



## Community-Based Livestock Entrepreneurship Assistance to Strengthen Local Economic Self-Reliance at the Urban Village Level

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**Abstract:** This community service program focused on community-based livestock entrepreneurship assistance aimed at strengthening local economic self-reliance in Pondok Sayur Subdistrict, Pematangsiantar City. The activity was conducted in the form of a workshop and attended by 30 community members, primarily farmers and livestock breeders. The main speaker, Henry Dunan Pardede, S.P., M.M., delivered practical insights on strategies for developing farmer groups, with particular emphasis on financial management and marketing strategies for livestock-based enterprises. The program highlighted the importance of simple bookkeeping practices and effective marketing planning as key foundations for sustainable farmer group development. The implementation of the activity was supported through collaboration among Universitas Murni Teguh PSDKU Pematangsiantar, Politeknik Bisnis Indonesia, Universitas Prima Indonesia, the Head of Pondok Sayur Subdistrict, and the Pematangsiantar City Land Office. Evaluation results indicated that approximately 90% of participants expressed satisfaction with the program, reflecting high relevance and practical applicability of the materials delivered. Overall, the workshop effectively enhanced participants' awareness, knowledge, and readiness to manage livestock enterprises more professionally, while reinforcing the strategic role of higher education institutions in community empowerment and local economic development.

## 1. INTRODUCTION

Livestock-based entrepreneurship plays a strategic role in strengthening local economies, particularly at the urban village level where economic activities are closely tied to household livelihoods and community-based production systems. In many developing regions, livestock farming is not only a source of income but also a social and cultural asset that supports food security and community resilience. However, small-scale livestock farmers often face persistent challenges related to low productivity, limited access to markets, weak financial management practices, and vulnerability to external shocks such as animal diseases and market fluctuations. These constraints frequently hinder the transformation of livestock activities from

subsistence-oriented practices into sustainable and competitive entrepreneurial ventures (Saili et al., 2021; Sakan et al., 2021).

Previous community service studies indicate that technical knowledge alone is insufficient to ensure the sustainability of livestock enterprises. Farmers who rely solely on traditional production methods without adequate entrepreneurial capacity tend to experience stagnation in business growth and income levels. Sakan et al. (2021) demonstrated that livestock farmer groups affected by animal disease outbreaks require not only technical assistance but also structured entrepreneurship support to recover and stabilize their businesses. Similarly, Saili et al. (2021) emphasized that productivity improvements achieved through technological interventions, such as hatchery machines, must be accompanied by managerial and marketing competencies to generate meaningful economic impact. These findings highlight the importance of integrated entrepreneurship assistance that combines technical, financial, and marketing dimensions.

In the context of community empowerment, entrepreneurship assistance has been widely recognized as an effective approach to strengthening local economic independence. Community service programs focusing on entrepreneurship development have shown positive outcomes in enhancing business orientation, financial literacy, and market awareness among community members (Arianto et al., 2024; Sri Deviyanti et al., 2024). Elissa Putri & Ritomeia Ariescy (2024) further noted that the adoption of basic marketing strategies, including digital marketing, can significantly expand market reach and improve the competitiveness of small-scale enterprises. For livestock farmers, these competencies are particularly crucial, as many rely on informal marketing channels and lack systematic pricing, promotion, and customer relationship strategies.

At the urban village level, farmer groups serve as important social and economic institutions that facilitate collective learning, resource sharing, and mutual support. However, the effectiveness of these groups is often constrained by weak organizational management and limited financial administration skills. Without proper bookkeeping and financial planning, farmers struggle to evaluate business performance, manage cash flow, and make informed investment decisions. Sri Deviyanti et al. (2024) emphasized that strengthening financial management capacity through entrepreneurship training can improve business sustainability and foster a more entrepreneurial mindset among community members. Likewise, Arianto et al. (2024) found that entrepreneurship-oriented assistance contributes to increased income and greater economic independence at the community level.

