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9 Youth Empowerment to Grow Creative Business Interest

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ABSTRACT

The era of globalization has hit almost all areas of human life around the world. Progress and change occur in tandem with the swift currents of globalization. The development of a very fast era like today requires human resources to have high quality to achieve a more prosperous life. Youth has extra potential compared to other community groups. The existence of youth is very necessary in the midst of society for community empowerment efforts, especially youth. However, the success of youth in youth empowerment efforts has not been explored optimally and more deeply, so that it makes the attraction its ⁵ to dig deeper into youth empowerment to cultivate creative business interests. This study uses a descriptive qualitative research approach because this research presents, describes or describes descriptive data about youth empowerment to foster creative business interest. the results obtained by the youth have an interest in doing creative business. however, this was hindered by the existing training and capital. for some people, the training that has been done so far has had an impact on their desire to open a business compared to applying for jobs elsewhere.

INTRODUCTION

The era of globalization has hit almost all areas of human life around the world. Progress and change occur in tandem with the swift currents of globalization. The development of a very fast era like today requires human resources to have high quality to achieve a more prosperous life. Youth has extra potential compared to other community groups. It can be said to have extra potential because youth are part of a very productive age group in the social, political, artistic and economic fields. The development towards maturity in youth basically leads in a positive direction and requires attention, guidance and direction from various parties so that these problems can be addressed on a regular basis. The development of various positive potentials possessed by young people such as talents, abilities and interests is needed so that they are more beneficial for themselves and the surrounding environment. Various efforts continue to be made to anticipate and resolve the above problems. Basically, efforts to handle these problems are not only the responsibility of the community but the responsibility of the community and the government.

⁶ Suparjan and Suyatno (2003) empowerment has the meaning of generating resources, opportunities, knowledge and skills of the community to increase capacity in determining their future. Understanding the concept of community empowerment, Ambar (2004) reveals that the essence of empowerment includes three things, namely development, strengthening potential or power, and creating independence. Retnowati and Putra (2013) state that empowerment is an effort to provide opportunities and abilities for poor community groups to be able and dare to voice or voice their opinions, ideas, or ideas, as well as the ability and courage to choose something (concepts, methods, products, actions) that are best for individuals, families and communities. Adi (2013) community empowerment can be measured through three aspects: 1) the ability to make decisions, 2) independence and 3) the ability to take advantage of the ⁴ business for the future.

Creative Economy According to the United Nations conference On Trade and Development ⁴ (UNCTAD) is defined as a cycle of production of goods and services that uses creativity and intellectual capital as the main input. The creative

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economy provides a significant stimulus to the success of a culinary business, as evidenced by the results of research that has been conducted. It has been found that the creative economy has a direct positive and significant impact on the success of a small business.

The existence of youth is very necessary in the midst of society for community empowerment efforts, especially youth. However, the success of youth in youth empowerment efforts has not been explored optimally and more deeply, so that it makes the attraction itself to dig deeper into youth empowerment to cultivate creative business interests.

5 RESEARCH METHOD

This study uses a descriptive qualitative research approach because this research presents, describes or describes descriptive data about youth empowerment to foster creative business interest. According to Darmawan (2015) qualitative research is a method based on natural situations (naturally in this study data collection was carried out using observation, interview, and documentation techniques).

DATA ANALYSIS AND DISCUSSION

Since 1997-1998 Indonesia has experienced a very severe economic crisis and has made the economic conditions of our country even more difficult. Loss companies that were forced to go out of business and lay off thousands of employees. The impact of the economic crisis is not only felt by those who live in cities, but almost all parts of society, including people who live in rural areas. While on the other hand, we know that the village holds extraordinary wealth, which if handled seriously and professionally can become a large source of income. However, it is possible that the sensitivity of the village community is still lacking so that the great potential was simply ignored. To overcome these problems, there is one solution that is usually implemented, namely through exploring the potential of the surrounding environment. This potential can be in the form of natural resources, the number of people with a large productive age, and so on.

