

## PROFICIENT Community Service

### Entrepreneurship Training For Former Prisoners: Enhancing Economic Resilience And Social Reintegration

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#### ABSTRACT

**Keyword:**

entrepreneurship, former inmates, social reintegration, business training, community service

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*This community service program aimed to provide entrepreneurship education for former inmates as part of efforts to support social reintegration and economic independence after incarceration. A team of lecturers from the Master of Management Program at Universitas Dirgantara Marsekal Suryadarma conducted counseling sessions covering topics such as self-potential identification, basic business planning, initial capital management, and product marketing strategies. In addition to technical content, the program emphasized the importance of personal branding, self-confidence, and communication skills in business development. A discussion with participants revealed key challenges, including low self-confidence, limited access to funding information, and social stigma. The program demonstrated that an educational approach incorporating case studies and active participation can enhance the motivation and readiness of former inmates to start independent business ventures*

## I. INTRODUCTION

The issue of social reintegration of former prisoners remains a significant challenge in Indonesia. Many face considerable barriers to reentering society and the labor market, primarily due to persistent negative stigma (Sari et al., 2023) (Ramadhan et al., 2025) (Sutiawarman, 2023). This social exclusion not only undermines their individual rehabilitation efforts but also contributes to a higher risk of recidivism (Agustin et al., 2024) (Fitria et al., 2025). Conversely, successful reintegration has far-reaching social benefits, including reducing repeat offenses and improving the overall quality of life in communities (Rahman & Wibowo, 2021) (Fitriani et al., 2024).

One strategic approach to overcoming these challenges is through economic empowerment, particularly via the promotion of entrepreneurship (S. Pramono, 2022) (Rahman W & Wibowo, 2021). By equipping former inmates with entrepreneurial competencies and access to relevant resources, they can attain economic independence and demonstrate their capacity for positive societal contributions (Koswanto, 2024) (Herliansyah, 2020). Entrepreneurship enables autonomy, fosters self-worth, and provides a practical pathway for long-term reintegration (E. Pramono, 2022) (Ariasmara et al., 2020).

Field observations and preliminary assessments reveal a number of critical gaps in the social reintegration process of former inmates. Many of them lack the foundational business skills, market knowledge, and mentorship necessary to initiate and sustain their own ventures (Faisal, 2013) (Lestari et al., 2021). In response to these challenges, this community engagement program adopts a solution-oriented and participatory approach aimed at economic empowerment (Rasjid, 2023). The program is designed to provide basic entrepreneurship training tailored to participants' backgrounds, technical assistance in business planning and management, motivational sessions to build self-efficacy and resilience, as well as mentorship and peer support systems involving local entrepreneurs and facilitators (Astawa et al., 2022). The primary objective is to foster the creation of new business opportunities that align with local economic potential and the specific characteristics of the participants, thereby strengthening the process of sustainable social reintegration (Anggraini & Muladi, 2021) (Hapsari & Shahroza, 2014).

The overarching goal of this initiative is to support the sustainable reintegration of former prisoners through the development of viable, community-based economic activities (Ariefin et al., 2021). To that end, the specific activity targets are as follows: train former inmates in foundational entrepreneurial knowledge and skills, facilitate the development of concrete business plans, establish a local support and mentorship network to guide post-training business implementation.

This activity represents part of the university's responsibility in implementing the Tri Dharma of Higher Education, particularly in empowering marginalized groups. Through a participatory and solution-oriented approach, this initiative is expected to serve as a replicable empowerment model for other regions (Iskandar & Heliani, 2023). The activity was carried out at the Class I Correctional Facility (Lembaga Pemasyarakatan Kelas I) in Cipinang, East Jakarta. This community service program aims to equip former inmates with basic entrepreneurial skills and business motivation to help them build sustainable economic opportunities (Naufal & Subroto, 2021).

## **II. IMPLEMENTATION METHOD**

This community service activity was carried out in the form of public education through counseling sessions provided to inmates at the Class I Correctional Facility in Cipinang, East Jakarta, with the aim of enhancing their entrepreneurial skills. In this community service program, the lecturers from the Master's Program in Management at Unsurya delivered materials related to the preparation for starting a new business, beginning with selecting a type of business aligned with individual interests. In addition, theoretical explanations were provided on how to design and present a business brand, as well as the types of financial reports commonly used in business operations. Following the counseling session, a discussion session was held to address the challenges commonly faced when starting a business and how to determine the initial steps. During the discussion, each identified issue was explored in detail to help participants understand the appropriate responses to potential future obstacles.

## **III. RESULTS OF IMPLEMENTATION AND ANALYSIS**

A community service initiative in the form of entrepreneurship counseling was conducted by a team of faculty members from the Master of Management Program, Graduate School of Universitas Dirgantara Marsekal Suryadarma, on May 27, 2025. The program aimed to foster economic self-reliance among former inmates by equipping them with fundamental entrepreneurial knowledge and skills. This initiative responds to the pressing need for sustainable reintegration strategies that address post-incarceration economic vulnerability.

The counseling session focused on several foundational aspects of entrepreneurship, including self and environmental potential assessment, preparation of a basic business plan, initial capital management, and effective product marketing strategies. These topics were selected to provide a comprehensive introduction to small-scale business development, tailored to the participants' background and potential constraints.

