



International PKM Model to Encourage Campus Entrepreneurship through ASEAN Cooperative Collaboration

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Abstract

The international Community Partnership Program (PKM) is an effort to enhance globally competitive campus entrepreneurship. The purpose of this community service program is to discuss the international PKM model based on cooperative collaboration in the ASEAN region, with a focus on the exchange of best practices, cooperative digitalization, and the development of student entrepreneurship-based business units. Activities were carried out through literature studies, field observations at partner cooperatives in Malaysia (ANGKASA), and capacity building workshops for university cooperative managers. The results show that cross-border collaboration can strengthen cooperative business networks, encourage the emergence of adaptive campus entrepreneurship models, and expand market access for student products. This article offers a framework for the international PKM model that can be replicated at other universities in Indonesia to accelerate the internationalization of campus cooperatives. This approach not only improves students' business literacy but also expands international business and innovation networks. The research used a descriptive qualitative method with a case study approach on collaboration between student cooperatives in Indonesia and Malaysia. The results show that cross-border collaboration in the form of joint entrepreneurship training, business incubation, and the transfer of digital cooperative practices has a significant impact on increasing students' entrepreneurial interest and capacity. This model is recommended as a leading PKM program integrated with the Independent Learning and Independent Campus (MBKM) policy and the ASEAN economic integration agenda.

Keywords: international PKM, student entrepreneurship, campus cooperatives, ASEAN collaboration, MBKM

INTRODUCTION

Universities have a strategic role in encouraging the emergence of young, globally competitive entrepreneurs. One potential platform is university cooperatives, but to date, most cooperatives on Indonesian campuses still focus on savings and loans and consumption. Meanwhile, cooperatives in ASEAN countries such as Malaysia, through ANGKASA, have successfully developed diverse business units, utilized digitalization, and connected to international networks (1).



To address these challenges, an international PKM model is needed that involves synergy between campus cooperatives in Indonesia and cooperatives in ASEAN countries. This collaboration is expected to accelerate student entrepreneurship while strengthening university cooperative institutions at the regional level (2).

Entrepreneurship is a key pillar in the transformation of higher education, particularly in supporting student economic independence and institutional competitiveness. Amid global challenges such as educated unemployment and digital disruption, entrepreneurship education needs to be promoted through a more applicable and collaborative approach across countries (3). One strategic approach is through international PKM, which combines elements of learning, community empowerment, and institutional collaboration (4).

Student cooperatives in many ASEAN countries have become a driving force for campus-based entrepreneurship. In Malaysia, university cooperatives such as the UiTM Cooperative and the USM Cooperative have successfully developed digital-based business units and integrated entrepreneurship services. Meanwhile, in Indonesia, strengthening campus cooperatives still faces structural challenges and low student interest (5).

Through international PKM activities based on collaboration between ASEAN student cooperatives, it is hoped that a cross-border learning ecosystem will be formed that will enrich students' entrepreneurial experiences, expand business networks, and build regional economic solidarity (ASEAN Secretariat, 2021). This article aims to develop and analyze an international PKM collaboration model for campus entrepreneurship, with a case study between Indonesian and Malaysian student cooperatives (6).

Campus entrepreneurship is an important focus in supporting the achievement of an entrepreneurial university, namely a university that not only acts as a center for education and research, but also as a driving force for innovation and job creation. In a global context, campus entrepreneurship can develop more rapidly if it is integrated with member-based economic institutions, one of which is cooperatives (7).

University cooperatives in Indonesia currently face various obstacles, such as limited business capital, unprofessional management, a lack of digital technology-based business units, and weak international networks. This situation has resulted in a low contribution of campus cooperatives to student entrepreneurship development. Meanwhile, at the regional level, there are examples of successful cooperatives in the ASEAN region, such as ANGKASA Malaysia, which has developed into a national cooperative federation with an adaptive, digital, and inclusive business model (5).

Within the framework of internationalizing higher education, collaboration between university cooperatives in ASEAN offers significant opportunities to foster the development of resilient campus entrepreneurs. Through international Community Service (PKM)



programs, lecturers and students can act as empowering agents, designing entrepreneurial-based cooperative business models, expanding access to cross-border networks, and building a more competitive campus entrepreneurial ecosystem.

Furthermore, the development of digital technology has also become a major catalyst in the formation of modern cooperatives that operate not only in conventional sectors (such as savings and loans or campus canteens), but also in the health sector, the creative economy, digital marketplaces, and even start-up incubation (8). This aligns with the ASEAN 2025 vision, which emphasizes economic integration and innovation-based social empowerment.

METHOD

Because the target is to strengthen human resource capacity, workshop, FGD, and mentorship methods are more appropriate.

Joint Entrepreneurship Pilot Project

- Creating small cross-country projects, for example student products (healthy food, herbal, digital applications) marketed through the ASEAN cooperative network.
- Becoming a true model of entrepreneurial collaboration.

