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Exploration And Mapping Of Local Potentials As A Basis For Productive Business Development And Improving The Economic Well-Being Of Kebur Village Communities

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ABSTRACT
This community engagement program aimed to identify and map local potentials as a basis for productive business development and strengthening the local economy in Kebur Village, Tiang Pumpung Kepungut District, Musi Rawas Regency. The main issue faced by the community was the suboptimal utilization of local resources, particularly rubber and oil palm plantation products, which were predominantly marketed as raw materials. The program employed a participatory approach involving coordination, observation, interviews, potential exploration, resource mapping, outreach, discussions, and the formulation of business development recommendations. Data were analyzed descriptively and qualitatively by categorizing potentials related to natural resources, human resources, development, socio-cultural aspects, and institutions. The results indicated that rubber and oil palm plantations represent the village's primary economic assets. Opportunities for business development were also identified through plantation-product processing, business diversification, micro, small, and medium enterprise (MSME) development, digital marketing, and strengthening village economic institutions through Village-Owned Enterprises (BUMDes). The program generated an inventory of local potentials, a problem map, and recommendations for productive business development, providing a basis for sustainable community empowerment planning.

Keywords: Local Potential; Village Mapping; Productive Businesses; Community Empowerment; Village Economy.

INTRODUCTION

Rural economic development is a strategic effort to improve community well-being through the utilization of regional resources and local potentials. Each village has its own characteristics and advantages in terms of natural resources, human resources, and economic activities that can be developed into productive enterprises. These potentials include agriculture, plantations, livestock, fisheries, trade, and micro and small businesses. Local potential should be developed systematically to generate added value, expand employment opportunities, and increase community income. Ichwanto et al. (2025) explain that identifying local potential through the development of village

profiles is an important step in obtaining information on regional characteristics and resources that can be utilized to improve community welfare. Similarly, Setiawan and Adlan (2023) emphasize the importance of developing local resources by considering comparative advantages and regional characteristics as a basis for community economic development.

Village resources do not necessarily generate optimal economic benefits unless they are managed and developed into productive business activities. Common challenges faced by rural communities include limited knowledge and skills, processing technology, business capital, market access, and low added value of products. These conditions mean that some local resources are still utilized in rudimentary ways and have yet to contribute maximally to community income. Mufarrikoh et al. (2026) note that optimizing village assets requires assistance, product innovation, productivity improvements, and strengthened business management. In livestock development, Setiawan et al. (2026) also highlight the importance of utilizing local resources, adopting appropriate technologies, improving business management, and strengthening group institutions to support rural enterprises.

Exploration and mapping of local potential are essential for identifying the types, distribution, and utilization levels of resources available in a region. Such mapping may include natural and human resources, leading commodities, community business activities, and village economic institutions. Through exploration and mapping, utilized resources, underdeveloped potentials, and promising business opportunities can be identified. Setiawan et al. (2026) demonstrate that regional resource potential analysis using land carrying capacity and Location Quotient (LQ) approaches can help identify base sectors and opportunities for livestock commodity development. Thus, local potential mapping serves not merely as a resource inventory but also as a basis for prioritizing business development and planning rural economic development.

Productive business development based on local potential requires active involvement from communities, village governments, business groups, and other stakeholders. Efforts may include human resource capacity building, product diversification, agricultural and livestock product processing, strengthening economic institutions, and expanding market access. Shakila (2025) explains that agricultural value chain development can support rural economic growth through increased product value, community empowerment, and business sustainability. Furthermore, Setiawan et al. (2025) emphasize that locally rooted regional development should consider community capacity, appropriate technology, and community-based institutional strengthening. These perspectives indicate that successful rural economic development depends not only on resource availability but also on the community's ability to manage and transform these resources into competitive enterprises.

Based on this background, exploring and mapping local potential in Kebur Village is important to provide an overview of available resources, community economic activities, and productive business opportunities in accordance with regional characteristics. This program aimed to identify natural and human resource potentials, map community economic activities, analyze the utilization of local resources, and identify constraints and opportunities for business development. The results are expected to provide information on Kebur Village's economic potential that can serve as a basis for formulating productive business development strategies, increasing the added value of local resources, strengthening community empowerment, and promoting sustainable income growth and rural economic self-reliance.

