

SOCIOPRENEURSHIP INCUBATION CLASS FOR SCHOOL DROPOUTS IN BAJOE VILLAGE THROUGH THE UTILIZATION OF SEA SHELLS INTO ECONOMICALLY VALUABLE PRODUCTS

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Abstract:

A sociopreneurship-based business incubation program aims to empower school dropouts in Bajoe Village through skills training in utilizing seashells as raw materials for economically valuable craft products. This initiative was motivated by the high school dropout rate in Bone Regency, particularly in Bajoe Village. This has the potential to lead to unemployment and low quality human resources. This research used a qualitative descriptive approach with community service methods. The program's subjects were 10 school dropouts selected purposively. Data collection techniques included observation, interviews, documentation, and questionnaires. The results showed that participants understood the production and marketing processes for seashell craft products. The program also improved participants' entrepreneurial skills, producing products such as key chains and flower vases ready for offline and online marketing. Based on post-training questionnaires, participants demonstrated increased motivation and readiness to continue their businesses independently. This program demonstrates that sociopreneurship-based training can be an alternative solution for empowering school dropouts through local potential.

Keywords: School Dropouts, Sociopreneurship, Seashells.

1. Introduction

Dropping out of school is a term given to former students who are unable to complete a level of education, thus unable to continue their studies to the next level. According to Djumhur and Surya, the types of dropouts can be grouped into three, namely: Dropping out of school or stopping at a level, dropping out of school at the end of a level, and dropping out of school or stopping between levels. Dropping out of school can generally be defined as a person or child who leaves an education system before they complete their education according to the level of the school system they are following. Dropping out of school can also be interpreted as not completing or failing to study to a further level (Abdullah & Pairin, 2020). The large number of dropouts can have an impact on the emergence of new problems in society. Based on data from the Central Statistics Agency 2 of South Sulawesi Province, the dropout rate in South Sulawesi in 2023 cannot be calculated with certainty because the APS data does not show the number of dropouts directly, but rather the proportion of the school-age population who are not in school to the total school-age population. However, this figure decreased compared to 2.67% in 2022. Data on the number of school dropouts (APS) in South Sulawesi in 2023, based on educational level, showed that the number of dropouts for elementary school students was 1.14%, junior high school students 0.57%, and high school and vocational high school students 1.02%. The dropout rate in South Sulawesi remains relatively high, especially at the secondary education level. This is due to various factors, including poverty, limited access to education, early marriage, employment, and disability (Basmatulhana, 2022).

The large number of school dropouts is a problem in Bone Regency, which certainly hinders the nation's progress and competitiveness. Citing data on the number of school dropouts according to the Bone Regency Education Office in 2023, it was 17,000 children. This figure is down compared to 40,000 children in 2022. Some data on the number of school dropouts based on educational level for elementary school is 6,500 children, junior high school is 5,500 children, high school is 5,000 children, and vocational high school is 1,000 children. Based on data from the Bone Regency Education Office, in

2023 there were 1,200 children out of school in Bajoe Village. The dropout rate in Bone Regency is considered high in South Sulawesi (Pramono, 2023). The impact of this dropout is very significant, both for individuals and society. There are several impacts that result in school dropouts in Bajoe Village, namely the impact on individual dropouts, namely the decline in the quality of human resources and increasing unemployment. This will result in difficulties in finding employment and impacting the community and family. However, these dropouts can be trained through education or counseling to develop their skills. One skill that can be developed for dropouts is entrepreneurship. Sociopreneurship can be used to help dropouts develop the skills and knowledge needed for success in the workforce by offering business incubation classes as skills and entrepreneurship training programs. These business incubation classes teach dropouts to think creatively and innovatively in utilizing seashells or other natural materials found in Bajoe village to create products with economic value.

Based on the problem of school dropouts in Bajoe village, therefore the implementing team offers a program that provides an opportunity for them to learn to develop their abilities through an entrepreneurial skills training program, namely: "Sociopreneurship Incubation Model for School Dropouts through the Utilization of Sea Shells in Bajoe Village". With the aim of providing an education to explain to school dropouts through sociopreneurship or entrepreneurship with local wisdom in Bajoe village utilizing sea shells or sea snails to make decorations in the form of key chains, calligraphy, flower vases, or other miniatures. So that we can make it creative decorated with South Sulawesi lontara writing or culture in Bajoe village, we will also provide management training to partners utilizing sea shells so that they can have economic value.

2. Research Methods

The method used in this study is a qualitative descriptive approach with a participatory service model (participatory action approach) which aims to describe the process and results of empowering school dropouts through a sociopreneurship-based business incubation class utilizing local wisdom of sea shells (Gunadi, 2024). The study was conducted in Bajoe Village, Bone Regency, with research subjects consisting of school dropouts and youth from the youth organization (karang taruna) who were selected purposively based on their active involvement and willingness to participate in the entire program series. The activity stages include preparation through initial observation and coordination with partners, program implementation in the form of counseling, training, and mentoring in making sea shell crafts and basic entrepreneurship training, up to the evaluation and closing stages. Data collection was carried out through participatory observation, post-training questionnaires, and activity documentation, while data analysis was carried out descriptively qualitatively with the stages of data reduction, data presentation, and drawing conclusions to assess the increase in knowledge, skills, and readiness of partners in running a sociopreneurship-based business.

