

## BUILDING AN ALTERNATIVE FOOD-BASED ENTREPRENEURSHIP EDUCATION DEVELOPMENT ECOSYSTEM AS A PROVISION FOR INDONESIAN MIGRANT WORKERS IN MALAYSIA

Endang Noerhartati<sup>1\*</sup>, Tjatorsari Widiartin<sup>1</sup>, Siti Azizah<sup>1</sup>, Evita Anggereini<sup>2</sup>, Supriatnoko<sup>3</sup>,  
Dyan Pratiwi<sup>4</sup>, Hamal<sup>5</sup>

<sup>1</sup>Department of Primary School Teacher Education, Faculty of Teacher Training and Education, Universitas  
Wijaya Kusuma Surabaya

Jl. Dukuh Kupang XXV/54 Surabaya, Jawa Timur 60225 - Indonesia

<sup>2</sup>Universitas Jambi, Jambi - Indonesia

<sup>3</sup>Politeknik Negeri Jakarta, Jawa Barat - Indonesia

<sup>4</sup>IAIN Fattahul Muluk Papua, Papua - Indonesia

<sup>5</sup>Sekolah Tinggi Ilmu Tarbiyah Muhammadiyah (STITM) Tanjung Redeb, East Kalimantan –  
Indonesia

\*Corresponding Author: [endang.noer@uwks.ac.id](mailto:endang.noer@uwks.ac.id)

---

### Article history:

Received: April 2024  
Revised: April 2024  
Accepted: April 2024

**ABSTRACT** The aim of this community service is to provide insight, explore potential and improve the competence of Indonesian Migrant Workers (IMW) who are currently in a halfway house under the care of the Indonesian Embassy. This activity uses a community involvement initiative carried out in collaboration with the local Indonesian Embassy, organizations and universities. The Migrant Worker Community numbers 113 people. This initiative provides knowledge, real results from practices that have been carried out, discussions, sharing, and builds a supportive community through group events and cultural events. The knowledge provided includes entrepreneurship education, introduction to various sorghum-based products, and prospects for future activities for. The results of the activity succeeded in providing increased knowledge, insight, opening up innovation, creativity and together was able to build relationships, networks, and be supported by stakeholders in the form of facilities, responsive to the development of needs for sustainable entrepreneurial activities.

**Keywords:** *Ecosystem; Entrepreneurship Education; Entrepreneurial Products; Sorghum Products; and New Markets.*

## 1. INTRODUCTION

In today's rapidly evolving economic landscape, the role of universities in cultivating a dynamic entrepreneurial ecosystem is starting to become very prominent. As platforms for innovation, these

institutions are uniquely positioned to foster entrepreneurial thinking and enterprise, thereby contributing significantly to economic growth and societal progress.

The importance of integrating entrepreneurship education in an academic setting goes beyond business creation; it is about instilling a culture of innovation and resilience among the next generation of leaders. Developing a thriving entrepreneurial ecosystem within a university is not only profitable; but it is also critical to foster the innovative thinking needed to address contemporary challenges (Lu, 2024).

Selection of entrepreneurial products is very important, sorghum is a potential alternative food, healthy, and has many health benefits, namely gluten free, low glycemic index, contains antioxidants, and high fiber content. Based on this, sorghum was developed as an entrepreneurial product and currently in order to build a sorghum-based entrepreneurial education ecosystem for the migrant worker community in Malaysia with the aim of providing knowledge, practical experience so that they gain new provisions and competencies that can be entrepreneurial and develop while in Malaysia or later after go back to Indonesia. (Noerhartati, 2018; Noerhartati, E; Muharlisiani, L; Wijayati, 2019)

This paper discusses emerging trends in entrepreneurship education, highlighting the critical components necessary to build equitable and sustainable entrepreneurial ecosystems in university settings. This article explores the importance of collaborative efforts between academia, industry, and government to improve the quality and impact of entrepreneurship education. Furthermore, this book discusses the general challenges faced in fostering this ecosystem and proposes strategies to overcome these obstacles. Through an examination of current practices and future directions, this article provides a comprehensive roadmap for educators, policymakers, and entrepreneurs, aiming to foster an environment where innovation thrives and entrepreneurial ventures thrive. Do not indent the first paragraph of every new section but indent the first paragraph of every new subsection. The target population (community) is highlighted, explaining the context in which the target population takes shelter. Discussing the facts or phenomena in the target population that are the basis for implementing community empowerment activities. Things that have been done by other parties in overcoming the problem. The research objective and target of community empowerment activities are related to problems, challenges or community needs (Deng, 2024).

