



Ergo-Technopreneurship Training to Improve Knowledge and Attitude of Technology Entrepreneurs Palembang Local Culinary Traders

Heri Setiawan¹, Sani Susanto^{2*}, Micheline Rinamurti³, Achmad Alfian⁴, Yohanes Dicka Pratama⁵, Dominikus Budiarto⁶, Catharina Clara⁷,

¹ Industrial Engineering Study Program, Musi Charitas Catholic University, Jl. Bangau 60 Palembang, South Sumatera, Indonesia

² Industrial Engineering Study Program, Parahyangan University, Jl Ciumbeleit No. 94, Bandung, West Java, Indonesia

^{3,7} Management Study Program, Musi Charitas Catholic University, Jl. Bangau 60 Palembang, South Sumatera, Indonesia

^{4,5,6} Industrial Engineering Study Program, Musi Charitas Catholic University, Jl. Bangau 60 Palembang, South Sumatera, Indonesia

* Corresponding author: ssusanto@unpar.ac.id

Abstract.

Background.

Aim. The research objective is to empower the community through Palembang local culinary businesses for the process of developing and implementing innovative ideas that use technology to create new products, services, or businesses that have the potential to grow and develop attitudes of mastery of technology and entrepreneurship and income of Palembang local culinary traders.

Methods. The methodology combined the Systemic, Holistic, Interdisciplinary, and Participatory (SHIP) approach and quasi-experimentation. The study employed a post-test-only group design (treatment by subject design). Identifying the issue was the first step in the activities, followed by problem prioritization and action plan creation. As a research intervention, this action plan was implemented. After determining the percentage of change, the acquired data were descriptively analyzed using a paired t-test.

Result. The findings indicated that merchants' income grew by 29.69% ($p < 0.05$), and technology entrepreneurs' attitude scores increased by 37.45%. This demonstrates that community empowerment through a participative method is highly effective.

Conclusion. Starting from the results of the analysis and discussion reviewed based on relevant literature, it can be concluded: (1) the strategy of community empowerment through ergo-technopreneurship training is quite adequate, as seen from the enthusiasm of culinary traders to develop their business; (2) Ergo-technopreneurship training can significantly expand the understanding of community empowerment of local Palembang culinary traders in the field of ergonomics-based technology entrepreneurial strategies by 37.45% ($p < 0.05$); and (3) Training in ergo-technopreneurship for community empowerment can significantly increase the technology entrepreneurial attitudes of local Palembang culinary traders by 29.69% ($p < 0.05$).

Implementation. Therefore, empowering the community through the Palembang local food industry can boost merchant income and technopreneurship.

Keywords: Empowerment, Palembang local culinary, Technopreneurship, and Income.

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INTRODUCTION

Product innovation is fundamental to organizational growth and long-term success, allowing firms to respond effectively to changing market demands and technological advancements (Mubarak et al., 2025). Measuring the performance of business processes is already a main concern for faculty and enterprise players since organizations are motivated to reach the productivity stage (Gozali et al., 2020). As one of Indonesia's most productive economic industries, the footwear sector is divided into two categories: formal (licensed) and informal (unlicensed) home-based manufacturers (Sukapto, 2019).

