



Strategies To Build Youth Interest in Micro, Small and Medium Enterprises in Villages

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ABSTRACT

Micro, Small and Medium Enterprises are businesses that play an important role in the national economy. At this time, MSMEs are intensively running in various regions in Indonesia. There are many MSME resources that have not been established. The formulation of this research problem is How the strategy of youth interest in MSME businesses in this study has the purpose of finding out strategies to attract the interest of local youth in developing their businesses. It is hoped that this research will have theoretical and practical benefits that will help in implementing strategies in developing businesses. In this study, a type of qualitative research is used, where the technique of determining the place uses the method of reviewing journal articles that discuss the strategy of youth interest in MSME businesses, MSMEs are a business that plays an important role in the national economy. At this time, MSMEs are intensively running in various regions in Indonesia.

Keywords: Strategy, Youth Interest, Micro, Small and Medium Enterprises

INTRODUCTION

Youth is an important aspect in the development of human resources that have various potentials, ranging from national defense, entrepreneurship, technology and communication, to socio-culture. As the successors of the Indonesian nation which is commemorated every October 28 through Youth Pledge Day, the younger generation is required to be able to face various challenges and problems of the country. Based on the 2009 Law, youth are defined as Indonesian citizens who are in a phase of significant growth and development between the ages of 16 and 30 years, with various potentials, responsibilities, rights, characters, abilities, self-realization, and ideals attached to them.

The great responsibility of young people in society is based on several characteristics that they have, such as the purity of idealism, courage and openness in accepting new values, high dedication, spontaneity in service, and the ability to innovate and create. They also have a strong desire to immediately realize new ideas, firmness in promises, and a desire to demonstrate independence in behavior and personality. Although sometimes still lacking in experience, this can actually make their opinions, attitudes, and actions more relevant to the existing reality.

In the context of village economic development, the village government is expected to play an active role in fostering young people to develop their interest in MSMEs. Various village potentials such as agriculture, plantations, fisheries, tourism, industry, and animal husbandry can be the basis for developing MSMEs aimed at reducing unemployment and poverty rates. Although MSMEs in the village are adequate, the interest of young people is still constrained by cost factors. To overcome this, the village government can hold seminars at the village office by involving young people, especially youth organizations, and presenting experienced business actors to provide direction.

The role of the younger generation in developing MSMEs is becoming increasingly crucial in the current digital era. MSMEs themselves have become the mainstay of the Indonesian economy, with a significant contribution to the absorption of labor reaching more than 99.45% and a contribution to Gross Domestic Product (GDP) of around 30%. To encourage the interest of the younger generation in entrepreneurship, various efforts can be made, including holding competitions that can trigger their interest.

In developing MSMEs, there are several important aspects that need to be considered. First, the products produced must be able to meet consumer needs and have quality that can compete in the market. Second, pricing needs to be done with careful calculations related to expenses during the production

process. Third, the selection of a business location must be strategic and easily accessible to consumers. Fourth, human resource management must be carried out professionally by placing the right people according to their fields of expertise.

To support the development of MSMEs among young people, the village government can facilitate the provision of capital through village cooperative loans. In addition, weekly routine meetings can be held to provide materials related to MSME management. This development program can also be directed to create creative and competitive village superior products, which will later be known not only at the village level but also in the city, with the support of patent rights to facilitate product recognition.

Based on this background, this study aims to identify factors that influence the interest of village youth in MSME development, as well as to analyze the effectiveness of coaching and mentoring programs carried out by the village government in increasing youth participation in the MSME sector. This study also aims to formulate a strategy for developing MSMEs based on village potential that can attract the interest of the younger generation, while evaluating the role of village cooperatives in providing capital support for young people who want to start a business. Furthermore, this study is intended to examine the appropriate youth empowerment model in creating competitive village superior products, so that it can encourage village economic growth and reduce unemployment rates among the younger generation.

METHOD

This study uses a qualitative approach with a descriptive research type to deeply understand the strategy of increasing youth interest in developing Micro, Small, and Medium Enterprises (MSMEs). The qualitative approach was chosen because it is able to explore and understand the meaning that is considered to come from social or humanitarian problems, especially related to the phenomenon of low youth participation in MSMEs. Through descriptive research, researchers attempt to systematically describe the facts and characteristics of the research object precisely and as they are.

