

Youth Organization Empowerment through Creative Entrepreneurship Business in the Village

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Abstract

One of the youth groups that has a strategic role in village development is Youth Organization. This service aims to analyze youth empowerment through creative entrepreneurship in the village (district). This service method uses the Participatory Rural Appraisal (PRA) or participatory approach, including training, mentoring, and collaboration with relevant stakeholders. Implementation starts from coordination, activity socialization, activity implementation phase, program sustainability, and report preparation, to monitoring and evaluation. The results of this service are Creative Business Training, which has been carried out in a blinded manner, producing outputs in the form of the growth of a creative entrepreneurial spirit, new products typical of the people of the Dekai District of Papua, handbooks, training modules, progress reports, final reports, of course, this is expected to have a principle of usefulness.

Keywords

Creative Business; District Near Papua; Empowerment; Tourist Village



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1. INTRODUCTION

Villages in Indonesia are an important part of the country's social and economic structure. However, villages often face challenges in developing their potential and improving the welfare of the local community. One youth group that has a strategic role in village development is Youth Organization. Youth Organization is a youth organization that aims to advance the welfare of youth and society at the village level (Pujianto et al., 2023), (Sutrisna, 2022). In recent years, there has been a growing awareness of the importance of entrepreneurship in creating jobs, increasing incomes, and strengthening local economies (Irawan et al., 2023). Creative entrepreneurship offers great potential for Youth Organization to strengthen their role as village change agents.

Through creative entrepreneurship, Youth Organization can empower village youth and local communities, increase economic independence, and produce positive social and economic impacts. However, efforts to empower Youth Organization through creative entrepreneurship in the village still need to overcome various obstacles (Szymkowiak et al., 2021; Voinea & Pălășan, 2014). Some obstacles may include limited entrepreneurial knowledge and skills, limited access to venture capital, lack of infrastructure and network support, and challenges in marketing the products and services produced (Mussad, 2022); (Aulia et al., 2023). Therefore, comprehensive efforts are needed to overcome these obstacles and optimize the role of Youth Organization in advancing the village economy (Chen et al., 2020; Ibn-Mohammed et al., 2021). In this paper, we will discuss the empowerment of Youth Organization through creative entrepreneurship in the village. This study aims to analyze the role of Youth Organization in developing creative entrepreneurship in the village, identify the obstacles faced, and formulate strategies to strengthen the role of Youth Organization in empowering the village economy. The results of this research can provide a deeper understanding of the potential for empowering Youth Organizations through creative entrepreneurship and provide relevant policy recommendations to increase the effectiveness of empowerment programs at the village or district level, another name for villages in Papua.

Dekai District is an area located in Yahukimo Regency, Papua Province. This district is located in the beautiful and isolated mountains of Papua. This area is known for its stunning natural beauty and the diversity of cultures and tribes living there. Dekai District is one of the remote areas in Papua with limited access. Transportation to this area is mainly done by air. The nearest airport is Dekai Airport, which serves flights from Wamena, Jayapura, and several other cities in Papua (Ariyanda &

Arifyani, 2020; Rumere et al., 2022). The residents of Dekai District are generally indigenous Papuan tribes such as the Dani, Lani, and Yali tribes. The people generally live from agriculture, gardening, and hunting (Prabowo et al., 2021). Traditional life is still strong in this area, with many people keeping their customs and traditions. In the Dekai District, you can enjoy stunning natural beauty, such as mountains, rainforests, and crystal-clear rivers. This area is also ideal for trekking and exploring the wild (Anwarsani, 2023); (Gabur & Sukana, 2020). Here, you can see the daily life of indigenous Papuans, get to know their culture, and witness unique traditional arts and crafts. However, due to remoteness and limited access, Dekai District facilities still need improvement. Visitors must carry sufficient supplies and plan their trip well before visiting this area.

Dekai District is a sub-district in the Yahukimo Regency. In 2021, this village was included in the list of tourist villages by the Ministry of Tourism and Creative Economy (Pratiwi et al., 2019); (Nurohman & Qurniawati, 2021). This is due to the enthusiasm of the community and their synergy with the local government in developing tourism in the Dekai District of Papua. But behind the beauty in the Dekai District of Papua, there are sad facts about education in this village. The number of illiterates in this village reaches 70%. Also, the dropout rate after Elementary School (SD) has been very high in the last five years (Priyanka & Heryadi, 2020). This, of course, greatly affects the sustainability of tourism management at Dekai.

The highest village in Kab. Yahukimo only has one One-roof SD and SMP. This village is one of the targets of the social inclusion program. Social inclusion is an effort to become independent and raise the dignity of sociologically marginalized people due to religion, race, ethnicity, and culture to limited access to general rights such as infrastructure, health, and education (Li et al., 2021); (Nopiah & Islami, 2022). This village is targeted for social inclusion because of its remote location. Rocky geographical contours and winding roads uphill make this village isolated. Communities need to be more informed regarding facilities and policies from the local government (Miranda et al., 2021; Spence, 2021).