Responding to these challenges, a Community Service Program was implemented in Pondok Sayur Subdistrict, Pematangsiantar City, focusing on community-based livestock entrepreneurship assistance. The program aimed to strengthen local economic self-reliance by enhancing farmers' understanding of financial management and marketing strategies within the framework of farmer group development. The activity was conducted in the form of a workshop involving 30 community members, primarily livestock farmers, and was facilitated by Henry Dunan Pardede, S.P., M.M., as the main speaker. The workshop emphasized practical strategies for developing farmer groups, with particular attention to simple bookkeeping practices and structured marketing approaches that can be readily applied at the grassroots level. Community-based entrepreneurship assistance in the livestock sector has increasingly been recognized as a strategic instrument for strengthening local economic self-reliance, particularly through improving farmers' financial and marketing capabilities (Anderson & Feder, 2020). Previous studies indicate that strengthening farmer group institutions plays a crucial role in enhancing coordination, market access, and bargaining power within the livestock value chain (Sulaiman et al., 2020). The adoption of simple bookkeeping practices has been shown to help smallholder farmers manage cash flow, calculate production costs, and determine more rational pricing strategies (Kahan, 2018; Sarwono & Haryanto, 2021). Moreover, structured marketing approaches—such as market segmentation, product differentiation, and utilization of local distribution networks—contribute to the sustainability of community-based livestock enterprises (Phillipson et al., 2019). Participatory facilitation methods in farmer group development further encourage the adoption of more professional business practices while strengthening social cohesion among group members (Bernet et al., 2021; Nugraha et al., 2022).

The implementation of this program was supported through collaborative efforts involving Universitas Murni Teguh PSDKU Pematangsiantar, Politeknik Bisnis Indonesia, Universitas Prima Indonesia, the Head of Pondok Sayur Subdistrict, and the Pematangsiantar City Land Office. Such multi-stakeholder collaboration reflects the growing recognition that sustainable community empowerment requires active involvement from academic institutions, local government, and community leaders. Riyanti et al. (2023) highlighted that collaborative community service initiatives are more likely to produce lasting economic and social impacts, as they integrate local knowledge with academic expertise and institutional support.

This community service activity represents a strategic effort to address the structural challenges faced by livestock farmers at the urban village level. By emphasizing entrepreneurship development, financial literacy, and marketing strategies within a

participatory workshop model, the program seeks to transform traditional livestock practices into more organized and sustainable economic activities. The high level of participant satisfaction reported during the activity further indicates that the program content was relevant to community needs and capable of enhancing entrepreneurial awareness and readiness. In this regard, the program reinforces the strategic role of higher education institutions in supporting community empowerment and promoting local economic development through targeted and context-sensitive community service initiatives (Arianto et al., 2024; Simarmata et al., 2024b, 2024a; Sri Deviyanti et al., 2024).

## **2. METHOD OF IMPLEMENTATION**

The implementation of this community service program was designed to emphasize active community participation, practice-oriented learning, and multi-institutional collaboration in strengthening livestock-based entrepreneurship at the urban village (kelurahan) level. All activity components were systematically structured to support the objective of enhancing entrepreneurial capacity among livestock farmers, particularly in financial management and marketing strategies, which are critical determinants of sustainable local economic development. Previous community service studies highlight that entrepreneurship assistance is most effective when it integrates practical financial literacy, group-based business development, and market-oriented approaches (Saili et al., 2021; Sakan et al., 2021).

### **Location and Target Participants**

The activity was conducted on 11 December 2025 in Kelurahan Pondok Sayur, Pematangsiantar City, and involved 30 community members, primarily small-scale farmers and livestock breeders who are actively engaged in local farmer groups. The selection of participants was based on their involvement in livestock-related economic activities and their need for capacity building in financial administration and marketing practices. Kelurahan Pondok Sayur was selected as the program location due to its economic potential in livestock farming and the observed challenges faced by farmer groups in managing their businesses in a structured and market-oriented manner. Similar conditions have been reported in other community empowerment contexts, where limited financial literacy and weak marketing strategies hinder business sustainability at the grassroots level (Arianto et al., 2024; Sri Deviyanti et al., 2024).

## **Collaboration and Institutional Partners**

The program was implemented through collaboration among Universitas Murni Teguh PSDKU Pematangsiantar, Politeknik Bisnis Indonesia, Universitas Prima Indonesia, the Head of Kelurahan Pondok Sayur, and the Pematangsiantar City Land Office. This collaborative framework reflects the importance of multi-stakeholder engagement in community service programs to ensure contextual relevance and long-term impact. The main resource person, Henry Dunan Pardede, S.P., M.M., delivered the core workshop materials, focusing on strategies for farmer group development, financial management, and marketing planning for livestock enterprises. Collaborative models involving higher education institutions and local authorities have been widely recognized as effective mechanisms for strengthening community empowerment outcomes (Riyanti et al., 2023).

## **Stages of Program Implementation**

To ensure the achievement of program objectives and meaningful learning outcomes, the activity was implemented through three integrated stages: preparation, workshop implementation, and evaluation.

