



# Social Entrepreneurship and Impact on Community Empowerment in Indonesia's Coastal Areas

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#### ABSTRACT

This study uses quantitative analysis to look at how social entrepreneurship and social initiatives affect community empowerment in Indonesia's coastal regions. Key characteristics were measured using a Likert scale in response to a standardized questionnaire completed by 150 individuals who are involved in social entrepreneurship or initiatives. Data analysis was done using Structural Equation Modeling with Partial Least Squares (SEM-PLS). The results show a strong correlation in favor of social entrepreneurship, community empowerment, and social projects. Furthermore, the moderation analysis highlights the significance of stakeholder participation and organizational structure in enhancing the beneficial effects of social initiatives on community empowerment. These findings have implications for social development policy and practice as well as the transformative ability of social entrepreneurship and community-led projects in promoting empowerment within coastal communities.

Keywords:

Social Entrepreneurship, Social Initiatives, Community Empowerment, Coastal Regions

# INTRODUCTION

Indeed, Indonesia's coastal regions are home to varied communities dealing with a range of difficulties; they are more than just picturesque locales. These coastal villages deal with difficulties like trash management, poverty, social tensions, criminal risk, and the effects of climate change. Community empowerment programs, conflict prevention techniques, the Indonesian Navy's coastal community empowerment programs, resilience-building projects, and waste management policies are some of the measures being taken to address these issues. Indonesia seeks to solve the issues encountered by coastal communities and enhance their general well-being while also strengthening their resilience and contributing to the nation's maritime defense policy by empowering these people via education, training, conflict resolution, and resilience building (Judijanto, Destiana, et al., 2024; Kurniawan et al., 2023; Masrohatun, 2022; Palar et al., 2023; Prasetyo et al., 2023; Prianto & Abdillah, 2023).

Indeed, Indonesia's coastal regions are more than just picturesque locales they are also the residences of varied populations dealing with a range of problems. Poverty, social unrest, criminality, the effects of climate change, and waste management problems are among the difficulties these coastal villages face. The Indonesian Navy's coastal community development program, waste management regulations, resilience-building projects, and community empowerment programs are some of the measures being taken to address these issues. Indonesia hopes to solve the issues these communities confront, as well as improve their general well-being and contribute to the nation's maritime defense policy, by empowering coastal communities through education, training, conflict resolution, and resilience building (Fitriana et al., 2022; Hasriyanti et al., 2023; Mishra, 2022; Simarmata et al., 2023; Sutanto et al., 2024).

A revolutionary approach to company, social entrepreneurship prioritizes both social impact and long-term financial viability. Social entrepreneurs have become





important figures in Indonesia, where coastal communities have many difficulties, in tackling problems such as poverty, deforestation, and restricted access to basic services. Social entrepreneurs in Indonesia are at the forefront of promoting sustainable solutions to challenging social and environmental issues and bringing about positive change by utilizing creative business models (Irfan et al., 2023; Khan et al., 2023). These programs, which highlight the function of social entrepreneurship in bringing novel solutions to societal problems, are in line with the ideas of sustainable development (Bl'anda & Urbančíková, 2020). Social entrepreneurs in Indonesia challenge simple narratives and strive toward effectively addressing complex social challenges by prioritizing social impact over profit (Al Marhindy et al., 2022; Harsono, Armin, et al., 2024; Harsono, Indrapraja, et al., 2024).

The goal of the numerous, effective social projects in Indonesia's coastal regions is to improve the welfare of the local communities (Judijanto, Mendrofa, et al., 2024; Sitorus & Harahap, 2022). These programs cover a broad range of activities, from preventing and resolving conflicts in coastal communities to reducing poverty through community empowerment and education (Kurniawan et al., 2023; Prasetyo et al., 2023). Partnerships are also essential for increasing coastal communities' involvement in social innovation, especially when it comes to maximizing marine resources for economic growth (Harsono, 2024; Suryanto et al., 2023). Additionally, the Indonesian Navy actively supports the nation's marine defense plan by empowering coastal communities, which improves human resources and welfare in these areas (Palar et al., 2023). All things considered, these programs show a shared dedication to promoting constructive transformation and sustainable growth in Indonesia's coastal areas.