COMMUNITY SERVICE METHODS

Partners, Location, and Period

The community engagement program was conducted in Kebur Village in collaboration with the village government and local residents. Participants included farmers, livestock raisers, MSME operators, and residents with potential to develop productive businesses. Participants were purposively selected based on their involvement in village economic activities and willingness to participate. Needs were identified through observation, interviews, and discussions with the village government and community to determine resource potentials and business development challenges.

Program Implementation

The program employed a participatory approach through the following stages:

1. Preparation: Coordination with the village government, participant selection, and preparation of activity instruments.
2. Potential exploration: Identification of local resources, including agriculture, plantations, livestock, fisheries, MSMEs, and other economic potentials, through observation and interviews.
3. Potential mapping: Inventory of resources and community business activities, and identification of productive business development opportunities.
4. Outreach and assistance: Presentation of mapping results and discussions on local resource utilization, product value addition, and marketing opportunities.
5. Recommendations: Formulation of business development strategies based on community potentials and needs.

The community engagement team was responsible for identification, mapping, assistance, and evaluation, while the village government and community contributed information, identified potentials, and determined business development priorities.

Evaluation and Participant Protection

Evaluation was conducted descriptively through observation, interviews, discussions, and documentation. Success indicators included community participation, identification of local potentials, development of an economic potential map, and availability of recommendations for productive business opportunities. Evaluation findings were analyzed descriptively to characterize program achievements and opportunities for community economic development. Participation was voluntary, following an explanation of the program objectives. Participants' identities and personal information were kept confidential and used solely for community engagement and scientific publication purposes.

Data Analysis

Data obtained from observations, interviews, and discussions were analyzed using descriptive qualitative methods. The analysis categorized local resource potentials, community economic activities, business development constraints, and opportunities for resource utilization. The identified findings were subsequently compiled into an inventory and potential map to serve as a basis for determining productive business opportunities in Kebur Village.

RESULTS AND DISCUSSION

Implementation, Outputs, and Outcomes

Exploration and Mapping of Village Local Potential

Potential exploration and mapping were conducted in Kebur Village, Tiang Pumpung Kepungut District, Musi Rawas Regency, covering an area of 2,578.48 hectares and a population of 961. The findings indicated that the community economy was predominantly based on rubber and oil palm plantations. Mapping involved area observation, identification of economic activities, resource inventory, and assessment of village institutions. Village potential was categorized into five aspects: natural resources, human resources, development, socio-cultural aspects, and institutions. These aspects provided a basis for local economic development, particularly through increasing the added value of plantation products and developing productive enterprises. This is consistent with Noviani et al. (2023), who reported that village potential mapping provides resource information to support development planning.

Potential and Opportunities for Productive Business Development

The mapping results indicated that rubber and oil palm plantations are the main economic potentials of Kebur Village. These commodities provide livelihoods for residents and could be developed through productivity improvement, better product quality, and post-harvest development. However, plantation products are predominantly sold as raw materials, meaning that opportunities to increase added value have not been fully utilized. This reflects a gap between resource availability and the community's capacity to develop higher-value products. Business development should not focus solely on increasing production but should also consider processing, marketing efficiency, distribution networks, and access to price information. Utilizing plantation by-products may also offer alternative business opportunities, subject to technical and economic feasibility. Kunyati and Radianti (2024) explain that community asset mapping can identify local resources, entrepreneurial capacity, and opportunities for micro-enterprise development. Their study underscores that local resources need to be supported by community capabilities and stronger business networks to generate optimal economic benefits. These findings are relevant to Kebur Village, where plantations, trade, and small businesses constitute the basis for community economic development.

Mapping Results for Economic Potential Indicators

The exploration and mapping findings were categorized according to resource indicators, economic conditions, institutions, and business development opportunities. The identified results are presented in Table 1.