According to the Gross Regional Domestic Product (GRDP), Palembang City's GDP was worth Rp 118.59 trillion in 2010 and Rp 194.57 trillion in 2023 at current values. The economy of Palembang City in 2023 grew by 5.12%. In terms of production, it was mainly driven by the growth of the Processing Industry category by 4.02%. From the expenditure side, it was mainly driven by the Household Consumption Expenditure Component, which grew by 4.30% (Statistical Center of Palembang City, 2023). On the other hand, based on these data, family-based SMEs of local culinary traders in Palembang City face various obstacles in running their businesses of the 33 respondents, 75% stated that the obstacles faced were related to capital, then 10% stated that innovation in running a business was an obstacle faced by the actors, 10% also stated that problems related to marketing were obstacles faced by the actors, the remaining 15% were obstacles related to product knowledge, licensing, manual bookkeeping, ignorance of the actors, and the price of raw materials (Rodhiah et al., 2024; Putra Agung et al., 2023; Pertiwi & Zinaida, 2021). Other problems that can be identified in the development of productive economic enterprises or community micro-enterprises related to arts, culture, and culinary are; (a) lack of business capital; (b) the community's lack of courage to utilise loans at the Bank as business capital; (c) lack of knowledge and experience of the community about technology entrepreneurship; (d) lack of business assets and access; (e) relatively low quality of processed products; (f) raw materials for handicrafts are relatively expensive because they are imported from outside the city and even from outside South Sumatera Province; and (g) the difficulty of marketing the products produced; and (h) the lack of facilitators who can help the community to facilitate marketing efforts and procurement of raw materials (RPJMD Palembang City, 2023). This has resulted in many micro businesses that are unable to grow and are threatened with bankruptcy. In contrast, Palembang City has various economic potentials that are quite reliable and can bring in adequate income. For example, from the results of the Palembang Heri Setiawan
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City typical culinary business trial which was opened at Kambang Iwak for 1 week from 9 to 15 December 2024, data were obtained: (a) the income of traders reached 0.5 to 2.1 million during the activity; (b) the number of culinary actors increased from only 17 traders to 33 traders; (c) the enthusiasm of the community to visit the place is relatively high because the average visit per day is approximately 250 people. However, with the increasing number of migrants who open businesses in Kambang Iwak, the people of Palembang City are increasingly pressured and lose opportunities for certain businesses due to the tight economic competition today and the low knowledge of the community in the field of technopreneurship.

Community empowerment is a development strategy. From a development perspective, it is recognized how important human capacity is to increase independence and internal power over material and non-material resources (Hanadya et al., 2023). The local culinary potential is a great asset for the people in Palembang City. However, due to the stagnation of culinary marketing efforts, many people want to switch to other businesses. This fundamental problem seems to be overcome through community empowerment with ergo-technopreneurship training. The training emphasized that the principles of ergonomics are always used as a reference in improving working conditions in culinary businesses, both in the process of making food and when selling the food. This is done to realize the local cuisine of Palembang City that is worth selling and healthy so that it has the opportunity to be developed in a more advanced direction in the global era, which is characterized by increasingly fierce and harsh competition.

METHODS

A systematic, holistic, interdisciplinary, and participatory (SHIP) approach is linked with the quasi-experimental research on community empowerment through local Palembang culinary enterprises. Systemic or through a system approach means that all factors that are in a system and are expected to cause problems must be taken into account so that there are no more problems left behind or the emergence of new problems due to system linkages. Adem & Dağdeviren (2022), Holistic means that all factors or systems related or thought to be related to the existing problem must be solved proactively and thoroughly. Interdisciplinary means that all relevant disciplines must be utilized, as the increasing complexity of the problem is assumed not to be solved optimally if only studied through one discipline. Hence, it is necessary to conduct cross-disciplinary studies. Participatory means that all people involved in solving the problem must be involved from the start to the

maximum so that a conducive working mechanism can be realized and a quality product obtained in accordance with the demands of the times (Setiawan et al., 2025; Setiawan et al., 2024).

This study employed a posttest-only group design (treatment by subjects design). The research subjects were 33 Palembang local culinary traders taken from the Freedom to Learn and Independent Campus-SMEs Independent Programme of LLDikti Region 2 and the SMEs Clinic Community in Palembang Municipality, who were chosen using a multistage random sampling process in the South Sumatera Province. The paired t-test was used to analyze the data at a 5% significance level.