The basic capital that has been owned earlier can be manifested into productive businesses, entrepreneurship development that does not yet exist or the improvement of entrepreneurship that has existed so far. Village communities must be convinced that they are actually capable and deserving of a higher level of welfare. However, productive efforts originating from the surrounding area must

be developed so that they do not stop in the middle of the road. Therefore, there is a need for sustainable community development. The existence of related parties is very much needed, for example additional capital, marketing expansion, increasing ability in doing business/entrepreneurship (management) and so on. In simple terms, an entrepreneur is someone who is able to organize, run, and take risks for the jobs he takes in the business world. The most important thing is not to depend on other people for his life, he is independent and fulfills his own needs. An entrepreneur can develop from the interests or talents they have, but creativity in trying will actually help the smooth running of their business (Darmawan & Hariani, 2020).

Nowadays, many young people are getting interested and looking at the business profession that promises a bright future (Retnowati & Putra, 2021). Today's youth, with diverse parental professional backgrounds, have begun to set their sights on the business sector. This is driven by conditions of competition among job seekers that are getting tougher. Job vacancies are starting to feel cramped. The implementation of youth empowerment activities to foster creative business interest can be carried out in the form of training that involves youth and the community. One of them is creative business program activities that have organizational and personal goals. The goals of creative business ventures cover several aspects, including: economic, academic and social. Empowerment activities basically aim to increase the level of community empowerment (Roth & Brooks-Gunn, 2000). Youth empowerment through creative business programs has a positive impact on young people. The impact felt by young people who have adequate abilities include personal, academic, vocational and social skills.

Personal skills possessed include identifying potential and self-interest, motivation to plan for the future, motivation to be more independent, and increasing rational problem solving. Academic skills possessed by members have a positive impact. Members have more business insight or general knowledge. In addition, members are more motivated to become entrepreneurs, youth organizations always encourage their members to become entrepreneurs, even though the results are not optimal. With the increased knowledge of members about the business world, members are better able to read and take advantage of the opportunities around them by actively participating in organizational, economic and promotional activities. In terms of skills, members have insight into various skills. In terms of encouragement to work or open

an independent business is also quite good. However, it is still not optimal in realizing independent business because there are members who are still students, have not worked and have worked with people. In terms of income, members have additional income although it is not so much. However, it is beneficial for those who were previously unemployed and then have the skills to become entrepreneurs and increase their income. Youth have social concern with the surrounding environment by being actively involved in organizational and village activities so that the community feels enthusiastic, helped and is more familiar with the potential of the area that needs to be developed. Regarding cooperation and responsibility, members are able to work together and be responsible, although there are some that are not maximized.

CONCLUSION

The implementation of a community empowerment program certainly has goals to be achieved, both outputs and outcomes, this cannot be separated from youth empowerment. The concept of community and youth empowerment does not just appear without a purpose. The aim of empowerment is to shape individuals and communities to become independent. This independence includes independence in thinking, acting and controlling what they do. Related to empowerment activities, it is closely related to increasing insight and skills.

The awareness stage includes discussion, opening access to information and socialization. These activities are carried out to instill sensitivity and concern for oneself and especially for the environment. The next stage is planning which includes identification of needs and planning. Planning is done so that the program is prepared in accordance with the needs and can achieve the goals. The implementation of the program is intended as an effort that can be used to better utilize the existing potential so that it can be more developed, namely by providing skills training and training to increase insight held by several related parties. In carrying out the member's business, the capital holder has the right to use the funds for entrepreneurial purposes. The assistance provided is only for monitoring the allocation of funds, encouragement and motivation for members. The evaluation carried out so far is informal. In empowering youth through creative business programs, many parties participate as

motivators, technical and promotional media for members' creative business activities. The implementation of this program is felt to have a positive impact on members in particular and society in general. The benefits obtained can be grouped into personal skills, academic skills, vocational skills and social skills. Although the results have not been maximal, the members and the surrounding community have felt it and continue to improve it by the management. Supporting factors in the implementation of this program are the availability of capital assistance loan facilities, support from various parties, namely the village government, social services and the community, as well as a large network of youth partners. The inhibiting factors in implementing this program are the consistency of members who do not want to be invited to develop through independent businesses, rotating capital that has experienced problems, and the busyness of the management and members. Therefore, the trainers are expected to minimize the negative impacts that exist.

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