



Community Welfare With Youth Entrepreneurship And Employment Support Services In Bantaeng Regency

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Abstract :The purpose of the study was to determine the implementation of the YESS program and to find out the inhibiting and supporting factors of the YESS program in Bantaeng regency. Data collection methods used are observation, interviews, and documentation. The main finding in this study is that the YESS program is a very effective program in changing people's mindsets in the agricultural sector and has been proven to improve community welfare. The results of this study indicate that the YESS program is improving the welfare of the community in the district. Bantaeng is to identify, socialize, and verify the potential beneficiaries and other training facilities. The supporting factors are the large number of agricultural and livestock commodities that can be processed into product businesses, the YESS program beneficiaries who have had previous businesses, and the government's support. The inhibiting factors are mutations of the YESS core organizers

Keywords : Community Welfare; YESS Programme; Millennial Farmers

Introduction

Welfare is a measuring point for a society that is already in a prosperous condition. Welfare can be measured by health, economic conditions, happiness and quality of life of the community. The view of the general public, in a prosperous family, is able to send family members to the highest possible level. the higher a person's education level, the more prosperous his family will be because he will also get reciprocity such as an established job and sufficient income.

However, seeing the phenomenon that occurs in people who have the perception that the farming profession is a traditional profession that does not fully

promise ideal welfare, this is something that is embedded in people's thoughts or understandings so that farming is not much in demand by the younger generation. Even though it is known that the Indonesian state has a wide area, identified by the presence of natural wealth that provides many sources of life for humans. Starting from the natural charm that gave birth to tourism to natural assets that can be processed into its own energy source, one of which comes from the agricultural sector.

The agricultural sector plays an important role in the absorption of labor in rural areas. So that most of the rural people work in the agricultural sector. Agriculture is an effort made by the community, especially rural communities by utilizing existing natural supplies such as land and water. Rural communities who work in the agricultural sector include collectivities, individual farmers (owners), landlords, farm laborers, pamaro, tenants and others.¹

If you look at today's agricultural developments, the Government is expected to be able to provide solutions and become one of the focal points for developing the potential and opportunities that exist, seeing that Indonesia has the nation's next generation and has natural resources which if developed and innovated will have positive effects such as in the social and economic fields. economy.

The majority of farmers in Indonesia itself are currently small-scale, seeing that the current generation of young people is minimal to work directly in the agricultural field and the previous generation of farmers lacked the knowledge to adapt and compete with today's agriculture, so there is a need for a government strategy to remove or change primitive stigmas. regarding the management of the agricultural sector. When the community, especially the younger generation, has a broad perspective on agriculture, it can minimize unemployment in Indonesia.

One of the factors that hinders the welfare of society according to the researcher's view is the mindset of the people in an area, especially rural areas located in the mountains, still trapped in the stigma that is trapped in the ideal profession according to their perception, as what is considered an ideal profession are those who wear uniforms and those who work in large companies and government agencies.

¹ Soelaeman, M. (2006). *Basic Social Sciences: Theories and Concepts of Social Sciences* (A. Gunarsa (ed.); 5th ed.). Refika Aditama.

Many people among them choose to be unemployed and do not want to leave their comfort zone to prosper themselves even though agriculture also provides promising opportunities depending on how to process it and the innovations provided. At this time, the younger generation who should be expected to become agricultural managers in the 4.0 era turns out to have less interest, which is influenced by the following factors.²

First, agriculture is considered less prestigious, nowadays most people assume that the agricultural sector is less prestigious because the farming profession is a traditional job which is currently less prestigious than working in the industrial sector.

Second, the community considers the income as farmers to be insufficient for their needs and their families, because the current income as farmers is uncertain and many obstacles will be faced: from crop failure, uncertain prices, and so on. As a result, there are many people who are interested in becoming factory workers or construction workers whose income is certain, although not necessarily greater than farming.

Third, agriculture requires a long process, while at this time many people have followed instant culture, one of the social ills of society today is the lack of work ethic. Islam recommends that every Muslim is obliged to work hard for the welfare of his life. Working hard has many benefits, besides being able to make a prosperous, peaceful, and comfortable life as well as an expression of our gratitude to Allah swt. has been given the blessing of health to work hard so that it can be useful for ourselves and those around us. Must be sure that every effort will be in harmony with the results as there is the law of causality or the law of cause and effect.