### ***Preparation Stage***

The preparation stage focused on coordination with kelurahan authorities and community representatives, identification of participants' needs, and development of workshop materials tailored to the local context. The organizing team conducted preliminary discussions with farmer group representatives to identify key challenges related to bookkeeping, financial planning, and marketing. Training materials were designed to emphasize practical and easily applicable concepts, particularly simple bookkeeping techniques and basic marketing strategies suitable for small-scale livestock enterprises. This approach aligns with findings that effective entrepreneurship assistance must be context-sensitive and adapted to participants' business realities.

### ***Workshop Implementation Stage***

The core activity was delivered in the form of an interactive workshop held at the kelurahan level. The workshop combined concise conceptual explanations with participatory discussions and experience sharing among participants. Key topics included the importance of financial records, cost calculation, profit estimation, and cash flow management in livestock businesses. In addition, participants were introduced to marketing strategies relevant to farmer groups, such as market identification, pricing considerations, and collective marketing approaches. The workshop format encouraged active engagement and peer learning, allowing participants to relate the material directly to their daily business practices. Participatory

workshop models have been shown to effectively enhance entrepreneurial awareness and business orientation in community service settings.

### ***Evaluation Stage***

Evaluation was conducted through participant feedback, observation of engagement levels, and assessment of participants' understanding during discussions. Evaluation indicators included participants' ability to explain basic bookkeeping concepts, recognize marketing challenges, and articulate simple strategies for improving their livestock businesses. The evaluation results provided insight into the effectiveness of the workshop content and delivery, as well as directions for future follow-up activities.

### **Implementation Approach**

This program adopted a participatory and collaborative learning approach, positioning community members as active subjects rather than passive recipients of knowledge. The approach emphasized experience-based learning, collective problem solving, and practical relevance, which are essential elements in adult learning and community empowerment. By integrating academic perspectives with local knowledge and experience, the program aimed to strengthen entrepreneurial mindset and readiness among livestock farmers at the kelurahan level, consistent with effective community service models reported in previous studies.

## **3. RESULTS**

The implementation of the community service program entitled Community-Based Livestock Entrepreneurship Assistance to Strengthen Local Economic Self-Reliance in Kelurahan Pondok Sayur, Pematangsiantar City, conducted on 11 December 2025, produced meaningful outcomes in terms of participants' knowledge, entrepreneurial skills, and attitudes toward livestock-based business management. The results are presented based on the key dimensions of program implementation to illustrate the linkage between the workshop process and the observed improvements in community capacity, particularly in financial management and marketing of livestock enterprises.

### **Improvement in Financial Management Competence of Livestock Farmers**

One of the most significant outcomes of the program was the improvement in participants' understanding of basic financial management practices. Prior to the workshop, most participants relied on informal financial practices without systematic bookkeeping, resulting in difficulties in calculating production costs, determining profit margins, and evaluating business performance. Financial records were generally based on memory rather than written documentation, which limited farmers' ability to make informed economic

decisions.

After participating in the workshop, participants demonstrated increased awareness of the importance of simple bookkeeping, cost recording, and basic financial planning for livestock enterprises. Through guided explanations and practical discussions led by the resource person, participants were able to identify key financial components such as feed costs, operational expenses, and revenue streams. This improvement indicates a shift from purely production-oriented practices toward a more business-oriented mindset, consistent with previous community service findings emphasizing financial literacy as a foundation for sustainable entrepreneurship (Arianto et al., 2024; Sri Deviyanti et al., 2024). The enhanced financial awareness is expected to support better decision-making and long-term business sustainability among livestock farmers.

### **Strengthening Marketing Awareness and Market-Oriented Thinking**

In addition to financial competence, the program resulted in strengthened awareness of marketing strategies among participants. Before the activity, marketing practices were largely passive, with farmers depending on local collectors or traditional markets without strategic pricing or market analysis. During the workshop, participants were introduced to fundamental marketing concepts, including market identification, pricing strategies, and the potential benefits of collective marketing through farmer groups.

Participants actively engaged in discussions about market challenges and opportunities, enabling them to reflect on their existing practices and explore alternative marketing approaches. This process encouraged a shift in perspective from viewing livestock farming solely as a production activity to recognizing it as an entrepreneurial endeavor that requires market orientation. Similar outcomes have been reported in community empowerment programs focusing on entrepreneurship and marketing capacity building, where increased marketing awareness contributed to improved business performance and competitiveness. The strengthened marketing mindset observed in this program indicates readiness among participants to adopt more strategic approaches to selling livestock products.