The state of education is still sad because there is only one-half of SD and SMP, which means the majority of the population has a low educational background. Lack of knowledge about the management and use of digital media also results in a lack of promotion to introduce the beauty of the Dekai District of Papua to the wider community. The village's potential, which has become the Tourism Village of choice for the Ministry of Tourism and Creative Economy, should align with the quality of its human resources so that Dekai Papua District can become a more prosperous

civilization.

Education in the District of Papua still faces considerable challenges and is often considered sad. Several factors cause the condition of education in this area to be inadequate, including (Waham et al., 2023); (Wanimbo, 2019): (1) Limited Access: Districts of Papua, especially remote areas, are often difficult to reach due to limited infrastructure and difficult geographical conditions. This hinders student and teacher access to schools, especially during the rainy season or when roads are impassable. Long distances between villages also make it difficult for students to access educational facilities. (2) Lack of Facilities: Schools in Papua District often need more basic facilities such as classrooms, desks, chairs, libraries, and laboratories. Lack of adequate facilities can affect the learning process and reduce student motivation. (3) Limited Human Resources: The need for more qualified and trained teachers is also a problem in the District of Papua. Many schools in this area need help recruiting competent teachers due to the limited number of teachers and the need for more interest in teachers teaching in remote areas. As a result, the quality of teaching can be affected, and students need an optimal education. (4) Culture and Language: The diversity of cultures and languages in the Papua District is also an obstacle to learning. Using regional languages different from the official school language, such as Indonesian, can make it difficult for students to understand the subject matter and communicate well. (5) Lack of Government Attention and Support: Despite efforts by the government to improve education in the Papua District, greater attention and support are still needed.

Lack of education budgets, policies that are not pro-remote areas, and education policies that are not aligned with local needs can all affect the quality of education in these areas (Asfahani et al., 2023). To overcome these problems, collaborative efforts are needed between the government, the community, and educational institutions. Investment in education infrastructure, teacher training and development, provision of adequate learning resources, and raising awareness of the importance of education are some steps that can be taken to improve the educational situation in Papua District (Lustyantie & Kasan, 2021; Sebsibe et al., 2023). In addition, it is also important to pay attention to cultural and linguistic aspects of the curriculum and teaching so that students can identify themselves and feel motivated in the learning process.

Several previous studies have been conducted to investigate empowering youth organizations through creative entrepreneurship businesses in villages. One of the relevant studies is the study conducted by Utomo et al. (2022), who explored the effects of creative entrepreneurship training on skills development and increased income of

rural youth. This study shows that through the right training, rural youth can develop relevant entrepreneurial skills and increase their income through innovative, creative businesses. In addition, research by Tamam et al. (2023) tested the impact of mentoring programs on youth empowerment through creative entrepreneurship businesses in villages. This research indicates that effective mentorship can provide youth with the knowledge, support, and network needed to develop their creative endeavors. This increases their motivation and self-confidence and expands economic opportunities in the village environment. The novelty of this research is its approach, which combines aspects of creative entrepreneurship with the empowerment of youth organizations at the village level. Previous research has looked at aspects of entrepreneurship or youth empowerment separately. Still, this research presents an opportunity to explore the potential for empowering youth organizations through creative entrepreneurship businesses holistically in a village environment.

This service aims to analyze youth empowerment through creative entrepreneurship in the village (district). In addition, this research can also provide insight into effective strategies for facilitating creative business growth and improving the village youth economy, as well as providing policy recommendations that can be used to expand similar programs at the national or regional level.

2. METHODS

The method used in implementing the community service program in Dekai District, Yahukimo Regency, Papua Province, is a Participatory Rural Appraisal (PRA) approach, which involves all elements of society, from sub-districts, village heads, hamlet heads, elder figures, and homemakers, and especially its youth. The essence and principles of Participatory Risk Assessment are taken from the Participatory Rural Appraisal method. PRA means understanding the village in a participatory way. In terms of terms, it is a set of approaches and methods that encourage village communities to actively participate in increasing and analyzing their knowledge of their living conditions so that they can make appropriate action plans (Darwis et al., 2020). The stages in this participatory approach include training, mentoring, and collaboration with relevant stakeholders. The participatory approach will involve the participation activities of Youth Organization members in the process of program planning, implementation, and evaluation. Through participatory meetings, group discussions, and open forums, Youth Organization members will be invited to share their ideas, aspirations, and needs related to creative entrepreneurship. This participatory approach aims to ensure that the program meets the needs and aspirations of the village community to be more relevant and sustainable.