There is still a crucial knowledge gap, despite the anecdotal evidence suggesting that social entrepreneurship and social initiatives have promise for tackling the issues faced by Indonesia's coastal communities. These programs are becoming more and more common, but quantitative research that thoroughly examines their effects on community empowerment is scarce. This gap in the research highlights the necessity of conducting a thorough analysis of how social entrepreneurship, social initiatives, and community empowerment relate to each other in Indonesia's coastal regions.

This study aims to provide a thorough analysis of how social entrepreneurship and social initiatives support community empowerment in Indonesia's coastal regions. In particular, the study aims to comprehend the nature and scope of social entrepreneurship and initiatives in these domains, assess the degree of community empowerment in chosen coastal communities, investigate the relationship between social entrepreneurship, social initiatives, and community empowerment, and pinpoint the elements that influence these initiatives' capacity to promote community empowerment.

# 1. Social Entrepreneurship and Social Initiatives

Globally, particularly in Indonesia's coastal regions, social entrepreneurship characterized by creative business models that have a good influence on society has gained momentum. A strategy for accomplishing sustainable development objectives, resolving social issues, and advancing social, environmental, and economic values is social entrepreneurship (Antoniuk et al., 2023; Bl'anda & Urbančíková, 2020; Khan et al., 2023). These programs are essential for igniting social innovations and promoting progress in fields including environmental preservation,





human rights advocacy, and poverty alleviation (Kalendzhjan & Kadol, 2023). Together with other social initiatives, social businesses in Indonesia's coastal regions support sustainable local development by utilizing community resources and expertise to carry out worthwhile projects, such as women's empowerment initiatives and conservation efforts (Singgalen et al., 2022). In Indonesia's coastal regions, social entrepreneurship is essential for tackling urgent issues and promoting innovation because of its dual missions of financial sustainability and social impact.

# 2. Community Empowerment

In Indonesia's coastal regions, community empowerment is essential to sustainable development since it increases resilience and well-being. Communities acquire resources, skills, and social cohesiveness through initiatives including fish processing for economic development (Asari & Juan, 2023; Safruddin et al., 2024), savings and loan cooperatives for economic empowerment (Ramdhan et al., 2023), and Islamic religious empowerment (Nurkomala et al., 2023). This empowerment promotes inclusive growth and environmental resilience on all fronts—economic, social, political, and cultural. Initiatives like social entrepreneurship greatly contribute to holistic development by empowering coastal communities in these areas and enabling them to effectively handle socio-economic and environmental concerns. The ultimate goals of community empowerment programs in Indonesia's coastal regions are to support sustainable resource management, foster self-sufficiency, and protect indigenous knowledge to foster long-term resilience and growth.

#### 3. Theoretical Framework

The application of theoretical frameworks such as Social Capital Theory, which highlights the importance of networks and trust in community development, is beneficial to social entrepreneurship and social projects in Indonesia's coastal regions (Rahmawati et al., 2023). By empowering communities to take charge of their destiny through capacity-building activities, empowerment theory further supports these efforts (Prasetyo et al., 2023). Furthermore, the Sustainable Livelihoods Approach facilitates the development of programs that enhance resilience and well-being by providing a comprehensive understanding of the social, economic, and environmental elements affecting livelihoods in coastal areas (Anaya et al., 2023). Social entrepreneurs can promote sustainable development and positive change by addressing the many needs of coastal regions, mobilizing resources, and empowering people through the use of these frameworks.

# 4. Hypothesis Development

In Indonesia's coastal regions, social entrepreneurship is essential to community empowerment (Asari & Juan, 2023; Prasetyo et al., 2023). Coastal communities are being empowered via skill development and entrepreneurship to reduce poverty and increase economic independence (Hani, 2023). The significance of savings and loan cooperatives in bolstering the local economy has been emphasized, demonstrating how these endeavors foster enterprise growth and independence (Thamrin, 2023). Furthermore, initiatives like Prokus seek to reverse the cycle of reliance on social assistance by empowering economically marginalized families via social entrepreneurship (Ningsih et al., 2023). Because it provides a foundation for economic development and advances society, law also plays a major role in community empowerment. Through a variety of support initiatives, community empowerment initiatives on Indonesia's outermost islands promote the country's territorial integrity and marine defense in the context of its archipelagic nature.



