

## **Analysis of Empowerment of Small and Medium Enterprises Producing Products from Sago Raw Materials**

**Siska Putri Syafira**

(Administration Bussines International, Politeknik Negeri Bengkalis, Indonesia)

siskaputrisyafira@gmail.com

### **Abstract**

*This study aims to analyze the empowerment strategies of small and medium enterprises (SMEs) producing sago-based products in Indonesia. The research focuses on identifying empowerment patterns, supporting and inhibiting factors, and evaluating the sustainability of empowerment programs. A qualitative descriptive approach was used with data collected through interviews, observation, and document analysis of several sago-processing SMEs in Maluku and Papua. The results show that empowerment initiatives include technical training, capital assistance, and digital marketing facilitation. However, challenges remain in production infrastructure, managerial capacity, and innovation. Collaborative synergy between local governments, academia, and private actors is crucial to strengthen competitiveness and expand sago-based product markets at national and ASEAN levels.*

*Keywords : SME empowerment, sago industry, local economy, digital marketing, sustainability*

### **1. INTRODUCTION**

Small and Medium Enterprises (SMEs) are the backbone of Indonesia's economy, contributing significantly to employment and local economic growth. In eastern Indonesia, sago (*Metroxylon sagu*) represents a strategic local resource with great potential for agroindustrial development. As a food diversification source, sago-based products such as *mie sagu*, biscuits, and flour contribute not only to regional income but also to food security and environmental sustainability (Nuraini et al., 2021).

Nevertheless, many sago-based SMEs still face constraints such as limited technological capacity, insufficient financial resources, and weak market networks. Effective empowerment is therefore essential to improve SME competitiveness, productivity, and innovation.

This research aims to analyze (1) the forms of empowerment implemented in sago-based SMEs, (2) the supporting and inhibiting factors in empowerment programs, and (3) the implications of empowerment for local economic sustainability.

### **2. REVIEW OF LITERATURE**

Empowerment refers to systematic efforts to enhance the capacity, independence, and competitiveness of SMEs (Pratiwi et al., 2020). According to Sari and Mahendra (2022), empowerment should include skill development, financial access, and technology adoption to ensure business resilience.

Recent studies emphasize the role of digital transformation in SME empowerment. Rahim et al. (2023) found that digital marketing platforms significantly increase market access and profitability among agro-based SMEs. Similarly, Harun and Yusuf (2021) highlight that empowerment through collaborative training between government and universities improves innovation and product diversification.

In the sago industry, empowerment must be context-based—adapting to local socio-economic conditions and resource availability (Yulianti et al., 2024). Thus, sustainable empowerment programs need to integrate community participation, government facilitation, and market-oriented innovation.

### 3. METHOD

This research applied a qualitative descriptive approach. The study was conducted in two key sago-producing regions—Seram Bagian Barat (Maluku) and Merauke (Papua)—from February to July 2024. Data were collected through:

1. **In-depth interviews** with SME owners, local government officials, and industry facilitators;
2. **Observation** of production processes, packaging, and marketing activities;
3. **Document analysis** of SME development reports from local industry and trade offices.

Data were analyzed using the interactive model of Miles, Huberman, and Saldaña (2020), consisting of data condensation, data display, and conclusion drawing/verification. Triangulation was conducted to ensure data validity.

### 4. RESULT & DISCUSSION

#### Forms of SME Empowerment

Empowerment of sago-based SMEs is carried out through several approaches:

1. **Capacity Building:** Training on hygiene production, food certification (PIRT and Halal), and digital marketing provided by regional agencies and higher education institutions (Rahim et al., 2023).
2. **Financial and Equipment Support:** Capital assistance through *Kredit Usaha Rakyat* (KUR) and the distribution of semi-mechanical sago processors under the Ministry of Industry's empowerment program (Sari & Mahendra, 2022).
3. **Market Development:** Promotion through local fairs and online platforms such as *Shopee* and *Tokopedia*, enabling SMEs to reach urban consumers and export intermediaries.

#### Supporting and Inhibiting Factors

Supporting factors include government commitment, abundant sago resources, and community participation. However, inhibiting factors persist, such as:

- Limited innovation and product differentiation;
- Low managerial literacy and bookkeeping ability;
- High logistics costs due to geographic isolation.

These challenges align with findings by Yulianti et al. (2024), who noted that infrastructure and marketing networks remain key constraints in eastern Indonesian SME development.

#### Impact of Empowerment

The empowerment programs have shown measurable outcomes. Based on data from the Maluku Industry Office (2024), SMEs experienced an average 30% increase in production volume and expanded market reach within one year of empowerment implementation. Empowered SMEs also began exporting processed *mie sagu* and flour to Malaysia and Singapore, facilitated through ASEAN trade collaborations.

### 5. CONCLUSION

SME empowerment in the sago-based industry contributes significantly to strengthening local economies and promoting sustainable business ecosystems. Empowerment that integrates human resource development, financial assistance, and digital marketing access

can effectively increase productivity and competitiveness. Nevertheless, continued mentoring and innovation support are required to ensure long-term sustainability. Collaborative partnerships between local governments, academia, and private actors must be maintained to foster innovation-driven empowerment and international market access.