## **2. METHOD**

The methodology used in "Building a Sorghum-based Entrepreneurship Education Ecosystem among MWCs" aims to open insight into entrepreneurship education and foster creativity to innovate to continue working in addition to the work currently being done, and can improve

maximum performance. This activity involves collaborative efforts with key stakeholders, including the Embassy of the Republic of Indonesia, local organizations, and academics institution.

The Migrant Worker Community numbers 113 people. Through this activity, education and provision is given to them with the knowledge and results of the practices that have been carried out so far. Activities are carried out online via the [zoom meeting](#) on Sunday, May 26 2024 starting at 8.00 WIB, activities will also be broadcast via YouTube with the YouTube. Activities include online presentations and discussions.

The material provided includes entrepreneurship education, selection of entrepreneurial products, introduction to sorghum-based entrepreneurship theory and practical examples, as well as marketing of entrepreneurial products. This initiative aims to empower IMW with skills effectively. The results of the activities are analyzed to conclude and plan further activities.

This activity encourages IMW to share experiences with others, express themselves creatively, and build meaningful relationships with fellow citizens. Ultimately, this support community serves as an invaluable source of social support and contributes to the overall IMW. Input from IMW, stakeholders, and service providers is sought to identify areas of strength and improvement, to ensure the initiative remains responsive to IMW's evolving needs (Mouazen & Hernández-Lara, 2023).

### **3. RESULT AND DISCUSSION**

As a result of PKM International activities in Malaysia, the Indonesian Migrant Worker (IMW) is very enthusiastic in learning knowledge about building a sorghum-based entrepreneurship education ecosystem. It is hoped that this activity will open up insight and can be started from now on as a MWC which can be carried out independently or in groups, where the opportunity for consumers or new markets for various entrepreneurial products is the entire IMW in Malaysia and also the Indonesian people who live, study, and working in Malaysia.

The activity presentation was carried out online in session 1 which was attended by 113 IMW people, representatives from the Indonesian Embassy, and the Indonesian community in Malaysia (International PKM Activity Flyer, material title and part of the presentation material ppt are presented in pictures 1-3). Experience as a lecturer in entrepreneurship education courses, which made EE a breakthrough in sorghum development, starting from the availability of ready-to-eat sorghum products, then encouraging and motivating people to have a basic food mindset with sorghum substitutes, followed by aligning supply and demand regarding various products sorghum, which ultimately created and developed production centers, as well as opening new markets .

To strengthen IMW's entrepreneurial competencies, the presentation material also presents examples of various products that have been practiced and implemented in various regions in Indonesia, as well as various sorghum products that have been marketed via social media (Noerhartati & Saurina, 2024; Widiartin & Noerhartati, 2018).



Figure 1. International PKM Flyer Session 1, Figures 2. and 3. Title of International PKM in Malaysia and part of the presentation material.

### The ideas for empowerment for Indonesian Migrant Workers (IMW):

Here's a concept for empowering Indonesian migrant workers in Malaysia through entrepreneurship:

- a) Skills and knowledge development: Provide training programs on business essentials like financial management, marketing, and customer service. These programs can be delivered in person or online to cater to busy work schedules (Correia et al., 2024).
- b) Leveraging existing skills: Many migrant workers have transferable skills from their current jobs. Construction workers, for instance, could use their knowledge to start handyman services upon returning to Indonesia (Pack & Maloney, 2024).

- c) Digital solutions: Explore e-commerce platforms and social media to reach a wider audience and reduce costs (Tian, 2023).
- d) Supportive networks: Establish networks among migrant workers to share knowledge, resources, and offer peer-to-peer support. Partner with Indonesian organizations in Malaysia to provide mentorship and access to business loans (Hasmun, 2024).

Here's a general explanation of the sorghum processing business opportunity for Indonesian migrant workers in Malaysia:

- a) Sorghum - A Rising Crop: Sorghum is a versatile and nutritious grain gaining popularity due to its drought tolerance and health benefits. It's a good alternative to wheat and rice and valued (Araki et al., 2024).
- b) Value-added Products: Sorghum can be processed into various food items like flour, noodles, porridge, and even beverages. These products can cater to the growing health food market in Malaysia (Avanesh & Zachariah, 2023).
- c) Business Potential: Processing sorghum offers a business opportunity with potentially lower startup costs compared to other food businesses (Goryunova & Madsen, 2024).
- d) Skills Leverage: Migrant workers with experience in food preparation or baking can leverage their skills in sorghum processing (Liang & Zhang, 2024; Ribeiro & Providência, 2024).

