



Enhancing Understanding of Entrepreneurship Among Members of the Indonesian Senior Citizens Association

Sarah Sentika¹, Rivaldi Arissaputra^{2*}, Maisa Azizah Asmara³

¹Management, Faculty of Business and Humanities, Universitas Satu, Indonesia, 40253

^{2,3}International Trade, Faculty of Economics, Business, and Social Sciences, Universitas 'Aisyiyah Bandung, Indonesia, 40299

E-mail : *rivaldi.arissaputra@unisa-bandung.ac.id

Doi : <https://doi.org/10.37339/jurpikat.v7i2.3164>

Info Artikel:

Diterima :
2026-05-07

Diperbaiki :
2026-05-09

Disetujui :
2026-05-09

Kata Kunci: Kewirausahaan,
Lanjut Usia, Lokakarya, LLI,
Bandung

Abstrak: Kegiatan Pengabdian kepada Masyarakat (PkM) ini bertujuan meningkatkan pemahaman kewirausahaan bagi anggota Lembaga Lanjut Usia Indonesia (LLI) Kecamatan Lengkong, Kota Bandung. Peserta kegiatan berjumlah 28 lansia yang merupakan anggota aktif LLI. Permasalahan utama yang dihadapi adalah rendahnya pemahaman mengenai konsep kewirausahaan, manfaat berwirausaha di usia lanjut, cara menemukan ide usaha, langkah-langkah memulai usaha, dan kemampuan menghadapi tantangan teknologi digital. Kegiatan dilaksanakan menggunakan metode pelatihan partisipatif dengan pendekatan andragogi melalui ceramah interaktif, diskusi kelompok, praktik langsung, dan sesi tanya jawab. Evaluasi dilakukan menggunakan metode pre-test dan post-test pada lima indikator pemahaman dengan skala Likert 1–5. Hasil kegiatan menunjukkan peningkatan signifikan pada seluruh indikator. Rata-rata skor pemahaman meningkat dari 2,19 menjadi 4,38 setelah pelatihan. Program ini terbukti efektif dalam meningkatkan pemahaman kewirausahaan lansia dan direkomendasikan untuk diterapkan pada komunitas lansia di wilayah lain dengan karakteristik serupa.

Abstract: This community service program aimed to improve entrepreneurial understanding among members of the Indonesian Elderly Association (LLI) in Lengkong District, Bandung City. The participants consisted of 28 active elderly members of LLI. The main problems identified were the limited understanding of entrepreneurial concepts, the benefits of entrepreneurship in later life, methods for identifying business ideas, steps to start a business, and strategies to overcome digital

Keywords: *Entrepreneurship, Elderly, Workshop, LLI, Bandung*

technology challenges. The program was implemented using a participatory training method with an andragogical approach through interactive lectures, group discussions, hands-on practice, and question-and-answer sessions. Evaluation was conducted using a pre-test and post-test design on five indicators measured with a 1–5 Likert scale. The results demonstrated significant improvements across all indicators. The average understanding score increased from 2.19 before the training to 4.38 after the training. The program proved effective in enhancing entrepreneurial understanding among the elderly and is recommended for replication in other regions with similar characteristics.

Introduction

Indonesia is currently experiencing a significant aging population phenomenon (Romadlona et al., 2026). According to data from the Central Bureau of Statistics, the proportion of elderly people has reached 11.75% of the total population, or approximately 32 million individuals. This figure is projected to increase to 19.9% by 2045, positioning Indonesia as a country with an aging population structure (Ministry of Health of the Republic of Indonesia, 2023). This demographic shift presents not only challenges in social and healthcare aspects but also opportunities, particularly in empowering the elderly economically to remain productive and independent. At the local level, Bandung City, as one of the metropolitan areas in West Java (Indriasari et al., 2023), is also experiencing an increasing trend in its elderly population (Susilowati, 2022). One of the districts reflecting this condition is Lengkong District, where a number of elderly individuals are organized under the Indonesian Elderly Association (LLI) at the district level. LLI Lengkong actively conducts various social activities for its members; however, programs oriented toward economic empowerment, particularly entrepreneurship, remain limited.

