

Kisah Sukses

**PETANI MUDA YESS
BANJAR**

**SUCCESS STORIES
OF YESS YOUNG FARMERS
BANJAR**



Kisah Sukses

PETANI MUDA YESS BANJAR

*SUCCESS STORIES OF
YESS YOUNG FARMERS
BANJAR*

PERTANIAN PRESS

2024

Kisah Sukses

**PETANI MUDA YESS
BANJAR**

© Pusat Pendidikan Pertanian

Tim Pengarah:

Dr. Idha Widi Arsanti, S.P., M.P
Dr. Muhammad Amin, S.PI, M.SI
Dr. Inneke Kusumawaty, S.TP, MP

Tim Penelaah:

Miko Harjanti
Merry Nancylia Permanasari

Editor:

Yulianto
Gesha Yuliani Nattasya
Herman Eko Pratikno
Ageng Hasanah Sulaiman

Katalog Dalam Terbitan (KDT)

KISAH sukses petani muda YESS Banjar/
Editor, Yulianto, Gesha Yuliani Nattasya,
Herman Eko Pratikno, Ageng Hasanah
Sulaiman. -- Jakarta: Pertanian Press, 2024
119 hlm. : illus. ; 25 cm.

ISBN 978-979-582-353-7
E-ISBN 978-979-582-354-4 (PDF)

1. FARMERS 2. SUCCESS STORY
3. PROGRAMMES

UDC 63-051:82-82

Hak cipta dilindungi undang-undang.
Dilarang mengutip atau memperbanyak
sebagian atau seluruh isi buku ini tanpa
izin tertulis dari penerbit.

Penerbit:

Pertanian Press
Sekretariat Jenderal Kementerian Pertanian
Jl. Harsono RM. No. 3 Ragunan, Jakarta Selatan.

Alamat Redaksi:

Pusat Perpustakaan dan Literasi Pertanian
Jl. Ir. H. Juanda No. 20 Kota Bogor, 16112

Dikeluarkan oleh : Pusat Pendidikan Pertanian,
Badan Penyuluhan dan Pengembangan
SDM Pertanian (BPPSDMP), Kementerian Pertanian

Bekerja sama dengan :

IFAD - International Fund for Agricultural Development;
dan Program YESS - Youth Entrepreneurship and
Employment Support Services Programme

Cetakan Pertama : Tahun 2024

**Success Stories of
YESS Young Farmers
Banjar**

© Indonesian Center for Agricultural Education

Steering Team:

Dr. Idha Widi Arsanti, S.P., M.P
Dr. Muhammad Amin, S.PI, M.SI
Dr. Inneke Kusumawaty, S.TP, MP

Advisory team:

Miko Harjanti
Merry Nancylia Permanasari

Editor:

Yulianto
Gesha Yuliani Nattasya
Herman Eko Pratikno
Ageng Hasanah Sulaiman

Cataloging in Publication (CIP)

Success Stories of YESS Young Farmers
Banjar/ Editor, Yulianto, Gesha Yuliani
Nattasya, Herman Eko Pratikno, Ageng
Hasanah Sulaiman. -- Jakarta: Pertanian
Press, 2024
119 hlm. : illus. ; 25 cm.

ISBN 978-979-582-353-7
E-ISBN 978-979-582-354-4 (PDF)

1. FARMERS 2. SUCCESS STORY
3. PROGRAMMES

UDC 63-051:82-82

All rights reserved. Reproduction or
quotation of any part or the entirety of this
book is prohibited without the publisher's
prior written consent.

Publisher :

Pertanian Press
Secretariat General of the Ministry of Agriculture
Jl. Harsono RM. No. 3 Ragunan, South Jakarta.

Address :

Center for Library and Agricultural Literacy
Jl. Ir. H. Juanda No. 20 Kota Bogor, 16112

Issued by: Indonesian Center for Agricultural Education
(ICAEd), Indonesia Agency for Agricultural Extension
and Human Resource Development (IAAEHRD), Ministry
of Agriculture.

In Partnership with:

IFAD – International Fund for Agricultural Development;
and YESS Programme – Youth Entrepreneurship and
Employment Support Services Programme

First Edition: 2024

KATA PENGANTAR

Pembangunan pertanian ke depan berada di tangan generasi muda. Karena itu, regenerasi petani menjadi sebuah kebutuhan yang mendesak. Kehadiran Program *Youth Entrepreneurship and Employment Support Services* (YESS) yang merupakan kerjasama Kementerian Pertanian dengan *International Fund For Agricultural Development* (IFAD) menjadi salah satu upaya memberikan kesempatan bagi kaum muda dalam memperoleh penghidupan di sektor pertanian, baik sebagai pekerja maupun pengusaha.

Selain sebagai upaya regenerasi sektor pertanian, kegiatan yang ada dalam program YESS juga menjadi upaya transformasi sektor pertanian menuju sektor yang modern dengan kaum muda sebagai *key driver* transformasi. Untuk itu, kegiatan Program YESS ditujukan untuk memperkuat kesiapan pemuda dalam memasuki dunia kerja di sektor pertanian melalui peningkatan kapasitas, fasilitasi sekolah vokasi pertanian dan penyelenggaraan program pemagangan bersertifikat.

Penyelenggaraan Program YESS didukung oleh unit manajemen pada berbagai tingkatan. Di tingkat pusat, program ini dikelola oleh Pusat Pendidikan Pertanian, sedangkan di tingkat provinsi oleh Politeknik Pembangunan Pertanian (Polbangtan) dan Sekolah Menengah Kejuruan Pembangunan Pertanian (SMKPP) lingkup Kementerian Pertanian. Pelaksanaan program di tingkat kabupaten dilakukan oleh tim pelaksana kabupaten yang berada pada Dinas Pertanian Kabupaten lokasi Program YESS. Kolaborasi antara pemerintah pusat dan pemerintah daerah dilakukan secara tepat dan efektif.

Dalam kegiatannya, Program YESS fokus membidik dan memfasilitasi calon petani atau wirausahawan muda pertanian dari daerah sasaran. Dalam implementasinya, Program YESS juga menggerakkan para pemuda melalui Duta Petani muda dan Duta Petani Andalan serta pengusaha sukses lainnya.

Lokasi Program YESS ada di 4 provinsi dan 19 kabupaten. Di Jawa Barat berlokasi di Kabupaten Bogor, Cianjur, Sukabumi, Subang dan Tasikmalaya. Sementara di Jawa Timur berada di Kabupaten Tulungagung, Pacitan, Pasuruan, Malang dan Banyuwangi. Untuk Provinsi Kalimantan Selatan, lokasi Program YESS ada di Kabupaten Hulu Sungai Selatan, Banjar, Tanah Laut dan Tanah Bumbu. Di Provinsi Sulawesi Selatan lokasi programnya ada di Kabupaten Gowa, Maros, Bone, Bulukumba, dan Bantaeng.

Sejak hadirnya Program YESS melalui berbagai kegiatan, baik pelatihan, pemagangan dan bantuan permodalan, kini telah banyak generasi muda yang berhasil mengembangkan usahanya. Buku Kisah Sukses Petani Muda YESS ini mengisahkan beberapa Penerima Manfaat dari empat provinsi lokasi Program YESS yang telah sukses menjadi wirausahawan. Semoga buku ini menjadi pelajaran berharga bagi generasi muda dan siapa saja yang membaca bahwa dunia pertanian menarik untuk menjadi ladang usaha dan penghasilan.

Tim Penyusun

FOREWORD

The future of agricultural development rests in the hands of the younger generation. Hence, the regeneration of farmers has become an urgent necessity.

The Youth Entrepreneurship and Employment Support Services (YESS) Program, a collaborative initiative between the Ministry of Agriculture and the International Fund for Agricultural Development (IFAD), is one of many efforts aimed at creating opportunities for youth to build livelihoods in the agricultural sector, either as workers or entrepreneurs.

Beyond serving as an initiative to regenerate the agricultural sector, the YESS program also represents an effort to modernize it by positioning youth as the key drivers of this transformation. To this end, the YESS program is aimed at enhancing the preparedness of youth to work in the agricultural sector by providing capacity-building initiatives, supporting agricultural vocational schools, and implementing certified internship programs.

The YESS program implementation is supported by management units at various levels. At the national level, the program is overseen by the Agricultural Education Center, while at the provincial level, it is managed by Agricultural Development Polytechnics (Polbangtan) and Agricultural Development Vocational Schools (SMKPP) under the Ministry of Agriculture. At the regency level, the program is implemented by the regency implementation team within the Regency Agriculture Office where the YESS Program operates. Collaboration between the central government and regional governments has been carried out appropriately and effectively.

In its activities, the YESS program focuses on targeting and facilitating aspiring farmers or young agricultural entrepreneurs from targeted areas. In its implementation, the YESS program also engages youth through the Duta Petani Muda (Young Farmer Ambassadors) and Duta Petani Andalan (Leading Farmer Ambassadors), along with other successful entrepreneurs.

The YESS program is implemented in 4 provinces and 19 regencies. In West Java, it is implemented in the regencies of Bogor, Cianjur, Sukabumi, Subang, and Tasikmalaya. In East Java, it is implemented in the regencies of Tulungagung, Pacitan, Pasuruan, Malang and Banyuwangi. In South Kalimantan, it is implemented in the regencies of Hulu Sungai Selatan, Banjar, Tanah Laut, and Tanah Bumbu. In South Sulawesi, it is implemented in the regencies of Gowa, Maros, Bone, Bulukumba, and Bantaeng.

Since the implementation of the YESS Program, which includes activities such as training, internships, and capital assistance, many young individuals have successfully developed their businesses. This book of YESS Young Farmers Success Stories highlights the journeys of several beneficiaries from the four provinces where the YESS Program was implemented, who have emerged as successful entrepreneurs. It is hoped that this book will serve as a valuable lesson for the younger generation and all readers, demonstrating that agriculture is an engaging and viable field for business and income opportunities.

Drafting Team

Daftar Isi

Table of Content

KATA PENGANTAR	iv
FOREWORD	v
Daftar Isi	vi
Table of Content.....	vii
Kata Sambutan Menteri Pertanian	viii
Foreword Minister of Agriculture	ix
Kata Sambutan Kepala Badan Penyuluhan dan Pengembangan SDM Pertanian.....	x
Foreword Head of the Agricultural Extension and Human Resource Development Agency	xi
Kata Sambutan Plt. Kepala Pusat Pendidikan Pertanian	xii
Foreword Acting Head of Agricultural Education Center.....	1
1 Ternak Ayam Joper, Abdul Hakim Beromset Puluhan Juta	2
<i>Through his Joper Chicken Farming Business, Abdul Hakim Generates a Turnover of Tens of Millions.....</i>	<i>2</i>
2 Mantan Bankir, Arbani Raup Puluhan Juta dari Ternak Bebek	8
<i>Former Banker Arbani Earns Tens of Millions from Duck Farming.....</i>	<i>8</i>
3 Dari Kamar ke Kumbung, Ernawati Bertani Jamur Tiram	12
<i>From Room to Kumbung (Mushroom Cultivation Room): Ernawati Thrives in Oyster Mushroom Farming</i>	<i>12</i>
4 Halil, Dongkrak Produksi Telur Bebek dengan Herbal Alami	16
<i>Halil Boosts Duck Egg Production Using Natural Herbs.....</i>	<i>16</i>
5 Iva Ermawati, Temukan Kesuksesan dalam Pahitnya Pare	20
<i>Iva Ermawati Enjoys the Sweetness of Success with Bitter Melon.....</i>	<i>20</i>
6 Syarif Hidayatullah, Fokus Hulu Hilir Beternak Bebek.....	24
<i>From Farm to Market: Syarif Achieves Success in Duck Farming</i>	<i>24</i>
7 Bagus Prasetyo, Pelopor Peternakan Kambing Berkualitas.....	28
<i>Bagus Prasetyo Pioneers Quality Goat Farming.....</i>	<i>28</i>
8 Terapkan Teknologi, Ainun Sukses Beternak Ayam Broiler	31
<i>Using Technology, Ainun Succeeds in Broiler Chicken Farming.....</i>	<i>31</i>
9 Pandai Melihat Peluang, Siti Raudati Sukses Beternak Kambing.....	34
<i>Good at Seizing Opportunities, Raudati Starts A Goat Farming Business</i>	<i>34</i>
10 Ketekunan Rohana Beternak Bebek, Bertelur Sukses.....	38
<i>Rohana's Dedication to Duck Farming Yields Outstanding Egg Production.....</i>	<i>38</i>
11 Hidayaturrizki, Guru Honorer Sukses Bertani Cabai	42
<i>Hidayaturrizki: An Honorary Teacher Thriving in Chili Cultivation.....</i>	<i>42</i>
12 Ahmad Supian, Sukses Suplai Gabah Keluar Daerah	46
<i>Ahmad Supian Earns Success by Supplying Paddy to Other Regions.....</i>	<i>46</i>
13 Akhmad Buhaini, Raup Untung dari Itik Petelur.....	50
<i>Akhmad Buhaini Earns Profit from Layer Ducks.....</i>	<i>50</i>
14 Dahliana, Penggerak Budidaya Cabai di Martapura Barat	55
<i>Dahliana: A Groundbreaker in Chili Cultivation in the West Martapura</i>	<i>55</i>

15 Guru Holik, Petani Terong yang Menginspirasi	60
<i>Guru Holik: An Inspirational Eggplant Farmer</i>	<i>60</i>
16 Suhrian, Bangun Juragan Bebek Ditengah Tantangan.....	65
<i>Suhrian Establishes Juragan Bebek Amidst Challenge.....</i>	<i>65</i>
17 Ma'rof Al Furqan, Terpikat Pedasnya Untung Bertani Cabai	68
<i>Ma'rof Al Furqan Fascinated by the Spicy Profits of Chili Farming.....</i>	<i>68</i>
18 Mahyudin, Guru Honorer Sukses Beternak Bebek	72
<i>Mahyudin, an Honorary Teacher, Excels in Duck Farming</i>	<i>72</i>
19 Dokter Cabe, Ubah Takuti Jadi Sentra Pertanian Cabai.....	76
<i>"Chili Doctor" Transforms Takuti into Chili Farming Center</i>	<i>76</i>
20 Dari Kandang Broiler, Ahmad Rasid Ajak Anak Muda Bertani	80
<i>From Broiler Farm, Ahmad Rasid Encourages Young People to Pursue Farming.....</i>	<i>80</i>
21 Aidah, Single Mother di Kebun Cabai	85
<i>Aidah, Single Mother in a Chili Farm</i>	<i>85</i>
22 Hendra, Rasakan Pedasnya Bisnis Cabai.....	90
<i>Hendra Tastes the Spicy Chili Farming Business.....</i>	<i>90</i>
23 Joko Laksono, Raup Cuan dari Ribuan Pohon Cabai.....	94
<i>Joko Laksono Makes Bucks from Thousands of Chili Plants.....</i>	<i>94</i>
24 Rabiatal, Bawa Kopi Araino Naik Kelas	98
<i>Rabiatal Elevates Coffee to New Heights</i>	<i>98</i>
25 Risma Amini, Melawan Stigma Lewat Stik Sayuran	101
<i>Risma Challenges Stigmas through Vegetable Sticks.....</i>	<i>101</i>
26 Sukses Abdillah, Kembangkan Penggemukan Kambing	104
<i>Abdillah Succeeds in Goats Fattening Business</i>	<i>104</i>
27 Achmad Ridho Rasakan Manisnya Bisnis Madu	108
<i>Achmad Ridho Enjoys the Sweetness of Honey Bees Business.....</i>	<i>108</i>
28 Jamilah, Perempuan Tangguh di Balik Telur Asin "Istana Itik"	112
<i>Jamilah, the Resilient Woman Behind the "Istana Itik" Salted Eggs</i>	<i>112</i>
29 Muhammad Fahmi, Pemuda Pesisir Sukses Beternak Itik.....	116
<i>Muhammad Fahmi, A Successful Duck Farmer from the Coast</i>	<i>116</i>
PENUTUP	119
CONCLUSION	119

Kata Sambutan

Menteri Pertanian

Kementerian Pertanian saat ini mendorong lahirnya wirausaha muda dari sektor pertanian. *International Fund for Agricultural Development (IFAD)* melalui Program *Youth Entrepreneurship and Employment Support Services (YESS)*, kami berharap akan lahir wiruusaha muda pertanian yang tangguh.

Setidaknya terdapat tiga instrumen untuk menggerakkan perekonomian Indonesia menuju Indonesia Emas, yakni generasi muda produktif, sumberdaya lahan dan penggunaan teknologi. Generasi muda memiliki potensi besar untuk membawa inovasi dalam pertanian. Pelibatan kaum muda dalam proses produksi pertanian membuat mereka dapat berkontribusi secara aktif dan kreatif.

Generasi muda merupakan bonus demografi Indonesia di masa depan. Karena itu, perlu diyakinkan dan diberikan motivasi agar generasi muda mau, serta bisa berusaha di sektor pertanian. Kita bisa lihat banyak konglomerat dunia yang berhasil dengan modal seadanya, tetapi bisa berhasil. Karena itu, kita harus mengedukasi generasi muda bahwa berusaha di sektor pertanian sangat menguntungkan. Jika di hulu (budidaya) menggunakan pertanian modern dan di hilir (pengolahan) menggunakan teknologi canggih untuk pengemasan (*packaging*), maka nilai tambah komoditas tersebut akan naik 50-100%, bahkan 200%.

Kementerian Pertanian selalu memfasilitasi generasi muda untuk bisa terjun menjadi wirausaha pertanian. Kita fasilitasi mereka. Kita punya teknologi, kita punya bantuan alsintan, bibit gratis, bahkan memberikan pendampingan. Jika pemuda tani bergerak bersama, maka tidaklah mustahil produksi bisa meningkat dan menjadi lumbung pangan dunia 2045. Salah satu upaya memfasilitasi kreativitas generasi muda untuk berkarya dan berwirausaha di sektor pertanian adalah *Youth Entrepreneurship and Employment Support Services (YESS)* yang merupakan program kerjasama Pemerintah Indonesia dan *International Fund for Agricultural Development (IFAD)* selama 6 tahun (2019-2025).

