed that the alternative program focusing on increasing innovation and business management capabilities through education and training has the highest weight. The micro approach to empowering street vendors is implemented individually through guidance or counseling. By adopting this approach, the mentor can concentrate more effectively on the primary issues faced by street vendors. One of the key empowerment programs that can be initiated is enhancing innovation and business management skills through targeted education and training. This aligns with the main cause of the low level of street vendor empowerment, which is their limited business management skills.

However, another factor that scores relatively similarly is the uniformity of products produced by street vendors. Therefore, the empowerment program should not solely focus on improving business management skills. Parallel efforts must also be made to enhance the ability of street vendors to innovate, enabling them to produce a diverse range of products. According to [Nabila and Nawangsari \(2022\)](#), technical guidance and fostering innovation can help increase visitor interest. Individualized technical guidance can be conducted intensively with business actors who exhibit very low levels of business management skills. Similarly, improving innovation skills is challenging if street vendors lack the foundational knowledge to create highly innovative products.

To support the development of street vendors' businesses, the government can take proactive steps such as providing guidance and counseling on business management ([Suwandi & Sutrisno, 2018](#)). Through individualized guidance or a micro-level approach, business actors are given ample time to consult with their mentors. This approach not only enhances the street vendors' ability to manage their businesses but also significantly improves their capacity for innovation.

Mezzo Approach-Based

Based on the results of the analysis conducted, as explained in [Table 12](#), it can be observed that the alternative program focusing on increasing innovation and business management capabilities through education and training has the highest weight. Unlike the micro approach, the mezzo approach involves working with business actors who are organized into small groups ([Hutasoit et al., 2024](#); [Veralina, 2024](#)). Although increasing innovation and business management capabilities through education and training is an empowerment program that aligns with the same policy alternative as the micro approach, the mezzo approach can be applied in efforts to empower street vendors in Jayapura City. Under this approach, street vendors in Jayapura City will be grouped, but with a relatively small number of members per group.

According to [Kuntariningsih and Saptiany \(2023\)](#), a street vendor empowerment program was implemented for three distinct groups: the immigrant group, the housewife group, and the youth group managing modern angkringan businesses. The street vendors targeted in the empowerment program in Jayapura City are those who already possess basic knowledge of business management and the ability to innovate. Consequently, the assistants will not provide basic education or training but will focus on developing and enhancing the existing skills of the street vendors. As [Hendriyani and Yusuf \(2023\)](#) noted, providing tailored assistance to each business group can significantly improve the ability of street vendors to manage their business finances.

Macro Approach-Based

Based on the results of the analysis conducted, as explained in [Table 13](#), it can be observed that the alternative program focusing on increasing innovation and business management capabilities through education and training has the highest weight. The empowerment of street vendors using a macro approach differs significantly from the micro and mezzo approaches. In the macro approach, participants are organized into larger groups. However, these participants already possess a much higher knowledge of business management and innovation compared to those in the mezzo approach.

Despite this, the macro approach also involves identifying the obstacles faced by street vendors in Jayapura City, particularly in business management and innovation enhancement. [Amaranti et al. \(2018\)](#) identified the primary challenges encountered by street vendors, which subsequently became the focal points of training and mentoring activities. Through the macro approach, it is expected that mentors will find it easier to further enhance the knowledge and skills of street vendors, particularly in business management and innovation. Besides gaining insights from mentors, this approach can also serve as a learning platform among group members. This is because it is possible that some group members lack knowledge in certain aspects of business management and innovation, which can then be addressed collaboratively within the group.

Final Synthesis of Alternative Policies for Empowering Street Vendors in Jayapura City

The respondent's decision to prioritize this alternative is based on the consideration that if street vendors routinely participate in educational and training activities, their business management skills are expected to improve. This is grounded in the belief that training programs conducted by relevant parties will provide materials on effective business management, thereby ensuring the sustainability of their ventures. Additionally, during these educational and training activities, participants will be equipped with the skills to innovate within their businesses, aiming to increase the diversity of the products they offer. This is particularly important, as the products currently produced by street vendors remain relatively uniform.