Table 1. Mapping of Local Potential and Productive Business Development Opportunities in Kebur Village

Indicator	Initial Condition	Mapping Results	Evidence/Instrument
Natural resources	Potential had not been systematically documented	Rubber and oil palm plantations identified as leading commodities	Observation and mapping report
Human resources	Skills largely based on inherited/traditional experience	Residents identified as farmers, traders, and small-business operators	Community identification
Productive business opportunities	Plantation products predominantly sold as raw materials	Opportunities identified for processing plantation products and developing MSMEs	Potential and problem analysis
Economic institutions	Institutional potential had not been mapped in relation to business opportunities	Opportunities identified for developing BUMDes and community groups	Institutional identification
Marketing	Marketing relied on existing sales channels	Opportunities identified for digital marketing	Business opportunity analysis

Source: Primary data from the exploration and mapping of Kebur Village potential (2026).

As shown in Table 1, the exploration identified economic potentials, challenges, and opportunities for productive business development. Rubber and oil palm plantations constitute the primary basis for economic development, while human resources, infrastructure, and institutions serve as supporting factors. These findings suggest that village economic development requires an integrated approach connecting resource availability with community capacity and market access. Dewantara et al. (2024) explain that strengthening BUMDes capacity through digital economy initiatives can support increased added value in village agriculture. Technology use in business management and marketing may broaden market reach and improve economic efficiency. Therefore, BUMDes development in Kebur Village could focus on strengthening business management, facilitating local product marketing, and fostering cooperation with community business groups.

Figure 1. Potential Map of Kebur Village



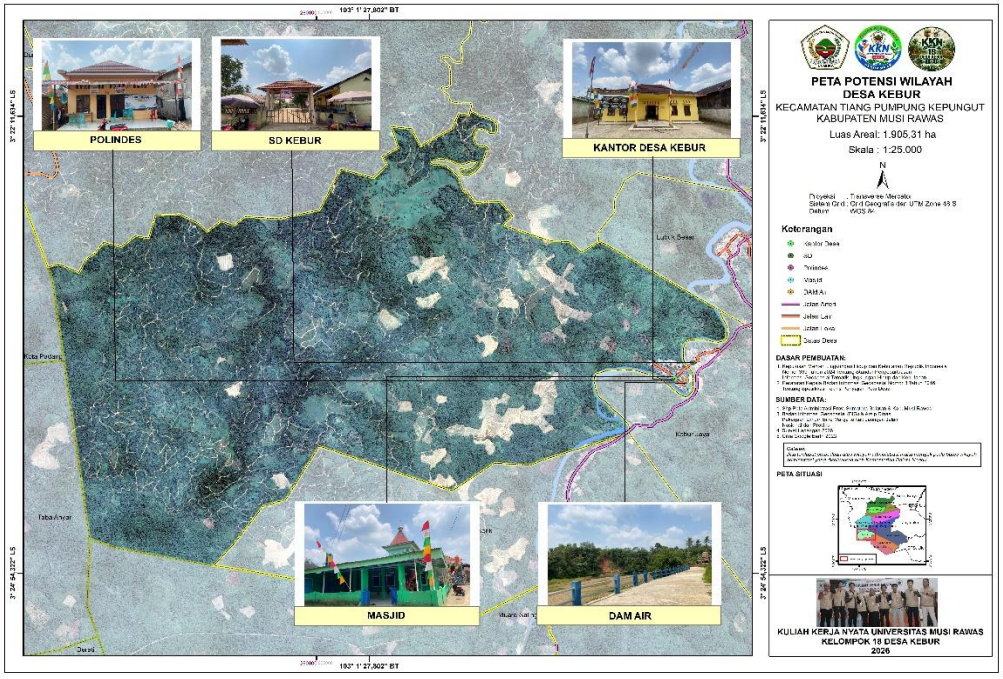
Observation



Potential Analysis



Potential and Institutions



Source: Primary data processed by the community service implementation team (2026)

The potential map of Kebur Village illustrates regional characteristics and conditions as a basis for identifying natural resources and local economic development opportunities. Spatial information is important for prioritizing resource utilization and planning community empowerment programs.

Identification of Problems and Directions for Productive Business Development

In addition to identifying potential, the exploration activity revealed several challenges related to the utilization of community economic resources. The main issue was that rubber and oil palm products were still largely marketed as raw materials. This limits opportunities for communities to obtain added value from their production and increases their dependence on commodity price fluctuations. Based on these conditions, the identified problems and development directions are presented in Table 2.