### **Increased Entrepreneurial Motivation and Participation**

A notable non-technical outcome of the program was the increased motivation and active participation of community members during the workshop. At the beginning of the activity, some participants were hesitant to engage in discussions, reflecting limited confidence in their entrepreneurial knowledge. However, as the workshop progressed, participants became more actively involved, asking questions, sharing experiences, and engaging in group discussions related to financial and marketing challenges.

This change in participation behavior suggests increased self-confidence and motivation to improve business practices. The participatory workshop model created a supportive learning environment that encouraged experience sharing and collective problem-solving. Such learning dynamics are essential in adult education and community empowerment contexts, as they foster ownership of knowledge and strengthen entrepreneurial attitudes. Increased motivation among participants is a critical factor in ensuring that the knowledge gained during the program translates into actual behavioral change in managing livestock enterprises.

### **Outcomes Related to Farmer Group Development**

Another important result of the program was the increased awareness of the role of farmer groups as collective economic institutions. Participants recognized that farmer groups can serve as platforms for shared learning, collective marketing, and improved bargaining power. Discussions on group-based strategies highlighted the potential benefits of coordinated production planning and joint marketing initiatives, which can reduce transaction costs and improve market access.

The emphasis on group development aligns with findings that collective action plays a crucial role in enhancing the sustainability of small-scale livestock enterprises (Arianto et al., 2024). By strengthening the understanding of group dynamics and shared responsibilities, the program contributed to reinforcing social capital and cooperation among community members in Kelurahan Pondok Sayur.

### **Supporting Factors and Implementation Constraints**

The successful implementation of the program was supported by several key factors, including strong collaboration among higher education institutions, kelurahan authorities, and local government offices. Institutional support facilitated participant mobilization and ensured the relevance of program content to local needs. In addition, the expertise of the resource person contributed to the clarity and practical relevance of the materials delivered.

## **4. DISCUSSION**

The overall findings of this community service program demonstrate that a participatory, practice-oriented, and collaborative entrepreneurship assistance model is effective in strengthening the capacity of livestock farmers at the kelurahan level. The results indicate that workshop-based assistance focusing on financial management, marketing strategies, and farmer group development can bridge the gap between traditional livestock practices and the demands of sustainable, market-oriented entrepreneurship. These findings

reinforce previous community service studies emphasizing that livestock development programs must move beyond technical production aspects and incorporate entrepreneurial competencies to achieve meaningful and long-term economic impact (Saili et al., 2021; Sakan et al., 2021).

The improvement in participants' financial management awareness highlights the critical role of basic bookkeeping and financial literacy in small-scale livestock enterprises. Prior to the intervention, most participants relied on informal financial practices, which limited their ability to evaluate business performance and plan future growth. The workshop successfully encouraged participants to recognize financial records as strategic tools rather than administrative burdens. This outcome aligns with findings from Sri Deviyanti et al. (2024) and Arianto et al. (2024), who reported that entrepreneurship assistance emphasizing financial literacy contributes significantly to improved business orientation and economic independence at the community level. In this context, financial management training serves as a foundational step toward transforming livestock farming into a more professional and sustainable economic activity.

The strengthened awareness of marketing strategies observed among participants further supports the effectiveness of the program. By introducing basic concepts such as market identification, pricing strategies, and collective marketing through farmer groups, the workshop promoted a shift from production-centered thinking toward market-oriented entrepreneurship. This transformation is particularly important for livestock farmers who traditionally depend on local collectors or informal markets without strategic planning. Consistent with (Elissa Putri & Ritomeia Ariescy, 2024), the findings suggest that even simple marketing insights can enhance farmers' readiness to engage with broader markets and improve competitiveness. The discussion-based approach allowed participants to contextualize marketing concepts within their own experiences, reinforcing learning relevance and applicability.

From a community empowerment perspective, the increased motivation and active participation observed during the workshop reflect positive changes in entrepreneurial attitudes. The participatory learning environment encouraged experience sharing and collective problem-solving, which are essential elements in adult learning and community development. When community members are actively involved in the learning process, they are more likely to internalize new knowledge and apply it in practice. This observation supports the argument that participatory workshops are more effective than purely lecture-based approaches in fostering entrepreneurial mindset and behavioral change among community members.

The discussion on farmer group development also revealed important implications for strengthening social and economic capital at the kelurahan level. Participants increasingly recognized farmer groups as strategic platforms for collective learning, joint marketing, and improved bargaining power. Such group-based approaches are consistent with community empowerment models that emphasize cooperation and shared responsibility as drivers of sustainable local economic development (Arianto et al., 2024). By reinforcing the role of farmer groups, the program contributed not only to individual capacity building but also to institutional strengthening within the community.