Working hard has a very close relationship and influence with various aspects of human life, such as individual and social aspects. In the individual aspect, working hard is related to personal motives, work is seen as a way to fulfill various basic individual needs. In the social aspect, working hard is related to the social values that underlie work activities, which then motivate individuals and socially.³

² Shafaruddin, A. (2019). *Youth's Loss of Interest in the Farming Profession in a Review of Emile Durkheim's Theory of Social Change in Jolutundo Village, Jetis District, Mojokerto Regency*. Sunan Ampel State Islamic University.

³ Shofaussamawati. (2014). Fostering Interest in Reading by Introducing Children to Libraries from an Early Age. *Libraria: Library Journal*, 2 (1), 14. <https://doi.org/http://dx.doi.org/10.21043/libraria.v2i1.1189>

Based on the description of the background, the researcher examines the programs issued by the government, especially the Ministry of Agriculture to change the stigma of society, especially the younger generation about agriculture, as the younger generation is the determinant of the progress of agricultural development in the future. This is a challenge faced by the Ministry of Agriculture (Kementan). For this reason, various programs have been launched to encourage the regeneration of farmers, one of which is through the Youth Entrepreneurship and Employment Support services (YESS) program. The existence of this program has the potential to reduce unemployment in the local community as well as improve community welfare.

Youth entrepreneurship and employment support services Program This is an acceleration of the Indonesian Ministry of Agriculture in collaboration with the International Fund for Agricultural Development (IFAD) since 2019 to produce young entrepreneurs in the agricultural sector, as well as to produce a competent workforce in agriculture

Methods

This research is a descriptive qualitative research that seeks to provide an overview of the objects in the field and seeks to uncover the facts in the field, related to the strategy of the Youth Entrepreneurship and Employment Support Services program in improving the welfare of the community in Bantaeng district. Descriptive research is a form of research aimed at describing existing phenomena, both natural phenomena and man-made phenomena. The phenomenon can be in the form of forms, activities, characteristics, changes, relationships, similarities, and differences between one phenomenon and another.⁴

The data collection techniques used in the research include observation, interviews, and documentation. The data sources of this research are primary data and secondary data. The data analysis used in this research are data reduction, data presentation, and conclusion.

⁴ A.B., S. (2017). *Theoretical Foundations of Social Research Methods*. Wade Group Publish.

Results and Discussion

1. Community Welfare

The welfare of an area is also determined from the availability of resources which include human resources (H), physical resources (K) and other resources (R). The income of the rich (middle to upper class) will be used to spend on luxury goods, gold, jewelry, expensive houses. Lower middle class who have poor characteristics, low health, nutrition and education, an increase in income can increase and improve their welfare.⁵

Welfare is defined as activities that are planned with the aim and intent to build change and improve the social feasibility of the community from several aspects ranging from social, economic and educational through programs or processes of community empowerment with the aim of changing people's living standards. So with this goal welfare can run and create a comfortable and feasible life that is obtained by the community and is guaranteed in their standard of living. Providing services to individuals or community groups in creating business arrangements and managing natural potential is the main strategy in establishing a welfare.⁶

Welfare is a condition in which a person can fulfill basic needs, be it food, clothing, shelter, clean drinking water and the opportunity to continue his education and have an adequate job that can support the quality of his life so that his life is free from poverty, ignorance, fear, or worries so that his life is safe and peaceful, both physically and mentally.⁷

⁵ Todaro, M. P. (2014). *Economic Development* (11th ed.). Erlangga.

⁶ Notowidagdo, R. (2016). *Introduction to Social Welfare: Based on Faith and Taqwa* (1st ed.). Amzah.

⁷ Rosni, R. (2017). Analysis of the Welfare Level of the Fisherman Community in Dahari Village as Wide as Talawi District, Batubara Regency. *Journal of Geography*, 9 (1), 53.

Welfare is a system of life and social, material, and spiritual life that is followed by a sense of safety, decency and peace of mind, household and society physically and mentally which allows every citizen to make efforts to fulfill physical, spiritual and social needs as well as possible. for oneself, the household, and the community by upholding human rights.