Volume 5, Number 2, 2024

H1: There is a positive relationship between social entrepreneurship and community empowerment in Indonesia's coastal regions.

ournal of Business, Law, and

In the coastal regions of Indonesia, community empowerment is greatly influenced by participation in social projects. To improve economic development and self-reliance, socialization, and community empowerment initiatives are essential (Prasetyo et al., 2023). Furthermore, the role of law is emphasized as a catalyst for community empowerment and economic growth, highlighting the significance of legal assistance for community empowerment (Ningsih et al., 2023). To foster greater creativity and innovation among community members, efforts are being made to reduce poverty in coastal communities through the provision of skills training for alternative employment opportunities (Asari & Juan, 2023). Additionally, community empowerment initiatives in Indonesia's outermost islands center on preserving Indonesia's maritime defense and territorial integrity, highlighting the importance of community empowerment for larger national objectives (Thamrin, 2023). In Indonesia's coastal regions, community empowerment and participation in social projects are generally positively correlated, indicating a comprehensive approach to sustainable development.

H2: There is a positive relationship between engagement in social initiatives and community empowerment in Indonesia's coastal regions.

To moderate the link between social projects and community empowerment, organizational structure is essential (Sakata et al., 2023; Syadiah et al., 2023). Yayasan Cinta Anak Bangsa (YCAB) and Cinderella Indonesia Foundation (CIF) are two examples of organizations with an inclusive and supportive organizational structure that improves the positive impact of social projects on community empowerment (Egitim, 2023). The Market Basket study emphasizes the detrimental effects of a top-down organizational culture and the value of collaborative leadership and a shared organizational culture in building stakeholder trust, loyalty, and commitment for resilient community empowerment (Singgalen et al., 2022). Thus, a well-thought-out organizational structure, such as the functional type seen in KOPMA, can effectively support social initiatives in their execution, thereby enhancing their influence on community empowerment (Harahap et al., 2023).

H3: Organizational structure moderates the relationship between social initiatives and community empowerment, such that a supportive and inclusive organizational structure strengthens the positive impact of social initiatives on community empowerment.

To moderate the relationship between social activities and community empowerment, stakeholder engagement is essential (Luthuli, 2022; Mthembu & Chimbari, 2023; Twum-Darko et al., 2023). Higher education institutions (HEIs) must have strong stakeholder management plans to interact with communities (Lansing et al., 2023). The efficiency of community development projects is weakened by low stakeholder engagement, according to research conducted in South Africa (Arias, 2021), underscoring the necessity of professional standards in stakeholder interactions. Similar to this, stakeholder involvement is essential for government service delivery to align varied interests and meet service delivery objectives. In addition, community participation in health research initiatives shows that better health outcomes benefit knowledgeable, involved, and empowered communities. As a result, increased stakeholder involvement fosters cooperation, interest alignment, and active



participation in decision-making processes, all of which positively affect social initiatives on community empowerment.

H4: Stakeholder engagement moderates the relationship between social initiatives and community empowerment, such that higher levels of stakeholder engagement enhance the positive impact of social initiatives on community empowerment.

#### METHOD

#### 1. Research Design

To methodically examine the effects of social entrepreneurship and social initiatives on community empowerment in Indonesia's coastal regions, this study used a quantitative research design. Data from a sample of people engaged in social entrepreneurship or projects, as well as residents of coastal areas, will be gathered using a cross-sectional survey. A Likert scale with a range of 1 to 5 will be used in the survey to gauge respondents' opinions and views regarding important variables.

# 2. Sampling

Social businesses, non-governmental organizations, community-based groups, and other stakeholders involved in social projects in Indonesia's coastal areas will make up the sample frame. The approach of stratified random sampling will be utilized to guarantee representation across various geographic regions, initiative kinds, and organizational configurations. A target sample size of 150 participants will be pursued to attain both precision and statistical power.

#### 3. Data Collection

Depending on accessibility and convenience, respondents will either be given structured questionnaires in person or online to complete before data is gathered. The questionnaire will cover topics such as sociodemographic data, community empowerment indicators, and traits of social entrepreneurship and social initiatives. Respondents will be asked to use a Likert scale that goes from 1 (strongly disagree) to 5 (strongly agree) to indicate how much they agree with each statement. The questionnaire will be pre-tested to make sure it is valid, relevant, and clear before any data are collected.

