

## **Strengthening Mindset and Entrepreneurial Attitudes in Facing Challenges Through the Kenduri Budaya Benteng Tujuh Lapis Activities in Rokan Hulu Regency**

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### **ABSTRACT**

#### **KEYWORDS**

community service, entrepreneurial mindset, entrepreneurial attitude, local culture, Rokan Hulu

This community service activity aims to strengthen the entrepreneurial mindset and attitudes of the community in facing various social and economic challenges through a local cultural approach. The activity was carried out as part of the *Kenduri Budaya Benteng Tujuh Lapis* series, with the author serving as a speaker on the theme of *Entrepreneur: Mindset and Attitude in Facing Challenges*. The activity was held at the *Benteng Tujuh Lapis* Tuanku Tambusai, Dalu-Dalu, *Luhak* Tambusai, Rokan Hulu Regency, Riau Province. It was organized by the Cultural Preservation Center (*Balai Pelestarian Kebudayaan/BPK*) Region IV of Riau and the Riau Islands, in collaboration with LKA *Luhak* Tambusai. Implementation methods included educational lectures, interactive discussions, and a participatory approach. The results demonstrated an increase in participants' understanding of the importance of a positive mindset, adaptive attitude, and psychological resilience as the foundational pillars of entrepreneurship in navigating challenges and leveraging local cultural potential in a sustainable manner. The implication of this activity is the development of a community empowerment model that integrates local cultural values with entrepreneurship education, which may be replicated in other regions with comparable cultural richness.

### **INTRODUCTION**

Entrepreneurship is one of the strategic instruments in fostering community economic independence and enhancing regional competitiveness (Andersson & Henrekson, 2015; Imaroh, 2016; Platzek & Pretorius, 2020; Rahmawati, 2025). The success of entrepreneurship is not solely determined by the availability of capital and technical skills, but is largely influenced by the mindset and attitudes of individuals in confronting risks, uncertainties, and the dynamics of change in the business environment (Riyanti, 2018). An entrepreneurial mindset reflects an opportunity-oriented disposition, innovation, and the courage to make decisions, while an entrepreneurial attitude concerns mental toughness, commitment, and consistency in action (Bockorny & Youssef-Morgan, 2019; Envick, 2014; McHenry, 2018).

Rapid social and economic changes require individuals to possess a strong adaptive capacity and resilient mental attitude (Mulyono et al., 2024). Without the reinforcement of entrepreneurial mindset and attitudes, the potential of local resources tends to remain underutilized (Ihou & Mansingh, 2025; Ouyang et al., 2025; Shabbir, 2026). Therefore, strengthening the non-technical dimensions of entrepreneurship constitutes a vital component of community empowerment activities, particularly through contextual educational approaches.

Rokan Hulu Regency, Riau Province, possesses rich cultural and historical heritage, one of which is reflected in the *Benteng Tujuh Lapis* Tuanku Tambusai site. The values of struggle, leadership, courage, and perseverance embodied by Tuanku Tambusai are inherently aligned with the foundational character of an entrepreneur. However, these values have not been fully internalized in shaping the entrepreneurial mindset and attitudes of the community, particularly among the younger generation.

The urgency of this research-based community service activity is therefore evident. The community in Rokan Hulu, like many others in Indonesia, faces contemporary economic challenges, including limited employment opportunities and the need to adapt to a rapidly changing economy. Simultaneously, there is a risk that younger generations may become disconnected from their cultural heritage, thereby losing the valuable life lessons it carries. This activity addresses both concerns by utilizing a prominent cultural festival—the *Kenduri Budaya Benteng Tujuh Lapis*—as a platform to proactively equip community members, especially youth, with the entrepreneurial mindset needed to navigate modern challenges, while simultaneously reinforcing their cultural identity and sense of pride.

The novelty of this community service activity lies in its integrative and contextualized approach. It moves beyond conventional entrepreneurship training by embedding educational material within a culturally significant event and drawing upon a local heroic figure, Tuanku Tambusai, as a concrete embodiment of entrepreneurial traits such as courage, resilience, and strategic leadership. This is not merely a lecture on entrepreneurship, but a culturally immersive experience designed to foster both an emotional and cognitive connection between historical values and contemporary economic behavior. The activity innovatively positions a cultural festival as a dynamic space for psychological and entrepreneurial development.