The term welfare is not new, both in global and national discourse. In discussing the analysis of the level of welfare, of course we must know the meaning of welfare first. Welfare includes security, safety, and prosperity. The most important thing about welfare is income, because some aspects of household welfare depend on the level of income. Fulfillment of needs is limited by household income, especially for those with low incomes. The higher the household income, the lower the percentage of income for food. In other words, if the increase does not change consumption patterns, the household is prosperous. On the contrary,

Welfare is a measuring point for a society that is already in a prosperous condition. Welfare can be measured by health, economic conditions, happiness and quality of life of the people. This welfare is realized so that these citizens can live adequately and are able to develop themselves, so that they can carry out their social functions properly, if the community is prosperous, it means that the community is experiencing prosperity.

Community welfare is defined as activities that are planned with the aim and intent to build change and improve the social feasibility of the community from several aspects ranging from social, economic and education through community empowerment programs or processes with the aim of changing people's living

standards. So with this goal welfare can run and create a comfortable and feasible life that is obtained by the community and is guaranteed in their standard of living. Providing services to individuals or community groups in creating business arrangements and managing natural potential is the main strategy in establishing a welfare.⁸

The purpose of community welfare is to improve the quality of human life as a whole which includes ⁹: (a) Improving living standards, through social services and social security for all levels of society, especially disadvantaged and vulnerable groups of people who are in dire need of social protection; (b) Increased empowerment through the establishment of economic, social and political systems and institutions that uphold human dignity and dignity; (c) Improving freedom through expanding accessibility and choices of opportunities in accordance with human aspirations, capabilities and standards.

Efforts to achieve community welfare materially, worldly and spiritually can be done by paying attention to three basic things (Ardila, 2012) , namely: (a) Level of Basic Needs Capacity building and equitable distribution of basic needs such as food, housing, health , and protection; (b) Level of Living Improved standard of living, income level, better education and increased education; (c) Expanding the economies of scale of individuals and nations with better job choices from better societies to improve family welfare.

Becoming a prosperous society both in terms of clothing, food and housing is an ideal that anyone wants to realize, even it has become a responsibility and a goal to be achieved by the state. This can also be seen in the preamble of the fourth

⁸ *Ibid*

⁹ Suharto, E. (2007). *Social Policy as Public Policy* . Alpha Beta.

paragraph of the Constitution, which is the benchmark as well as the mandate of the constitution that cannot be ignored. Therefore, it is appropriate for the government to be able to provide a decent living for each of its people, including all the power and efforts made by every government, both central and regional in achieving the desired thing. According to the BKKBN the classification of the level of community welfare can be classified into 5 (five) levels, namely:

1. Pre-Prosperous Family (Pre KS)

Namely families who have not been able to meet their basic needs, at a minimum, such as spiritual needs, food, clothing, shelter and health. It is said to be a Pre-Prosperous (Pre KS) family, because it has not been able to meet one or more indicators which include: (a) Economic indicators; eat two or more meals a day, have different clothes for activities (at home, at school, at work or travel), the largest part of the house is not land; (b) Non-economic indicators; perform worship, health facilities.

2. Prosperous Family 1

Prosperous family 1 (poor family), namely families that have been able to meet their basic needs at a minimum but have not been able to meet their psychological social needs. Such as educational needs, family planning, interaction within the family, interaction with the living environment and transportation.

3. Prosperous Family 2

Is a family that due to economic reasons cannot meet one or more indicators including; family savings, eating together while communicating,

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participating in community activities, recreation together (at least every 6 months), increasing religious knowledge, using transportation facilities.

4. Prosperous Family 3

Namely families that have been able to meet the basic needs, social psychology and family development, but have not been able to make regular contributions to society. Such as material donations and playing an active role in community activities.

5. Prosperous Family 3 Plus

Namely families who have been able to meet several indicators, such as; actively contribute regularly by voluntarily making material contributions to social activities, and family members actively as administrators of social associations/foundations/community institutions.

2. Strategy of Youth Entrepreneurship and Employment Support Services Program in Improving Community Welfare

Organizer strategy Youth Entrepreneurship and Employment Support Services program in improving the welfare of the community so that it runs effectively and can achieve targets according to the provisions and shared expectations in realizing a prosperous society.