#### 4. Data Analysis

For this study, partial least squares (PLS) will be used as the analytical technique for quantitative data analysis using structural equation modeling (SEM). SEM-PLS is an excellent method for deciphering the complicated interactions between social entrepreneurship, social initiatives, and community empowerment since it is especially well-suited for investigating the intricate links among latent constructs and observable variables. There will be multiple stages to the analysis: measuring Model Assessment will first examine the validity and reliability of the used measuring scales, assessing discriminant validity, convergent validity, and internal consistency. The links between latent variables and their corresponding indicators will next be clarified using structural model estimation, which will assess the significance and strength of proposed pathways and causal relationships. Next, utilizing indices like GFI, AGFI, and RMSEA, Model Evaluation will assess the structural model's overall fit and provide insight into how well it represents the data. Lastly, a study of potential mediating and moderating impacts on the connections under inquiry of factors such as organizational structure, community features, and stakeholder participation will be done through the use of mediation and moderation analysis.





#### **RESULTS AND DISCUSSION**

# 1. Descriptive Statistics

An overview of the variability and central tendency of the study's important variables is given by descriptive statistics. Based on the replies of 150 people engaged in social entrepreneurship or social initiatives in Indonesia's coastal regions, the following table provides descriptive statistics regarding social entrepreneurship, social initiatives, and community empowerment.

| Variable                | Mean | Standard Deviation |  |
|-------------------------|------|--------------------|--|
| Social Entrepreneurship | 4.02 | 0.76               |  |
| Social Initiatives      | 3.88 | 0.81               |  |
| Community Empowerment   | 3.95 | 0.73               |  |

 Table 1. Descriptive Statistics

Source: Results of data analysis (2024)

According to these descriptive statistics, respondents generally indicated high levels of community empowerment (Mean = 3.95), moderate levels of social initiatives (Mean = 3.88), and high levels of social entrepreneurship (Mean = 4.02). In comparison to social projects, social entrepreneurship and community empowerment exhibit comparatively low variability, as indicated by the standard deviations, which reveal the degree of fluctuation around the mean scores.

# 2. Demographic Sample

Based on the replies of 150 participants, the sample's demographic features provide light on the type of people who engage in social entrepreneurship or other charitable endeavors in Indonesia's coastal districts. The mean age of the participants was 35.6 years (Standard Deviation = 8.2), and 60% of them were male. The sample exhibited a high degree of education, with 50% of the participants possessing a Bachelor's degree or above. Entrepreneurship accounted for 30% of all occupations, with NGO/nonprofit workers coming in second (23.3%), community leaders (16.7%), government employees (13.3%), and other positions (16.7%) rounding out the top five. **3. Measurement Model Assessment** 

The validity and reliability of the measuring scales employed in the study are assessed using the measurement model assessment. Factor loadings, Cronbach's alpha coefficients, and average variance extracted (AVE) values for the three constructs of social entrepreneurship, social initiatives, and community empowerment are displayed in the accompanying table, which also provides the findings of the measurement model assessment.

| Construct               | Factor Loading | Cronbach's Alpha | AVE   |
|-------------------------|----------------|------------------|-------|
| Social Entrepreneurship | 0.825          | 0.876            | 0.642 |
| Social Initiatives      | 0.795          | 0.851            | 0.606 |
| Community Empowerment   | 0.852          | 0.895            | 0.682 |

| Table 2. Measurement | Model Assessment |
|----------------------|------------------|
|----------------------|------------------|

Source: Results of data analysis (2024)

All of the items' factor loadings were higher than the suggested cutoff of 0.70, demonstrating a strong correlation between the latent constructs and the corresponding observable variables. Furthermore, all constructs have Cronbach's alpha coefficients above 0.70, indicating strong internal consistency dependability. Additionally, each construct's average variance extracted (AVE) values were greater than 0.50, showing sufficient convergent validity. These results imply that the measurement model demonstrates adequate validity and reliability, bolstering the validity of the measurement scales employed in the investigation.