Data collection was carried out through several techniques, including in-depth interviews with village youth, successful MSME actors, and village government officials involved in the youth empowerment program. Field observations were also carried out to directly observe the condition of MSMEs in the village and the potential of the village that could be developed. In addition, documentation studies were conducted on various documents related to youth empowerment programs and MSME development in the village, including statistical data, program reports, and activity documentation.

To ensure the validity of the data, researchers used source and method triangulation techniques, where information obtained from one source will be compared and verified with other sources. Data analysis used an interactive model consisting of data reduction, data presentation, and drawing conclusions. The analysis process was carried out continuously during the research, while still considering the social and cultural context of the local village community.

The research location was selected purposively by considering the characteristics of the village that has the potential for developing MSMEs and the existence of active youth organizations. Research informants were determined using purposive sampling techniques, with criteria that have been set in accordance with the research objectives, such as age, involvement in youth organizations, and experience in MSMEs.

RESULT AND DISCUSSION

Strategies to Build Youth Interest and Desire for Micro, Small and Medium Enterprises (MSMEs) in Villages

Several stages in developing a strategy, including:

- a. Hold an association (socialization) once a week at the village hall, involving youth, especially youth organizations and MSME actors.
- b. Providing business capital loans to prospective business actors through KUD.

With this strategy, it is likely that the youth in the village will be interested in participating in entrepreneurship, because they receive briefings from the village government directly. The village government must really have the ability to invite youth to MSMEs, so that the village economy remains in a stable state.

Data Analysis and Interpretation

The preparation of a SWOT formula using representative external and internal factors is by placing stages, including:

- a. Value weights of 1.00 = very important, 0.75 = important, 0.50 = standard, 0.25 not important, 0.10 = very unimportant
- b. Rating value 5 = very important, 4 = important, 3 = neutral, 2 = not good, 1 = very bad
- c. Score is calculated using the formula (SN = BN x RN) score value, value weight, twig value.

Table 1. Interaction Matrix of Internal and External Factors

Internal factors	External factors
<p>1. Strength a. Assistance is needed to build the interest and desire of youth to participate in MSMEs. b. Business actors who have joined MSMEs in Keboireng Village are a direction for youth to be interested in MSMEs. c. Utilizing agricultural products in the village d. The workforce in the surrounding area is quite adequate.</p> <p>2. Weakness a. Constrained by capital. b. Limited ability and understanding of youth towards MSMEs. c. Lack of youth socialization at the village hall regarding MSMEs.</p>	<p>3. Opportunities a. Opening jobs for youth. b. Reducing unemployment for youth in the village. c. Making the youth more creative by channelling their ideas through MSMEs. d. Have a wide market share.</p> <p>4. Threats a. Village government policies are less productive which makes it difficult for youth to be entrepreneurs. b. Many competitors have similar products. c. Instability of raw material prices. d. Price differences between fellow industry players. e. Requirements for borrowing capital through village unit cooperatives.</p>

Table 2. Swot Matrix

	Strengths (S)	Weaknesses (W)
Internal	1. Youth assistance programs needed for MSME participation	1. Limited access to capital
Factors	2. Successful MSME actors as role models	2. Limited youth understanding of MSMEs
	3. Available agricultural resources	3. Insufficient socialization programs at village hall
	4. Sufficient local workforce	
Opportunities (O)	SO Strategies	WO Strategies
1. Job creation potential	1. Leverage youth assistance programs to create employment	1. Implement accessible business loan programs
2. Reduced village unemployment	2. Develop innovative agricultural businesses using local resources	2. Enhance human resource development for MSMEs
3. Platform for youth creativity	3. Maximize available workforce for MSME participation	3. Conduct regular training and socialization sessions
4. Wide market share		
Threats (T)	ST Strategies	WT Strategies
1. Unproductive government policies	1. Strengthen village leadership support for youth	1. Provide assistance with loan requirements
2. Market competition	2. Foster product innovation through mentorship	2. Establish regular biweekly socialization programs
3. Unstable raw material prices	3. Stabilize costs using local resources	3. Develop comprehensive training programs
4. Price competition		
5. Strict loan requirements		