Saya mengapresiasi Program YESS sebagai upaya untuk menghasilkan wirausahawan muda yang berkualitas di sektor pertanian. Melalui program YESS diharapkan akan terwujud regenerasi petani, meningkatnya kompetensi sumberdaya manusia dari perdesaan, dan meningkatnya jumlah wirausaha muda di bidang pertanian. Bukan hanya itu, Program YESS juga mendukung upaya pemerintah mencapai swasembada pangan, khususnya beras melalui wirausaha muda yang membudidayakan padi sebagai komoditas usahanya.

Melalui berbagai upaya yang telah dilakukan dengan menyediakan dukungan bagi generasi muda perdesaan berusaha dan bekerja di sektor pertanian, saya yakin Program YESS turut juga mendukung visi Presiden Prabowo Subianto, yaitu mewujudkan Indonesia Emas 2045 yang menargetkan Indonesia sebagai lumbung pangan dunia.

MENTERI PERTANIAN

Dr. Ir. H. Andi Amran Sulaiman, MP

Foreword

Minister of Agriculture



The Ministry of Agriculture is actively fostering the development of young entrepreneurs in the agricultural sector. Through the Youth Entrepreneurship and Employment Support Services (YESS) Program, in collaboration with the International Fund for Agricultural Development (IFAD), we aim to cultivate a new generation of strong young agricultural entrepreneurs.

There are at least three key factors driving Indonesia's economy toward a Golden Indonesia: a productive young generation, land resources, and the use of technology. The younger generation holds significant potential to bring innovation to agriculture. Engaging youth in the agricultural production process allows them to contribute actively and creatively.

The younger generation represents Indonesia's demographic dividend in the future. Therefore, it is essential to inspire and motivate the younger generation, ensuring they are both willing and capable of pursuing careers in the agricultural sector. We can find many global conglomerates that have succeeded with minimal capital; on that account, it is crucial to educate the younger generation on the significant profitability of working in this sector. If modern agricultural practices are applied upstream (cultivation) and advanced technology is used for packaging downstream (processing), the added value of the commodity can increase by 50-100%, or even up to 200%.

The Ministry of Agriculture constantly supports and facilitates the younger generation to become agricultural entrepreneurs. We facilitate them. We offer technology, agricultural tools and machines, free seeds, and even assistance. If young farmers collaborate, it is entirely possible that production will increase, positioning Indonesia as the world's food hub by 2045. One of the initiatives to facilitate the creativity of the younger generation in working and becoming entrepreneurs in the agricultural sector is the Youth Entrepreneurship and Employment Support Services (YESS) program, a collaborative effort between the Indonesian Government and the International Fund for Agricultural Development (IFAD), running for six years (2019 to 2025).

I commend the YESS Program as a valuable effort aimed at cultivating high-quality young entrepreneurs in the agricultural sector. Through this YESS program, it is expected that there will be farmer regeneration, enhanced competency of human resources in rural areas, and an increased number of young entrepreneurs in agriculture. Furthermore, the YESS Program supports the government's efforts to achieve food self-sufficiency, particularly in rice, by empowering young entrepreneurs to cultivate rice as a business commodity.

Through various initiatives aimed at supporting the younger generation in rural areas to pursue careers in the agricultural sector, I am confident that the YESS Program aligns with President Prabowo Subianto's vision of realizing Indonesia Emas 2045, with the goal of positioning Indonesia as the world's food hub.

MINISTER OF AGRICULTURE

Dr. Ir. H. Andi Amran Sulaiman, MP

Kata Sambutan

Kepala Badan Penyuluhan dan Pengembangan SDM Pertanian

Petani muda memiliki peran yang sangat penting dalam menciptakan transformasi pertanian yang lebih *modern* dan berkelanjutan. Mereka bukan hanya meneruskan tradisi bertani, tetapi juga menjadi agen perubahan yang mampu membawa teknologi, kreativitas, dan semangat kewirausahaan dalam setiap aspek pertanian, serta memiliki peluang untuk bekerja dengan hasil lebih produktif dan efisien.

Kementerian Pertanian melalui Program *Youth Entrepreneurship and Employment Support Services* (YESS), menjawab tantangan dalam permasalahan regenerasi petani. Program ini merupakan proyek percontohan pengembangan generasi muda dan regenerasi petani di perdesaan melalui penyediaan fasilitas dan bimbingan kepada generasi muda untuk menjadi wirausahawan atau tenaga kerja yang profesional di sektor pertanian.

Program YESS menggali potensi dan mengembangkan kualitas pemuda dan pemudi di perdesaan melalui peningkatan kapasitas dan fasilitas, juga program pemagangan bersertifikat untuk memperkuat kesiapan pemuda dalam memasuki dunia kerja, atau wirausahawan muda profesional di sektor pertanian.

Tantangan terbesar saat ini adalah mengajak pemuda untuk terjun ke dunia pertanian yang tidak mudah. Karenanya, hadirnya Program YESS menjadi bagian tak terpisahkan untuk mempercepat regenerasi petani dan mencetak petani muda. Program YESS juga bertujuan untuk melahirkan wirausaha muda pertanian atau petani muda dengan berbagai kegiatan maupun usaha yang dirintisnya.

Kepala Badan Penyuluhan dan Pengembangan SDM Pertanian

Dr. Idha Widi Arsanti, S.P., MP

Foreword

**Director General of Indonesia Agency
for Agricultural Extension and Human
Resource Development (IAAEHRD)**

Young farmers play a crucial role in driving a more modern and sustainable transformation of agriculture. They not only preserve agricultural traditions but also serve as agents of change, bringing technology, creativity, and entrepreneurial spirit to every aspect of agriculture while creating opportunities for more productive and efficient outcomes.

The Ministry of Agriculture, through the Youth Entrepreneurship and Employment Support Services (YESS) Program, is addressing the challenges of farmer regeneration. This program serves as a pilot project for the development of the younger generation and the regeneration of farmers in rural areas, offering facilities and guidance to empower youth to become entrepreneurs or skilled workers in the agricultural sector.

The YESS program explores the potential and builds the quality of young men and women in rural areas by enhancing their capacity and facilities, as well as offering certified internship programs to strengthen their readiness to enter the workforce or become professional entrepreneurs in the agricultural sector.

The greatest challenge today is encouraging youth to work in the agricultural sector, a task that is far from easy. Accordingly, the YESS Program plays a major role in accelerating farmer regeneration and cultivating the next generation of young farmers. The YESS program also seeks to foster young agricultural entrepreneurs or farmers by supporting a range of activities and businesses that they initiate.

**Director General of Indonesia Agency
for Agricultural Extension and Human
Resource Development (IAAEHRD)**

Dr. Idha Widi Arsanti, S.P., MP

Kata Sambutan

Plt. Kepala Pusat Pendidikan Pertanian

Ketahanan pangan nasional adalah pondasi bagi kemandirian bangsa, namun tantangan untuk mewujudkannya semakin beragam seiring perubahan zaman. Dalam situasi ini, kehadiran generasi muda memainkan peran penting, tidak hanya sebagai pelaku utama mewujudkan pertanian yang berkelanjutan, tapi juga sebagai motor penggerak dalam mendukung program prioritas nasional swasembada pangan.

Kementerian Pertanian berupaya mencetak generasi muda yang kuat dan berkualitas dalam dunia wirausaha melalui Program *Youth Entrepreneur and Employment Support Services* (YESS) yang merupakan kolaborasi antara Kementan dan *International Fund For Agricultural Development* (IFAD) untuk menciptakan wirausahawan muda di pedesaan serta meningkatkan kompetensi tenaga kerja di sektor pertanian.

Fokus program ini pada pengembangan keterampilan dan peningkatan peluang kerja, khususnya di wilayah perdesaan. Dengan sasaran generasi muda di perdesaan. Program YESS menjadi landasan untuk membuka peluang ekonomi melalui kewirausahaan dan memberikan kontribusi positif pada pertumbuhan ekonomi lokal.

Program YESS memiliki empat kegiatan utama yang secara komprehensif dirancang untuk mendukung pemuda di pedesaan yakni, peningkatan kapasitas pemuda perdesaan di bidang pertanian, pengembangan wirausahawan muda perdesaan, fasilitasi akses permodalan, dan membangun lingkungan usaha yang kondusif. Dengan mengintegrasikan keempat kegiatan ini, Program YESS bertujuan menciptakan lingkungan yang mendukung dan merangsang potensi pemuda pedesaan, baik dalam hal pengembangan karir maupun pengelolaan usaha mereka sendiri.

Program dilaksanakan di 4 Provinsi pada 19 Kabupaten; yaitu Provinsi Kalimantan Selatan (Kabupaten Banjar, Tanah Laut, Tanah Bumbu dan Hulu Sungai Selatan). Provinsi Sulawesi Selatan (Kabupaten Bantaeng, Bone, Bulukumba, Gowa dan Maros); Provinsi Jawa Barat (Kabupaten Sukabumi, Cianjur, Tasikmalaya, Bogor dan Subang); dan Provinsi Jawa Timur (Kabupaten Malang, Pasuruan, Tulungagung, Banyuwangi dan Pacitan).

Sasaran program YESS adalah kaum muda di pedesaan dari keluarga kurang mampu; serta kaum muda yang rentan terhadap kemiskinan. Selama 6 tahun sejak tahun 2019, pemuda perdesaan di wilayah lokasi Program YESS menerima pelatihan atau mendapat intervensi dan wawasan untuk menjadi wirausahawan muda pertanian yang tangguh.

Melalui penyusunan Buku *Success Stories* Penerima Manfaat Program YESS, diharapkan kisah-kisah sukses wirausaha muda dapat menjadi inspirasi bagi lebih banyak generasi muda untuk terlibat dan ikut membangun pertanian Indonesia. Kisah-kisah yang disusun dalam buku ini menjadi bukti nyata bahwa dengan semangat, kreativitas, dan ketekunan, generasi muda mampu mentransformasi sektor pertanian menjadi lebih modern, inklusif, dan adaptif yang berkontribusi nyata terhadap terwujudnya Ketahanan Pangan Nasional.

Plt. Kepala Pusat Pendidikan Pertanian – Direktur Program YESS

Dr. Inneke Kusumawaty, STP, MP

Remarks

**Ad Interim Director of
Indonesia Center for
Agricultural Education
(ICAEd)**

National food security is the foundation of a nation's independence, but the challenges to achieving it become increasingly diverse as times change. In this situation, the presence of the younger generation plays a vital role, not only as the main actors in realizing sustainable agriculture but also as the driving force in supporting the national priority program of food self-sufficiency.

The Ministry of Agriculture strives to nurture strong and high-quality youth entrepreneurs through the Youth Entrepreneurship and Employment Support Services (YESS) Program. This initiative, a collaboration between the Ministry and the International Fund for Agricultural Development (IFAD), aims to create young entrepreneurs in rural areas and enhance the workforce's competencies in the agricultural sector.

This program focuses on skill development and increasing employment opportunities, particularly in rural areas, targeting the younger generation in these regions. The YESS Program serves as a foundation for creating economic opportunities through entrepreneurship while contributing positively to local economic growth.

The YESS program has four main activities that are comprehensively designed to support rural youth, namely, increasing the capacity of rural youth in agriculture, developing young rural entrepreneurs, facilitating access to capital, and building a conducive business environment. By integrating these four activities, the YESS program aims to create a supportive environment that stimulates the potential of rural youth, both in terms of career development and managing their own businesses.

The program is implemented in 4 provinces across 19 Regencies, namely South Kalimantan Province (Banjar, Tanah Laut, Tanah Bumbu, and Hulu Sungai Selatan Regencies), South Sulawesi Province (Bantaeng, Bone, Bulukumba, Gowa, and Maros Regencies), West Java Province (Sukabumi, Cianjur, Tasikmalaya, Bogor, and Subang Regencies), and East Java Province (Malang, Pasuruan, Tulungagung, Banyuwangi, and Pacitan Regencies).

The target of the YESS program is rural youth from low-income families and youth who are vulnerable to poverty. Over six years since 2019, rural youth in the YESS program areas have received training or interventions to become resilient young agricultural entrepreneurs.

Through the compilation of the Success Stories of YESS Program Beneficiaries book, it is hoped that the success stories of young entrepreneurs will inspire more young generations to get involved and contribute to developing Indonesia's agricultural sector. The stories featured in this book serve as concrete evidence that with passion, creativity, and perseverance, young generation can transform the agricultural sector into a more modern, inclusive, and adaptive sector that significantly contributes to the achievement of National Food Security.

Ad Interim Director of Indonesia Center for Agricultural Education (ICAEd)

– Director of YESS Programme

Dr. Inneke Kusumawaty, STP, MP

Ternak Ayam Joper, Abdul Hakim Beromset Puluhan Juta

Through his Joper Chicken Farming Business, Abdul Hakim Generates a Turnover of Tens of Millions.

Oleh/By : Esmard Mohadi



Abdul Hakim Hasim, membuktikan bahwa sukses di bidang peternakan dapat diraih dengan kegigihan, inovasi, dan dukungan tepat. Perjalanan Hakim dalam dunia usaha budidaya ayam pejantan Joper (Jowo Super) selama dua tahun terakhir ini penuh liku, namun ia berhasil membangun bisnis yang terus berkembang.

Pemuda berusia 27 tahun dari Kecamatan Gambut, Kabupaten Banjar, Provinsi Kalimantan Selatan, ini kini meraih omset yang mengesankan, namun pencapaian ini lahir dari berbagai tantangan dan kerja keras yang pantang menyerah.

Sebelum memutuskan untuk fokus pada budidaya ayam Joper, Hakim sempat mencoba beberapa usaha ternak lain, termasuk peternakan bebek peking dan ayam ras. Sayangnya, kedua usaha tersebut tidak membuahkan hasil yang diharapkan.

Pada usaha bebek peking, harga jual yang rendah dan tingginya biaya produksi menjadi penghambat utama, sementara usaha ayam ras terkendala oleh harga pasar yang fluktuatif dan modal besar yang dibutuhkan untuk memelihara ayam dalam jumlah besar.

Abdul Hakim Hasim has proven that success in the livestock sector can be achieved through persistence, innovation, and the right support. Hakim's journey in breeding Joper (Jowo Super) male chickens over the past two years has been filled with challenges, but he has successfully built a thriving business that continues to grow.

This 27-year-old young man from Gambut Subdistrict, Banjar Regency, South Kalimantan Province, is now achieving impressive turnover. However, this success was the result of overcoming numerous challenges and relentless hard work.

Before focusing on cultivating Joper chickens, Hakim had tried several other livestock businesses, including Peking duck and broiler chicken farming. Unfortunately, neither the pecking duck nor broiler chicken farming achieved the expected results.

Low selling prices and high production costs were the main obstacles to Peking duck farming. In contrast, broiler chicken farming was constrained by fluctuating market

"Kegagalan itu memang menyakitkan, tapi saya belajar banyak dari setiap kegagalan. Saya tahu bahwa saya harus terus mencari peluang lain yang lebih stabil dan sesuai" ungkap Hakim.

Usaha budidaya ayam Joper mulai ia tekuni sebagai alternatif. Hakim memulai dengan modal 200 ekor ayam dan secara bertahap mengembangkan kapasitas usahanya hingga mampu memelihara 800 ekor ayam dalam satu siklus produksi.

Pada awalnya, Hakim hanya memiliki satu unit kandang sederhana berukuran 4x6 meter, namun seiring kemajuan bisnisnya, ia berhasil memperluas dan meningkatkan kapasitas kandang. "Saya sangat senang melihat usaha ini berkembang. Meski awalnya kecil, tapi saya yakin hasil tidak akan mengkhianati proses," kata Hakim dengan optimis.

Budidaya ayam Joper memberikan prospek yang cerah bagi Hakim. Dari kapasitas 800 ekor ayam, jika tingkat keberhasilan panennya mencapai 750 ekor, dengan harga jual Rp30.000 per ekor, Hakim mampu meraih omset sekitar Rp22,5 juta per siklus.

prices and the capital needed to raise large chickens.

"Failure is painful, but I learn a lot from every setback. I knew I had to keep searching for other opportunities that were more stable and suitable," said Hakim.

He started to build the Joper chicken farming business as an alternative. Hakim started to breed 200 chickens and gradually expanded his business capacity until he was able to raise 800 chickens in one production cycle.

Initially, Hakim only had one simple 4x6-meter coop, but as his business developed, he expanded and increased the capacity of the coop. "I am thrilled to see this business grow. Although it was small at first, I am sure the results will not betray the process," said Hakim optimistically.

Joper chicken farming provides bright prospects for Hakim. If the harvest success rate reaches 750 chickens from a capacity of 800, with a selling price of IDR 30,000 per chicken, Hakim can achieve a





Proses panen ayam Joper berlangsung selama kurang lebih 50 hari, ditambah waktu pembersihan kandang sekitar satu minggu sebelum bibit baru dimasukkan kembali. Dalam setahun, Hakim dapat melakukan hingga enam kali panen, memberikan pendapatan yang cukup stabil bagi dirinya dan keluarganya.

Namun, di balik keuntungan yang menarik, Hakim juga dihadapkan dengan tantangan operasional. Salah satu kendala utama yang sering ia hadapi adalah fluktuasi harga pakan yang tidak menentu. "Harga pakan bisa naik tiba-tiba, dan itu langsung berdampak pada biaya produksi," tutur Hakim.

Selain itu, bibit ayam Joper masih harus didatangkan dari Pulau Jawa, sehingga waktu pengiriman yang lama kadang menjadi hambatan tersendiri. Untuk mengantisipasi hal ini, Hakim melakukan pemesanan bibit lebih awal agar dapat memastikan waktu kedatangan yang sesuai dengan jadwal produksi.

Hakim pertama kali mengenal Program YESS dari Penyuluh Pertanian Lapangan (PPL) yang bertugas di Balai Penyuluh Pertanian Kecamatan Gambut. Melalui Program YESS, Hakim

turnover of around IDR 22.5 million per cycle.

The Joper chicken harvest process lasts approximately 50 days, plus approximately one week for coop cleaning before new chicken seeds are put back in. Hakim can harvest up to six times a year, providing a fairly stable income for himself and his family.