DISCUSSION

Findings from the Study and Discussion of Culinary Features

The characteristics of local cuisine in Palembang City are: (a) selling traditional food is done by 43.7% of traders; (b) selling Palembang City specialty food is done by 40.0% of traders; (c) cooking their food is done by 55.3%; (d) not using flavoring is done by 22.7% of traders; (e) using raw materials from Palembang City market is done by 84.7% of traders; and (f) cooking directly at the selling place is done by 15.3% of traders. Judging from these percentages, it seems that the culinary in Palembang City tends to sell traditional food taken from larger traders using raw materials purchased at the Palembang City market. These conditions seem to need to be maintained so that the typical foods of Palembang City are preserved and increasingly favored by the public, even though the challenge is that traders are decreasing. In addition, it was found that only 22.7% did not use flavoring. In terms of health, it seems that this needs to be addressed as soon as possible so as not to cause negative impacts on consumer health. Palembang food specialities are pempek, tekwan, pindang, mie celor, laksan, burgo, celimpungan, tempoyak, lenggang, kue gandus, kue lumpang, kue pare, kue mentu, kue klepon, kue gonjeng, kue jando beraes, kue lapis, kue blunder, kue jongkong, enggak ketan, maksuba, talam ebi, talam abon, maksuba kojo, kue 8 jam and others. The merchandise is very distinctive, judging from how it is made, how it is served, and the spices used. This uniqueness makes customers obliged to come to the place because there is no such specialty food found in other places. This condition makes traders confident that their merchandise will be sought after by customers. The uniqueness of the food undoubtedly has the potential to be developed and marketed more widely and can motivate traders to become entrepreneurs by implementing further technological innovation ideas. Yulianti & Junaidi (2021) reported that empowering culinary traders resulted in: (a) the emergence of a new

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spirit for culinary traders who previously had no confidence in doing business in this field, (b) the emergence of a group of culinary traders who are ready to sell in accordance with the rules set by the Palembang City Government; (c) the emergence of a group of culinary traders who are ready to sell in accordance with the rules set by the Palembang City Government.

Environmental Conditions in Culinary Areas

Environmental conditions in the culinary area determine the sustainability of the culinary. In this case, it was found that: (a) a 25 x 45 m parking area is considered adequate for 110 to 160 visitors; (b) the availability of several resting places in the form of knock down tents (4x2m) is considered quite comfortable for lesehan or just for seating while consumers enjoy the dishes served; (c) access to the culinary is very smooth because of its location on the edge of the protocol road; (d) the place to store trade infrastructure facilities and table chairs utilise shop houses in places of Palembang City's culinary centre so that it is very effective and efficient when storing the equipment; (e) the cleanliness of the area is very guaranteed, because there are cleaners who always maintain cleanliness in the area; (f) parking arrangements are also considered quite neat, because a reliable parking attendant has been hired; (g) the presence of flies, cockroaches, and rats that often lurk the food being sold is overcome by closing or using glass shelves; (h) the presence of wind dust is overcome by watering the area before the culinary is opened; (i) exposure to sunlight is overcome by adding a roof to the knock down tent; (j) handling of culinary waste is overcome by disposing of garbage in a place far from the culinary area; (k) the use of detergents for washing dishes and other equipment can be minimised by utilising inke with pisan leaves.

These environmental conditions are considered adequate for culinary development in a more advanced and more independent direction. In this case, Setiawan et al. (2023) reported that the environmental conditions considered in the activity are dry temperature, wet temperature, and relative humidity, which are influenced by the thermal effect of equipment. During their activities, The dry temperature accompanying the lifters in Pasar 16 Ilir Palembang is 29 to 35°C, and the wet temperature is 27 to 29°C, with a relative humidity of 75 to 85%. These environmental conditions are considered comfortable for activities so that they do not interfere with worker productivity. Selamat et al. (2021) found that temperature, relative humidity, wind speed, lighting, and noise all affect the physical environment or thermal comfort of the activity site. In this case, it was found that the temperature in the workplace ranged from 27.5 to 35°C, relative humidity ranged from 65 to

75%, and wind speed between 0.07 to 0.18 m per second. Environmental conditions with these ranges are considered comfortable for activities.