Furthermore, training and mentoring will be an important component of this program. Youth Organization members will receive training in entrepreneurship, business management, marketing skills, and financial management. This training will be tailored to the type of creative entrepreneurship business to be developed, such as handicrafts, local tourism, local food production, or arts and culture. In addition, Youth Organization members will receive direct assistance from experts and practitioners in the field of entrepreneurship to assist them in developing and managing their creative businesses. Collaboration with relevant stakeholders will also be an important aspect of this dedication method.

This program will involve collaboration with educational institutions, non-governmental organizations, the private sector, and relevant government agencies. This cooperation can include access to business capital, training facilities, mentorship, product and service promotion, and business network development. This collaboration is expected to provide wider and more sustainable support for Youth Organization in running their creative entrepreneurship ventures. Using this service method, it is hoped that the "Empowerment of Youth Organizations through Creative Entrepreneurship in the Village" program can provide real benefits for Youth Organizations and village communities. This method will enable the active participation of Youth Organization members, improve their skills and knowledge through training and mentoring, and utilize collaboration with relevant stakeholders to support the development of sustainable creative entrepreneurship in the village.

3. FINDINGS AND DISCUSSION

3.1 Stages of Activity Implementation

a. Providing the Necessary Facilities

The facilities needed to support the implementation of this activity are materials to create creative entrepreneurship, such as Arabica coffee, flannel, glue, and others. The other facilities needed in the activity process will be adjusted to the situation and conditions. Seeing the conditions that are still a pandemic, all the facilities needed in the creative business training program will be sent using the Dekai Papua District delivery service.

b. Adjustment of Activity Schedule

So that this activity can run well and smoothly, an activity schedule is adjusted by agreeing on the time for implementing creative business training between the participants and the implementing team. The implementation time is adjusted to the

results of this activity contract, which is then included in the program implementation plan later.

c. Implementation of Creative Business Training

The implementation team conducts online creative business training through a Zoom Meeting video conference with accompanying lecturers. This program presents a variety of creative activities consisting of providing Design Thinking and Noble Purpose material, human resources, and business resources, as well as digital marketing and product visualization. After the material debriefing, practitioner activities will be carried out using the material, namely product production assistance and marketing management. As for product production, it consists of two items, namely A'balu' Balu' and Destek. Here are the details:

a) A'balu' Balu' (Trade)

Balu'-Balu' can be interpreted as trading in North Sumatra. This program trains all participants to cultivate their potential in the Dekai District of Papua. This aims to provide knowledge and experience to all participants in processing existing natural resources and cultivating their entrepreneurial spirit. Before making a product, participants first follow the material to provide more knowledge about business and how to manage it.

b) Destek (Design and Technology)

Design and Technology (Destek) facilitates literacy participants with basic knowledge of designing images and videos useful for tourism exploration in the Dekai District of Papua. This aims to make the Dekai Papua District better known in the wider community and increase its tourism. Design is also related to product marketing later, which will attract tourists to buy. Digital technology is indispensable in the era of Society 5.0 to make it easier for people to market digital products to reach the wider community better.

3.2 Monitoring and Evaluation

Each activity needs to be monitored and evaluated to see how the implementation conforms to the plans that have been prepared. The implementation team carried out monitoring activities to review the success of the Creative Business Training program in the Dekai District of Papua. The monitoring specifications carried out are as follows:

a. Incubation class participants

- 1) Number of attendees
- 2) The activeness of the participants during the activity
- 3) Achievement of an understanding of the potential that exists in the Dekai District of Papua
- 4) Achievement of an understanding of human resource opportunities and business resources in the Dekai District of Papua
- 5) Achievement of creative work resulting from the potential of marine products
- 6) Able to provide selling value to the products made
- 7) Able to market digital-based products.

b. Implementation team

- 1) There is a guidebook for program implementation, training modules
- 2) Review the activity process and its development
- 3) Assistance to participants during the class
- 4) Directing and establishing familiarity with participants
- 5) Creation of new guided clusters from the facilitator

Evaluation is carried out to assess the direction and progress of the activities. The efficiency and effectiveness of the activities, along with the constraints encountered, are also known through this evaluation. Evaluation on the last day of the activity is carried out to assess the results achieved during the program's implementation and make a final activity report (Agustina et al., 2023; Rifat et al., 2023). The program's activity is "Empowerment of Youth Organizations through Creative Entrepreneurship in the Village." It has been carried out by the implementing team online and offline (blended) while still following the health protocol. Some activities achieved in implementing the creative business training program are as follows.

3.3 Creative Business Training Activities

The creative business training activities in the Dekai District, Yahukimo Regency, included several program implementation plans carried out by the implementation team in the Dekai District, Papua. The team prepared several things before implementing the program realization in the Dekai District. In this activity, the community or the Dekai District Youth Organization will be given training and understanding regarding creative businesses that utilize the existing natural potential.