Despite the attractive benefits, Hakim also has faced operational challenges. One of the main obstacles he frequently encounters is the unpredictable fluctuation of feed prices. "Feed prices can rise suddenly, and this directly impacts production costs," Hakim explained.

In addition, Joper chicks must be imported from Java Island, which means a long shipping period can sometimes pose an obstacle. To address this, Hakim places orders for Joper chicks in advance to ensure their arrival aligns with the production schedule.

Hakim learned about the YESS Program from the Field Agricultural Extension Officer (PPL) at the Gambut Subdistrict Agricultural Extension Office. Through the YESS Program, Hakim was registered

didaftarkan dalam sistem Manajemen Informasi Program dan mendapat akses pelatihan serta bantuan modal.

Hakim mengikuti beberapa pelatihan penting, termasuk Workshop Motivasi Bisnis, Pelatihan Literasi Keuangan Dasar melalui *Learning Management System* (LMS), dan *Advance Training*. Program ini memberikan dukungan dari segi manajerial maupun teknis, sehingga usaha Hakim berkembang lebih optimal.

"Program YESS sangat membantu saya. Pelatihannya tidak hanya memberikan pengetahuan teknis, tetapi juga melatih cara berpikir saya sebagai seorang pengusaha," ujar Hakim. Selain pelatihan, Hakim juga berhasil mendapatkan bantuan hibah kompetitif senilai Rp 25 juta, yang diberikan dalam dua tahap.

Hibah ini sangat membantu dalam meningkatkan skala usahanya, terutama untuk pengembangan kandang dan fasilitas pendukung lainnya. "Dukungan dana dari YESS membantu saya memperluas usaha, dan sekarang saya sedang berencana untuk membuka akses pasar yang lebih luas lagi," tambahnya.

Salah satu inovasi yang diimplementasikan Hakim dalam usahanya adalah penggunaan tempat minum otomatis untuk ayam, yang secara signifikan mengurangi tenaga kerja dan meningkatkan efisiensi operasional. Ia berharap inovasi ini tidak hanya mempermudah perawatan, tetapi juga memastikan kualitas hidup ternak terjaga dengan baik.

Hakim juga memiliki ambisi untuk menjadi penyedia bibit ayam Joper di wilayah Kecamatan Gambut dan Kalimantan Selatan. "Saya berharap bisa membuka jalan bagi peternak lain di wilayah saya agar lebih mudah mendapatkan bibit berkualitas tanpa harus mendatangkannya dari Jawa," katanya penuh antusias.

in the Program Information Management system and receive access to training and capital assistance.

Hakim attended several important trainings, including a Business Motivation Workshop, Basic Financial Literacy Training through the Learning Management System (LMS), and Advance Training. This program provides support in managerial and technical aspects so that Hakim's business can develop more optimally.

"The YESS program supports me a lot. The training not only provided technical knowledge but also trained my way of thinking as an entrepreneur," said Hakim. In addition to training, Hakim also obtained competitive grant assistance worth IDR 25 million, which was given in two stages.

This grant will be very helpful in increasing the scale of his business, especially in developing coops and other supporting facilities. "The financial support from YESS helped me expand my business, and now I am planning to open up wider market access," he added.

One of Hakim's innovations in his business is automatic drinking troughs for chickens, which significantly can reduce labor and increase operational cost efficiency. He hopes that this innovation will not only make maintenance easier but also ensure that the life quality of livestock is well maintained.

Hakim also aspires to become a provider of Joper chicken seeds in Gambut Subdistrict and South Kalimantan. "I hope to pave the way for other farmers in my area to obtain the qualified Joper chicks without having to import them from Java," he said enthusiastically.

To achieve this goal, Hakim plans to breed Joper chickens

Untuk mencapai tujuan tersebut, Hakim berencana membibit ayam Joper sendiri. Membibit ayam Joper secara mandiri diharapkan dapat menekan biaya produksi dan meningkatkan keberlanjutan usahanya. Saat ini, Hakim mengandalkan pembelajaran otodidak dari berbagai sumber, termasuk media sosial dan buku peternakan.

Meski begitu, ia juga sering berkonsultasi dengan Balai Penyuluhan Pertanian (BPP) Gambut untuk mendapatkan saran terkait perawatan ayam. "Saya percaya, belajar itu tidak ada habisnya, dan kita harus terus mencari pengetahuan dari mana pun," ujarnya.

Meski belum melakukan kolaborasi langsung dengan peternak lain, Hakim tetap optimis bahwa dengan pengalaman dan pengetahuannya yang terus berkembang, ia akan mampu menghadapi setiap tantangan yang muncul di masa depan. "Saya berharap bisa membangun jaringan yang lebih luas dan suatu hari nanti dapat berkolaborasi dengan peternak lain di Kalimantan Selatan," ungkapnya.

Lokasi peternakan Hakim yang strategis menjadi salah satu faktor pendukung kesuksesan usahanya. Kandang ayam miliknya terletak jauh dari pemukiman warga, sehingga tidak ada keluhan terkait bau atau kebisingan. Selain itu, Hakim menjaga kebersihan kandang dengan baik, sehingga ayam-ayamnya tumbuh sehat dan optimal.

Tidak hanya itu, kotoran ayam di peternakan Hakim juga dimanfaatkan dengan baik sebagai pakan ikan dan bahan organik lain yang bermanfaat bagi lingkungan. "Saya ingin usaha ini tidak hanya menguntungkan diri saya sendiri, tetapi juga berdampak positif bagi lingkungan sekitar," tegasnya.

Dengan bantuan dana hibah dari Program YESS, Hakim kini memiliki kapasitas kandang yang mampu

himself. *Breeding Joper chickens independently is expected to reduce production costs and increase the sustainability of the business. Currently, Hakim relies on self-study from various sources, including social media and livestock books.*

However, he also often consults with the Gambut Agricultural Extension Center (BPP) to get advice regarding chicken care. "I believe that learning is never-ending, and we must continue to seek knowledge from anywhere," he said.

Although he has not yet collaborated directly with other farmers, Hakim remains optimistic that with his growing experience and knowledge, he will be able to face any challenges that arise in the future. "I hope to build a wider network, and one day I will be able to collaborate with other farmers in South Kalimantan," he said.

Hakim's strategic farm location is one of the supporting factors for his business success. His chicken coop is located far from residential areas, so there are no complaints regarding its smell or noise. In addition, Hakim maintains a clean coop so that his chickens grow healthily and optimally.

Besides, chicken manure on Hakim's farms is also utilized, as is feed for fish and other organic materials that are beneficial for the environment. "I want this business to not only benefit myself but also have a positive effect on the surrounding environment," he said.

With the grant from the YESS Program, Hakim now has a coop capacity that can accommodate up to 800 chickens. However, the plan is to double the capacity to 1,600 chickens by building a new coop.

If this plan is implemented, Hakim is confident that his turnover will double, which will increase



menampung hingga 800 ekor ayam. Namun, rencana ke depan adalah menggandakan kapasitas hingga 1.600 ekor ayam melalui pembangunan kandang baru.

Jika rencana ini terlaksana, Hakim yakin omsetnya akan meningkat dua kali lipat, sehingga dapat menambah pemasukan dan memperkuat stabilitas usahanya. "Saya ingin usaha ini tumbuh besar, dan siapa tahu, suatu hari nanti bisa menciptakan lapangan kerja bagi orang-orang di sekitar saya," kata Hakim dengan penuh harapan.

Kisah Abdul Hakim Hasim merupakan bukti nyata bahwa kegigihan, keberanian untuk mencoba, dan dukungan dari program pemerintah dapat membawa perubahan besar dalam hidup seseorang.

Hakim menginspirasi banyak pemuda untuk berani merintis usaha, terutama di sektor peternakan yang kerap diabaikan. Dengan semangat pantang menyerah, Hakim berusaha mewujudkan impian menjadi pengusaha peternakan sukses yang tidak hanya memperkaya dirinya sendiri, tetapi juga memberikan manfaat bagi masyarakat sekitar.



his income and strengthen his business's stability. "I want this business to grow big, and who knows, one day it might create jobs for people around me," Hakim said hopefully.

Abdul Hakim Hasim's story proves that persistence, the courage to try, and support from government programs can bring about big changes in someone's life.

Hakim has inspired many young people to dare to start businesses, especially in the often neglected livestock sector. With an unyielding willingness, Hakim strives to realize his dream of becoming a successful livestock entrepreneur who enriches himself and benefits the surrounding community.

Mantan Bankir, Arbani Raup Puluhan Juta dari Ternak Bebek

Former Banker Arbani Earns Tens of Millions from Duck Farming

Oleh/By : Esmard Mohadi

Dari pengalaman masa kecilnya di peternakan bebek, Arbani telah merintis jalan menuju kesuksesan dalam usaha bebek petelur. Setelah menempuh pendidikan di Fakultas Hukum dan menghabiskan tujuh tahun berkarir di bank, ia memutuskan untuk kembali ke akar kehidupannya.

"Saya merasa sudah cukup memahami pola usaha ini. Membantu orang tua dalam beternak bebek sejak kecil memberikan banyak pelajaran berharga," ungkap Arbani.

Arbani memulai usaha ternak bebek petelur pada Februari 2018, dengan modal awal sekitar 100 ekor bebek. Modal tersebut didapatkan dari tabungan istrinya dan sebagian dipinjam dari keluarga. "Omset awalnya masih kecil, cukup untuk mencukupi kebutuhan sehari-hari," kenangnya. Namun, keputusannya untuk beralih dari dunia perbankan ke dunia pertanian tidaklah mudah.

Seiring berjalannya waktu, Arbani harus menghadapi berbagai tantangan dalam usahanya. Salah satu rintangan terbesar adalah persaingan tidak sehat, terutama dari produk telur bebek yang masuk dari luar daerah. "Ada produk dari Jawa dan wilayah lain di Kalimantan yang

Drawing from his childhood experiences on a duck farm, Arbani has paved the way to success in the egg-laying duck business. After earning a degree from the Faculty of Law and spending seven years in the banking sector, he decided to return to his roots.

"I feel like I understand this business model well enough. Assisting my parents in raising ducks since childhood has taught me many valuable lessons," said Arbani.

Arbani began his egg-laying duck farming business in February 2018 with an initial capital of around 100 ducks. The funds were sourced from his wife's savings and some were borrowed from family members. "At first, the turnover was modest, just enough to cover daily expenses," he recalled. Despite this, the decision to transition from banking to agriculture was far from easy.

As time went by, Arbani had to face various challenges in his business. One of the biggest challenges was unhealthy competition, especially from duck egg products outside the region.



dijual di bawah harga pasar. Kualitas telur yang saya jual harus menjadi prioritas utama," tegasnya.

Kualitas segar adalah kunci, mengingat telur dari jauh cenderung mengalami penurunan kualitas saat pengiriman.

Selain itu, cuaca juga menjadi faktor yang mempengaruhi kesehatan dan produktivitas bebeknya. "Saya belajar untuk memberikan vitamin, dan ketika cuaca dingin, saya menutup kandang agar bebek tidak kedinginan," kata Arbani. Keuletannya membuahkan hasil, meski terkadang harus berhadapan dengan tantangan yang tak terduga.

Kehadiran Program YESS menjadi angin segar bagi Arbani. Dia mendengar tentang program ini dari sesama peternak dan memutuskan untuk mendaftar. "Saya mengikuti enam pelatihan yang sangat berguna, mulai dari motivasi bisnis hingga literasi keuangan," ujar Arbani.

Pelatihan tersebut memberinya bekal untuk mengembangkan usahanya, meskipun akses pasar tidak berubah secara signifikan.

"There are products from Java and other areas in Kalimantan that sold below the market price. The quality of the eggs I sell must be my top priority," he highlighted.

Maintaining freshness is crucial, as eggs shipped from distant locations often lose their quality during transit. Additionally, weather plays a significant role in the health and productivity of ducks. "I've learned to provide vitamins, and during cold weather, I cover the coop to keep the ducks warm," Arbani explained. His perseverance has paid off, even though he occasionally faces unexpected challenges.

The presence of the YESS Program is a breath of fresh air for Arbani. He was informed about the program by fellow farmers and decided to apply. "I attended six times of the insightful training, from business motivation to financial literacy," said Arbani.

The training provided the tools to develop his business, although market access did not change significantly.

Salah satu pelatihan yang diikutinya mengajarkannya cara mengakses pasar dengan lebih efektif. Arbani juga diperkenalkan kepada pakar budidaya bebek petelur di kecamatannya, yang menjadi mentor berharga dalam perjalanan usahanya.

"Sejak berkolaborasi dengan mentor, tidak pernah lagi ada kegagalan dalam usaha saya," ungkapnya dengan penuh rasa syukur.

Inovasi adalah kunci keberhasilan Arbani. Ia memperkenalkan sistem minum otomatis untuk bebek petelurnya, yang sangat membantu menjaga kebugaran hewan. "Bebek petelur sangat membutuhkan air. Dengan sistem ini, mereka tidak akan kehausan," jelasnya.

Selain itu, untuk mengatasi kendala pasokan bibit, Arbani mulai mencoba menetas sendiri DOD (*Day Old Duck*) sebagai induk.

Arbani juga aktif membangun komunitas peternak bebek petelur di Aluh Aluh. Kerjasama dengan sesama peternak sangat penting untuk menciptakan iklim usaha yang kondusif. "Kami saling berbagi pengalaman dan pengetahuan, yang tentunya sangat bermanfaat," tuturnya. Salah satu kerjasama yang paling berharga adalah dengan Bapak Husairi, seorang praktisi ternak bebek petelur yang menjadi mentornya.

Kini, setelah tujuh tahun menjalankan usaha, Arbani telah berhasil mengumpulkan 450 ekor bebek petelur yang memproduksi rata-rata 10.800 butir telur per bulan. "Omset saya sekarang sudah di atas Rp 25 juta setiap bulannya," ungkapnya dengan bangga.

Ia juga memiliki tiga kandang modern yang dilengkapi dengan fasilitas minum otomatis, sehingga hewan ternaknya terjaga dengan baik.

Keberhasilan ini tak lepas dari perhatian Arbani terhadap kesejahteraan hewan ternaknya. "Kesejahteraan hewan sangat penting bagi saya. Dengan memberi makanan

One of the training he attended taught him how to access the market more effectively. Arbani was also introduced to some experts in egg-laying duck farming in his Subdistrict, who became insightful mentors in his business journey.

"Since he collaborated with the mentor, there has never been a failure in my business," he said with gratitude.

Innovation is the key to Arbani's success. He introduced an automatic drinking system for his laying ducks, which greatly assisted in maintaining the animal's health. "Laying ducks really need water. By implementing this system, they will not be thirsty," he explained.

In addition, to overcome the constraints of seed supply, Arbani began trying to hatch DOD (Day Old Duck) himself as the hen.

Arbani is also active in building a community of egg-laying duck farmers in Aluh Aluh. Cooperation with fellow farmers is very important to create a conducive business climate. "We share experiences and knowledge with each other, which is certainly very advantageous," he said. One of the most valuable collaborations was with Husairi, a practitioner of laying duck farming who became his mentor.

Now, after seven years of running the business, Arbani has managed a farm containing 450 laying ducks that produce an average of 10,800 eggs per month.

"My turnover is now above IDR25 million every month," he said proudly.

He also has three modern coops with automatic drinking facilities, so his livestock are well-maintained.

This success cannot be separated from Arbani's attention to the welfare of his livestock.

yang teratur dan fasilitas yang baik, saya yakin hasil yang diperoleh pun akan optimal,” katanya.

Dalam perjalanannya, Arbani tidak hanya membangun usahanya sendiri, tetapi juga memberikan inspirasi bagi peternak muda lainnya. “Fokuskan tujuan dan jangan malas belajar dari peternak lain yang lebih berpengalaman,” pesan Arbani kepada generasi muda. Ia berharap, Aluh Aluh dapat menjadi pusat peternakan bebek, baik untuk daging maupun telur, di Kabupaten Banjar dan Kalimantan Selatan secara luas.

Dengan dedikasi dan semangat inovasi yang tak padam, Arbani menunjukkan bahwa sukses bukan hanya tentang hasil, tetapi juga tentang proses dan pembelajaran yang berharga. Dalam setiap butir telur yang dihasilkan, tersimpan cerita perjuangan dan harapan untuk masa depan yang lebih cerah bagi komunitasnya.

“Animal welfare is very important to me. I am sure the results will be optimal by providing regular food and good facilities,” he said.

As time passed, Arbani not only built his own business but also inspired other young farmers. “Focus on your goals and don't be lazy to learn from other, more experienced breeders,” Arbani advised the younger generation. He hopes Aluh Aluh can become a center for duck farming for meat and eggs in Banjar Regency and South Kalimantan.

By focusing on dedication and advancing innovation, Arbani shows that success is not only about results but also about the process and valuable learning. Every egg produced has a story of struggle and hope for a brighter future for the community.



Dari Kamar ke Kumbung, Ernawati Bertani Jamur Tiram

From Room to Kumbung (Mushroom Cultivation Room): Ernawati Thrives in Oyster Mushroom Farming

Oleh/By : Esmard Mohadi



Berawal dari kamar rumah, usaha jamur tiram yang dijalankan Ernawati pada tahun 2018 berkembang pesat. Dengan ketekunannya, kini Ernawati telah memiliki kumbung jamur berkapasitas 10.000 baglog

Awal mula perjalanan Ernawati dalam dunia pertanian jamur tiram bermula secara tidak sengaja. Suaminya, yang bertemu dengan seorang petani jamur, mengajaknya untuk mengikuti pelatihan budidaya jamur. "Kami sangat tertarik dan memutuskan untuk belajar. Pelatihan ini adalah awal dari segalanya," ungkap Ernawati. Mereka mengikuti pelatihan sebanyak dua kali, yang menjadi bekal berharga bagi mereka.

Namun, perjalanan mereka tidak mulus. Pada percobaan pertama, Ernawati membuat 400 baglog, tetapi sayangnya, hasilnya nihil. "Kami sangat kecewa saat mengetahui tidak ada jamur yang tumbuh. Kami menyadari bahwa kesalahan terletak pada media tanam," jelasnya. Meski mengalami kegagalan, ia tidak menyerah. Ernawati dan suaminya kembali mencoba dengan membuat 1.000 baglog pada percobaan kedua.