Based on preliminary observations and discussions with the management of LLI Lengkong, most of the 28 elderly members have a considerable amount of free time that has not been utilized productively. In fact, they possess valuable potential in the form of life experience, skills, and social networks that could be developed into independent business ventures. The primary limitation faced by these members is their low level of understanding of entrepreneurial concepts that are appropriate for older adults, limited awareness of the benefits of entrepreneurship for improving well-being in later life, and insufficient ability to identify potential business ideas (Maalaoui et al., 2023; Ngat, 2023). Their knowledge of practical steps in starting and managing a business is still limited. Another significant challenge is their low level of digital

literacy, which affects their ability to utilize technology as a medium for promotion and marketing (Asmara & Arissaputra, 2024). In today's digital era, the use of technology is a crucial factor in achieving business success (Arissaputra et al., 2025).

Based on these conditions, a systematic intervention is needed to improve entrepreneurial understanding among the elderly group. Therefore, this Community Service (PkM) program is designed in the form of entrepreneurship training aimed at enhancing the understanding of business concepts among members of LLI Lengkong District, Bandung City. Through this activity, it is expected that elderly participants will gain adequate entrepreneurial knowledge and skills relevant to their conditions, enabling them to develop independent, productive, and sustainable businesses, as well as improve their quality of life in later years. Based on the above explanation, the research problem can be formulated as follows: How can the entrepreneurial understanding of members of LLI Lengkong District, Bandung City be improved, particularly in terms of entrepreneurial concepts for older adults, the benefits of entrepreneurship, the ability to identify business ideas, understanding the steps of entrepreneurship, and the ability to overcome digital technology challenges?

Method

This study employed a participatory training approach within the framework of a community service (PkM) activity aimed at improving entrepreneurial understanding among elderly participants. The target participants were 28 active members of the Indonesian Elderly Association (LLI) in Lengkong District, Bandung City. The selection of participants was based on their active involvement in organizational activities and their availability to participate in the training program.

The implementation of the activity integrated principles of adult learning (andragogy), emphasizing experiential learning, active participation, and problem-solving based on real-life conditions faced by the elderly (Yılmaz Fındık, 2024). The training process combined several instructional methods to ensure effective knowledge transfer. Interactive lectures and presentations were used to deliver the material with the support of visual media designed to be easily understood by elderly participants (Goodman & Lambert, 2023). In addition, group discussions were conducted to encourage participants to share their experiences, explore their potential, and identify feasible business ideas based on their skills and local context. Question-and-answer sessions and individual consultations were also provided to allow participants to clarify their understanding and receive direct feedback related to entrepreneurial practices (Arissaputra et al., 2023)



Figure 1. Discussion Session

To evaluate the effectiveness of the training, a pre-test and post-test design was applied (Fosstveit et al., 2023). Participants were asked to complete a questionnaire before and after the training to measure their level of understanding across five indicators, namely: entrepreneurial concepts for the elderly, the benefits of entrepreneurship in later life, the ability to identify business ideas, understanding of the steps in starting a business, and the ability to address digital technology challenges. Each indicator was measured using a Likert scale ranging from 1 to 5.

The implementation of the program followed a structured sequence. The initial stage involved preparation, including coordination with LLI management, development of training materials, preparation of evaluation instruments, and administrative arrangements. This was followed by the pre-test stage, in which participants' baseline understanding was measured. The training stage was then conducted by delivering materials on entrepreneurial concepts and the benefits of entrepreneurship for the elderly, supported by interactive discussions. After the training, participants completed the post-test to assess improvements in their understanding. Finally, an evaluation and reporting stage was carried out by analyzing the pre-test and post-test results and compiling the findings into a comprehensive report along with recommendations.