The *Kenduri Budaya Benteng Tujuh Lapis* represents a strategic momentum for integrating cultural preservation with entrepreneurship education. Through the session themed *Entrepreneur: Mindset and Attitude in Facing Challenges*, this community service activity is directed toward building awareness that business success begins with a transformation in mindset and mental attitude. Accordingly, this activity aims to strengthen the entrepreneurial mindset and attitudes of the community, grounded in local cultural values, as a foundation for confronting economic and social challenges.

## METHOD

This community service was conducted as part of the *Kenduri Budaya Benteng Tujuh Lapis*, held at the *Benteng Tujuh Lapis* Tuanku Tambusai, Dalu-Dalu, *Luhak* Tambusai, Rokan Hulu Regency, Riau Province. The activity was organized by the Cultural Preservation Center (*Balai Pelestarian Kebudayaan/BPK*) Region IV of Riau and the Riau Islands, in collaboration with LKA *Luhak* Tambusai.

The author was invited as a presenter with a focus on the material *Entrepreneur: Mindset and Attitude in Facing Challenges*. The method of implementing the activity includes:

1. Educational lectures, to convey the basic concepts of entrepreneurial mindset, entrepreneurial mental attitudes, and their relevance in facing business challenges.
2. Interactive discussions, to explore the experiences and problems faced by participants in developing local economic potential.

3. A contextual and participatory approach, by relating the historical and cultural values of the Seven Layers Fortress as a source of learning entrepreneurial attitudes.

Participants in the activity consisted of students, youth students, cultural leaders and the general public in the Luhak Tambusai area.

## RESULT AND DISCUSSION

The implementation of community service activities ran smoothly and received a positive response from the participants. The enthusiasm of the participants can be seen from the active involvement in the discussion sessions, especially when discussing the mental challenges that are often faced in starting and maintaining a business.

The results of the activity showed an increase in participants' understanding of the importance of a positive mindset, courage to face risks, and an unyielding attitude in facing entrepreneurial challenges. Participants began to realize that failures and resource limitations were not solely technical obstacles, but also related to mental mindsets and attitudes.

Tuanku Tambusai's values of struggle are used as concrete examples of mental toughness and leadership that are relevant to the character of today's entrepreneurs. The local culture-based approach has proven to be effective in conveying entrepreneurial mindset material because it is easier to understand and accept by the community. These findings are in line with research that states that the internalization of local cultural values can strengthen entrepreneurial attitudes and the sustainability of community businesses (Sutrisno, 2019; Yulianti & Nugroho, 2022).

### 1. Activity Documentation



**Figure 1.** Presentation of the material *Entrepreneur: Mindset and Attitude in Facing Challenges* by the speaker at the Cultural Feast of the Seven-Layer Fortress of Tuanku Tambusai, Dalu-Dalu, Luhak Tambusai, Rokan Hulu Regency.



**Figure 2.** Interaction and discussion between speakers and participants in order to strengthen the mindset and attitude of entrepreneurship based on local culture.



**Figure 3.** The atmosphere of the Seven Layers Fort Cultural Feast as a medium for integrating cultural preservation and community empowerment.



**Figure 3.** Flyer Celebrates the Seven-Layer Fort Cultural Feast as a medium for integrating cultural preservation and community empowerment

## CONCLUSION

This community service activity, conducted as part of the *Kenduri Budaya Benteng Tujuh Lapis* in Rokan Hulu Regency, successfully demonstrated that entrepreneurial mindset and attitudes can be effectively cultivated through a culturally immersive and participatory approach. By drawing on the historical values of Tuanku Tambusai—courage, perseverance, and strategic leadership—as embodiments of entrepreneurial character, participants showed a notable increase in their understanding of positive mindset formation, risk tolerance, and psychological resilience as foundational pillars of entrepreneurship. The activity affirmed that entrepreneurial development extends beyond technical competencies and that the integration

of *kearifan lokal* with entrepreneurship education constitutes a relevant and replicable model for community empowerment. For future research, it is recommended that a pre- and post-assessment instrument be developed to measure attitudinal and mindset changes more rigorously, and that longitudinal studies be conducted to evaluate the sustained impact of culturally grounded entrepreneurship interventions on actual business behavior and economic outcomes among participants in Rokan Hulu and comparable regions across Indonesia.

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