Starting from her room at home, the mushroom business run by Ernawati in 2018 grew rapidly. With her perseverance, Ernawati now has a mushroom cultivation room with a capacity of 10,000 bag-logs.

Ernawati's business in the oyster mushroom farming sector began unexpectedly. Her husband, who met a mushroom farmer, invited her to take part in mushroom cultivation training. "We were very interested and decided to learn in the training. This training was the beginning of everything," said Ernawati. They attended the training twice, which became valuable provisions for them.

However, their business journey was not smooth. In the first trial, Ernawati made 400 bag-logs, but unfortunately, the results failed. "We were very disappointed when we found out that no mushrooms were growing. We realized that the fault was on the planting medium," she explained. Despite his failure, she did not give up. Ernawati and her husband tried again by making 1,000 bag-logs in the second experiment. Although some of the bag-logs managed to grow this time, the results were still far from expectations.

Kali ini, meskipun beberapa baglog berhasil tumbuh, hasilnya masih jauh dari harapan.

Setelah melalui beberapa percobaan, pada percobaan keempat, mereka akhirnya menemukan formula yang tepat. "Kunci keberhasilan kami adalah ketekunan. Setelah menemukan media tanam yang cocok, usaha kami mulai menunjukkan hasil yang positif," ujarnya dengan semangat. Kini, Ernawati memiliki kumbung sederhana dengan total 3.000 baglog tertanam.

Dengan setiap baglog dapat menghasilkan sekitar 150 gram jamur tiram, Ernawati berhasil memproduksi sekitar 450 kg jamur dari 3.000 baglog. "Dalam satu hari, kami bisa memanen sekitar 15 kg jamur. Dengan harga jual saat ini Rp 25.000/kg, omset yang kami dapatkan mencapai Rp 11,2 juta dalam waktu kurang lebih tiga bulan saat panen pertama," jelasnya. Satu baglog dapat dipanen 5-6 kali, sehingga potensi keuntungan semakin besar.

Namun, Ernawati mengakui bahwa tantangan terberat yang ia hadapi adalah permodalan. "Kami memulai usaha ini dengan dana simpanan dan

After several trials, on the fourth trial, they finally found the right formula. "The key to our success is persistence. After finding the right planting medium, our efforts began to show positive results," he said enthusiastically. Now, Ernawati has a simple mushroom cultivation room with 3,000 planted bag-logs.

With each bag-log producing around 150 grams of oyster mushrooms, Ernawati managed to produce around 450 kg from 3,000 bag-logs. "In one day, we can harvest around 15 kg of mushrooms. With the current selling price of IDR 25,000/kg, our turnover reached IDR 11.2 million in approximately three months during the first harvest," she explained. One bag-log can be harvested 5-6 times, so the potential profit is greater.

However, Ernawati admitted that the biggest challenge she faced was the funding. "We started this business with savings and selling land assets. Our initial capital was only around IDR 4 million, which was very small to develop a business," she recalled. With strong determination, Ernawati continues to increase the number of bag-logs to meet the increasing market demand.



menjual aset tanah. Modal awal kami hanya sekitar Rp 4 juta, yang sangat minim untuk mengembangkan usaha," kenangnya. Dengan tekad yang kuat, Ernawati terus menambah jumlah baglog untuk memenuhi permintaan pasar yang semakin meningkat.

Salah satu keunggulan Ernawati adalah kemampuannya beradaptasi dengan perubahan cuaca. "Jamur tiram sangat sensitif terhadap cuaca panas, sehingga kami harus pintar-pintar menjaga kelembapan. Kami melakukan penyemprotan yang disesuaikan dengan kondisi cuaca," tambahnya. Di tengah segala tantangan, Ernawati juga mendapatkan dukungan dari Program YESS. Ia pertama kali mengenal program ini melalui Penyuluh Pertanian Lapangan dari Balai Penyuluh Pertanian Kecamatan Tatah Makmur.

Berkat Program YESS, Ernawati telah mengikuti tiga jenis pelatihan: Literasi Keuangan, Proposal Bisnis, dan akses literasi keuangan dasar. "Pelatihan ini sangat membantu kami dalam mengelola keuangan dan menyusun rencana bisnis," ungkapnya. Saat ini, Ernawati juga mendapatkan bantuan hibah kompetitif sebesar Rp 49,7 juta untuk mengembangkan usaha jamur tiramnya, yang dicairkan dalam dua tahap.

Dalam usahanya, Ernawati berani membuat baglog sendiri, meskipun banyak petani lain memilih untuk membeli dari produsen berpengalaman. "Dengan membuat baglog sendiri, kami bisa menghemat biaya hampir 50%. Ini adalah keberanian yang kami ambil," tuturnya. Limbah baglog pun dimanfaatkan menjadi pupuk kompos yang dijual kepada pembeli yang membutuhkan.

Saat ini, Ernawati belum memiliki kemitraan formal, tetapi akses pasarnya cukup luas. "Di pasar induk Antasari, ada hampir 500 pedagang sayuran yang siap menampung hasil

One of Ernawati's strengths is her ability to adapt to changes in the weather for her oyster mushroom. "Oyster mushrooms are very sensitive to hot weather, so we must be smart about maintaining humidity. We carry out water-spraying according to weather conditions," she added. Amidst all the challenges, Ernawati also received support from the YESS Program. She first learned about this program through the Field Agricultural Extension Officer from the Tatah Makmur Subdistrict Agricultural Extension Office.

Thanks to the YESS Program, Ernawati has participated in three types of training: financial literacy, business proposal, and access to basic financial literacy. "This series of training really helps us in managing finances and preparing business plans," she said. Ernawati received competitive grant assistance of IDR49.7 million to develop her oyster mushroom business, which was disbursed in two stages.

Ernawati makes her own bag-logs, even though many other farmers choose to buy from experienced producers. "By making our own bag-log, we can save almost 50% on costs. This is the courage we take," she said. Bag-log waste is also utilized to make compost, which is sold to buyers who need it.

Ernawati has no formal partnerships, but her market access is quite broad. "At the Antasari main market, there are almost 500 vegetable traders who are ready to accommodate our harvest every day," she explained. With the assistance of Triyanto, a mushroom cultivation expert, Ernawati continues to learn and innovate to improve the quality and quantity of her harvest.

Ernawati's business has been running for quite a long time and still exists, even though the public response to her invitation to collaborate remains limited. "I want to improve the welfare of

panen kami setiap hari," jelasnya. Dengan bantuan Bapak Triyanto, seorang pakar budidaya jamur, Ernawati terus belajar dan berinovasi untuk meningkatkan kualitas dan kuantitas hasil panen.

Usaha Ernawati telah berjalan cukup lama dan tetap eksis, meskipun respon masyarakat terhadap ajakannya untuk berkolaborasi masih kurang. "Saya ingin mensejahterakan masyarakat melalui budidaya jamur tiram. Namun, belum banyak yang tertarik untuk bergabung," keluhnya. Meski begitu, Ernawati tetap optimis dan berharap bisa mengajak lebih banyak petani muda untuk bergabung dalam usaha budidaya jamur tiram.

Dalam pandangannya, keberhasilan bukan hanya tentang omset dan profit. "Keberhasilan juga berarti bisa berbagi ilmu dan pengalaman dengan orang lain. Saya sering diundang untuk mengisi kegiatan di balai desa setempat untuk mengajarkan tentang budidaya jamur dan olahannya," tuturnya.

Saat ini, ia memiliki kumbung jamur seluas 6x12 m² yang mampu menampung hingga 10.000 baglog. "Dengan 8.000 baglog siap panen, kami bisa menghasilkan rata-rata 1.200 kg jamur atau sekitar 40 kg per hari," jelasnya, menambahkan bahwa omset yang dihasilkan mencapai Rp 30 juta.

Melihat ke depan, Ernawati memiliki harapan besar untuk usaha dan masyarakat di sekitarnya. "Saya ingin ada lebih banyak calon petani yang mau berusaha di bidang jamur tiram dan olahannya. Dengan berbagi pengetahuan dan pengalaman, kita bisa saling menginspirasi," ungkapnya.

Dengan semangat dan dedikasi yang tinggi, Ernawati menjadi contoh nyata bahwa ketekunan dan keberanian dapat membuka jalan menuju kesuksesan dalam dunia pertanian.



the community through oyster mushroom cultivation. However, not many people are interested in joining," she complained. Even so, Ernawati remains optimistic and hopes to be able to invite more young farmers to join the oyster mushroom cultivation business.

In her view, success is not just about turnover and profit. "Success also means being able to share knowledge and experience with others. I am often invited to fill activities at the local village hall to teach about mushroom cultivation and its processing," she said.

She has a 6x12 m² mushroom cultivation room that can accommodate up to 10,000 bag-logs. "With 8,000 ready-to-harvest bag-logs, we can produce an average of 1,200 kg of mushrooms or around 40 kg per day," she explained, adding that the turnover earned reached IDR 30 million.

In the future, Ernawati has promising hopes for her business and the community around her. "I want that there are more prospective farmers who want to work in the oyster mushroom and processed mushroom sector. By sharing knowledge and experience, we can inspire each other," she said.

With high enthusiasm and dedication, Ernawati is a real example of perseverance and courage that can lead to success in the agriculture sector.

Halil, Dongkrak Produksi Telur Bebek dengan Herbal Alami

Halil Boosts Duck Egg Production Using Natural Herbs

Oleh/By : Esmard Mohadi

Pilihan Halil beternak bebek petelur sejak 5 tahun lalu adalah langkah tepat. Pasalnya usaha yang dimulai dari 100 ekor bebek ini terus berkembang pesat. Bukan hanya untuk dirinya dan keluarga, kini usaha bebeknya juga bisa memberikan manfaat bagi banyak orang disekitarnya,

Dalam membangun peternakan bebeknya, Halil mengaku menghadapi berbagai tantangan. "Saya belajar secara otodidak dan banyak mengalami kegagalan. Itu semua tidak mudah," ujarnya.

Produksi telur dari peternakan sederhana di Aluh-Aluh, Kabupaten Banjar ini awalnya hanya berkisar antara 50% hingga 60%, yang menghasilkan sekitar 60 butir telur setiap hari dengan omset bulanan sekitar Rp 4,5 juta. "Modal yang saya miliki terbatas, tetapi lahan yang saya miliki cukup luas," tambahnya.

Selain masalah finansial, Halil juga mengalami kesulitan dalam mendapatkan bibit bebek berkualitas. "Sering kali pasokan bibit kosong, dan kalau ada, harganya selangit," keluhnya. Ia juga harus menghadapi kondisi cuaca yang tidak menentu, yang bisa berdampak pada kesehatan dan produksi bebeknya.

Halil's choice to raise laying ducks since 5 years ago is the right path. This business, which started with only 100 ducks, continues to grow rapidly. This is not only for himself and his family, but now, his duck business can also provide benefits to many people around him.

Halil admitted that he faced various challenges while building his duck farm. "I am self-taught and have experienced many failures. It's all not easy," he said.

Egg production from this simple farm in Aluh-Aluh, Banjar Regency, initially only ranged from 50% to 60%. It produced around 60 eggs per day and had a monthly turnover of around IDR 4.5 million. "My capital is limited, but the land I have is quite large," he added.

Besides financial problems, Halil also experienced difficulties obtaining qualified duck seeds. "Often the supply of seeds is empty, and even if the duck seeds are available, the price is too high," he complained. He also has to deal with unpredictable weather conditions, which can impact the health and production of his ducks.



Perkenalannya dengan Program YESS mengubah segalanya. "Salah satu peserta Program YESS yang lebih dulu bergabung mengajak saya untuk ikut. Sekarang, saya bahkan sudah menjadi Fasilitator Muda di kecamatan kami," kata Halil dengan bangga.

Setelah bergabung dengan YESS, Halil mengikuti berbagai pelatihan, seperti *workshop* motivasi bisnis, literasi keuangan, dan pelatihan *smart farming*. "Pelatihan *Smart Farming* sangat membuka wawasan saya tentang teknologi yang bisa diterapkan dalam usaha. Sekarang, saya menggunakan sistem minum otomatis dan rel untuk pemberian pakan," ujarnya.

Sistem minum otomatis sangat membantu menjaga kesehatan bebek, yang sangat membutuhkan air yang cukup. "Dulu, pemberian pakan memakan waktu hingga 30 menit. Sekarang, hanya butuh 7 menit saja berkat sistem rel," ungkap Halil, menunjukkan efisiensi yang ia capai.

Berbagai inovasi yang diterapkan Halil juga berperan penting dalam meningkatkan produktivitas usahanya. Ia membuat mesin tetas sederhana untuk menjaga pasokan telur. "Dengan

Her introduction to the YESS Program changed everything. "One of the YESS Program participants who joined earlier invited me to join. Now, I have even become a Young Facilitator in our Subdistrict," said Halil proudly.

After joining YESS, Halil attended various trainings, such as business motivation workshops, financial literacy, and smart farming training. "Smart Farming training opened my insight into technology that can be applied in business. Now, I applied an automatic drinking system and rails for the ducks feeding," he said.

An automatic drinking system assists in keeping the health of ducks, which requires enough water. "In the past, feeding took up to 30 minutes. Now, it only takes 7 minutes to apply the rail system," said Halil, demonstrating the efficiency he achieved.

Various innovations implemented by Halil also play a pivotal role in increasing the productivity of his business. He built a simple incubator to maintain the supply of eggs. "With

mesin tetas ini, saya bisa memastikan ketersediaan bibit tanpa bergantung pada pasar," jelasnya.

Selain itu, Halil juga meracik jamu herbal untuk bebeknya, terutama saat musim dingin. "Saya menggunakan bahan alami seperti kencur dan jahe untuk meningkatkan daya tahan tubuh bebek," tambahnya.

Kolaborasi dengan peternak lain juga menjadi salah satu kunci keberhasilan Halil. Di Aluh-Aluh, ia bersama peternak lainnya telah membentuk komunitas peternak bebek petelur. "Kami saling berbagi pengetahuan dan pengalaman. Itu sangat membantu kami untuk tetap berinovasi dan berkembang," kata Halil.

Salah satu mentor yang berperan penting dalam keberhasilannya adalah Bapak Husairi, seorang praktisi ternak bebek petelur. "Sejak belajar dari beliau, saya tidak pernah mengalami kegagalan lagi," ungkap Halil.

Kini, Halil memiliki sekitar 450 ekor bebek petelur dengan rata-rata produksi 8.100 butir telur per bulan dan omset sekitar Rp 20 juta. Kandang yang ia miliki seluas 6 x 15 m² dilengkapi dengan sistem otomatis untuk air dan pakan.

"Saya juga memiliki empat unit mesin tetas dengan kapasitas di atas 300 butir. Semua ini adalah hasil kerja keras dan dukungan dari berbagai pihak," katanya dengan bangga.

Halil sangat memperhatikan kesejahteraan hewan-hewan peliharaannya. "Bagi saya, menjaga kesejahteraan bebek itu penting. Mereka harus mendapatkan pakan yang baik dan tidak kehausan," ujarnya. Lingkungan sosial di sekitarnya juga mendukung, dan tidak ada komplain dari warga mengenai usahanya.

Melalui pengalaman dan pencapaian yang diraihinya, Halil ingin memberikan inspirasi kepada generasi muda. "Saya ingin menyampaikan bahwa kesuksesan tidak datang

this incubator, I can ensure the availability of seeds without relying on the market," he explained.

In addition, Halil also concocts herbal medicine for his ducks, especially during the rainy season. "I make use of natural ingredients such as sand ginger and ginger to increase the duck's immune system," he added.

Collaboration with other duck farmers is also one of the keys to Halil's success. He and other farmers have formed a community of egg-laying duck farmers in Aluh Aluh. "We share knowledge and experience. It supports us in continuing to innovate and grow," Halil said.

One of his mentors, Husairi, a practitioner of laying duck farming, contributed to his success. "Since learning from him, I have never experienced failure again," said Halil.

Now, Halil has around 450 laying ducks, an average production of 8,100 eggs per month, and a turnover of around IDR 20 million. He has a 6 x 15 m² coop and is equipped with an automatic system for water and feed.

"I also have four incubators with a capacity above 300 eggs. All of this is the result of hard work and support from various parties," he said proudly.

Halil cares deeply about the welfare of his ducks. "For me, maintaining the welfare of ducks is the priority. They must get good food and not get thirsty," he said. The surrounding social environment is also supportive, and residents have not complained about his business.

Through his experiences and achievements, Halil wants to inspire the younger generation. "I want to convey that success does not come easily. Have a strong mentality, enjoy the process, and



dengan mudah. Kuatkan mental, nikmati prosesnya, dan jangan terlalu fokus pada keuntungan. Semua usaha pasti memiliki kerugian, tetapi yang terpenting adalah belajar dan terus berusaha," tuturnya.

Bagi Halil, keberhasilan bukan hanya tentang omset, tetapi juga tentang kontribusi terhadap masyarakat. "Saya berharap dapat menambah kapasitas kandang dan meningkatkan kualitas produksi. Saya ingin lebih banyak pemuda yang berani melangkah ke dunia pertanian dan peternakan," pungkasnya dengan penuh harapan.

don't focus too much on profits. Every business has its own risks, but the most important thing is to learn and keep trying," he said.

For Halil, success is not just about turnover but also about contributing to society. "I hope to increase the capacity of the coops and improve the quality of production. I want more young people to dare to work in the agriculture sector and animal husbandry," he concluded with hope.

Iva Ermawati, Temukan Kesuksesan dalam Pahitnya Pare

*Iva Ermawati Enjoys the Sweetness
of Success with Bitter Melon*

Oleh/By : Fathul



Dikenal dengan rasa pahitnya, pare sering kali dihindari. Namun dengan piawainya, Iva Ermawati, berhasil mengubah pare menjadi camilan yang disukai banyak orang. Usaha keripik pare dari Barito Kuala ini kini semakin dikenal dan menjadi lumpung cuan bagi Iva.

"Dulu saya tidak menyukai pare karena rasanya pahit, tetapi siapa sangka sekarang saya bisa mengolahnya menjadi camilan yang enak," ungkap Iva dengan bangga.