3. Results and Discussion

The business incubation class program implemented in Bajoe Village can be considered to have run well, with all activities carried out by the implementation team according to the previously scheduled timeline. During the implementation preparation stage, the team coordinated with the supervising lecturer. Initial observations were conducted on June 1, 2024, after the implementation team held regular meetings with the supervising lecturer to solidify the concept before going into the field. This initial observation resulted in a joint activity contract with the partners to ensure their comfort during the implementation and to avoid misunderstandings or unwanted incidents.

Provision of equipment, preparation, and procurement of partner guidebooks. This stage produces the following outputs:

1. Availability of all equipment, tools, and materials to support activities during the implementation phase.
2. Availability of partner guidebooks ready for distribution upon implementation.

The outreach program was conducted in a single meeting on the beach in Bajoe Village. The duration of the session was 60 minutes. The following outcomes were achieved:

1. Partners understood and understood the objectives and benefits of the program.
2. Partners learned how to make crafts from seashells, marketing strategies, and the opportunities of local wisdom in Bajoe Village, which utilizes seashells as the primary ingredient for pioneering sociopreneurship.

Training and mentoring on how to create creative and innovative seashell crafts is provided to ensure that partners experience no obstacles during the process and understand the process of crafting seashells. This activity has the following outcomes:

1. Partners understand how to create creative and innovative seashell crafts, from sorting, cleaning,

drying, and making seashell crafts.

2. Produced seashell craft products suitable for sociopreneurship or entrepreneurship, such as seashells made into key chains, flower vases, and other miniatures.

The basic training on sea shell craft entrepreneurship was attended by 10 partners with the output being that the partners have sold their sea shell creations both offline and online such as Wa Bisnis and Facebook.

Evaluation activities are conducted to determine the progress and level of understanding of partners regarding the program being implemented, as well as the implementation team's ability to resolve any obstacles experienced by partners. During the evaluation and basic entrepreneurship training phase, a seashell craft program, based on local wisdom, was also incorporated into a program for school dropouts in Bajoe Village. After the program was implemented for school dropouts, the next stage was the implementation of a sociopreneurship process, or entrepreneurship, utilizing the seashell craft products and marketing them to produce products with economic value.

The implementation of the process of making sea shell crafts into decorations or other miniatures. Starting in June with 5 meetings. At these meetings the team carried out the manufacturing process using sea shells. Apart from team mentoring, school dropouts will still be accompanied directly during the manufacturing process on the first and fourth days. The final activity carried out is marketing activities. This activity was carried out to measure and identify school dropouts after the implementation of the sea shell craft making stage using local wisdom materials available in Bajoe Village. The outputs of this program activity are in the form of progress and final reports, social media and partner guidebooks. The results achieved in this program are the sea shell crafts made by out-of-school partners that have been packaged and ready to be sold. With the manufacturing process requiring energy and time, partners always make time to continue the training in making craft products that the team has taught previously. After the program was completed, the team distributed post-training questionnaires to 15 respondents. The following are the results of the questionnaire survey in the image below:

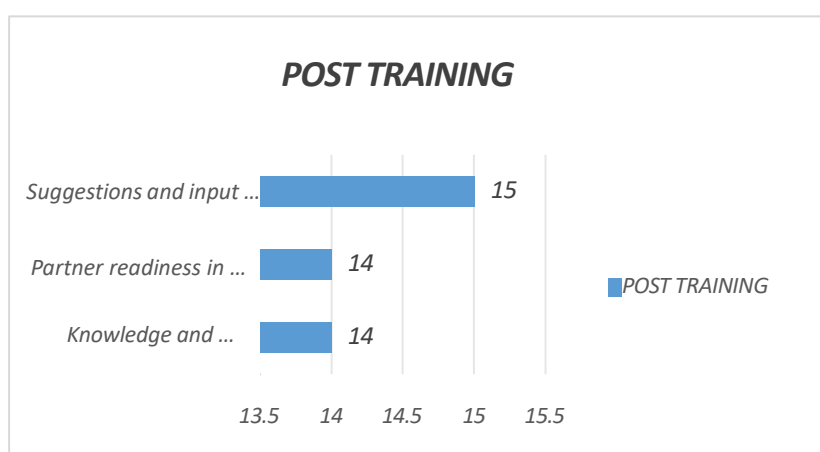


Figure 1. Post-Training Questionnaire Survey Results

A post-training survey conducted by 15 respondents revealed an increase in the knowledge and handicraft skills of school dropouts. The partners' readiness to continue the program was enthusiastic, and their suggestions and input were invaluable to the student team. Overall, the feedback from the partners indicated that this program should continue and have successors. We hope the student team will return to provide further training in the future.

4. Conclusion

A sociopreneurship-based business incubation program implemented in Bajoe Village has had a positive impact on school dropouts, both in improving entrepreneurial skills and fostering economic independence. Training focused on processing seashells into marketable products provided participants with hands-on experience in the production and marketing process. The program's results demonstrate that utilizing local resources can be a solution to address social issues, particularly unemployment due to school dropouts. Future recommendations include the need for program sustainability through collaboration with local governments and the private sector to expand the impact and create a sustainable sociopreneurship ecosystem in other regions.

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