Although respondents view education and training policies as essential alternatives for empowering street vendors, two other policies are also considered significant for the empowerment program. For instance, the DPMK highlights the importance of ensuring easy access to raw materials and supporting facilities. Even if the variety of products developed by street vendors improves, the lack of availability of raw materials poses a significant obstacle. Furthermore, the affordability of raw materials must also be considered, as street vendors often operate with very limited capital, and rising raw material costs can hinder their ability to sustain their businesses.

Similarly, BBPPKS Jayapura emphasizes the critical role of raw material availability in business development. For example, BBPPKS Jayapura has formed a business group to produce handicrafts such as ceramics made from clay. In these ceramic production activities, essential raw materials like Kaolin and Glaze, which are imported from outside Papua, play a vital role. Kaolin is used to strengthen the ceramics during the firing process, while Glaze provides a shiny surface to the ceramic carvings.

Additionally, the provision of special locations for street vendors is considered a significant aspect of empowerment. The BBPPKS noted that the city government has already allocated a special market for street vendors, specifically for OAP entrepreneurs. The Disperindagkop and UKM also view the provision of a special location as important, not only to assist in marketing the products produced by street vendors but also to

improve city order. Meanwhile, the DPMK agrees that allocating special locations is crucial. However, to make this effective, street vendors must receive proper training and assistance to produce competitive products.

Sensitivity Analysis

Based on the results of the analysis, it is evident that the main obstacle in empowering street vendors is their low ability to manage their businesses. Meanwhile, the alternative policy for empowerment activities involves improving business management and innovation capabilities through education and training. Sensitivity analysis, conducted by increasing the weight on another constraint in [Figure 3](#)—namely, the incomplete street vendor database—to 91.60%, revealed that the alternative policy of improving business management and innovation capabilities through education and training still holds the highest weight at 49.10%.

A second sensitivity analysis was performed on the constraint of the weak ability of street vendors to innovate in [Figure 4](#), which was increased to the main constraint at 93.80%. The results again showed that the alternative policy of improving business management and innovation capabilities through education and training remains the highest weighted option, at 49.00%. This consistency in results indicates that the respondents' choices used in this analysis demonstrate a very high level of reliability.

This means there is no significant difference in respondents' perceptions regarding alternative policies for empowering street vendors in Jayapura City. The consensus is clear: improving business management and innovation capabilities through education and training is the most viable and effective policy option.

CONCLUSION

The aim of this study is to develop an empowerment program for street vendors in Jayapura City. The analysis of in this research highlights that the low ability of street vendors in business management is the main obstacle to their empowerment. This aspect has a higher score than other factors, at 0.299%, with a consistency value of 0.00%. The empowerment of street vendors has not yet been specifically included in the city government's work program, with the incomplete street vendors database identified as the underlying cause of the low level of empowerment in Jayapura City. This factor carries a weight of 0.703% and a consistency value of 0.000, which is less than 0.10, indicating that the responses from all respondents are consistent.

The lack or suboptimal functioning of training institutions for street vendors is the primary cause of the low business management skills, limited innovation capabilities, and the relative uniformity of products produced by street vendors. The mezzo approach is a suitable method for addressing these issues in street vendor empowerment programs in Jayapura City. Empowerment initiatives aimed at improving innovation and business management capabilities through education and training can be implemented using a micro, mezzo, or macro approach.

Based on the results of the analysis, this study offers several suggestions. First, the Jayapura City government should adopt a more intensive and persuasive approach to enhance the enthusiasm and participation of street vendors in training or education programs organized by relevant agencies or institutions. Second, street vendors in Jayapura City, particularly OAP, are encouraged to increase their involvement in educational, training, and mentoring programs conducted by these agencies or institutions. Third, street vendors in Jayapura City, especially OAP, should independently

work on improving their business management skills and innovating to enhance the market value of their products.

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DECLARATION OF CONFLICTING INTERESTS

There is no conflict of interest, according to the authors.

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