Lahir dalam keluarga petani, Iva tumbuh dengan mengenal seluk-beluk dunia pertanian. Orang tuanya selalu mendorongnya untuk mandiri dan terampil dalam mengelola lahan dan tanaman. Masa kecilnya di lingkungan pedesaan yang kental dengan tradisi bertani membentuk fondasi kuat bagi pengetahuannya tentang pertanian.

Pada tahun 1998, keluarganya memutuskan untuk hijrah ke Desa Abumbun Jaya, Sungai Tabuk. Di sini, Iva melanjutkan pendidikan formalnya dan aktif berpartisipasi dalam berbagai kegiatan ekstrakurikuler.

Setelah lulus dari SMAN 1 Sungai Tabuk pada tahun 2010, Iva sempat bekerja di Marshall n Travel sebagai staf tiket hingga tahun 2016. Namun,

Known for its bitter taste, bitter melon is often avoided. However, Iva Ermawati has turned bitter melon into a favorite people's snack with her expertise. The bitter melon chips business from Barito Kuala is now increasingly well-known and has become a source of profit for Iva.

"I used to hate bitter melon because it tastes bitter, but who would have thought that now I can process it into a delicious snack," said Iva proudly.

Born into a farming family, Iva grew up understanding the ins and outs of agriculture. Her parents always encouraged her to be independent and skilled in managing land and crops. Her childhood in a rural environment steeped in farming traditions laid a strong foundation for her agricultural knowledge.

In 1998, her family decided to move to Abumbun Jaya Village, Sungai Tabuk. There, Iva continued her formal education and actively participated in various extracurricular activities.

After graduating from SMAN 1 Sungai Tabuk in 2010, Iva worked

rutinitas tersebut tidak membuatnya puas. "Saya merasa perlu mengejar *passion* saya di dunia pertanian," katanya.

Keputusan untuk berhenti bekerja dan merintis usaha di bidang pertanian bukanlah hal yang mudah. Awalnya, Iva masih terlibat dalam usaha pertanian milik orang tuanya dan aktif mengajar di Taman Kanak-Kanak Junjung Buih.

Perjalanan Iva menuju dunia kewirausahaan dimulai ketika dia melakukan percobaan membuat keripik pare. "Awalnya, saya hanya iseng, tetapi setelah beberapa kali percobaan, saya menemukan cara yang tepat untuk mengolah pare menjadi keripik," kenangnya.

Proses pembuatan keripik ini memerlukan ketelitian, mulai dari pemilihan bahan baku berkualitas hingga penggorengan dengan suhu yang tepat.

Setelah memasarkan keripik pare di lingkungan sekitar, Iva mendapatkan sambutan positif. "Banyak yang penasaran dan mencoba keripik pare saya. Respon yang baik ini mendorong saya untuk memproduksi lebih banyak," ujarnya.

Ia pun bertekad menjadikan keripik pare sebagai produk unggulan yang dapat dinikmati oleh lebih banyak orang.

Pare atau *Momordica charantia* dikenal akan manfaat nutrisinya yang meliputi vitamin C, vitamin A, dan serat. Tanaman ini dipercaya dapat membantu mengontrol kadar gula darah. Dalam perjalanan usahanya, Iva diperkenalkan dengan Program YESS dari Kementerian Pertanian Republik Indonesia. Program ini menjadi titik balik bagi usahanya.

"Di sana, saya tidak hanya mendapatkan pelatihan, tetapi juga bimbingan yang membantu mengembangkan usaha saya," jelas Iva.

Melalui Program YESS, Iva mengikuti pelatihan dalam manajemen usaha

at Marshall n Travel as a ticketing staff until 2016. However, the routine did not satisfy her. "I felt the need to pursue my passion in agriculture," she said.

The decision to quit her job and start an agriculture business was not easy. At first, Iva was still involved in her parents' agriculture business and actively taught at Junjung Buih Kindergarten.

Iva's journey into entrepreneurship began when she experimented with making bitter melon chips. "At first, it was just for fun, but after several attempts, I discovered the right way to process bitter melon into chips," she recalled.

The chip-making process requires precision, from selecting quality raw materials to frying at the right temperature.

After marketing the bitter melon chips in her local area, Iva received positive feedback. "Many people were curious and tried my bitter melon chips. The positive response motivated me to produce more," she said.

She was determined to make bitter melon chips as a flagship product that could be enjoyed by more people.

Bitter melon, or momordica charantia, is known for its nutritional benefits, including vitamin C, vitamin A, and fiber. This plant can help regulate blood sugar levels. In her business journey, Iva was introduced to the YESS Program by the Indonesian Ministry of Agriculture. This program became a turning point for her business.

"There, I not only received training but also guidance that helped develop my business," Iva explained.

dan strategi pemasaran. "Setiap sesi pelatihan membuka wawasan baru dan memperkuat kemampuan saya," tambahnya.

Tak kalah penting, Iva juga mendapat kesempatan untuk mengajukan bantuan modal usaha yang dirancang untuk mendorong pertumbuhan dan keberlanjutan usaha pertanian.

Berkat kerja keras dan komitmennya, Iva berhasil mendapatkan Hibah Kompetitif dari program tersebut. "Keberhasilan ini membuka peluang baru untuk mengembangkan usaha saya dengan dukungan dana dan sumber daya yang diperoleh dari hibah," ungkapnya. Setelah menerima hibah, omset usahanya meningkat dari Rp 5,6 juta menjadi Rp 8,8 juta per bulan. Selain itu, aset usaha yang dimiliki Iva juga berkembang signifikan dari Rp 10,5 juta menjadi Rp 27,7 juta.

Iva mengandalkan supplier bahan baku langsung dari petani dan pasar induk, seperti Pasar Subuh Sungai Tabuk dan Pasar Ulin di Banjarbaru. "Dengan cara ini, saya tidak hanya mendapatkan bahan baku berkualitas, tetapi juga membantu para petani lokal," katanya.

Saat ini, usaha keripik pare Iva telah memiliki dua karyawan, yang tidak hanya membantu produksi tetapi juga memberikan kesempatan bagi mereka untuk belajar keterampilan baru.

Dalam strategi pemasarannya, Iva memasarkan keripik pare secara *online* dan *offline*. Ia menjalin kerjasama dengan toko-toko lokal dan aktif mempromosikan produk di berbagai bazar serta pameran. "Saya ingin keripik pare saya dikenal lebih luas, bukan hanya di daerah ini," tambah Iva.

Harapan Iva ke depan adalah untuk terus mengembangkan kapasitas produksi dan memperluas jangkauan pasarnya. "Saya ingin produk keripik pare ini bisa diakses

Through the YESS Program, Iva participated in training on business management and marketing strategies. "Every training session opened new insights and strengthened my skills," she added.

Equally important, Iva also had the opportunity to apply for business capital assistance designed to encourage the growth and sustainability of agricultural enterprises.

With her hard work and commitment, Iva succeeded in obtaining a Competitive Grant from the program. "This success opened up new opportunities to expand my business with the funding and resources provided by the grant," she revealed. After receiving the grant, her business revenue increased from IDR5.6 million to IDR8.8 million per month. In addition, Iva's business assets grew significantly from IDR10.5 million to IDR27.7 million.

Iva relies on raw material suppliers directly from farmers and wholesale markets, such as Pasar Subuh in Sungai Tabuk and Pasar Ulin in Banjarbaru. "With this way, I not only get quality raw materials but also help local farmers," she said.

Right now, Iva's bitter melon chip business employs two workers who not only assist in production but also gain new skills.

In her marketing strategy, Iva promotes her bitter melon chips both online and offline. She collaborates with local shops and actively promotes her products at various bazaars and exhibitions. "I want my bitter melon chips to be widely recognized, not just in this region," Iva added.

Iva's hope for the future is to continue developing her production capacity and expanding her market reach. "I want this bitter melon chips product to be accessible by more

oleh lebih banyak orang, bahkan di luar daerah," jelasnya.

Dengan dedikasi yang tinggi dan semangat yang tak pernah padam, Iva Ermawati membuktikan bahwa dengan kerja keras dan ketekunan, segala sesuatu mungkin terjadi. Kini, dia tidak hanya menjadi pengusaha sukses, tetapi juga inspirasi bagi banyak orang, terutama bagi generasi muda untuk mengejar mimpi mereka di dunia pertanian.

people, even outside of the region," she explained.

With great dedication and undying passion, Iva Ermawati proves that with hard work and perseverance, anything is possible. Today, she is not only a successful entrepreneur but also an inspiration for many people, especially the younger generation, who want to pursue their dreams in agriculture.



Syarif Hidayatullah, Fokus **Hulu Hilir** **Beternak Bebek**

From Farm to Market: Syarif Achieves Success in Duck Farming

Oleh/By : Fathul

Latar belakang keluarga petani telah menumbuhkan cinta Syarif Hidayatullah terhadap dunia pertanian. Karena itu tidak heran bila pemuda kelahiran 22 Februari 1992 ini memilih dunia pertanian khususnya beternak bebek sebagai usaha yang dijalankannya.

Ketika menempuh pendidikan S1, Syarif sering dilanda kecemasan tentang sulitnya mendapatkan pekerjaan, bahkan bagi para lulusan perguruan tinggi. Kegelisahan ini membuatnya berpikir, alih-alih mencari pekerjaan, lebih baik jika ia menciptakan lapangan pekerjaan sendiri. "Saya ingin memberikan kontribusi positif bagi diri sendiri dan masyarakat sekitar," ungkapnya.

Berbekal semangat, ia mulai menggali keterampilan dan pengetahuan untuk menjadi seorang wirausahawan. Di tengah perjalanan, Syarif bertemu seorang teman yang ahli dalam bidang peternakan.

Dari obrolan yang sering mereka lakukan, muncul ide untuk mengembangkan usaha di sektor peternakan. "Diskusi-diskusi ini membuka mata saya tentang potensi bisnis yang menjanjikan," jelasnya.

Coming from a farming family has fostered Syarif Hidayatullah's passion for agriculture. Therefore, it is not surprising that this young man, who was born on February 22, 1992, chose agriculture, especially duck farming, as his business.

During his undergraduate studies, Syarif was often anxious about how difficult it is to get a job, even for university graduates. This anxiety made him think that instead of looking for a job, it would be better if he created his own job. "I want to make a positive contribution to myself and my community," he said.

Armed with passion, he started to explore the skills and knowledge needed to be an entrepreneur. On his journey, Syarif met a friend who specializes in livestock farming.

From the chats, they often came up with an idea to grow a business in the livestock farming sector. "These discussions opened my eyes about a promising business potential," he explained.

With a little knowledge, a lot of courage, and a bank loan of IDR35 million, Syarif started a duck farming business.

Dengan modal pengetahuan seadanya, keberanian yang besar, serta pinjaman bank sebesar Rp 35 juta, Syarif memulai usaha ternak bebek.

Namun, tidak lama setelah itu, tantangan datang silih berganti, mengakibatkan kegagalan dan utang yang membebani pikirannya. "Sempat ingin menyerah, saya merasakan tekanan dan kekecewaan yang mendalam," katanya mengenang masa sulit tersebut.

Meski demikian, semangat juangnya tidak padam. Dengan tekad baru dan pelajaran berharga dari kegagalan, Syarif bangkit kembali. Ia mengambil pinjaman baru dan, berbekal pengalaman serta pengetahuan yang lebih baik, usahanya mulai menunjukkan hasil positif.

"Modal adalah pondasi utama. Bagus atau tidaknya ide usaha, jika tanpa modal, itu hanya akan menjadi wacana," jelasnya.

Dalam menjalankan usaha, Syarif sangat memperhatikan dampak sosial. Ia menjaga agar usaha ternaknya tidak mengganggu warga sekitar dengan menempatkan kandang jauh dari pemukiman. Pengalaman pahit ketika lebih dari 700 ekor ternaknya mati secara massal menjadi pelajaran berharga. "Kesehatan hewan ternak sangat penting untuk keberlangsungan usaha," tegasnya.

Berkat kerja kerasnya, kini Syarif memiliki dua toko yang menjual hasil budidaya langsung kepada konsumen. Toko-tokonya menawarkan berbagai produk, seperti telur bebek dan ayam, bibit, serta bahan sembako.

"Kami tidak hanya menjual produk dari peternakan sendiri, tetapi juga membantu memasarkan produk teman-teman peternak lainnya," ungkapnya dengan bangga. Inovasi ini tidak hanya membantu dirinya, tetapi juga banyak peternak kecil di sekitarnya.

Dalam sekali pengambilan, Syarif dapat menyerap lebih dari 5.000 butir

However, not long after that, challenges came and went, resulting in failures and debts that weighed heavily on his mind. "I had the urge to give up. I felt the huge pressure and disappointment," he said, reminiscing about that difficult time.

Nevertheless, his fighting spirit was not extinguished. With a new determination and valuable lessons from failures, Sharif bounced back. He took a new loan and, armed with experience and better knowledge, his efforts started to show positive results.

"Capital is the ultimate foundation. Whether a business idea is good or not, without capital, it will only be a discourse," he explained.

In running a business, Syarif truly pays attention to its social impact. He keeps his livestock business from disturbing local residents by placing the coops far from residential areas. The bitter experience when more than 700 of his ducks died en masse was a valuable lesson. "Livestock health is absolutely important for a business sustainability," he asserted.

Due to his hard work, Syarif now has two shops selling cultivated products directly to consumers. His shops offer various products, such as duck and chicken eggs, seeds, and basic necessities.

"We do not only sell products from our own farm but also help market the products of other farmers," he said proudly. This innovation has not only helped himself but also many small farmers around him.

In a single collection, Syarif can take more than 5,000 duck eggs and 10,000 chicken eggs. Aside from selling his products in his shops, he also collaborates with agents and small grocery stores.

With the right marketing strategies, he can earn a turnover of up to tens of millions of rupiah per month. "This success reflects our operation efficiency and the



telur bebek dan 10.000 butir telur ayam. Selain menjual produk di tokonya, ia juga menjalin kerjasama dengan agen dan warung sembako.

Dengan strategi pemasaran yang tepat, ia bisa meraih omset hingga puluhan juta rupiah per bulan. "Keberhasilan ini mencerminkan efisiensi operasional dan kekuatan jaringan bisnis yang kami bangun," tuturnya.

Membangun kemitraan merupakan kunci sukses Syarif. Ia berkolaborasi dengan perusahaan, tambang, dan rumah makan, menyuplai bahan konsumsi yang diperlukan. Tahun lalu, ia meluncurkan proyek pengadaan ayam petelur di desa Barabai, yang tidak hanya meningkatkan pendapatan masyarakat setempat tetapi juga memperluas jaringan usahanya. "Kami ingin berkontribusi pada pertumbuhan ekonomi lokal,"

strength of our business network," he said.

Building partnerships is the key of Syarif's success. He collaborates with companies, mines, and restaurants, supplying the necessary consumables. Last year, he launched the laying hen procurement project in Barabai village, which not only increased the income of the local community, but also expanded his business network. "We want to contribute to the local economy growth," he added. As the YESS Program from Ministry of Agriculture's informant, Syarif shared his experience and motivation to the young generation.

"I always encourage the young generation to be keen on their surroundings. Oftentimes, there is great potential hidden there," he said.

tambahnya. Sebagai narasumber dalam Program YESS dari Kementerian Pertanian, Syarif berbagi pengalaman dan motivasi kepada generasi muda.

"Saya selalu mendorong anak-anak muda untuk peka terhadap lingkungan sekitar. Seringkali, ada potensi besar yang tersembunyi di sana," ujarnya.

Syarif percaya bahwa dalam dunia usaha, tidak hanya penting untuk mengembangkan skala usaha, tetapi juga untuk memperluas jaringan. "Dengan memperluas koneksi, kesempatan besar akan lebih mudah dijangkau," katanya.

Ia menggunakan filosofi pertumbuhan pohon bambu, di mana pertumbuhan yang tidak terlihat di permukaan justru membentuk akar yang kuat. "Setelah lima tahun, pertumbuhan bambu akan sangat pesat. Ini mencerminkan keyakinan saya bahwa usaha yang besar membutuhkan waktu untuk berkembang," jelasnya.

Kini, Syarif tidak hanya sukses dalam bisnisnya, tetapi juga aktif sebagai pengajar di SD Muhammadiyah 8 Banjarmasin. Ia mengajar Muatan Lokal dan Bahasa Arab serta menjabat sebagai wakil kepala sekolah. "Saya ingin memberikan kontribusi positif dalam dunia pendidikan," ungkapnya.

Dengan sistem manajemen yang baik, Syarif dapat menjalankan bisnis dan tugas mengajarnya tanpa kendala. "Saya memiliki tim yang kompeten untuk menangani operasional sehari-hari, sehingga saya bisa fokus pada pengajaran," jelasnya. Keseimbangan ini membantunya tetap produktif dalam kedua bidang.

Target ke depan, Syarif bercita-cita memperluas jaringan bisnis dan membentuk kemitraan strategis. Ia ingin menyediakan layanan mentoring usaha untuk memastikan mitranya mencapai stabilitas. "Kami ingin menciptakan ekosistem bisnis yang saling mendukung dan menguntungkan," pungkasnya.



Syarif believes that in the business world, it is not only important to scale up a business but also to expand networks. "Widening connection makes it easier to get bigger chances," he added.

He uses the philosophy of bamboo growth, where the unseen growth beneath the surface actually forms strong roots. He explained, "After five years, bamboo will have rapid growth. It reflects my belief that a big business needs time to grow."

Not only is Syarif successful in his business, but he is also actively teaching in SD Muhammadiyah 8 Banjarmasin.

He teaches local culture and the Arabic language and has also become the vice principal. "I want to contribute to the education field positively," he said.

With a good management system, Syarif can run his business and teaching duties without any obstacles. "I have a competent team to handle daily operations so that I can focus on teaching," he explained. This balance helps him remain productive in both areas.

Next, Syarif aims to expand his business network and establish strategic partnerships. He aims to provide business mentoring services to ensure his partners achieve stability. "We want to create a mutually supportive and beneficial business ecosystem," he concluded.