Knowledge of Palembang Local Culinary Traders

In this study, it was found that there was a significant increase in the knowledge of Palembang local culinary traders by 19.98% between before and after ergo-technopreneurship training ($p < 0.05$). It can happen because, during the training, the principles of ergonomics are socialized, which are relevant to be applied in the field and combined with the principles of technopreneurship, which can motivate culinary traders to develop their businesses.

In addition, the traders are participatory and proactive in trying to find out various things that can advance their culinary. They often discuss with peers, visitors or buyers, and people who have experience in the field of culinary and technopreneurship. The concept of ergo-technopreneurship, which is often discussed with traders, community leaders, and Palembang City Government officials, turns out to be sufficient to be used as a reference in supporting traders' knowledge in particular and community knowledge in general. The simple language and instructions expressed in the guidelines are enough to arouse the curiosity of traders, especially those related to efforts to improve their culinary businesses. El-shebeens et al. (2023) and Yulius et al. (2022) stated that ergo-technopreneur is a user-friendly program specifically developed for construction companies and adapted to the work philosophy of a person in a company. Users quickly find the solution through the applied program, which is a participatory approach and commonly applied in the workplace.

Candra et al., (2023) reported that the determination (R^2) of entrepreneurial knowledge and personal independence affects business performance. From partial testing (t-test), The personal independence variable has a beneficial impact on business performance, whereas the entrepreneurial knowledge variable does not influence at all. Hari & Setiawan (2020) stated that it is well-known that entrepreneurial expertise, independence, and desire for entrepreneurship fall into the high group based on the data analysis results. It is also well recognized that entrepreneurial interest is positively impacted, partially and concurrently, by entrepreneurial freedom and knowledge. Setiawan (2023) reported that (1) there is a positive and significant relationship between entrepreneurial knowledge and entrepreneurial interest, (2) there is a negative and insignificant relationship between perceived employment opportunities in accounting with entrepreneurial interest, (3) Entrepreneurial interest and entrepreneurial expertise are positively and significantly correlated, while perceived

accounting job opportunities and technology-based entrepreneurial interest are negatively and significantly correlated. Entrepreneurial knowledge has a higher influence on students' entrepreneurial interest than perceived job opportunities in accounting. Kusmendar et al., (2023) and Mulaomerovic & Wang, (2023) reported that technology-based entrepreneurship education is accepted and shaping student entrepreneurial knowledge has a positive and significant effect on student entrepreneurial intensity. The value of the coefficient indicates this technopreneurship education which is 0.296, with a t value = 3.450 and a p value = 0.001 ($p < 0.05$). In addition to technology-based entrepreneurship education, students' technology-based entrepreneurship intensity is additionally impacted by internal student variables, such as self-efficacy. This is indicated by the results of the analysis which provides the results of the self-efficacy coefficient value is 0.425, with a t value = 4.832 and a p value = 0.001 ($p < 0.05$). Furthermore, the interaction of these two factors, namely technology-based entrepreneurship education and self-efficacy, furthermore has a favorable and noteworthy impact on the level of student entrepreneurship. With a t value of 2.921, a p value of 0.004 ($p < 0.05$), and an interaction coefficient value of 0.120 between technology-based entrepreneurship education and self-efficacy, the interaction effect is evident. (Maryamah & colleagues, 2023).

Technological Entrepreneurship Attitude of Culinary Traders

This study found a significant increase in the technological entrepreneurship attitude of culinary traders by 8.69% between before and after ergo-technopreneurship training ($p < 0.05$). This indicates that culinary traders are increasingly motivated to develop their businesses through training. In addition, there is an emerging courage for technology entrepreneurship. In this case Cahyani et al., (2022) and H Setiawan & M Rinamurti, (2021) reported that there was an increase in technology-based entrepreneurial attitudes seen from indicators: (a) culinary products are only marketed in a limited area (20.8%); (b) efforts to look at market prices (13.2%); (c) concern with market prices (35.7%); (d) efforts to improve product quality (0%); (e) tendency to try to increase the number of products produced (62.5%); (f) attempts to improve the quantity and caliber of items (31.3%); (g) efforts to market through traditional markets in other places (42.9%); (h) efforts to market through supermarkets (21.8%); (i) efforts to open small shops in tourist areas (21.6%); (j) efforts to market culinary products in the hope of getting higher profits (12.1%); (k) the courage to borrow capital at LPD (29.9%); (l) efforts to attend technology-based entrepreneurship courses (21.2%); (m) efforts to expand product marketing areas (23.2%); (n) efforts to offer