In addition to technical content, the program emphasized the psychological and social dimensions of entrepreneurship. Participants were guided to recognize the importance of self-confidence, personal branding, and communication skills in establishing and sustaining a business. Moreover, the session highlighted the potential challenges and opportunities that former inmates may encounter, particularly related to access to markets, financial capital, and overcoming social stigma.

The educational content was delivered using a practical and interactive approach, incorporating real-life case studies of successful small business owners who began with limited resources. This approach was instrumental in contextualizing the material and enhancing participants' engagement and comprehension.

A discussion forum followed the presentation, involving active participation from the attendees—former inmates currently under rehabilitation. Key challenges identified during the discussion included low self-confidence to initiate independent business ventures, limited access to funding sources, lack of technical skills, and persistent societal stigma that hinders business networking and market entry.

The outcomes of this activity suggest that community-based entrepreneurship education, particularly when adapted to the unique needs of former inmates, holds significant promise in supporting social reintegration and economic empowerment. It is anticipated that such programs can contribute to reducing recidivism by providing viable livelihood alternatives, thereby fostering a more inclusive and productive society.



*Figure 1 group photo session*



*Figure 2 presentation session*



*Figure 3 presentation of certificates to speakers*



*Figure 4 the participants*

#### **IV. CONCLUSION**

The entrepreneurship counseling program for former inmates demonstrated that practical and context-sensitive educational interventions are highly relevant in supporting the process of social reintegration. The interactive delivery of materials and inclusion of real-world case studies helped participants understand concrete steps to start businesses with limited resources. Discussion outcomes revealed that psychological and social barriers remain significant, but can be addressed through targeted empowerment strategies.

This initiative has brought several benefits, including increased entrepreneurial knowledge, improved confidence among participants, and the development of actionable business plans that align with local economic potential. Moreover, the program fostered a sense of agency and hope among former inmates, contributing positively to their reintegration journey.

From an institutional perspective, this activity strengthens the university's commitment to the Tri Dharma Perguruan Tinggi, particularly in the area of community service. It enhances the university's role as a socially responsible institution actively engaged in solving real-world problems. Furthermore, it contributes to building a model of empowerment that can be replicated in other correctional institutions or marginalized communities, positioning the institution as a leader in socially impactful community engagement.



Table 1 list of attendees

**PESERTA PELATIHAN**

No	NAMA	PROGRAM	HADIR	KETERANGAN
1	ADAM BIN SURYADI	INTEGRASI GEL 5		BLOK B 211
2	ADRIAN APRIYADI ALS TETE BIN YANA	INTEGRASI GEL 5		BLOK C AULA C
3	MUHTAR TANAYA	INTEGRASI GEL 5		-
4	ALEX FERDIANSYAH BIN UJANG	INTEGRASI GEL 5		BLOK D 203
5	ANGGI SAGITA	INTEGRASI GEL 5		-
6	ANDI FAISAL BIN M. NOOR HASAN	INTEGRASI GEL 5		BLOK D 203
7	APIK PRIYADI BIN SUGIARTO	INTEGRASI GEL 5		BLOK A 138
8	ARDIAN BAGUS SETIAWAN BIN KANDAR UDIN	INTEGRASI GEL 5		BLOK A 140
9	ARI SUWANDI BIN MARWOTO	INTEGRASI GEL 5		BLOK B AULA B2
10	COK TARENTA KETAREN BIN DAHRIO KETAREN	INTEGRASI GEL 5		BLOK B 217
11	DEDE MUKTAR ALS DEDE	INTEGRASI GEL 5		BLOK D 216
12	DENDI CHRITIAN	INTEGRASI GEL 5		BLOK C 219
13	ERWIN SETIAWAN BIN SARMILIH	INTEGRASI GEL 5		BLOK B 323
14	GHILLANG JOHAN ALFIA	INTEGRASI GEL 5		BLOK B 319
15	ISMAIL LOBO BIN YONA	INTEGRASI GEL 5		BLOK C AULA C
16	JONA ARIANTO BIN GER	INTEGRASI GEL 5		BLOK D 318
17	JULIADI ALS JUL BIN ISHAK	INTEGRASI GEL 5		BLOK D 315
18	JULIAN RIYADI BIN KA	INTEGRASI GEL 5		AULA SANTRI 1
19	LESTYO NURCAHYO BIN	INTEGRASI GEL 5		BLOK B 205
20	MARTINUS SITUMORANG	INTEGRASI GEL 5		DAPUR 1
21	WAWAN SETIAWAN	INTEGRASI GEL 5		-
22	ANDIKA PRATAMA BIN TARNO	INTEGRASI GEL 5		BLOK B AULA B2
23	MUHAMMAD ANGGI SAPUTRA	INTEGRASI GEL 5		-
24	WIBISONO	INTEGRASI GEL 5		-
25	WAHYU MURTIANTO	INTEGRASI GEL 5		-
26	SYARIL SIDIK BIN MIROD	INTEGRASI GEL 5		BLOK B AULA B2
27	KHOSFUL GOMI	INTEGRASI GEL 5		BLOK B AULA B2
28	KHODIR	INTEGRASI GEL 5		BLOK B AULA B2
29	HENDRA BIN ZAENAL ARIFIN	INTEGRASI GEL 5		BLOK B AULA B2
30	ZULVIAN ALS IAN	INTEGRASI GEL 5		BLOK B 302
		JUMLAH		

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