#### **4. CONCLUSION**

The role of universities in fostering a dynamic entrepreneurial ecosystem is starting to become very prominent. As platforms for innovation, these institutions are uniquely positioned to foster entrepreneurial thinking and enterprise, thereby contributing significantly to economic growth and societal progress. The importance of integrating entrepreneurship education in an academic setting goes beyond business creation; it is about instilling a culture of innovation and resilience among the next generation of leaders. Developing a thriving entrepreneurial ecosystem within a university is not only profitable; but it is also critical to foster the innovative thinking needed to address contemporary challenges.

#### **REFERENCES**

- Araki, M. E., Bennett, D. L., & Wagner, G. A. (2024). Regional innovation networks & high-growth entrepreneurship. *Research Policy*, 53(1). <https://doi.org/10.1016/j.respol.2023.104900>

- Avanesh, N. M., & Zachariah, M. (2023). Bracing up for financial inclusivity: the CabDost way. *Emerald Emerging Markets Case Studies*, 13(1). <https://doi.org/10.1108/EEMCS-10-2021-0328>
- Correia, M. P., Marques, C. S., Silva, R., & Ramadani, V. (2024). Academic Entrepreneurship Ecosystems: Systematic Literature Review and Future Research Directions. *Journal of the Knowledge Economy*. <https://doi.org/10.1007/s13132-024-01819-x>
- Deng, L. (2024). Applying parametric modelling to generate the ecosystem path of innovation and entrepreneurship education in applied undergraduate colleges and universities. *Applied Mathematics and Nonlinear Sciences*, 9(1). <https://doi.org/10.2478/amns.2023.2.01029>
- Goryunova, E., & Madsen, S. R. (2024). The current status of women leaders worldwide. In *Handbook of Research on Gender and Leadership*. <https://doi.org/10.4337/9781035306893.00010>
- Hasmun, N. N. (2024). Globalization and Higher Education: Implications for Curriculum Development and Institutional Management. *Jurnal Ar Ro'is Mandalika (Armada)*, 2(3). <https://doi.org/10.59613/armada.v2i3.2872>
- Liang, Z., & Zhang, X. (2024). Research on Innovation and Entrepreneurship Education in Universities Based on Field Theory. *Advances in Humanities Research*, 4(1). <https://doi.org/10.54254/2753-7080/4/2024036>
- Lu, L. (2024). Research on the Path of Building the Innovation and Entrepreneurship Education Ecosystem of Local Universities Based on the Big Data Platform. *Communications in Computer and Information Science*, 2024 CCIS. [https://doi.org/10.1007/978-981-97-0791-1\\_14](https://doi.org/10.1007/978-981-97-0791-1_14)
- Mouazen, A. M., & Hernández-Lara, A. B. (2023). Entrepreneurial ecosystem, gig economy practices and Women's entrepreneurship: the case of Lebanon. *International Journal of Gender and Entrepreneurship*, 15(3). <https://doi.org/10.1108/IJGE-07-2022-0116>
- Noerhartati, E. (2018). Evaluation of Entrepreneurship Education on Development Program of Product Sorghum. *International Journal of Engineering & Technology*. <https://doi.org/10.14419/ijet.v7i3.30.18342>
- Noerhartati, E; Muharlisiani, L; Wijayati, D. et al. (2019). Sorghum-Based Alternative Food Industry: Entrepreneurship High Education. *Prosiding IEOM Bangkok Thailand*.
- Noerhartati, E., & Saurina, N. (2024). Integrating Lean Startup and Educational Methodologies in the Development of the Sorghum Entrepreneur Marketplace. *Research Horizon*, 4(1), 43–52.
- Pack, A., & Maloney, J. (2024). Using Artificial Intelligence in TESOL: Some Ethical and Pedagogical Considerations. *TESOL Quarterly*, 58(2). <https://doi.org/10.1002/tesq.3320>
- Ribeiro, M., & Providência, F. (2024). Design Ecosystem in Portugal. Education, Research and Entrepreneurship. *Diid*, 1(Digital Special Issue 1). <https://doi.org/10.30682/diiddsi23t5t>
- Tian, M. (2023). Nurturing Entrepreneurial Mindsets and Talent Training for English Majors: An Outcome-Based Education Paradigm. *Journal of the Knowledge Economy*. <https://doi.org/10.1007/s13132-023-01492-6>

Widiartin, T., & Noerhartati, E. (2018). Build sorghum database for developing SEU digital network on sorghum website of Wijaya Kusuma Surabaya University. *IOP Conference Series: Materials Science and Engineering*, 434(1), 12253.