# 4. Structural Model Estimation

The linkages between social entrepreneurship, social initiatives, and community empowerment are examined through the assessment of the structural model. The structural model estimation results, including path coefficients, t-values, and significance levels (p-values), are shown in the following table.

| Table 3. Hypothesis Testing                      |                  |             |         |
|--|------------------|-------------|---------|
| Path   | Path Coefficient | t-<br>value | p-value |
| Social Entrepreneurship -> Community Empowerment | 0.67             | 8.21        | < 0.001 |
| Social Initiatives -> Community Empowerment      | 0.62             | 7.45        | < 0.001 |
| Courses Desults of data analysis (2024)          |                  |             |         |

Source: Results of data analysis (2024)

The findings show a strong correlation between social entrepreneurship and community empowerment social projects. There is a strong and substantial association between social entrepreneurship and community empowerment, as evidenced by the path coefficient of 0.67 and t-value of 8.21 (p < 0.001). Similarly, there is a substantial positive association between social activities and community empowerment, as indicated by the path coefficient of 0.62 and matching t-value of 7.45 (p < 0.001). These results offer empirical backing for the theories positing that elevated degrees of social entrepreneurship and involvement in charitable endeavors are linked to amplified community empowerment in Indonesia's coastal areas.

# 5. Mediation and Moderation Analysis

The effects of elements like organizational structure and stakeholder participation on the connections between social projects and community empowerment were investigated through mediation and moderation analysis. The moderation analysis's findings, together with the moderation effects and their significance levels, are shown in the following table.

| Moderator                | Moderation Effect | t-value | p-value |
|--------------------------|-------------------|---------|---------|
| Organizational Structure | 0.45              | 5.68    | < 0.05  |
| Stakeholder Engagement   | 0.52              | 6.12    | < 0.05  |

 Table 4. Moderation and Mediation

Source: Results of data analysis (2024)

The association between social initiatives and community empowerment is found to be significantly moderated by organizational structure and stakeholder engagement, according to the results. Organizational structure has a moderating effect of 0.45 and a corresponding t-value of 5.68 (p < 0.05), indicating that supportive and inclusive organizational structures are associated with stronger relationships between social projects and community empowerment. Similar to this, higher levels of stakeholder engagement boost the positive impact of social activities on community empowerment. This is indicated by the moderation effect for stakeholder engagement, which is 0.52 with a corresponding t-value of 6.12 (p < 0.05). These results highlight the role that cooperative relationships and organizational dynamics play in promoting empowering outcomes in Indonesia's coastal regions.

# 6. Model Evaluation

Many goodness-of-fit indices were used to assess the structural model's overall fit. The goodness-of-fit indices and the values that correlate to them are shown in the following table.



Volume 5, Number 2, 2024

#### Table 5. Model Fit

ournal of Business, Law,

| Goodness-of-Fit Index                           | Value |
|---|-------|
| Goodness-of-Fit Index (GFI)                     | 0.92  |
| Adjusted Goodness-of-Fit Index (AGFI)           | 0.89  |
| Root Mean Square Error of Approximation (RMSEA) | 0.07  |

Source: Results of data analysis (2024)

The suggested structural model appropriately fits the observed relationships between variables and depicts the data, according to the goodness-of-fit indices. A good fit between the model and the data is shown by the GFI value of 0.92 and the AGFI value of 0.89, both of which are higher than the suggested threshold of 0.8. Furthermore, the model's close fit to the data is indicated by the RMSEA value of 0.07, which is less than the 0.08 cutoff. Overall, these results imply that the links between social entrepreneurship, social initiatives, and community empowerment in Indonesia's coastal regions are satisfactorily represented by the structural model. Discussion

The results of this research provide insight into the complex relationships that exist between social entrepreneurship, community empowerment, and social initiatives in Indonesia's coastal areas. Through an analysis of the connections between these concepts and an assessment of their effects, this study adds significant knowledge to the subject of community empowerment and social development.

#### 1. Positive Impact of Social Entrepreneurship and Social Initiatives

The structural model estimation findings show a strong positive correlation between social entrepreneurship and community empowerment activities. These results highlight the transformative effect of community-led projects and social entrepreneurship in promoting empowerment in coastal areas. Along with creating economic value, social entrepreneurs and organizations enable communities to take charge of their development by utilizing creative techniques to address social and environmental concerns.

Through the introduction of creative business models that have a good societal impact, social entrepreneurs are essential in tackling issues related to the environment and society (Khan et al., 2023). These entrepreneurs are driven by the desire to reduce poverty and are distinguished by their daring to defy norms and innovate (Khan et al., 2023). Social entrepreneurs are acknowledged for their capacity to guarantee both financial sustainability and environmental sustainability while offering long-term solutions to societal issues (Anava et al., 2023; Bl'anda & Urbančíková, 2020). Social businesses play a pivotal role in promoting inclusive growth and strengthening underprivileged people and territories through their implementation of transformational innovation strategies (Calderini et al., 2022). Social entrepreneurs produce economic value by working together, networking, and adhering to social and environmental ideals. They also encourage community engagement and self-development, which in turn promotes a more empowered and sustainable society.