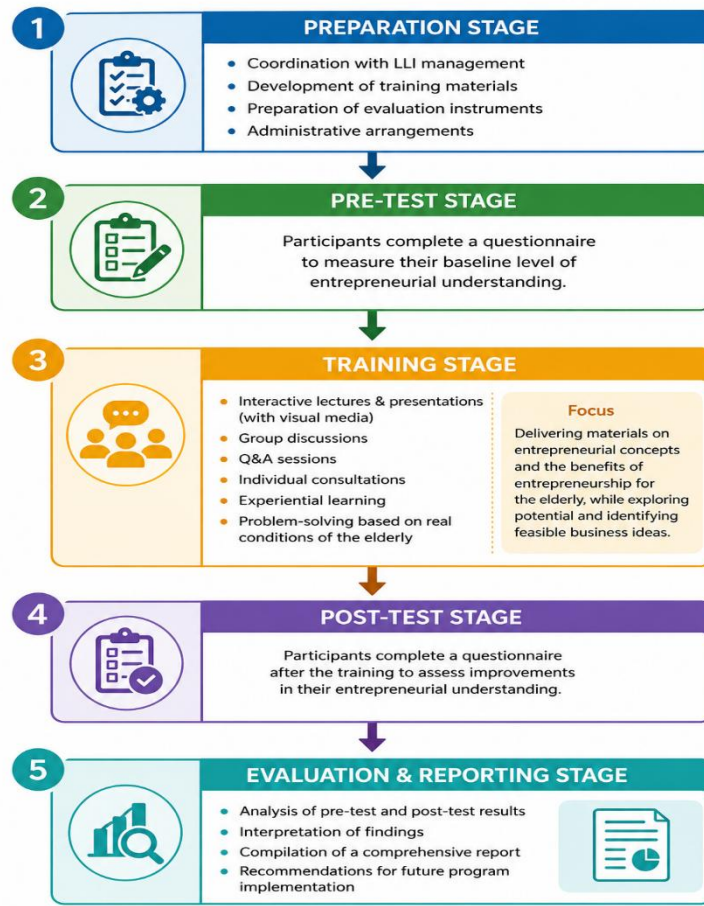


Figure 2. Flowchart of Entrepreneurship Training Implementation for Elderly Participants

Results and Discussion

Table 1. Participant Evaluation Results

| Dimensions | Pre-Test | Post-Test | Improvement |
|---|-------------|-------------|--------------|
| The Concept of Entrepreneurship for Older Adults | 2,14 | 4,46 | +2,32 |
| The Benefits of Entrepreneurship for Older Adults | 2,32 | 4,54 | +2,22 |
| How to Find Business Ideas | 2,18 | 4,32 | +2,14 |
| Steps to Becoming an Entrepreneur | 2,25 | 4,39 | +2,14 |
| Overcoming Technological Challenges | 2,07 | 4,21 | +2,14 |
| Average | 2,19 | 4,38 | +2,19 |

The entrepreneurship training activity involved 28 members of the Indonesian Elderly Association (LLI) in Lengkong District, Bandung City. The effectiveness of the

program was evaluated using a pre-test and post-test across five key dimensions of entrepreneurial understanding. The results show a consistent and significant improvement in all dimensions, with the overall average score increasing from 2.19 to 4.38. This indicates that the training successfully elevated participants' understanding from a low level to a good level, particularly within the context of entrepreneurship for older adults.

In the dimension of The Concept of Entrepreneurship for Older Adults, the score increased from 2.14 to 4.46, reflecting the highest improvement (+2.32). This dimension is fundamental, as it relates to how elderly individuals perceive entrepreneurship itself. Prior to the training, many participants tended to associate entrepreneurship with physically demanding, high-risk, or youth-oriented activities, which created psychological barriers. After the training, participants developed a more inclusive and adaptive understanding of entrepreneurship one that emphasizes flexibility, small-scale operations, and alignment with personal capacity, health conditions, and life experience. Entrepreneurship was no longer perceived as a burden, but rather as an opportunity for active aging, self-actualization, and continued productivity in later life (Zhu et al., 2022).