The implementation carried out by YESS organizers in Bantaeng Regency in improving community welfare is identification, socialization, and verification carried out by youth facilitators, people who meet the terms and conditions of the YESS program will be included in the business motivation pathways workshop, which is to provide business motivation for the same community. never have a business/business, business start-ups are people who already have a business/business but are just starting out and want to be given innovation to develop their business and become more professional, financial literacy, namely assisting the community in processing or managing finances, as well as business proposal training, according to the information contained in the MIS

(Management Information System) which is the result of the identification, socialization and verification.¹⁰

From the results of the interview above, it is said that the strategy carried out is to carry out a series of activities and must be carried out effectively so that the community really understands the aims and objectives of the YESS program. This is reinforced by the explanation of Nuraeni M. as the mobilizer of the YESS program in Bantaeng district.

In my opinion, the YESS program strategy in improving the welfare of the people of Bantaeng Regency and achieving the target of this program is that before recruiting potential beneficiaries, it is necessary to conduct an initial identification that is spread across several villages, sub-districts and all corners of Bantaeng Regency because of the network that works together starting from the existing team. in the village to youth facilitators, mobilizers, DIT, and so on. The government support in Bantaeng district is extraordinary so that it is able to create an initial identification related to data that must be guarded and then registered as potential beneficiaries. and after being registered as potential beneficiaries, they will be reviewed what kind of business they are in and are interested in and then turn them into a generation of millennial farmers and young entrepreneurs in the field of agriculture. Then, training was held spread throughout BPP in Bantaeng district, candidates registered in MIS will take part in the training provided by the YESS program, one of which is a competitive grant proposal which is one of the attractions of the YESS program. After the training, the potential beneficiaries will prepare to submit proposals for competitive grant funding if they graduate. In order for the proposal of potential beneficiaries to be accepted, there are several important roles in overseeing this proposal, namely, youth facilitators, mobilizers, financial advisors, and mentors.¹¹

From the interviews, it is known that the YESS program is a very systematic program in assisting the community, directing the community according to the business of interest. The totality in assisting the community is the attraction of the YESS program itself so that it is able to build emotional and familial relationships so that the community is enthusiastic in undergoing the process it goes through to obtain

¹⁰Irsan (44 years old) District Implementation Team, "Interview", Department of Agriculture, 26 April 2022

¹¹Nuraeni M (33 years), YESS program mobilizer, "Interview", 26 April 2022

competitive grants. This was reinforced and clarified by Kamil, one of the youth facilitators who said that:

Bantaeng is an area where many proposals have been passed in South Sulawesi, because it is this cooperative and familial relationship that has been successfully built in this program. The forging process that was passed together then gave birth to a strong and independent community that was responsible and prosperous both economically and socially, the beneficiaries of the YESS program had a very positive influence on other communities, with evidence that in 2022 many people signed up after seeing evidence of beneficiaries. Many have entered the category of a prosperous society. However, even if the beneficiary community is independent,¹²

From the results of the interview above, it can be said that there is a need for cooperation between the YESS program organizers and the community who receive the benefits in realizing a target and still upholding the administrative order system so that everything can be accounted for as it is and as it should be, in addition to hard work and work. Sincerely supports the effort to achieve the expected results together, seeing that today's society, which is predominantly materialist, only believes in something if it has tangible evidence, YESS organizers have many ways with a very large effort to prove that the YESS program is worthy of being called a program that is capable of prospering and providing evidence is not just a promise to the public. This was added by Ardi, one of the youth facilitators who said that:

The YESS program gives choices to the community depending on what they are interested in so that the community is also enthusiastic in participating in all the stages, the community does not crawl on their own to stand up, there are organizers who are always active and responsive to serve the community with efforts so that the people who receive these benefits are included in the community category. prosperous, thus one of YESS's targets is achieved, namely to produce young entrepreneurs in agriculture, as well as to produce competent workers in agriculture in this case called millennial farmers, millennial farmers are farmers aged between 19-39 years. The movement for the formation of millennial farmers is believed to be able to promote the life of the nation and state.¹³

¹²Kamil (32 years old), youth facilitator, "Interview", 3 May 2022

¹³Ardi (26 years old), youth facilitator, "Interview", 4 May 2022

Thus, from the information provided by the informants through interviews conducted by researchers, it can be seen that the strategy implemented by the YESS program is effective and total in assisting the community to Realizing millennial farmers and becoming agents of change for the surrounding community has been a positive impact, with the YESS program, many people are helped in their economic aspects and also change their image in their social environment to be better than before. This was clarified and strengthened by Malik, a local farmer coffee processor, one of the beneficiaries of the YESS program who said that:

The YESS program also provides entrepreneurial certification training which provides legality to beneficiaries which is valid for 2 years, however this certificate if obtained outside will cost 4 million but at YESS it is given free of charge, in Bantaeng around 15 people get the certificate. This is proof that the organizers of the YESS program have empowered the community in its totality with the achievements made by 15 competitive grantees. Sales of processed coffee have penetrated at the national level, especially on the island of Java and it has been proposed to the YESS organizers so that the ongoing coffee processing business can also be penetrated into the exploration market and for now is still waiting for approval for an international exhibition in Thailand, The plus value of this program is that it can promote the beneficiary community from the economic aspect of increasing turnover and profit, while the social aspect helps many other communities by opening up business opportunities to minimize the number of unemployed in the local area as well as a very good self-image in the community. The YESS program also sends internship beneficiaries abroad, for example in Japan, Korea and Thailand so that they really produce millennial farmers. The YESS program is also very influential in changing people's mindsets that working in the agricultural sector is a traditional profession by looking at beneficiaries who are successful in running agricultural businesses and their agricultural land products. while the social aspect helps many other communities by opening up business opportunities to minimize the number of unemployed in the local area and the self-image in the community is very good. The YESS program also sends internship beneficiaries abroad, for example in Japan, Korea and Thailand so that they really produce millennial farmers. The YESS program is also very influential in changing people's mindsets that working in the agricultural sector is a traditional profession by looking at beneficiaries who are successful in running agricultural businesses and their agricultural land products. while the social aspect helps many other communities by opening up business opportunities to minimize the number of unemployed in the local area and the self-image in the community is very good. The YESS program also sends internship beneficiaries abroad, for example in Japan, Korea and Thailand so that they really produce millennial farmers. The YESS program is also very

influential in changing people's mindsets that working in the agricultural sector is a traditional profession by looking at beneficiaries who are successful in running agricultural businesses and their agricultural land products.¹⁴

From the results of the interview above, it can be seen that the YESS program has brought positive changes to the beneficiary community, not only excelling in the aspect of capital but also being able to develop public knowledge and insight about good and right entrepreneurship. High solidarity and kinship and mutual support for fellow beneficiaries and YESS program organizers are one of the supports for achieving the targets to be achieved. The beneficiary communities support each other in aspects of mutual progress such as samples of raw materials for products taken from local farmers who are members of the YESS program or not, according to their business needs, in the sense of jointly empowering and supporting local agricultural products .

Regarding the welfare of the YESS program, this is extraordinary, a program whose implementation is real is not just a story during socialization. Salute to the work of the YESS program team in Bantaeng because the mentoring and guidance process is extraordinary, there is no term dropping each other, the cooperation that exists between DIT, mobilizer, youth facilitators and mentors is very compact and extraordinary so that the community is also enthusiastic and enthusiastic in undergoing the process in Bantaeng. this program. Furthermore, in this business ginger was chosen as the main ingredient because when people talk about sarabba drinks, people will automatically focus on ginger, and ginger is one of the plants that is widely cultivated in Bantaeng and ginger also has extraordinary health benefits.¹⁵

The large number of people who are proven to be prosperous in participating in the YESS program is proof that this program and the organizers involved have successfully implemented the YESS program in Bantaeng. This was reinforced and clarified by Adnan, a processing company of kundara drink (turmeric bidara), one of the beneficiaries of the YESS program said that:

The hard work of the YESS organizers, both in terms of energy and thought, is greatly felt by the community of prospective recipients and those who have

¹⁴Malik (25 years), YESS program beneficiary, "Interview", 4 May 2022

¹⁵Diarwanti (35 years), YESS program beneficiary, "Interview", 4 May 2022

received the benefits, so that many have prospered both economically and socially after participating in the YESS program. Assistance and guidance that is regularly carried out by youth facilitators, mentors, mobilizers, even DIT also reviews the development of the beneficiary community and also strongly embraces the community to move forward, providing the best solution if the community faces problems. Able to provide ideas or innovations to the fostered community so that the products produced are extraordinary, as can be seen from the number of consumer requests and glimpsed outside the South Sulawesi region such as Papua, Kalimantan, Manado, and can already be marketed at Alfamart and BP Mart. The income earned after joining the YESS program is 5 million/month. There is evidence seen by the local community so that many are also interested in participating in the YESS program.¹⁶