Providing *destek* material will strengthen the understanding of youth organizations so that they can take advantage of the current era, namely the era of technology that can be linked to marketing digital-based products later (Kamil et al., 2022; Sukmasetya et al., 2023). This activity will also produce creative products from the potential of natural products in the Dekai District, one of which is the focus of the team, namely brown sugar or palm sugar.

3.4 Activity Implementation Guidebook

The Implementation Team is directly responsible for making the cover of the activity implementation guidebook. This task is distributed according to the division of predetermined jobs. An implementation guidebook was prepared to monitor the extent to which the team had achieved results in implementing the creative business training program. This book will provide a detailed explanation of the programs realized, implementation guidelines, and the conditions of the partners involved. In addition, this guidebook will also present the expected results of implementing the program, both online and offline, while still implementing the established health protocols.

The preparation of training modules for the Creative Business Training program as a Solution for Youth Organization Empowerment to Become Young Entrepreneurs during the Covid-19 Pandemic in the Dekai District of Papua will be a valuable reference source for the community and Youth Organization youth in running the business that was created during the implementation of the program by the team. This module will provide important guidance for Youth Organization, including creative business strategies, manufacturing processes, and digital product marketing (Digdowiseiso et al., 2021; Nugroho et al., 2023). Before the training, the team will educate Youth Organization youths on creative business materials and digital-based product marketing online through the Zoom Meeting platform. These materials have been summarized in a creative business training module book in the Dekai District of Papua, Yahukimo Regency. This module comprehensively explains how to do creative business, business strategy, product creation processes, and product marketing online.

3.5 Program Realization

On August 20, 2022, the Creative Business Training program was realized as a Solution for Empowering Youth Organizations to become Young Entrepreneurs in Dekai District, Papua, after the COVID-19 pandemic. The realization of this program involved training and delivering creative business training materials to youth and

youth organizations in the Dekai District of Papua. The training is done online using the Zoom Meeting application and the offline method (blended).

Program implementation is carried out in the Dekai District of Papua by providing creative business training that optimizes the natural potential that exists in the region. This program has created new products that can be marketed to the public. In addition, this training also provides young people with skills in marketing the products produced in the program.



Figure 1. The resulting product Youth Organization

The implementation team has successfully carried out community service activities; the realization of creative business training activities in the Dekai District of Papua, Yahukimo Regency, involved several planning stages carried out by the implementing team in the area. Before the program's implementation, the team had made preparations, including planning and preparing training materials. This activity aims to provide training and understanding to the community and Youth Organization in the Dekai District regarding creative businesses that utilize the existing natural potential. To strengthen understanding, supporting materials are provided to Youth Organization so that they can utilize technology in marketing digital-based products. During the training, one of the team's main focuses was the development of creative products from natural potential in the Dekai District, such as the processing of brown sugar or palm sugar. Through this training, the main objective is to encourage the growth of the entrepreneurial spirit among youth in the Dekai District, Yahukimo Regency, and produce new products that are the region's hallmark. In addition to the economic benefits that can be obtained, this activity also serves as a reference for intellectuals in writing scientific papers and as a source of knowledge in developing related fields. To ensure the program's sustainability, the next step is to conduct evaluation and monitoring by involving Youth Organization youth in Dekai District, Yahukimo Regency. This evaluation aims to establish communication,

control, and monitor the implementation of creative business training programs initiated by a Muhammadiyah University of North Sumatra team. By conducting periodic evaluations, the team can ensure the program is still running and gain an understanding of the results achieved for the sustainability of the program. Apart from that, the team also plans to register copyrights for the handbooks and training modules that have been prepared.

4. CONCLUSION

The implementation team has successfully implemented a community service program at Dekai with a 100% success rate. To ensure the program's sustainability implemented by the facilitator, we will conduct regular monitoring and evaluation. We will provide relevant supporting materials to increase Youth Organization's understanding of utilizing the digital-based technology era in product marketing. The results of the implementation of the Creative Business Training using a combined approach between online and offline have produced positive benefits, such as the growth of creative entrepreneurial spirit, the emergence of new products that are unique to the community in Dekai District, and the availability of manuals, training modules, and progress reports. The next stage is to evaluate program sustainability, which involves youth organizations in Dekai District, Papua, and Yahukimo Regency. This evaluation aims to establish communication, control, and monitor the implementation of the creative business training program initiated by the Muhammadiyah University of North Sumatra implementation team. This theme under study not only addresses the pressing need for economic revitalization in villages but also underscores the transformative potential of empowering young individuals to become agents of change within their communities. By nurturing creative entrepreneurial ventures among youth organizations, this research endeavors to contribute to local socio-economic development, ultimately fostering vibrant and resilient rural societies.

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