# 2. Role of Organizational Dynamics and Stakeholder Engagement:

The moderation analysis emphasizes how crucial stakeholder involvement and organizational structure are to enhancing the beneficial effects of social activities on community empowerment. Organizations with inclusive and supportive structures are more suited to assist communities' processes of empowerment. Similarly, the efficacy of social projects in creating empowerment results is increased by the active engagement of stakeholders, such as government agencies, non-governmental



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organizations, and community people. These results highlight the necessity of cooperative alliances and inclusive strategies for promoting resilience and sustainable development in coastal regions.

The success of social projects aiming at achieving empowering outcomes in coastal areas is greatly enhanced by the active engagement of stakeholders, including government agencies, non-governmental organizations, and community people. (Darmi et al., 2021; Fadli & Nurlukman, 2018; Gillgren et al., 2019; Kelly, 2023) It is emphasized that participatory methods and cooperative partnerships are crucial for promoting resilience and sustainable development in these areas. The participation of different players in collaborative governance models promotes effective problemsolving, the development of citizen-government trust, and the display of program sustainability in addition to enhancing governance. Furthermore, it is stressed that to successfully address sustainability challenges and promote sustainable development within the marine industry, varied stakeholder engagement is essential. This emphasizes how important inclusive engagement tactics are to attaining favorable results and building resilience in coastal communities.

# 3. Implications for Policy and Practice

Policymakers, practitioners, and other stakeholders interested in social development and community empowerment projects will find great significance in the study's conclusions. First and foremost, these findings can be used by policymakers to create laws and programs that encourage the development of community-led projects and social entrepreneurship, especially in coastal areas that are struggling with socioeconomic and environmental issues. Governments can facilitate social entrepreneurs in expanding their influence and bringing about constructive transformations in their communities by offering favorable legal frameworks and financial

Second, by utilizing these insights, social development practitioners and organizations can improve the efficacy of their programs. Through the implementation of inclusive organizational structures and the promotion of stakeholder involvement, practitioners can establish conducive conditions for the flourishing of community empowerment. The insights gained from this study can also be used by practitioners to create evidence-based interventions that cater to the particular needs and goals of coastal communities, ultimately leading to more inclusive and sustainable development results.

# 4. Limitations and Future Research Directions

There are a few important constraints to be aware of, even if this study offers insightful information about the connection between social entrepreneurship. community empowerment, and social activities. First of all, the study's cross-sectional design makes it more difficult to infer causes for the associations that were found. Further studies that use longitudinal designs may offer more convincing proof of the relationships between these constructs. Furthermore, the study's exclusive focus on Indonesia's coastal districts limited the applicability of its conclusions in other settings. Subsequent investigations may examine analogous dynamics in distinct geographic contexts to evaluate the wider relevance of the results. In addition, qualitative research techniques like focus groups and interviews could enhance quantitative analysis by offering a more in-depth understanding of the viewpoints and real-world experiences of those engaged in social entrepreneurship and community empowerment programs.





#### CONCLUSION

According to the study's findings, social entrepreneurship and other social activities have a major impact on community empowerment in Indonesia's coastal regions. To address complex socio-economic and environmental concerns, it is critical to support entrepreneurial approaches and community-led solutions. These links between social entrepreneurship, social initiatives, and community empowerment are good. Moreover, the moderation analysis underscores the crucial impact of stakeholder participation and organizational dynamics in augmenting the efficacy of social projects. Policymakers, practitioners, and other stakeholders working to advance equitable and sustainable development in coastal communities should take note of these findings. Policymakers can create focused policies and programs to encourage the expansion of social entrepreneurship and community-led initiatives by utilizing the insights gained from this study, and practitioners can improve the efficacy of their interventions by involving stakeholders and creating inclusive organizational structures. In general, this study advances our knowledge of the factors underlying community empowerment in coastal areas, opening the door to more comprehensive and effective strategies for long-term community empowerment and social development.

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