Bagus Prasetyo, Pelopor Pernakan Kambing Berkualitas

**Bagus Prasetyo Pioneers
Quality Goat Farming**

Oleh/By : Norhayati



Di mata banyak orang, menjadi peternak sering dianggap sebagai pekerjaan yang identik dengan orang tua dan mereka yang tinggal di pedesaan. Namun, Bagus Prasetyo menunjukkan bahwa dengan ketekunan dan semangat, siapa pun dapat meraih sukses di dunia peternakan.

Bagus yang tumbuh dan besar dalam keluarga peternak, sejak kecil telah membantu kedua orang tua untuk terjun ke bisnis ini. "Orang tua saya tidak ingin memanjakan saya. Mereka mengajarkan saya tentang tanggung jawab dan kerja keras," ujarnya.

Meski ia memiliki impian untuk bekerja di sektor tambang, takdir berkata lain ketika sebuah kecelakaan tragis merenggut tangan kirinya pada tahun 2015. Kejadian tersebut membuatnya merasa terpuruk, seolah dunia runtuh di hadapannya. "Saya bertanya-tanya, 'Kenapa harus saya?' Namun, di saat-saat terkelam, saya menemukan kekuatan untuk bangkit," ungkapnya.

Bagus menemukan dukungan dari istrinya, Rahmi, yang selalu memberinya harapan. "Dia adalah malaikat saya, yang percaya bahwa

In the eyes of many, being a farmer is a job associated with the elderly and those who live in rural areas. However, Bagus Prasetyo demonstrates that with perseverance and passion, anyone can achieve success in the world of farming.

Bagus, who grew up in a farming family, has been helping his parents in this business since he was a child. "My parents didn't want to spoil me. They taught me about responsibility and hard work," he said.

Although he had dreams of working in the mining sector, fate shifted it with a tragic accident, which took his left hand in 2015. The accident made him feel devastated as if the world was collapsing in front of him. "I kept wondering why it had to be me. However, in those darkest moments, I found the strength to rise," he said.

Bagus found his strength thanks to his wife, Rahmi. "She is my angel. She believes that I am still valuable despite my condition," he added. With determination and family support, Bagus decided to venture into the goat farming industry, which began after he became acquainted with the YESS Program.



saya masih bisa berharga meskipun dalam keadaan ini," tambahnya. Dengan tekad dan dukungan keluarga, Bagus memutuskan untuk terjun ke dunia peternakan kambing, yang dimulai setelah ia mengenal Program YESS.

"Dari program itu, saya belajar banyak tentang manajemen peternakan dan akhirnya berhasil menjadi peternak yang sukses," kata Bagus dengan penuh semangat.

Kini, ia mengelola "Prasetyo Farm," yang dimulai dengan hanya satu kambing pejantan dan tiga betina, dan kini telah berkembang menjadi 35 ekor kambing berkualitas tinggi.

Namun, perjalanan Bagus tidak semulus yang dibayangkan. Dia harus menghadapi tantangan besar, termasuk wabah Penyakit Mulut dan Kuku (PMK) yang hampir membuatnya gulung tikar. "Banyak pembeli yang enggan membeli ternak. Harga melonjak, dan risiko semakin tinggi," jelasnya. Selain itu, ia juga harus melawan stigma masyarakat yang sering meremehkan jenis kambing Etawa Ras Kaligesing yang ia pelihara.

"Saya harus menjelaskan kepada masyarakat mengapa kambing Etawa lebih berkualitas dan harganya lebih tinggi," tambahnya. Bagus juga berusaha mengubah pola pikir peternak lokal tentang pemberian

"From the program, I learned a lot about farm management and eventually became a successful farmer," said Bagus with enthusiasm.

Now, he manages "Prasetyo Farm," which started with just one male goat and three females and has now grown to 35 high-quality goats.

However, Bagus's journey is not as smooth as it seems. He had to face major challenges, including the Foot and Mouth Disease (FMD) outbreak, which almost drove him out of business. "Many buyers were reluctant to purchase livestock. Prices skyrocketed, and the risks increased," he explained. In addition, he also had to fight against the stigma from society, which often underestimated the breed of his goats, the Etawa Kaligesing.

"I had to explain to the community why Etawa goats are better and more expensive," he added. Bagus also tried to change the mindset of local farmers about feeding practices. By fermenting livestock feed using tofu and corn waste, he successfully helped other farmers overcome feed supply issues.

"I want young people to not feel ashamed of becoming farmers. It is a good business, and it opens a lot of opportunities," said Bagus.

Through the YESS Program, he received training in various fields,

pakan. Dengan cara fermentasi pakan ternak menggunakan limbah tahu dan jagung, ia berhasil membantu peternak lain mengatasi masalah pasokan pakan.

"Saya ingin para pemuda tidak merasa malu menjadi peternak. Ini adalah usaha yang bergengsi dan memberikan banyak peluang," kata Bagus.

Dari Program YESS, ia mendapatkan pelatihan di berbagai bidang, termasuk administrasi keuangan dan penyusunan proposal bisnis. "Ini sangat membantu saya dalam mengelola usaha," katanya.

Prasetyo Farm kini dikenal luas dan banyak peternak yang belajar darinya. Dengan pengadaan bibit kambing berkualitas dari Purworejo, Bagus bertekad untuk meningkatkan derajat peternak lokal. "Saya ingin kambing menjadi komoditas unggul di Kalimantan Selatan," tambahnya.

Bagus juga sangat peduli terhadap lingkungan. Dengan mengolah pakan dari limbah, ia memberikan dampak positif bagi ekosistem. "Ini juga membantu masyarakat dengan memberikan pekerjaan dan pupuk yang lebih murah," ujarnya. Berkat usaha kerasnya, ia mampu meraih omset bersih hingga Rp 50 juta per bulan.

Prasetyo Farm juga aktif mengikuti kontes ternak, dengan harapan untuk memperkenalkan nilai seni dalam beternak. "Saya ingin masyarakat melihat bahwa beternak kambing memiliki nilai estetika dan bisnis," ungkapnya. Keberhasilannya meraih penghargaan dalam kontes ternak semakin mengukuhkan namanya di dunia peternakan.

"Saya berharap kisah ini bisa menginspirasi pemuda lain untuk tidak ragu terjun ke dunia peternakan," tutupnya. Bagus kini tidak hanya menjadi peternak sukses, tetapi juga seorang inspirator bagi generasi muda untuk mengubah pandangan mereka terhadap dunia peternakan.



including financial administration and business proposal preparation. "This has been very helpful in managing my business," he said.

Prasetyo Farm is now widely known, and many farmers learn from him. By sourcing high-quality goat breeding stock from Purworejo, Bagus is determined to elevate local farmers' lives. "I want goats to become a leading commodity in South Kalimantan," he added.

Bagus is also very concerned about the environment. By processing feed from waste, he has a positive impact on the ecosystem. "This also helps the community by providing jobs and cheaper fertilizer," he said. Thanks to his hard work, he has achieved a net turnover of up to IDR 50 million per month.

Prasetyo Farm is also actively participating in livestock competitions with the hope of introducing the artistic value of farming. "I want people to see that goat farming has both aesthetic and business value," he said. His success in winning awards at livestock competitions has further solidified his name in the farming world.

"I hope this story can inspire other young people to not hesitate to enter the world of farming," he concluded. Bagus is now not only a successful farmer but also an inspiration for the younger generation to change their perspective on the farming industry.

Terapkan Teknologi, Ainun Sukses Beternak Ayam Broiler

Using Technology, Ainun Succeeds in Broiler Chicken Farming

Oleh/By : Norhayati

Lahir dari keluarga petani, Ainun Jariah tentu sudah sangat paham dengan seluk beluk dunia pertanian. Karena itu tidak heran bila perempuan kelahiran 1 Juni 1996 di Jambu Raya ini memutuskan untuk terjun ke pertanian khususnya peternakan ayam broiler.

Setelah menyelesaikan pendidikan di MIN Jambu Raya dan SMPN 2 Aluh-Aluh, Ainun melanjutkan ke SMK Harapan Bangsa dengan jurusan Administrasi Perkantoran. Tak hanya fokus pada pendidikan, di sela-sela kuliah di Universitas Lambung Mangkurat, Fakultas Ekonomi dan Bisnis Prodi Akuntansi, ia juga bekerja sebagai Kaur Keuangan di kantor desa Jambu Raya.

"Saya menyisihkan sebagian gaji untuk modal usaha. Melihat potensi dari usaha ayam potong di lahan ayah, saya merasa ini adalah peluang yang menjanjikan," ungkap Ainun.

Namun, Ainun menyadari bahwa dunia peternakan, khususnya ayam broiler, tidaklah mudah. Ia harus menghadapi berbagai tantangan, seperti kesehatan dan penyakit ayam, kualitas pakan, manajemen kandang, hingga fluktuasi harga pasar.

"Ayam broiler rentan terhadap penyakit seperti flu burung dan

Born and raised in a farming family, Ainun Jariah is certainly very familiar with the ins and outs of the agricultural world. It is no surprise that the woman, who was born on June 1, 1996, in Jambu Raya, decided to venture into agriculture, particularly broiler chicken farming.

After completing her education at MIN Jambu Raya and SMPN 2 Aluh-Aluh, Ainun continued her studies at Harapan Bangsa Vocational High School, majoring in Office Administration. She also worked as the Financial Officer at the Jambu Raya village office during her studies at Lambung Mangkurat University, Faculty of Economics and Business, majoring in Accounting.

"I set aside some of my salary as the capital for my business. Seeing the potential of broiler chicken farming on my father's land, I felt that it was a promising opportunity," said Ainun.

However, Ainun realized that farming, especially broiler chicken farming, is not easy. She had to face various challenges, such as poultry health and diseases, feed



masalah pernapasan. Penanganan penyakit ini memerlukan biaya tinggi," jelasnya. Ainun juga harus cermat dalam memilih pakan berkualitas, karena kenaikan harga pakan dapat berdampak besar pada biaya produksi dan margin keuntungan.

Selain itu, Ainun harus menjaga kebersihan kandang agar terhindar dari penyakit. "Kondisi lingkungan yang buruk dapat menurunkan produktivitas ayam. Oleh karena itu, saya harus selalu waspada dan menerapkan standar kebersihan yang tinggi," tambahnya.

Ainun merasa beruntung dapat mengikuti Program YESS, yang memberinya dukungan dalam mengembangkan usaha peternakannya. "Setelah mendapatkan hibah kompetitif, kapasitas produksi saya meningkat signifikan. Dari 800 ekor, kini saya dapat memelihara hingga 2000 ekor ayam," katanya dengan bangga.

Program ini tidak hanya membantunya dalam aspek manajerial, tetapi juga memberikan pengetahuan mengenai praktik terbaik dalam usaha ayam broiler.

Inovasi adalah kunci untuk mengatasi berbagai tantangan dalam peternakan ayam broiler. Ainun mengadopsi teknologi otomasi untuk meningkatkan efisiensi operasional. "Dengan sistem pemberian pakan otomatis dan pemantauan kesehatan ayam melalui sensor, saya dapat mengurangi tenaga kerja manual dan memastikan ayam mendapatkan

quality, coop management, and market price fluctuations.

"Broiler chickens are vulnerable to diseases like bird flu and respiratory problems. Handling these diseases requires high costs," she explained. Ainun also had to choose quality feed meticulously, as rising feed prices could have a significant impact on production costs and profit margins.

Moreover, Ainun had to maintain the cleanliness of the chicken coop to prevent diseases. "Poor environmental conditions can reduce the productivity of the chickens. Therefore, I must always stay alert and implement high cleanliness standards," she added.

Ainun feels fortunate that she could participate in the YESS Program, which provided her with support in developing her poultry business. "After receiving the competitive grant, my production capacity has significantly increased. From 800 chickens, I can now raise up to 2,000 chickens," she said proudly.

This program not only helped her with managerial aspects but also provided knowledge on best practices in broiler chicken farming.

Innovation was a key to addressing various challenges in broiler chicken farming. Ainun adopted automation technology to improve operational efficiency. "With the use of an automatic

perawatan yang baik," ujarnya.

Tak hanya itu, Ainun juga berkolaborasi dengan pemasok pakan berkualitas untuk memastikan ayamnya mendapatkan nutrisi yang tepat. "Kualitas pakan sangat berpengaruh pada pertumbuhan dan kesehatan ayam. Dengan bekerjasama dengan pemasok yang terpercaya, saya dapat menjaga standar kualitas yang tinggi," tambahnya.

Keberlanjutan dalam peternakan ayam broiler adalah hal yang sangat penting bagi Ainun. Ia menerapkan praktik ramah lingkungan, seperti pengelolaan limbah organik menjadi kompos dan memanfaatkan energi terbarukan.

"Dengan menggunakan panel surya untuk mengurangi ketergantungan pada energi fosil, saya tidak hanya menjaga lingkungan, tetapi juga mengurangi biaya operasional," jelas Ainun.

Dampak positif dari usahanya juga dirasakan oleh masyarakat sekitar. "Dengan membuka usaha ini, saya menciptakan lapangan pekerjaan dan memberikan kontribusi pada perekonomian lokal," ungkapnya. Ainun percaya bahwa peternakan yang berkelanjutan dapat membawa manfaat tidak hanya bagi dirinya tetapi juga bagi komunitas.

Ainun memiliki visi yang jelas untuk masa depannya. "Saya ingin memastikan kesejahteraan hewan menjadi prioritas utama dalam usaha saya. Sertifikasi kesejahteraan hewan adalah salah satu tujuan saya ke depan," katanya.

Ia juga berkomitmen untuk terus berinovasi dengan mengadopsi teknologi terbaru dalam operasional peternakannya.

"Ada banyak peluang untuk mengembangkan produk bernilai tambah, seperti ayam organik atau produk olahan ayam. Ini tidak hanya akan meningkatkan pendapatan, tetapi juga memenuhi permintaan pasar yang semakin tinggi," tambah Ainun.

feeding and sensor-based health monitoring system for the chickens, I can reduce manual labor and ensure that the chickens get proper care," Ainun said.

In addition, she also collaborated with a quality chicken feed supplier to ensure that her chickens get the best nutrition. She added, "The feed quality significantly impacts the growth and health of the chickens. By collaborating with a trusted supplier, I can maintain high-quality standards for my chickens."

Sustainability in broiler chicken farming was essential to Ainun. She applied environmentally friendly practices, such as processing organic waste into compost and utilizing renewable energy.

"By using solar panels to reduce dependence on fossil fuel, I'm not only protecting the environment but also reducing the operating costs," she explained.

Her business also positively impacted the surrounding community. "Through this business, I create job opportunities and help the local economy," she said. Ainun believed that sustainable farming could bring benefits not only to herself but also to the community.

She also had a clear vision for her future. "I want to ensure that animal welfare becomes the main priority in my business. To be animal welfare certified is one of my future goals," she said.

She was also committed to continuously innovating by adopting the latest technologies in her livestock operations.

"There are a lot of opportunities to develop value-added products, such as organic chicken or processed chicken products. This will both increase business income and satisfy increasingly high market demand," Ainun added.

Pandai Melihat Peluang, Siti Raudati Sukses Beternak Kambing

Good at Seizing Opportunities, Raudati Starts A Goat Farming Business

Oleh/By : Norhayati

Membangun Sobat Farms Alifa, Siti Raudati ingin menegaskan bahwa peternakan ini bukan hanya sekadar bisnis, tetapi juga merupakan bentuk persahabatan dan kecintaan terhadap kegiatan peternakan yang dapat memberikan hasil maksimal.

"Saya percaya, dengan menjadikan peternakan ini sebagai bagian dari keluarga, kami bisa lebih mencintai dan merawatnya dengan baik," ungkap Siti saat ditemui di kandangnya Kecamatan Mataraman, Kabupaten Banjar,.

Motivasi Siti untuk memulai usaha ternak kambing ini muncul dari potensi sumber daya lokal yang melimpah. Lokasi di Desa Tanah Abang yang strategis, ditunjang dengan lahan kebun sawit yang luas, menyediakan rumput hijau yang subur sebagai pakan kambing.

"Keluarga saya juga memiliki latar belakang petani, terutama ayah yang juga seorang peternak kambing. Saya banyak belajar dari beliau dan suami yang juga gemar beternak," jelas Siti, yang melihat peluang ini sebagai cara untuk meningkatkan perekonomian keluarga.

Usaha ini dimulai Siti dengan modal awal empat ekor kambing dan sebuah

By establishing Sobat Farms Alifa, Siti Raudati aims to emphasize that her farm is not merely a business. It represents a bond of friendship and fondness for livestock activities that can yield maximum results.

"By making this farm a part of my family, I believe that I can love and take better care of them," Siti said at her farm in Matraman, Banjar Regency.

Siti's motivation to start this business came from the abundant local resource potential. She lives in Tanah Abang Village, a strategic area with extensive palm oil plantations and fertile grasslands for goat grazing.

"My family also has a background in farming. My father is a goat farmer. I learn a lot from him, as well as from my husband, who also enjoys raising livestock," Siti explained. She saw this farming opportunity as a way to improve her family's finances.

She began her business with four goats and a small goat pen of 2 x 4 meters (86 square feet). Due to her determination to raise livestock and support from her family, Siti was able to expand her business. "In



kandang sederhana berukuran 2 x 4 meter. Dengan keuletan dan dukungan dari keluarganya, ia berhasil memperluas usaha ini. "Tahun 2022, saya melihat potensi lahan yang lebih besar dan memutuskan untuk membuat kandang baru berukuran 5 x 8 meter yang mampu menampung 20-25 ekor kambing," jelasnya.

Kesempatan emas datang pada September 2023, ketika Siti berhasil mendapatkan hibah kompetitif dari Program YESS. "Saya membeli 17 ekor kambing baru dari dana hibah tersebut. Sekarang, total kambing di kandang kami sudah mencapai 60 ekor," tambahnya dengan bangga.

Sobat Farms Alifa tidak hanya fokus pada produksi, tetapi juga memanfaatkan limbah kotoran kambing sebagai pupuk organik. Limbah ini bermanfaat bagi lahan pertanian dan dapat menjadi alternatif pengganti pupuk buatan yang mahal. "Dengan memanfaatkan limbah ternak, kami dapat membantu lingkungan dan petani lokal," ujar Siti.