Table 2. Identification of Problems and Directions for Economic Development in Kebur Village

Aspect	Potential/Condition	Problem/Need	Development Direction
Natural resources	Rubber and oil palm plantations	Plantation products are still sold as raw materials	Product processing and added-value enhancement
Human resources	Productive community with plantation experience	Processing skills and technology need improvement	Training and extension
Community economy	Plantation, trade, and small-business activities	Dependence on plantation commodities	Business diversification and MSME development
Marketing	Plantation products and potential local products	Digital marketing is not yet optimally utilized	Promotion through social media and digital technology
Infrastructure	Farm roads, residential roads, and concrete drainage channels	Supporting infrastructure for economic activities needs optimization	Strengthening economic infrastructure
Socio-cultural	Mutual cooperation and community participation	Participation in productive economic activities needs strengthening	Empowerment of community groups and youth
Institutions	Village institutions and opportunities to develop BUMDes	Economic institutional roles need strengthening	BUMDes development and business-group collaboration

Source: Primary data from the exploration and mapping of Kebur Village potential (2026).

Table 2 shows the relationship between resource potentials, economic challenges, and community development needs. Accordingly, five empowerment priorities were formulated: improving plantation-product processing skills, agricultural extension, entrepreneurship and MSME development, digital marketing, and strengthening village economic institutions. It should be emphasized that these five priorities represent needs-based analyses and recommendations derived from the mapping, rather than training activities that have all been implemented. Thus, the reportable outputs of this program are the resource potential information, problem identification, and proposed directions for productive business development.

Interpretation, Limitations, and Sustainability

Interpretation of Economic Potential Mapping Results

The exploration indicated that Kebur Village has considerable local economic potential, particularly in rubber and oil palm plantations. However, the availability of natural resources has not yet been accompanied by sufficient development of value-added economic activities. The predominance of raw plantation product sales indicates the need to develop the value chain through improved production quality, processing, business diversification, and expanded market access. These findings suggest that rural economic development cannot rely solely on natural resource availability; it also requires strengthened community capacity and economic institutions. Kunyati and Radianti (2024) emphasize that community asset mapping is an important approach for identifying resources, entrepreneurial capacity, and micro-business development opportunities. Accordingly, potential mapping in Kebur Village can serve as an initial instrument for determining empowerment priorities aligned with community needs.

From an institutional perspective, BUMDes has a strategic opportunity to connect plantation potentials with community economic activities. BUMDes development may focus on facilitating marketing, strengthening distribution networks, managing local products, and collaborating with

farmer groups and MSME operators. Dewantara et al. (2024) show that strengthening BUMDes capacity through digital economy initiatives can support added value in agriculture and village economic development. Digital technology is also an alternative for expanding market access. Social media and business communication platforms can help entrepreneurs promote products and reach consumers beyond the village. Latief et al. (2026) demonstrate that practice-based training and digital marketing assistance can strengthen branding and promotional capabilities among rural MSMEs. However, implementation should be tailored to digital literacy, internet availability, and business operators' capacities.

Socially, mutual cooperation and community solidarity constitute social capital that can support empowerment programs. Community participation may be strengthened through the establishment or reinforcement of business groups, farmer groups, and youth organizations. Integration of natural resources, human resources, institutions, and market access is essential for building a more productive village economy.

Program Limitations

The exploration and mapping of Kebur Village potential had several limitations. First, the available data primarily described village conditions and potentials and did not include quantitative measurements of plantation productivity, farmers' income, production volumes, or product added value. Second, community knowledge and skills were not assessed using pre-test and post-test instruments. Third, technology adoption, business development, and changes in community income could not be evaluated because long-term monitoring had not been conducted. These limitations mean that the findings cannot be used to conclude that income increased, behavior changed, or technology was successfully adopted. Rather, the program should be regarded as a potential mapping exercise, needs identification, and formulation of recommendations for community economic development.

Program Sustainability

Sustainable development of local potential requires the involvement of various stakeholders, including the village government, farmer groups, BUMDes, MSME operators, Karang Taruna (youth organization), and Universitas Musi Rawas. Each stakeholder should have a clearly defined role to ensure that mapping results can be followed up through practical empowerment programs. The village government coordinates and facilitates programs; farmer groups support plantation development; BUMDes develops village economic activities; MSMEs and Karang Taruna contribute to product development and marketing; and the university provides assistance through community engagement and knowledge transfer according to community needs. Follow-up plans and sustainability indicators are presented in Table 3.