Institutional collaboration emerged as another critical factor influencing program effectiveness. The involvement of multiple higher education institutions, kelurahan authorities, and local government offices created a supportive ecosystem for knowledge transfer and community engagement. This collaborative model reinforces the strategic role of higher education institutions in community service activities, particularly in translating academic knowledge into practical solutions for local economic challenges. (Riyanti et al., 2023) emphasized that multi-stakeholder collaboration enhances the relevance and sustainability of community service programs, a finding that is strongly reflected in this program's implementation.

Despite its positive outcomes, the program also faced certain limitations, including limited time for in-depth practice and variations in participants' educational backgrounds. However, these constraints did not significantly reduce program effectiveness, as the participatory and discussion-based approach helped accommodate diverse learning needs. The findings suggest that future programs could benefit from extended mentoring and follow-up activities to reinforce learning outcomes and support sustained behavioral change.

The discussion confirms that livestock entrepreneurship assistance conducted through participatory workshops at the kelurahan level is an effective and replicable model for community empowerment. By integrating financial literacy, marketing strategies, and group development within a collaborative framework, the program contributes meaningfully to strengthening local economic self-reliance. The results underscore the importance of higher education institutions as catalysts for community-based economic development and highlight the potential of similar programs to support sustainable livelihoods in other urban village contexts.



**Figure 1.** Mr. Henry Dunan Pardede, S.P., M.M. delivering the workshop material and presenting key concepts to participants during the community service activity.



**Figure 2.** Community members attentively listening to the presentation on financial management and marketing strategies for micro-scale community enterprises.



**Figure 3.** Group photo of the resource person, representatives from the Land Office, university lecturers, and all workshop participants following the completion of the training activity.

## 5. CONCLUSION

The Community Service Program (PKM) entitled Community-Based Livestock Entrepreneurship Assistance to Strengthen Local Economic Self-Reliance was successfully implemented and achieved its intended objectives. The activity was conducted in Kelurahan Pondok Sayur, Pematangsiantar City, on 11 December 2025, involving 30 community members, primarily small-scale farmers and livestock breeders. Through a workshop-based approach led by Henry Dunan Pardede, S.P., M.M., participants were provided with practical insights into farmer group development strategies, with a particular focus on financial management and marketing planning for livestock enterprises. The program was supported through collaboration among Universitas Murni Teguh PSDKU Pematangsiantar, Politeknik Bisnis Indonesia, Universitas Prima Indonesia, the Head of Kelurahan Pondok Sayur, and the Pematangsiantar City Land Office.

The impact of the program can be summarized across three main dimensions. First, in the managerial and financial dimension, the program significantly improved participants' understanding of basic bookkeeping, cost calculation, and simple financial planning. Farmers became more aware of the importance of financial records as tools for evaluating business performance and supporting decision-making. This improvement represents an important shift from informal and experience-based practices toward more structured and professional livestock business management. Second, in the entrepreneurial and marketing dimension, participants demonstrated increased awareness of market-oriented thinking, including pricing

strategies, market identification, and the benefits of collective marketing through farmer groups. This enhanced marketing perspective encouraged participants to view livestock farming not merely as a production activity, but as an entrepreneurial venture that requires strategic planning and market engagement. Third, in the attitudinal and motivational dimension, the program fostered greater confidence, participation, and motivation among community members to improve their livestock enterprises. Active engagement during discussions and the high level of participant satisfaction indicate positive changes in entrepreneurial mindset and readiness for business improvement.

To ensure the sustainability and broader impact of the program, several strategic recommendations can be proposed. Local farmer groups are encouraged to continue applying simple bookkeeping practices and collectively develop basic marketing plans to strengthen their bargaining position and market access. Follow-up mentoring and periodic workshops focusing on advanced financial management, product diversification, and marketing innovation would further reinforce learning outcomes. In addition, formalizing collaboration between higher education institutions and kelurahan authorities through regular community assistance programs can help ensure continuity of knowledge transfer and sustained community empowerment. Strengthening institutional support at the local level is also essential to facilitate access to resources, information, and broader market networks for livestock farmers. This PKM program demonstrates that workshop-based livestock entrepreneurship assistance at the kelurahan level is an effective, practical, and relevant model for community empowerment. By integrating financial literacy, marketing strategies, and farmer group development within a collaborative framework, the program contributes meaningfully to strengthening local economic self-reliance. The approach is replicable and can be applied in other urban village contexts as a strategic effort to support sustainable livelihoods and inclusive local economic development.

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