Permintaan pasar untuk daging kambing terus meningkat, terutama di rumah makan dan pada saat perayaan keagamaan seperti Idul Adha dan

2022, I saw a greater land potential and decided to build a new pen with a size of 5 x 8 meters (430,5 square feet) that could accommodate 20 to 25 goats," she explained.

A golden opportunity arose in September 2023 when she obtained a competitive grant from the YESS Program. "I used the grant to buy 17 goats. Now, we have 60 goats in our pen," she said proudly.

Sobat Farms Alifa focused not only on livestock production but also on the utilization of goat manure as an organic fertilizer. Goat manure is a valuable resource for agriculture and can be used as an alternative to expensive inorganic fertilizers. "By utilizing livestock waste, we can protect the environment and help local farmers," she said.

The demand for goat meat continuously increased, especially from restaurants and during religious celebrations such as Eid al-Adha and aqiqah. "The goats we raise are highly sought after by restaurants and the community for special events," she explained. She also manages her livestock sales through Facebook and



akikah. “Kambing yang kami pelihara banyak dicari oleh restoran dan juga masyarakat untuk acara-acara tertentu,” kata Siti, yang mengelola penjualan melalui media sosial dengan nama @SobatFarmsAlifa di Facebook dan Instagram.

Namun, perjalanan Siti tidak selalu mulus. Ia menghadapi berbagai tantangan, termasuk perubahan cuaca dan kesehatan kambing. “Kesehatan hewan dan kualitas pakan sangat penting. Kami harus selalu waspada terhadap penyakit,” ungkapnya.

Persaingan juga semakin ketat dengan masuknya kambing dari pulau Jawa ke pasar lokal, yang mengakibatkan harga terkadang turun. “Namun, kami terus berinovasi dan mencari solusi agar usaha ini tetap berkelanjutan,” ujar Siti.

Program YESS telah memberikan banyak dukungan, mulai dari pelatihan hingga pendampingan dalam pengelolaan keuangan. “Saya sangat berterima kasih kepada Program YESS. Mereka membantu kami memahami pentingnya pencatatan keuangan dan memanfaatkan potensi lokal,”

Instagram using an account named @SobatFarmsAlifa.

However, her journey was marked by several challenges along the way, such as weather changes and health problems in her goats. “Animal health and feed quality are very important things. We must always be vigilant against animal disease,” she said.

The competition in goat farming was getting more intense with the arrival of goats from Java in the local markets, which sometimes led to a decrease in prices. However, we always continue to innovate and find solutions to sustain our business,” she said.

The YESS Program provided her with various supports, from training to mentoring in financial management. “I’m really thankful to the YESS Program as it helps us to understand the importance of financial records and utilizing local potential,” she said.

With her current achievements, Siti has developed a big plan for her future. “I want to develop this business further, perhaps by partnering with other farmers and expanding our market reach,” she added.



tuturnya.

Melihat pencapaian saat ini, Siti memiliki rencana besar untuk ke depannya. "Saya ingin mengembangkan usaha ini lebih jauh, mungkin dengan menjalin kemitraan dengan peternak lain dan memperluas jangkauan pasar kami," tambahnya.

Berkat dedikasi dan kerja keras, Sobat Farms Alifa kini tidak hanya menjadi tempat beternak kambing, tetapi juga contoh bagi peternak muda lainnya. Siti mengajak generasi muda untuk tidak ragu terjun ke dunia peternakan. "Bagi saya, menjadi peternak itu keren. Kita bisa menciptakan peluang dan memberi dampak positif bagi masyarakat," ujarnya penuh semangat.

Dengan inovasi dan keberanian, Sobat Farms Alifa menunjukkan bahwa peternakan tidak hanya memberikan keuntungan ekonomi, tetapi juga berkontribusi pada keberlanjutan lingkungan dan pengembangan komunitas lokal. Siti Raudati dan Sobat Farms Alifa adalah bukti nyata bahwa dengan kerja keras, impian dapat terwujud, dan usaha peternakan dapat berkembang dengan baik.

Due to Siti's dedication and hard work, Sobat Farms Alifa has become not only a place to raise goats but also a source of inspiration for other farmers. She encouraged young people to embrace opportunities in animal husbandry without hesitation. "For me, being a farmer is cool. We can create opportunities and positively impact the community," she said with such enthusiasm.

With the owner's innovation and courage, Sobat Farms Alifa shows that a farm business can both provide economic benefits and contribute to environmental sustainability and local community development. With Sobat Farms Alifa, Siti Raudati proves that through hard work, a dream can come to life: a farm business that flourishes well.

Ketekunan Rohana Beternak Bebek, **Bertelur Sukses**

***Rohana's Dedication to Duck Farming
Yields Outstanding Egg Production***

Oleh/By : Fathul

Di tengah tantangan ekonomi yang semakin kompleks, Rohana, seorang ibu rumah tangga asal Desa Pasar Kamis memilih untuk beternak bebek sebagai penopang ekonomi keluarga. Dengan ketekunan dan semangat juang yang tinggi, ternak bebeknya berkembang pesat dan bisa menjadi inspirasi bagi warga sekitar untuk mengikuti langkahnya.

Sebelum terjun ke dunia peternakan bebek, Rohana dan keluarganya pernah mencoba berbagai usaha, termasuk budidaya tambak nila dan pertanian padi. Sayangnya, keduanya berakhir dengan kegagalan.

"Kegagalan itu mengajarkan saya banyak hal. Saya tidak menyerah, justru semakin bertekad untuk mencari peluang lain," ungkap Rohana, mengenang pengalaman pahit tersebut.

Berbekal pengetahuan dari orang tuanya yang telah berpengalaman dalam beternak bebek, ia pun memutuskan untuk mencoba peruntungannya. "Saya merasa beternak bebek lebih sesuai dengan kondisi dan potensi yang ada di desa ini," tuturnya. Keputusan ini terbukti menjadi titik balik dalam hidupnya.

Amidst growing economic challenges, Rohana, a housewife from Pasar Kamis Village, took the initiative to establish a duck farming business to strengthen her family's financial stability. With determination and enthusiasm, her business has grown rapidly, and it inspires the surrounding community to follow her lead.

Before jumping into duck farming, Rohana and her family tried various businesses, including tilapia farming in a pond and rice cultivation. However, both businesses failed.

"I learned a lot from those failures. I did not give up. I was even more determined to find other opportunities," Rohana said, recalling her bitter experiences.

Drawing upon the expertise of her parents, who were experienced in duck farming, she decided to raise ducks herself. "I believe that duck farming aligns better with this village's condition and potential," she stated. This decision further became a turning point in her life.

Sebelum bergabung dengan Program YESS dari Kementan RI, Rohana hanya mampu mengelola kurang dari 50 ekor bebek dengan produktivitas yang terbatas.

Namun, setelah mengikuti berbagai pelatihan dan mendapatkan bimbingan dari fasilitator muda, ia mulai melihat perubahan signifikan dalam usahanya. "Dengan pelatihan yang saya terima, saya belajar banyak tentang manajemen yang lebih efisien," ujarnya dengan antusias.

Berkat dukungan Program YESS, Rohana berhasil mendapatkan hibah kompetitif yang memungkinkan dia untuk mengembangkan usahanya. "Dukungan modal ini sangat membantu saya untuk memperluas skala operasional," tambahnya.

Kini, bebek yang awalnya hanya 50 ekor telah berkembang menjadi lebih dari 200 ekor, dan kandang ternak yang semula seadanya kini menjadi dua kandang yang jauh lebih baik.

Rohana yang merupakan seorang ibu dari tiga anak tidak hanya fokus pada meningkatkan jumlah ternak. Ia juga menghadapi tantangan pemasaran dengan kreatif. "Ketika pasar sepi, saya mulai mengolah telur bebek menjadi telur asin. Ternyata, produk ini sangat diminati masyarakat," ujarnya sambil tersenyum. Inovasi ini tidak hanya meningkatkan variasi produk tetapi juga menjaga pendapatan keluarganya.

Dengan keterampilan dan pengetahuan yang dimilikinya, ia pun memperkenalkan produk telur asinnya ke pasar yang lebih luas melalui media sosial. "Saya ingin produk saya dikenal lebih banyak orang," kata Rohana.

Keberaniannya untuk beradaptasi dengan kebutuhan pasar dan mengoptimalkan strategi pemasaran menjadi kunci keberhasilannya. Ia tidak ragu untuk memanfaatkan platform online dan berkolaborasi dengan pedagang lokal agar produknya dapat lebih dikenal.

Before joining the YESS Program from the Ministry of Agriculture of the Republic of Indonesia, Rohana could only raise less than 50 ducks with limited productivity.

After taking various training and getting mentoring from young facilitators, she began to recognize significant changes in her business. "Through those trainings, I learned a lot about efficient farming management," she said enthusiastically.

Thanks to the support provided by the YESS Program, Rohana successfully obtained a competitive grant that could be used to develop her business. "This capital support will be very helpful for me in expanding my business's operational scale," she added.

She successfully increased the number of her ducks from 50 to more than 200. Currently, she also has two duck pens, which are in much better condition than her previous duck pen.

Rohana, a mother of three children, focused on not only increasing the number of her livestock but also facing marketing challenges creatively. "When markets are getting quiet, I will start to process duck eggs into salted eggs. Turns out, salted eggs are in great demand by the public," she said, smiling. This innovation both increased the product variety and stabilized her family's income.

With her skill and knowledge, Rohana introduced her homemade salted eggs to the wider market reach through social media. "I want my product to be recognized by a lot more people," she said.

Her courage in adapting to market demands and optimizing the marketing strategy is the key to her business success. She did not hesitate to utilize online platforms and collaborate with local traders to promote her products.



Meskipun perjalanan Rohana tidak selalu mulus, ia tetap teguh menghadapi setiap tantangan yang datang. Di awal tahun 2024, hampir seluruh peternak bebek di daerahnya mengalami gejala penyakit menular,

Although her journey was not always easy, Rohana remained steadfast in facing every challenge. In early 2024, almost all duck farmers in the village, including Rohana, dealt with infectious animal disease

termasuk bebek yang ia pelihara. "Saya sangat khawatir saat itu. Penyakit ini bisa merusak semua usaha yang telah saya bangun," ungkapnya.

Dengan sigap, Rohana mengambil langkah antisipasi dengan memisahkan bebek yang terinfeksi dan memberikan perawatan yang tepat.

"Menjaga kesehatan bebek adalah prioritas utama. Saya menggunakan berbagai jenis obat, baik herbal maupun kimia, untuk membantu mereka pulih," jelasnya.

Langkah-langkah proaktif ini tidak hanya membantu mengendalikan wabah penyakit tetapi juga menjaga kesehatan bebek lainnya, memastikan bahwa usahanya tetap beroperasi dengan baik meskipun menghadapi tantangan serius.

"Saya berharap usaha ternak bebek petelur ini dapat terus berkembang dan mencapai kesuksesan yang lebih besar di masa depan" ujarnya. Dengan dedikasi dan inovasi yang telah diterapkan, ia percaya peternakannya akan mampu meningkatkan produktivitas dan kualitas produk.

Melalui kisah Rohana, kita diingatkan bahwa di balik setiap usaha yang berhasil terdapat ketekunan, inovasi, dan keberanian untuk menghadapi tantangan. Ia bukan hanya seorang peternak, tetapi juga seorang inspirator bagi komunitasnya. "Saya ingin anak-anak saya melihat bahwa kerja keras dan ketekunan akan membuahkan hasil," tutupnya.

Dengan semangat yang tak pernah padam, Rohana telah membuktikan bahwa melalui usaha dan inovasi, siapa pun dapat meraih kesuksesan. Perjuangannya tidak hanya mengubah nasib keluarganya, tetapi juga memberikan inspirasi bagi banyak orang di sekitarnya. "Saya ingin menjadi contoh bagi orang-orang di desa ini, bahwa dengan tekad dan kerja keras, kita bisa sukses di bidang pertanian," pungkasnya dengan bangga.

attacking their ducks. "I was very concerned during that time. The disease would ruin the business that I had built," she said.

Then, she quickly took anticipatory actions by separating infected ducks from healthy ducks and providing proper care for them.

"My priority was maintaining the duck's health. I used various medicines, both herbal and chemical, to treat the infected ducks," she explained.

Rohana's proactive actions could both control the disease outbreak and protect the other ducks' health, ensuring that her business continued to operate safely despite a serious challenge.

"I hope that this egg-laying duck farming business can continue to grow and achieve greater success in the future," she remarked. With the dedication and innovation that she had implemented, Rohana believed that she would be able to increase the productivity and product quality of her livestock.

Rohana's journey shows that behind every successful business lies determination, innovation, and courage, which must be implemented to face challenges. She is not just a farmer. She is also an inspiration for the surrounding community. "I want my children to see that hard work and determination will pay off," she concluded.

With unwavering enthusiasm, Rohana has proven that anyone can achieve success through efforts and innovations. Her struggle has not only changed her family's condition but also inspired a lot of people around her. "I want to inspire people in this village that through hard work and determination, we can achieve success in farming," she said proudly.

Hidayaturrizki, Guru Honorer Sukses Bertani Cabai

***Hidayaturrizki: An Honorary Teacher
Thriving in Chili Cultivation***

Oleh/By : Norhayati



Seorang guru honorer bernama Hidayaturrizki telah menunjukkan bahwa kesuksesan bisa diraih melalui jalan yang tidak terduga. Dengan latar belakang pendidikan S1 Pendidikan Jasmani Olahraga dan Kesehatan (PJOK), ia kini menjadi petani cabai di Kecamatan Karang Intan, Kabupaten Banjar. Keputusan untuk beralih profesi ini bukanlah hal yang biasa, tetapi didasari rasa ingin tahu dan ambisi untuk membuktikan potensi luar biasa dari sektor pertanian.

Hidayaturrizki mengawali perjalanannya setelah mendengar cerita dari seorang teman yang bekerja sebagai petani. "Awalnya, saya penasaran. Teman saya sering bercerita tentang pekerjaannya, tetapi pendapatannya terlihat tidak jelas. Saya pun mulai menyelidiki apakah benar petani itu hidup dalam keterbatasan," katanya.

Dari risetnya, Hidayaturrizki menemukan bahwa satu siklus panen dari 500 pohon cabai bisa menghasilkan uang sebesar Rp 10-12 juta. "Itu cukup menjanjikan dan membuat saya semakin tertarik untuk terjun ke dunia pertanian," tambahnya.

Namun, langkahnya untuk menjadi petani tidak semudah membalikkan

An honorary teacher named Hidayaturrizki has proven that success can be achieved through an unexpected path. With a bachelor's degree in Physical Education, Sports, and Health, Hidayaturrizki has now become a chili farmer in Karang Intan, Banjar Regency. The decision to change his profession was not made casually. It stemmed from his curiosity and ambition to prove the extraordinary potential of the agricultural sector.

He started his journey after listening to a story from a friend who worked as a farmer. "At first, I was just curious. My friend often talked about his job, but it wasn't clear how much he made. And then I began my observation to see if farmers indeed live in a poor condition," he said.

Hidayaturrizki, in his research, found that a single harvesting cycle of 500 chili plants could generate IDR 10-12 million. "It is quite promising, and it has piqued my interest to explore the agriculture sector," he added.

However, his journey to be a farmer was not as simple as flipping a coin. Hidayaturrizki had to face

telapak tangan. Hidayaturrizki harus menghadapi berbagai tantangan, mulai dari keterbatasan sumber daya manusia (SDM), perubahan cuaca yang tidak menentu, hingga serangan hama. "Setiap hari, kami harus memantau kondisi cuaca dan kesehatan tanaman. Cuaca ekstrem bisa sangat memengaruhi hasil panen kami," ungkapnya.

Hidayaturrizki juga merasakan dampak dari harga cabai yang tidak stabil, yang terkadang membuatnya merasa cemas. "Kami harus pintar-pintar dalam mengelola keuangan, terutama saat harga cabai anjlok," ujarnya.

Meskipun banyak rintangan yang harus dihadapi, Hidayaturrizki merasa beruntung mendapatkan dukungan dari berbagai program pertanian. "Pelatihan Literasi Keuangan sangat membantu saya dalam mengatur pencatatan keuangan usaha. Selain itu, Pelatihan Proposal Bisnis membantu saya dalam mengajukan bantuan," tuturnya.

Salah satu pencapaian yang membanggakan adalah penerimaan Dana Hibah Kompetitif sebesar Rp 50 juta pada tahun 2022.

"Dengan bantuan tersebut, saya dapat memperluas usaha dan meningkatkan kapasitas produksi," jelasnya dengan penuh semangat.

many challenges, such as limited human resources, unpredictable weather, and pest infestation. "We need to monitor the weather and plants' health every day. Extreme weather greatly influences our crops," he said.

Hidayaturrizki was also affected by unstable chili prices, which sometimes made him worry. "We have to be smart in managing finances, especially when the chili price drops," he remarked.

Although many challenges arose, Hidayaturrizki felt lucky to have gained support from diverse agricultural programs. "Training on financial literacy really helps me in recording business finance. In addition, training in drafting business proposals helps me seek support," he stated.

One of the most remarkable achievements was receiving a Competitive Grant Program amounting to IDR 50 million in 2022.

"I used the grant to expand my business and increase production capacity," he explained excitedly.

Moreover, he has also obtained a National Professional Certification Agency (BNSP) Certification for Chilli Farmers, officially affirming his skills in chili farming. "This certificate boosts my confidence,





Sertifikasi BNSP Petani Cabai yang ia peroleh juga memberikan pengakuan resmi atas keterampilannya dalam bertani cabai. "Sertifikasi ini membuat saya lebih percaya diri dan siap bersaing di pasar," tambahnya.

Sebagai seorang petani muda, Hidayaturrizki berani mengadopsi praktik pertanian organik yang ramah lingkungan. "Kami menggunakan kompos organik dan mengurangi penggunaan pestisida kimia.

Selain itu, kami juga menerapkan rotasi tanaman untuk menjaga kesuburan tanah," jelasnya. Dengan inovasi ini, ia tidak hanya berkontribusi pada lingkungan, tetapi juga menghasilkan produk yang lebih sehat dan berkualitas tinggi.