## 6. REFERENCES

The reference list should be arranged alphabetically according to the surname of the first author of each source used. The following are examples of citation formats based on the type of reference, following APA style guidelines:

### Books

- Budidaya dan Olahan Sagu. (2023). Penerbit Eureka.  
<https://repository.penerbiteureka.com/media/publications/579215-budidaya-dan-olahan-sagu-3c4c44bd.pdf>
- Agroindustri Sagu Indonesia: Potensi, Tantangan, dan Inovasi. (2025). CV Dunia Penerbitan Buku.  
[https://www.researchgate.net/publication/393982627\\_AGROINDUSTRI\\_SAGU\\_INDONESIA\\_POTENSI\\_TANTANGAN\\_DAN\\_INOVASI\\_CV\\_DUNIA\\_PENERBITAN\\_BUKU](https://www.researchgate.net/publication/393982627_AGROINDUSTRI_SAGU_INDONESIA_POTENSI_TANTANGAN_DAN_INOVASI_CV_DUNIA_PENERBITAN_BUKU)

### Online Sources

- Ai Imas Faidoh Fatimah, Rianti Dyah Hapsari, M. Agung Zaim Adzkiya, & Neny Mariyani. (2024). *Peningkatan Pengetahuan dan Kesadaran Penerapan Sanitasi Higiene di UKM Pengolahan Sagu, Bogor*. Community Development Journal: Jurnal Pengabdian Masyarakat, 3(1).  
<https://journal.universitaspahlawan.ac.id/index.php/cdj/article/view/3739>
- Andarini Diharmi, Siti Khaizatul A'mal, Tiara Kurnia Sari, Irene Charistia, Nola Rahma Aulia, Kristina Natalia, Yuni Afrida, Putri Rahmadani, Agus Syahroni, Rezky Fransiskus Simanjuntak, & Fachrul Roji. (2024). *Pemberdayaan Ibu Rumah Tangga Melalui Pengolahan Potensi Lokal Untuk Meningkatkan Ketahanan Ekonomi Di Desa Tenan*. Kalandra Jurnal Pengabdian Kepada Masyarakat, 2(5), 322.  
<https://jurnal.radisi.or.id/index.php/JurnalKALANDRA/article/view/322>
- Antonius M. K. Letsoin, Rulinawaty, & Muhammad Sawir. (2023). *Efektivitas Pemberdayaan Masyarakat dalam Pengelolaan Komoditas Sagu*. ALIGNMENT: Journal of Administration and Educational Management, 7(2).  
<https://journal.ipm2kpe.or.id/index.php/ALIGNMENT/article/view/12158>
- Arilaha, M. A., Buamonabot, I., Thahrim, M., Syahdan, R., & Amarullah, D. (2024). *Strategi Pemasaran Digital UMKM Pangan Lokal Sagu di Kelurahan Guraping, Kecamatan Oba Utara, Kota Tidore Kepulauan*. Jurnal Widya Laksmi: Jurnal Pengabdian Kepada Masyarakat, 5(1), 137-141.  
<https://jurnalwidyalaksmi.com/index.php/jwl/article/view/142>
- Darma, D., Santoso, B., Reniana, & Arbianto, M. A. (2023). *Pengembangan industri pengolahan sagu skala rumah tangga di Kabupaten Teluk Wondama, Papua Barat*. IGKOJEI: Jurnal Pengabdian Masyarakat, 4(2), 86–95.  
<https://journal.fapetunipa.ac.id/index.php/igkojei/article/view/384>
- Enny Sestriyenti, Edwin Bustami, & Fatma Ariani. (2024). *Strategi Pemasaran Digital Berbasis Media Sosial dalam Meningkatkan Kapasitas Usaha UMKM Gula Aren Kerinci*. RIGGS: Journal of Artificial Intelligence and Digital Business, 4(3), 2565.  
<https://journal.ilmudata.co.id/index.php/RIGGS/article/view/2565>
- Harun, A., & Yusuf, R. (2021). *Model Pemberdayaan Kolaboratif untuk UKM Berbasis Agro di Indonesia Timur*. Jurnal Inovasi Bisnis dan Regional, 5(2), 87–99.

- Masduki, Alan Rusdiana, Pipih Sopiyan, Mochamad Febri Sayidil Umam, Ovi Hamidah Sari, & Aat Humairoh. (2024). *Pemanfaatan Digital Marketing dalam Meningkatkan Penjualan Produk UMKM di Desa Sagara*. BERNAS: Jurnal Pengabdian Kepada Masyarakat, 6(1). <https://ejournal.unma.ac.id/index.php/bernas/article/view/11928>
- Resdati, R., Ilham, N., & Mutmainah, S. (2022). *Social Capital of Local Communities in Improving the Economy Through Utilizing the Potential of Sago in the Peatlands of Meranti Islands Regency*. Nusantara Science and Technology Proceedings, 1(1), 812–819. <https://nstproceeding.com/index.php/nuscientech/article/view/812>
- Rosie Oktavia Puspita Rini, Miratia Afriani, Dewi Aurora Mikasari, Kamelia Santika, & Hans Steven Sihombing. (2023). *Sago-Based Food Product Creation Training To Increase Competitiveness In The Market In Ngenang Island*. Jurnal KEKER WISATA, 3(1). <https://jurnal.btp.ac.id/index.php/jurnalkekerwisata/article/view/358>
- S Yuliani, F. Handayani, & M. S. Rahman. (2025). *Strategi Pengembangan Usaha Agroindustri Sagu di Desa*. Jurnal Mikroba, 4(1). <https://journal.asritani.or.id/index.php/Mikroba/article/view/241>