Table 3. Internal Strategy Factors (IFAS)

Internal Strategy Factors	Weight	Twig	Weight x twigs
Strength Assistance is needed to build the interest and desire of youth to participate in MSMEs	1.00	5	5
a. Business actors who have joined MSMEs in the village are a direction for youth to be interested in MSMEs.	0,75	4	3
b. Utilizing agricultural products in the village	0,50	3	1.5
c. The workforce in the surrounding area is quite adequate	0,50	3	1.5
Number of powers			11
Debilitation a. Constrained by capital.	0.75	4	3
b. Limited ability and understanding of youth towards MSMEs.	0.75	4	3
c. Lack of youth socialization at the village hall regarding MSMEs.	0.75	4	3
NUMBER OF DISADVANTAGES			9
TOTAL	5		20

Based on the IFAS matrix above, it can be seen that the weight of the strategy factors is calculated from the number of strength scores of 11 and the number of weakness scores of 9 so that the overall total is 20. The overall total score explains the reaction of the role of youth to MSMEs from an internal perspective.

Strategies in Building Youth Interest in Micro, Small and Medium Enterprises (MSMEs) Using SWOT Analysis

- a. Villages are the largest producers of agriculture / plantations, where the agricultural land is so large starting from rice fields, gardens, and other dry land. Therefore, actually youth can start a small business, namely by selling around the village with scales and also the products from the rice fields or gardens. Where the village and in the village are still lacking, there is no such thing as an MSME business that is sourced from agricultural products, for example, banana chips, sweet potato chips, and also in the village is also very suitable for raising ducks or chickens or fish, but there is also a threat that the youth fears, namely related to losses, where there are similar products sold.
- b. Livestock is also a great opportunity where it can be sold around residential areas, or youth can form a group to establish a culinary business
- c. Coconut shells, even coconut coir can also be used as handicrafts, such as toy boats, soap bins, ashtrays, keychains, bowls, animal-shaped piggy banks, brooms, and so on.

CONCLUSIONS

Based on the SWOT analysis above, it is explained that the alternative sequence of SWOT strategies, that Strength-Treat (ST) produces the highest weight, where as a strategy that still has to be careful against incoming threats must be really based on the strength of mentoring, therefore assistance is very necessary in supporting the interests and desires of youth in Keboireng Village. However, the threat is also very big due to the difficulty of business capital in starting a business and the many competitions for similar products both in the form of prices and products produced. The lack of youth understanding of MSMEs, as one of the ways, is to

provide briefings through socialization at the village hall related to the discussion of MSMEs in order to foster youth interest and desire for MSMEs.

Based on the results of the recapitulation, the overall strategy can be known by making the best use of opportunities, trying to minimize weaknesses, using the level of strength as the main capital of basic operations and suppressing threats that exist in the company. The use of SWOT analysis is carried out to analyze between external factors (strengths and weaknesses) and internal factors (opportunities and threats). Where the weighting is carried out with the aim of finding out how much factors affect or have an impact on the strategy factor itself.

The strategy used in decision-making using SWOT analysis is that Keboireng Village is the largest producer of bananas in Besuki District, where the agricultural land is so large starting from rice fields, gardens, and other dry land. Based on these conditions, youth can actually start a small business, namely by selling bananas around the southern cross road (JLS) with the capital of scales and also the bananas. However, there are also threats that young people are afraid of, namely related to losses, where there are similar products sold.

The results of fishermen or livestock are also a great opportunity where youth can form groups to establish culinary businesses, coconut shells and even coconut fiber can also be used as handicrafts, such as toy boats, ashtrays, keychains, brooms, and so on. Actually, there are many more agricultural products in the village itself that can be used without having to spend a lot of money, it's just that the awareness of the youth themselves is not adequate, therefore assistance is very much needed in building the interest of the youth.

The greater the result of strength and opportunity, the more stable the strategy will be, and vice versa, if there is a greater threat, we must be careful in determining the strategy to be carried out. We should be able to turn weaknesses into our strengths.

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