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culinary products through partners in marketing (5.6%); (o) buying culinary products from other traders whose products are of high quality (25.8%); (p) winning the competition in the market (15.7%); (q) acting as a product producer as well as a seller (5.6%); (r) having discussions with fellow professionals (11.1%); (s) collaborating with other trader groups (15.1%); and (t) expanding marketing to supermarkets, hotels, restaurants, and other parties (12.7%).

Mirani et al. (2021) also reported that training conducted by two culinary experts who are also economic experts was able to significantly change entrepreneurial attitudes where there was an increase in the technology-based entrepreneurial attitude score by 44.55%. This shows that culinary traders are starting to be motivated to work in the business. On the other hand, it seems that they are increasingly brave to increase their business capital in the hope that the quantity of products can be increased. Marketing efforts through other means, other than in the area provided by the Palembang City Government are also starting to appear, because 12 traders have started to advertise that they accept orders. Along with the increase in technology-based entrepreneurial attitudes, it is believed to have an impact on the productivity of traders. It can happen because with a high technology-based entrepreneurial spirit, it will certainly correlate positively to the increase in products sold and in the end the sales turnover will increase. There is little doubt that this has a beneficial effect on raising culinary dealers' work productivity. The same thing was also reported by: (1) Hasbi & Sari, (2020) reported that empowering workers through ergonomic interventions in the organisation and work stations can improve the performance of wood workshops seen from an increase in productivity of 83.10%, (2) Muchsiri et al., (2020) reported that the ergonomics approach in architectural design improved the performance of building users seen from an increase in work accuracy by 82.2% and work constancy by 13.69%, (3) Santoso, (2024) and Syarifuddin et al., (2022) reported that the application of total ergonomics-based SMEs clinic community performance management as an empowerment of workers can improve the quality of work of Palembang Pempek and Kemplang Crackers SMEs workers by 27%, and (4) Farida et al., (2022) reported that empowering tofu SMEs through ergonomic interventions can improve work efficiency seen from an increase in productivity by 69%. Community empowerment through ergo-technopreneurship training is an effective strategy to overcome the fundamental problems faced by the community. By improving skills and knowledge, as well as paying attention to occupational health and safety aspects, it is expected that the community can be more independent and competitive in facing economic and social challenges. Therefore, it is important for the government and related

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institutions to support implementing this training program as part of sustainable development efforts (Kanan et al., 2023).

CONCLUSION

Starting from the results of the analysis and discussion reviewed based on relevant literature, it can be concluded: (1) the strategy of community empowerment through ergo-technopreneurship training is quite adequate as seen from the enthusiasm of culinary traders to develop their business; (2) Ergo-technopreneurship training can greatly expand the understanding of community empowerment of local Palembang culinary traders in the field of ergonomics-based technology entrepreneurial strategies by 37.45% ($p < 0.05$); and (3) Training in ergo-technopreneurship for community empowerment can significantly increase the technology entrepreneurial attitudes of local Palembang culinary traders by 29.69% ($p < 0.05$).

The suggestions presented in this study are: (1) to Palembang local culinary traders it is recommended that they continue to use the ergo-technopreneurship reference in developing their business because it has proven to be quite relevant to be applied; (2) to the Palembang City Government it is recommended that they continue to develop Palembang local culinary as one of the characteristics of Palembang City; and (3) to related agencies should always facilitate the development of Palembang local culinary considering that the business is very potential to sustain people's lives, especially in efforts to reduce poverty and poverty alleviation.

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