International Mentorship & Coaching

- Connecting campus cooperative administrators in Indonesia with mentors from ASEAN cooperatives (for example, through regular Zoom meetings).
- Providing business management and innovation assistance.

Digital Simulation & Business Canvas Workshop

- Use *Business Model Canvas (BMC)* or *digital cooperative simulation tool* to design a campus cooperative business unit.
- Students and lecturers collaborate directly to develop entrepreneurial strategies.

RESULTS AND DISCUSSION

The results of international PKM activities between Indonesian and Malaysian student cooperatives show that cross-country collaboration can create a more adaptive, creative, and globally oriented campus entrepreneurial ecosystem.

A joint entrepreneurship training program conducted online and offline.



Figure 1. Entrepreneurship training atmosphere at the ANGKASA Malaysia Cooperative

Joint Entrepreneurship Pilot Project

The results can be seen directly in what is produced, who the partners are, and the impact.

And it can be strengthened with real examples of products or mini export plans through the ASEAN cooperative network, such as table 1 below,

Table 1. Results of the Joint Entrepreneurship Pilot Project through ASEAN Cooperative Collaboration

Aspect	Pilot Project Results	Engagement Partners	Impact
Products Developed	Locally based healthy food processing (examples: Instant Brazilian Spinach, Virgin Coconut Oil, herbal campus products)	Indonesian Cooperative Campus Students	Campus + MSME Student products are more competitive
Target Market	ASEAN cooperative network (ANGKASA Malaysia, campus cooperatives in Thailand)	ANGKASA Cooperative (Malaysia)	Opening up access to mini exports through cooperatives
Business Model	Business Model Canvas (BMC) based on cross-campus collaboration	Supervisor + student	Strengthening digital entrepreneurship capacity



Distribution System	Online cooperative marketplace + ASEAN cooperative network	Higher Education + Cooperative ASEAN Partners	Campus products are better known in ASEAN
Supporting Activities	Cross-country digital marketing & entrepreneurship workshop	Lecturers, students, & cooperative partners	Campus DM is more ready to compete
Sustainability	Campus cooperative business unit development plan for mini export products	Campus cooperatives & ASEAN partners	Campus economic independence

The results of the Joint Entrepreneurship Pilot Project show that collaboration between university cooperatives in Indonesia with ANGKASA Malaysia and other ASEAN cooperatives can be a strategic step to encourage campus entrepreneurship.

1. Products Developed

The campus's flagship products such as *Instant Brazilian Spinach*, *Virgin Coconut Oil (VCO)*, and campus herbal products were chosen because they have potential added value and high market demand. With the support of the campus cooperative as the business unit manager, students can immediately practice research- and innovation-based entrepreneurship. This aligns with the trend *entrepreneurial university* which emphasizes the development of unique campus products.

2. Target Markets and Export Access

The collaboration with ANGKASA Malaysia opens up opportunities for a distribution network across ASEAN. While previously only marketed locally, this partnership opens up distribution channels to Malaysia and the potential for small exports to other ASEAN countries. This means campus cooperatives can become a gateway for the internationalization of student products.

3. Business Model

Compilation *Business Model Canvas (BMC)* serves as the main framework for developing this pilot project. With a multidisciplinary approach (economics, technology, health, and law), students and lecturers can integrate product innovation

with digital marketing strategies and business legality that meet international standards.

4. Distribution System and Digitalization

Implementation *cooperative online marketplace* The ASEAN cooperative network-based platform demonstrates a more tangible digital transformation. Students are involved in managing this digital platform, enhancing their skills in online marketing, logistics management, and cross-border communication.

5. Supporting Activities (Capacity Building)

The cross-country digital marketing and entrepreneurship workshop held with ASEAN partners successfully increased *capacity building* students and campus cooperatives. Evaluation results showed an increase in student skills in branding, digital marketing, and understanding of export regulations.

6. Program Sustainability

One important achievement is the sustainability plan, which includes the establishment of a campus cooperative business unit focused on mini export products. This ensures that the pilot project doesn't end there but continues as a sustainable entrepreneurial model that can be replicated by other universities in Indonesia.



Figure 2. The product developed is batik from leaf paintings from West Sumatra.



CONCLUSION

From this community service activity, several conclusions can be drawn,

1. Collaboration between university cooperatives and ASEAN cooperatives (especially ANGKASA Malaysia) has proven to be able to open up new opportunities for the development of campus entrepreneurship.
2. The pilot project resulted in a collaborative entrepreneurship model that integrates campus product innovation (Brazilian spinach, VCO, herbal products, batik) with international market access.
3. The implementation of the Business Model Canvas and the digitalization of cooperatives encourage students to play an active role in business planning, digital marketing, and product distribution management.
4. Workshops and capacity building activities successfully improved students' skills in branding, digital marketing, and understanding of export regulations.
5. This pilot project demonstrates the potential of university cooperatives as sustainable entrepreneurship incubators, which can be replicated on other campuses in Indonesia.

THANK-YOU NOTE

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- College or faculty where multidisciplinary-based community service is carried out.

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