From the results of the interviews above, it can be seen that the beneficiaries of the YESS program have experienced many benefits and changes in their businesses that support the agricultural sector after joining this program. This was reinforced and clarified by Suardi, a businessman Dekael Baruasa who said that:

The interesting thing about this program is that it strives for beneficiaries to move in a millennial way according to the current era, so that the target market and relations are focused on the millennial generation even though the business being carried out is traditional cake snacks made from rice flour, coconut, wheat, and brown sugar, as well as eggs taken from local farmers and farmers who are members of the YESS program. The income obtained is also extraordinary, namely a turnover of 12 million/month and a profit of 7 million/month so that many people are interested in joining the YESS program. The results of the training and mentoring obtained produced different results before joining this program.¹⁷

The YESS program is a community empowerment program in the agricultural sector that has the potential to promote the community as proven by the results of research on the beneficiary communities. This is in accordance with the welfare according to Rohiman Notowidagdo who defines it as activities that are planned with the aim and intent to build change and improve the social feasibility of the community from several aspects ranging from social, economic and educational through programs or community empowerment processes with the aim of changing standards. community

¹⁶Adnan (29 years), YESS program beneficiary, "Interview", 4 may 2022

¹⁷Suardi (39 years old), YESS program beneficiary, "Interview", 4 may 2022

life. So with this goal welfare can run and create a comfortable and feasible life that is obtained by the community and is guaranteed in their standard of living.

1. Supporting and Inhibiting Factors of Youth Entrepreneurship and Employment Support Services Program in Improving Community Welfare in Bantaeng Regency

Based on the results of the study, there are several supporting and inhibiting factors in the process of improving the welfare of the people of Bantaeng Regency. The supporting and inhibiting factors are as follows:

1. Supporting factors, supporting factors are factors that support the success of an organization to achieve the desired goals. The supporting factors are as follows:
 - a. Agricultural and livestock commodities

One of the important elements in supporting the implementation of the YESS program in Bantaeng district is the existence of Natural Resources (SDA) which can be managed by the local community. The YESS program not only empowers people who have agricultural land but also empowers people who do not own agricultural land. As stated by Irsan as YESS District Implementation Team who said that:

The agricultural and livestock commodities in Bantaeng are numerous and varied so that they can support the implementation of the YESS program with the aim of producing young entrepreneurs in the agricultural sector, the beneficiary communities are free to choose any commodity that suits their interests. Communities who own agricultural land will be facilitated with tools and materials according to the needs of their agricultural land by using competitive grant funds so that agricultural products are of high and good quality and increase. Agricultural products can then be processed into a product that can create business opportunities. These products can be innovated so that they are attractive to local people and outside the region. Communities who do not own land can also start a business using the main ingredients or staples from agricultural products, community beneficiaries of the YESS program and communities who are not part of this program. In addition, many people who do not own land use competitive grant funds to buy production machine tools so that they are able to produce according to consumer demand, the more demand for products, the higher the sales results, it is not surprising that many communities are beneficiaries of the YESS program with processed product

innovations. agricultural products are able to generate turnover of up to tens of millions per month and there are special marketing and marketing trainings that support the marketing of the products of the beneficiary community.¹⁸

From the results of the interview above, it is stated that the supporting factor in the YESS program is the availability of many agricultural commodities so that they are not only planted and then harvested and sold, but there are still millennial ways to increase income in the agricultural sector, namely by processing these agricultural products into a product which is then innovated. return so that the selling value is high.

b. YESS program beneficiaries have had previous businesses

The existence of the YESS program in Bantaeng district is very helpful for entrepreneurs who have been active in the agricultural sector since the beginning with the facilities provided by the YESS program, both material in the form of grant funds and material in the form of knowledge. This was strengthened and clarified by Suardi (entrepreneur Dekael Baruasa) one of the beneficiaries of the YESS program who said that:

Before joining the YESS program, he already had a previous business, namely traditional baruasa cakes whose marketing was only in local communities, because the workforce in the production of these baruasa cakes was also still limited so they could only make some cake dough. With assistance from the YESS program, they can buy machines that can produce as many new cakes as consumers demand. Marketing is widespread and consumer demand is increasing after joining the YESS program, not only providing grant funds but also providing a platform for knowledge about entrepreneurship and product marketing techniques in a millennial way. The economic improvement seen by the community is an attraction for the local community to join the program,

From the results of the interview above, it is stated that one of the supporting factors for the YESS program in Bantaeng district is that the registered community has had a business in the agricultural sector previously so that the YESS program is fighting here in an effort to increase the business that has been run by the community. carried

¹⁸Irsan (44 years old) District Implementation Team, "Interview", Department of Agriculture, 26 April 2022

out by the YESS organizers so that other people are interested in seeing the results of the efforts of the beneficiary communities by providing maximum assistance or escort and evaluations carried out regularly by youth facilitators and always providing constructive criticism of finished products and never stopping to innovate on products. YESS program beneficiaries themselves. Another explanation was also given by Adnan (kundara drink entrepreneur) who said that:

There have been many rapid changes in the turmeric processing business while joining the YESS program, namely with regular assistance and evaluation carried out by YESS organizers so that they are able to make people think creatively, innovatively, keenly to see opportunities and always accept constructive positive input. No one thought that turmeric and bidara could be packaged into one beverage product with a very total training and mentoring forum so as to create a kundara drink product with 1000 health benefits at an affordable price and can be enjoyed by all people.¹⁹

From the results of the interview above, it can be seen that the success of the YESS program in assisting the beneficiary community is not only changing the fate of the not yet prosperous to prosperous both from the social and economic aspects, but also changing the mindset of the beneficiaries to shape the mentality of warriors and independent communities.

c. Local government support

In the YESS program, it is necessary to involve stakeholders as a whole because the program will run well if it is supported by several influential elements in an area, such as the local government, working together and helping each other in developing an empowerment plan based on improving the quality of life of rural communities in the agricultural sector. This was clarified and strengthened by Nuraeni M as the mobilizer of the YESS program by saying that:

¹⁹Adnan (29 years), YESS program beneficiary, "Interview", 4 may 2022

Efforts to achieve the goals and targets of the YESS program, the organizers of the YESS program collaborate with related parties, especially the local government, so that they can encourage interested millennial farmers to develop their business sector in order to get maximum results. Cooperating with each other, developing agriculture through millennial farmers, supporting collaboration to give birth to millennial farmers and young entrepreneurs in the field of agriculture and also as an effort to empower the community so that they will be more advanced, prosperous and independent.²⁰

From the results of the interview above, it is stated that the success of a program implemented in a particular area cannot be separated from the involvement of the government that supports the program, not just supporting it with words but being directly involved in implementing the YESS program.

2. Obstacle factor

The inhibiting factor is something that is inhibiting so that the activities carried out do not run smoothly or are not in accordance with the predetermined plans.

a. YESS core core organizer mutation

The mutations of the core organizers of YESS are all changes regarding a Civil Servant, such as appointment, transfer, dismissal, retirement, changes in family composition, and others. Mutations are one of the inhibiting factors in the ongoing implementation of the YESS program because those who replace the previous official must start from scratch which should be able to continue but must adapt before continuing the implementation. This was clarified and strengthened by Irsan as the District Implementation Team who said that:

Mutations of officials involved in the YESS program, especially those who are members of the District Implementation Team, greatly affect ongoing performance, new officials must adapt to what has been implemented both at the YESS program implementation center in Bantaeng district and in the field, if the official who is being transferred to YESS organizers being able to adapt directly does not hinder but those who have to adapt from scratch are very hindering because sometimes it is difficult to follow the tactics and technicalities that have been implemented between old and new officials, The The YESS

program is a continuous program according to a system that has been established as it is and as it should be and when there is no synchronization between the tactics and technicalities of the new and old officials, it is very influential in the implementation of the YESS program, not to mention with other colleagues, they have to start building relationships. emotional and familial relationships between colleagues so that as well as the beneficiaries in the implementation of the YESS program, there are no longer obstacles in the aspect of the relationship between the District Implementation Team, Financial Advisors, mobilizers, youth facilitators and other colleagues involved in implementing the YESS program. not to mention that other colleagues have to start building emotional and familial relationships between co-workers so that the beneficiaries and the beneficiaries in the implementation of the YESS program will no longer have obstacles in the relationship aspect between the District Implementation Team, Financial Advisors, mobilizers, and youth facilitators and other colleagues. involved in implementing the YESS program. not to mention that other colleagues have to start building emotional and familial relationships between co-workers so that the beneficiaries and the beneficiaries in the implementation of the YESS program will no longer have obstacles in the relationship aspect between the District Implementation Team, Financial Advisors, mobilizers, and youth facilitators and other colleagues. involved in implementing the YESS program.²¹