In the dimension of The Benefits of Entrepreneurship for Older Adults, the score increased from 2.32 to 4.54 (+2.22), achieving the highest post-test score among all dimensions. This reflects a strong shift in participants' awareness of the multidimensional benefits of entrepreneurship. Beyond financial gains, participants began to understand the broader value of entrepreneurial activities, including maintaining mental health, increasing social interaction, reducing feelings of dependency, and fostering a sense of purpose. In the context of aging, these psychosocial benefits are particularly important, as they contribute to improved quality of life and overall well-being (O'G'Li, 2024). The results suggest that participants not only understood the "how" but also the "why" of engaging in entrepreneurial activities.

The dimension of How to Find Business Ideas showed an increase from 2.18 to 4.32 (+2.14). This dimension is closely related to opportunity recognition, which is often a major challenge for older adults who may lack exposure to structured entrepreneurial thinking (Mikić et al., 2025). Before the training, participants had difficulty identifying viable business ideas, despite having relevant skills and experiences. After the intervention, they were better able to connect their past experiences, hobbies, and local resources to potential business opportunities. Importantly, the training emphasized context-based and low-risk ideas, such as home-based businesses or community-oriented services, which are more suitable for elderly

individuals. This indicates that the training successfully bridged the gap between latent potential and practical application.

In the dimension of Steps to Becoming an Entrepreneur, the score improved from 2.25 to 4.39 (+2.14). This dimension reflects participants' understanding of the procedural and managerial aspects of entrepreneurship. Initially, many participants lacked a clear framework for starting and running a business. After the training, they gained a more structured understanding of essential steps, such as identifying opportunities, preparing simple business plans, managing production processes, conducting basic marketing, and handling simple financial records. For elderly entrepreneurs, simplifying these steps is crucial, as overly complex processes can become a barrier (Dieguez & Diogo, 2025). The improvement in this dimension suggests that participants are now better prepared to translate their ideas into actionable business activities.

Finally, the dimension of Overcoming Technological Challenges increased from 2.07 to 4.21 (+2.14), representing the lowest post-test score but still within the "good" category. This dimension is particularly critical in the modern entrepreneurial landscape, where digital tools play a central role in marketing and communication (Arissaputra & Sentika, 2023). Initially, participants faced significant challenges due to limited digital literacy and low confidence in using technology. The training introduced basic, practical uses of technology, such as utilizing smartphones for communication, simple digital promotion, and social media engagement. Although the improvement is significant, the relatively lower score indicates that technology adoption remains a key challenge for elderly individuals. This suggests the need for more intensive, hands-on, and continuous digital training support in future programs (Zafri et al., 2025).

Conclusion

The entrepreneurship training program significantly improved the entrepreneurial understanding of elderly participants, as reflected in the increase of average scores from 2.19 to 4.38. Notable improvements across all five dimensions indicate not only enhanced knowledge but also a meaningful shift in mindset, where older adults begin to view entrepreneurship as a feasible and valuable activity in later life. The increased understanding of entrepreneurial concepts and benefits contributes to greater self-confidence, independence, and motivation among participants to remain productive. Improvements in the ability to identify business ideas and understand entrepreneurial steps indicate a stronger readiness to initiate small-scale

businesses based on personal skills and local potential. While progress in overcoming technological challenges is evident, the relatively lower score suggests that digital adaptation still requires continuous support.

These outcomes imply that entrepreneurship training for older adults has broader impacts beyond cognitive improvement, including potential contributions to economic empowerment, social engagement, and enhanced quality of life. The program supports the concept of active aging by encouraging elderly individuals to remain economically and socially productive. Continued efforts, particularly in strengthening digital literacy and providing follow-up assistance, are essential to ensure the sustainability of entrepreneurial activities among older adults.

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