Table 3. Sustainability Strategies for Developing Local Potential in Kebur Village

Program	Responsible Party	Follow-up Plan	Monitoring Indicator
Plantation development	Farmer groups and extension workers	Extension and cultivation assistance	Adoption of cultivation techniques
Plantation product processing	Farmer groups and BUMDes	Training and development of processed products	Value-added products
MSME development	Village government and BUMDes	Business management assistance	Number of active productive businesses
Digital marketing	Karang Taruna and MSME operators	Training in digital promotion	Promotional activity and marketing reach
Institutional strengthening	Village government and university	Program coordination and evaluation	Group activity and business collaboration

Source: Primary data from the exploration and mapping of Kebur Village potential (2026).

Sustainability evaluation may be conducted periodically every three to six months by monitoring skill application, productive business development, marketing activities, and institutional participation. This interval is a follow-up recommendation to be agreed upon with village partners. Overall, the exploration and mapping of local potential in Kebur Village generated baseline information for formulating productive business development strategies based on village resources. Optimizing plantation potential, supported by human resource capacity building, MSME development, digital technology utilization, and institutional strengthening, is expected to increase product added value, expand business opportunities, and sustainably strengthen the community economy.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The exploration and mapping of Kebur Village potential identified five key aspects: natural resources, human resources, development, socio-cultural aspects, and institutions. Rubber and oil palm plantations constitute the primary basis for community economic development. The mapping also identified opportunities for productive business development through plantation-product processing, MSME development, digital marketing, and strengthening village economic institutions. The program provided preliminary information to support local economic development planning. However, as the activities were limited to identification and mapping, their impact on community income could not yet be measured.

Recommendations

The Kebur Village government is encouraged to use the mapping results as a basis for prioritizing village economic programs. BUMDes and community groups should be encouraged to develop plantation-product processing and other productive enterprises. Business skills training, MSME assistance, and digital marketing are also needed. Follow-up activities should focus on mentoring and evaluation to measure business development and economic benefits for the community.

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DECLARATIONS

1. **Statement on the Use of Artificial Intelligence.** o artificial intelligence (AI) tools were used in the preparation of this manuscript. All content, data interpretation, and references are the responsibility of the authors.
2. **Author Contribution. BDS**: Conceptualization, Supervision, Methodology, Writing review & editing. CA: Supervision, Methodology, Writing review & editing. **MI**: Investigation, Community engagement, Data collection, Documentation, Writing original draft. **DC**: Investigation, Community engagement, Data collection, Documentation. **H**: Investigation, Community engagement, Data collection, Documentation. **RIL**: Investigation, Community engagement, Educational media preparation, Documentation. **MA**: Supervision, Resources, Project administration, Writing review & editing. **DA**: Supervision, Validation, Resources, Writing review & editing. All authors contributed to the implementation and completion of the community service program and approved the final version of the manuscript. **JNP** : Investigation, Community engagement, Data collection, Documentation. ZPI: Investigation, Community engagement, Data collection, Documentation. **MFA** : Investigation, Community engagement, Data collection, Documentation. **AS** : Investigation, Community engagement, Data collection, Documentation. AMG : Investigation, Community engagement, Data

collection, Documentation. **EA** : Investigation, Community engagement, Data collection, Documentation.

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4. **Conflict of Interest.** The authors declare no conflict of interest.
5. **Ethics and Participant Consent.** This activity constituted a low-risk community service and environmental education program involving household waste sorting and recycling education and the installation of waste education signs in RT 06, RW 02, Sawah Lebar Baru Village. The implementation of the activity was coordinated with the Head of RT 06 and local community officials. The activities consisted primarily of community education, observation, brief interviews, documentation, and installation of educational media, with no clinical intervention reported. No formal ethics committee approval number is stated in the manuscript; therefore, no approval number has been fabricated. Participation in community activities should be regarded as voluntary, and the authors are responsible for ensuring appropriate permission, privacy protection, and consent for the publication of identifiable photographs or other participant information.

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