From the results of the interview above, it is stated that work mutations during the implementation of the YESS program can hinder the aspect of cooperation between colleagues due to adaptation factors for new officials, changes in the implementation system or changes in tactical and technical aspects of implementation.

b. People with a negative mindset of Generation Z

The community is the main target or targets of the YESS program, but not all communities accept changes that can support their own welfare with evidence from the data in the field, many people do not take advantage of the opportunities provided by the YESS program. In connection with the attitude of the people of Bantaeng Regency which has negative impact characteristics of Generation Z who like instant things, they also tend to have a lazy nature. They don't really like to do things that are difficult and require a long process. This is often found in the people of Bantaeng district by YESS

²¹Irsan (44 years old) District Implementation Team, "Interview", Department of Agriculture, 26 April 2022

organizers and this is one of the obstacles to this program. This was clarified and strengthened by Irsan who said that:

The obstacle to the YESS program is the community itself, the YESS program has provided facilities for the community to develop by using agricultural products for entrepreneurship in a millennial way, simply following the terms and conditions that apply and follow all established procedures. The YESS program escorting the beneficiary communities does not stop until the community has entered the category of a prosperous/independent community. It's just that there are many people who don't want to put in the effort, the people's low will, the process only wants the instant, which is a disease of society that is difficult to change their lives.²²

From the results of the interview above, it is stated that no matter how good the community empowerment program that has been provided by the government with facilities that really supports the potential of the community towards a prosperous society if the target community has minimal will, it does not will change society itself. On the other hand, there are also types of people who rely on "insider assistance", but the YESS program is a transparent and anti-nepotism program. Nepotism is the tendency to prioritize one's own relatives, especially in positions, ranks in the government environment. This is reinforced and clarified by Kamil who says that:

There are some people who, when assisted in the initial process of joining the YESS program until the stage of making a business proposal, still prioritize their ego by relying on insiders so that in carrying out the process in the YESS program it is not optimal, for example in making proposals there are still some that need to be improved but because they rely on The insider in question is lazy and does not do the revision that has been given because he is sure that the proposal, even if it is not corrected, will be passed by the YESS program organizer. However, because the YESS program is a transparent and anti-nepotism program, if the business proposal is not feasible and does not meet the applicable terms and conditions, the business proposal will not be approved.²³

From the results of the interview above, it is stated that the YESS program is a program that is administratively orderly, the purpose of orderly administration is the

²²Irsan (44 years old) District Implementation Team, "Interview", Department of Agriculture, 26 April 2022

²³Kamil (32 years old), youth facilitator, "Interview", 3 May 2022

implementation of an administration that is regularly organized (not overlapping) in order to achieve the goals that have been set efficiently and effectively. A business proposal is one of the requirements in order to get competitive grants.

Through the description above, the researcher understands that the Youth Entrepreneurship and Employment Support Services program strategy is effective in empowering communities in the agricultural sector, judging from the interview results of the YESS program beneficiaries who have succeeded in achieving the category of independent communities or prosperous communities both in terms of economic and social aspects.

Conclusion

The strategy of the Youth Entrepreneurship and Employment Support Services program in improving the welfare of the community in Bantaeng district is to identify, socialize and verify potential beneficiary communities. The training provided is business motivation, start-up, financial literacy, and business proposals. The management of competitive grant funds is assisted by YESS organizers, as well as conducting regular evaluations to find out the progress of the businesses being run by beneficiary communities.

The supporting factors are the large number of agricultural and livestock commodities that can be processed into product businesses, the beneficiary communities of the YESS program have had businesses before, and there is government support. The inhibiting factors are the mutation of YESS core organizers, and people with a negative mindset of Generation Z.

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