Kolaborasi juga menjadi kunci keberhasilan bagi Hidayaturrizki. Ia aktif berpartisipasi dalam kelompok tani "Gawi Manuntung" di Kecamatan Cintapuri Darussalam, di mana mereka saling berbagi ilmu dan pengalaman. "Berkolaborasi dengan penyuluh dan Dinas Pertanian sangat membantu

and I am ready to compete in the market," he added.

As a young farmer, Hidayaturrizki dares to adopt eco-friendly organic agricultural practices. "We use compost and reduce pesticide use."

We also implement plant rotation to maintain soil fertility," he mentioned. Through this innovation, not only does he contribute to the environment, but he also produces healthier and higher-quality products.

Collaboration is also Hidayaturrizki's key to success. He actively participates in a farmer group called "Gawi Manuntung", an association where they share knowledge and experience, in Cintapuri Darussalam Subdistrict. "We collaborate with a agricultural extension worker and the Agricultural Office to help us address diverse issues," he commented.

Partnership with middlemen

kami dalam mengatasi berbagai masalah yang dihadapi," tuturnya.

Kemitraan yang dijalin dengan pengepul dan penjual kuliner juga menjadi langkah strategis untuk meningkatkan distribusi produk cabai. "Dengan jaringan yang lebih luas, kami dapat menjangkau lebih banyak konsumen dan meningkatkan pendapatan," katanya.

Keberlanjutan praktik pertanian yang dijalin Hidayaturrizki terlihat dari peningkatan pendapatan yang signifikan. "Setelah mendapatkan bantuan hibah dari Program YESS, pendapatan kami meningkat hingga 50%," ungkapnya.

Selain itu, kesehatan tanah yang terjaga berkat penerapan teknik pertanian yang ramah lingkungan membantu menjaga produktivitas lahan jangka panjang. "Kami berusaha untuk tidak merusak struktur tanah dan menjaga kesuburannya," tambahnya.

Dampak positif lainnya adalah kontribusi terhadap keamanan pangan. Dengan meningkatkan kualitas dan kuantitas hasil panen cabai, petani seperti Hidayaturrizki dapat berkontribusi pada stabilitas harga di pasar lokal. "Kami tidak hanya menghasilkan cabai, tetapi juga mendukung keberlanjutan ekonomi lokal," ujarnya.

Dengan keberhasilannya, Hidayaturrizki tidak hanya memikirkan kesuksesan pribadi. "Impian saya adalah meningkatkan kualitas hidup masyarakat sekitar. Saya ingin membuktikan bahwa menjadi petani bukanlah pekerjaan yang hina, tetapi bisa membawa perubahan positif," kata Hidayaturrizki, menyalakan semangat bagi generasi muda untuk berani terjun ke dunia pertanian.

Ia berharap lebih banyak pemuda yang mau mencoba bertani dan melihat potensi yang ada. "Dengan kerja keras dan inovasi, kita bisa menciptakan masa depan yang lebih baik melalui pertanian," tuturnya, memancarkan keyakinan.

and food sellers is another strategic measure to increase chili distribution. "We reach a broader consumer base and increase our revenue through this wider network," he explained.

Sustainability of agricultural practices implemented by Hidayaturrizki can be seen from the significant revenue increase. "After obtaining the grant from the YESS program, our revenue increased by 50%," he mentioned.

Moreover, maintained soil health attributed to eco-friendly agricultural practices allows long-term productivity. "We try not to ruin soil structure and maintain its fertility," he added.

Another positive impact that emerges from this practice is food resilience. Price stability in the local market can be realized by farmers like Hidayaturrizki by increasing the quality and quantity of chili crops. "In addition to harvesting chili, we also support local economy sustainability," he exclaimed.

With this success, Hidayaturrizki does not just think about his own success. "My dream is to improve the local community's standard of living. I am determined to prove that being a farmer is not something to be ashamed of and can bring positive changes," Hidayaturrizki exclaimed, boosting the spirit of the youth generation to bravely enter the agricultural sector.

He hopes that many youths are interested in and see the potential of being farmers. "We can create a better future through farming with hard work and innovation," he suggested, reflecting a strong belief.

Ahmad Supian, Sukses **Suplai** **Gabah Keluar** **Daerah**

**Ahmad Supian Earns Success by
Supplying Paddy to Other Regions**

Oleh/By : Muhammad Nur'ied

Keputusan Ahmad Supian untuk menjadi petani sepenuhnya tidak sekadar melanjutkan tradisi keluarga, tetapi sebagai jalan hidup yang ingin dikembangkan. Dengan dedikasi dan ketekunan, kini Ahmad bukan hanya bertani padi, tetapi juga pengepul gabah yang menyuplai padi ke luar daerah hingga mencapai pasar Kalimantan Tengah dan Kalimantan Timur.

Sejak kecil, Ahmad terbiasa membantu orang tuanya di sawah, sebuah pengalaman yang membangun kecintaannya pada bertani. "Melihat hasil dari kerja keras keluarga, saya jadi tergerak untuk mencoba mengelola lahan sendiri," ungkapnya.

Dengan modal awal berupa semangat dan menyewa lahan tetangga, Ahmad mulai menanam padi secara mandiri, lalu merambah usaha jual-beli gabah. Keputusannya ini terbukti berhasil, karena usaha jual-beli gabah memberikan keuntungan memadai untuk memperluas bisnisnya.

Kondisi lahan di desanya tidak memungkinkan bagi Ahmad menanam dua kali dalam satu tahun. "Saat hujan deras, banjir membuat sulit

Ahmad Supian's decision to become a farmer is not just about continuing his family tradition but also a choice to pursue a way of life he wishes to develop. Ahmad is dedicated and diligent. Not only does he grow rice, but he also takes on the role of a paddy middleman and supplies it to markets in other regions, such as Central Kalimantan and East Kalimantan.

Ahmad used to help his parents in the rice field when he was young, growing his love for farming through this experience. "Seeing my family's hard work motivated me to try to manage the land," he mentioned.

Ahmad began growing paddy independently and with excitement by renting his neighbor's land. Afterward, he tried a business of buying and selling paddy. His decision brought success. The business of buying and selling paddy earned adequate profit to expand its range.

However, the land conditions in Ahmad's village prevent him from planting paddy twice a year. "Flooding caused by heavy rainfall poses significant challenges to increasing yields," he explained. Additionally, Ahmad had to deal with pest

meningkatkan hasil panen,” jelasnya. Ahmad juga menghadapi tantangan hama seperti wereng, tikus, keong, dan burung, yang memengaruhi produksi padi.

Namun, kondisi ini tak membuat Ahmad menyerah. Ia percaya, kunci sukses bukan hanya pada kuantitas panen, tetapi juga kemampuannya memanfaatkan jaringan pasar. Di masa tingginya permintaan gabah atau beras, ia menyuplai hingga ke luar daerah. Jika permintaan lokal turun, Ahmad beralih menjual beras ke masyarakat sekitar. Strategi ini terbukti sukses dan membuat usahanya bertahan di tengah berbagai rintangan.

Dengan permintaan dari *ofttaker* besar yang menjangkau luar daerah, Ahmad berinisiatif untuk mencukupi pasokan lokal dengan membeli gabah dari petani sekitar. Ia bahkan mengambil gabah dari daerah Hulu Sungai ketika pasokan di desanya kurang.

“Memanfaatkan permintaan yang selalu tinggi menjadi peluang besar. Awalnya jual beras ke tetangga, sekarang saya kerja sama dengan agen beras di Martapura,” jelasnya. Kini, usahanya ini membantu membangun kerja sama lebih luas dengan pemasok beras lain di daerah.

Program YESS memberikan dukungan besar bagi perkembangan usaha Ahmad. Melalui program ini, Ahmad mendapat pelatihan pengelolaan usaha, literasi keuangan, dan proposal bisnis.

“YESS memberi dampak luar biasa. Dengan pelatihan dan pendampingan, saya jadi lebih paham cara mengembangkan usaha dan memperluas jaringan,” ungkapnya.

Ia mengikuti pelatihan penyusunan proposal bisnis di BPP Martapura Barat, pelatihan *startup* di BBPP Binuang, dan literasi keuangan yang memperkaya pemahamannya dalam mengelola aset dan perputaran modal. Dengan bantuan ini, Ahmad mencatatkan

infestations, including leafhoppers, rats, snails, and birds, adversely impacting paddy production.

Nevertheless, Ahmad was undeterred by these challenges. He firmly believes that success lies not only in the quantity of the crop but also in the ability to effectively navigate market networks. When demand arises, he supplies paddy or rice to other regions. Conversely, if local demand declines, Ahmad shifts his focus to selling rice within the community. This adaptive strategy has proven successful, enabling him to sustain his business despite numerous obstacles.

Ahmad took the initiative to fulfill the local supply by purchasing paddy from local farmers to meet the demand of large off-takers that reach other regions. He even bought paddy from Hulu Sungai when the supply in his village was not sufficient.

“Constant high demand is a big opportunity. At first, I sold rice to my neighbors, but now I work with rice distributors in Martapura,” he remarked. His business is now assisting wider cooperation with other local rice suppliers.

The YESS Program provides large support to Ahmad's business. He was trained to manage a business, equipped with finance literacy, and learned to prepare business proposals through this program.

“YESS brings a great impact. Through training and guidance, I have gained a better understanding of how to develop a business and expand my network,” he commented.

Ahmad joined business proposal preparation training at the Agricultural Extension Center (BPP) in Martapura Barat, startup training at the National Agricultural Training Center (BBPP) in Binuang, and financial literacy training to deepen his knowledge of asset management and capital turnover. With this kind of support, he earned a turnover of



omset hingga Rp 27,7 juta per bulan pada Mei 2024, dengan total aset senilai Rp4,6 juta.

Untuk memenuhi permintaan gabah, Ahmad bekerja sama dengan petani di Marabahan, Hulu Sungai Tengah, Hulu Sungai Selatan, dan Kasongan di Kalimantan Tengah. Di desanya sendiri, ia aktif di kelompok tani Serasi Desa Sungai Batang dan organisasi Karang Taruna yang mendukung usaha petani muda.

Menurutnya, kolaborasi dengan petani lain mempermudah pasokan gabah. "Organisasi seperti ini sangat penting untuk kelangsungan usaha," kata Ahmad. Kolaborasi ini memungkinkannya menjangkau lebih banyak pasar dan memperkuat jaringan usahanya, sehingga menjaga pasokan tetap stabil meski permintaan berfluktuasi.

Meski belum membuat inovasi besar dalam pengolahan produk,

IDR27.7 million per month in May 2024 with total assets of IDR4.6 million.

Ahmad works with local farmers of Marabahan, Hulu Sungai Tengah, Hulu Sungai Selatan, Kasongan in Central Kalimantan to fulfill paddy demands. Moreover, he actively participates in a farmer association called Serasi in his village, Sungai Batang, and in the Village Youth Association (Karang Taruna) to support young farmers' businesses.

Ahmad believes that collaboration with other farmers facilitates paddy supplies. "These organizations are essential for business sustainability," he mentioned. This collaboration allows him to reach a broader market and strengthen his business network. In consequence, his supplies remain stable under fluctuating demands.

Although he has not made a big innovation in his product processing, Ahmad has shown bravery in fulfilling market demands by purchasing

Ahmad menunjukkan keberanian dalam memenuhi permintaan pasar dengan membeli gabah dari petani setempat untuk dijual kembali. Ketika permintaan meningkat, ia bekerja sama dengan agen beras agar bisa memenuhi kebutuhan lebih cepat dan efisien.

Ahmad juga mencoba meningkatkan indeks pertanaman di lahannya dengan menanam padi dua kali setahun. Namun, banjir dan kondisi lahan yang sering tergenang membuatnya kembali pada pola tanam sekali setahun. Meski demikian, ketekunan Ahmad dalam mencoba metode tanam baru menunjukkan tekadnya untuk terus mengembangkan usaha di tengah kondisi alam yang kurang mendukung.

Pelatihan yang ia dapat dari YESS, terutama *Business Motivations Pathways* (BMP), mengajarkan cara menyusun *Business Model Canvas* (BMC). Pelajaran ini sangat membantunya dalam memetakan skala produksi dan menjaga hubungan baik dengan pelanggan. Baginya, menjaga kepercayaan pelanggan adalah kunci utama.

"Menjaga peluang pasar itu penting, tapi jaringan bisnis juga harus dijaga dengan baik," ujarnya. Dengan menerapkan strategi ini, Ahmad mampu menjaga kelangsungan usaha dan bersaing dengan pemasok lain di pasar yang lebih besar.

Dengan omset bulanan hingga Rp 27,7 juta dan produksi 32 ton gabah dalam satu musim, Ahmad berhasil membuktikan bahwa bertani bisa menghasilkan keuntungan memadai. Dampak positif yang ia bawa melalui usahanya membuka peluang kerja dan memperkuat perekonomian desa.

Ahmad berharap bisa memperluas bisnisnya dan terus berinovasi agar dapat mencapai pasar yang lebih besar. "Harapan saya adalah generasi muda di desa kami bisa mengambil bagian dan ikut serta membangun usaha mereka sendiri," tutupnya.

paddy from local farmers for resale. He works with rice distributors to meet the needs quickly and efficiently when demand increases.

Furthermore, Ahmad has made efforts to increase the crop index on his land by attempting to plant paddy twice a year. However, due to frequent flooding and the flood-prone nature of the land, he has reverted to a once-a-year planting cycle. Despite these challenges, Ahmad remains resolute, continuously exploring innovative planting methods to expand his business and adapt to unfavorable natural conditions.

Training from YESS, especially Business Motivations Pathways (BMP), taught him how to prepare Business Model Canvas (BMC). This training considerably helps him to map the production scale and maintain a good relationship with customers. For him, maintaining customers' trust is the key.

"It is important to maintain market opportunities, but the business network should also be well maintained," he suggested. Ahmad applies this strategy to maintain business sustainability and competitiveness with other suppliers in the wider market.

With a monthly turnover of up to IDR27.7 million and production of 32-ton paddy in one season, Ahmad successfully proves that farming may generate sufficient profits. These positive impacts through his business open up work opportunities and boost the village economy.

Ahmad wishes to expand his business and continue to innovate in order to reach larger markets. "I hope youths in our village are joining and taking part in establishing their own business," he stated.

Akhmad Buhaini, Raup Untung dari Itik Petelur

**Akhmad Buhaini Earns Profit
from Layer Ducks**

Oleh/By : Muhammad Nur'ied

Berawal dari tekad untuk membantu ekonomi keluarga, Akhmad Buhaini memutuskan untuk terjun ke usaha peternakan itik. Dengan kegigihan dan keberanian, pemuda dari desa Pasar Jati ini sukses mengembangkan peternakan itik petelurnya.

Tergerak kondisi keluarga, Akhmad memutuskan untuk mencari cara agar dapat meringankan beban mereka. Menggunakan uang jajan dan pekarangan belakang rumah sebagai tempat usahanya, ia memulai beternak ayam kampung, itik pedaging, dan itik petelur dengan berbekal keberanian.

"Awalnya memang hanya coba-coba, sekadar mengisi waktu luang sambil berharap bisa menghasilkan sesuatu. Tapi ternyata, meski belum besar, hasilnya cukup memuaskan dan memotivasi saya untuk terus menambah ternak sedikit demi sedikit," ujar Akhmad mengisahkan awal perjalanan bisnisnya.

Empat tahun yang lalu, tepatnya pada Agustus 2020, ia memberanikan diri memulai usaha ini secara serius. Namun, bukan tanpa tantangan. Akhmad berkali-kali menghadapi hambatan, seperti ternak yang mati akibat penyakit dan serangan virus flu. Saat itu, ia harus rajin belajar dari para

Starting with the intention of helping his family's economy, Akhmad Buhaini decides to engage in duck farming. This man from Pasar Jati village, with persistence and bravery, has successfully developed his layer duck farming.

Due to his family's condition, Ahmad decided to find a way to ease their burden. Ahmad used his pocket money and backyard to bravely start raising free-range chickens, meat ducks, and layer ducks.

"At first, I was just testing the waters and passing the time while hoping to earn a little. Even though small, it turned out that the outcome was satisfying and motivated me to increase livestock gradually," Ahmad told the story of how his business journey began.

In August 2020, four years ago, Ahmad courageously decided to pursue this business with a serious commitment. However, he encountered numerous obstacles along the way, including livestock losses caused by diseases and influenza outbreaks. At the time, he diligently learned from senior farmers



peternak senior di desanya, mencatat dengan saksama setiap trik dan cara yang diajarkan.

"Saya sering datang ke para orang tua yang sudah lebih berpengalaman. Mereka mengajarkan banyak hal, dari cara menjaga kebersihan kandang sampai tips mencegah penyakit. Ilmu mereka sangat berharga, dan saya sangat berterima kasih," tambahnya.

Di tengah semangat yang membara, sebuah tantangan besar datang. Wabah flu burung menghantam Kecamatan Astambul dan menyebabkan lebih dari 10.000 unggas mati. Banyak peternak mengalami kerugian besar, namun Akhmad bertahan.

Berkat penerapan manajemen kesehatan kandang yang disiplin, seperti penyemprotan disinfektan, pemberian vaksin secara berkala, serta menjaga kebersihan kandang, sebagian besar ternaknya selamat dari wabah tersebut.

in his village. He made a thorough note of each trick and method they taught.

"I often learned from experienced older farmers. They taught me many things, including how to maintain livestock pens and tips to avoid diseases. Their knowledge is invaluable, and I am truly grateful," he added.

In the middle of burning passion, a big challenge came. The avian flu outbreak hit Astambul Subdistrict, resulting in the death of 10,000 poultry. Many farmers suffered from big losses, yet Akhmad survived.

The implementation of disciplined livestock pen health management, such as spraying disinfectant, regular vaccination, and maintaining pen cleanness, saved most of his livestock from the outbreak.



"Kebersihan dan vaksinasi itu penting sekali. Kita tidak bisa lengah sedikitpun karena begitu wabah datang, banyak yang merugi besar. Syukurlah, meskipun sempat terdampak, ternak saya masih bertahan dan tak sampai mengalami kerugian besar," ungkapnya.

Titik terang datang ketika Akhmad mendapat dukungan dari Program YESS. Melalui program ini, ia menerima hibah kompetitif sebesar Rp 25 juta dan mengikuti sejumlah pelatihan untuk meningkatkan kapasitasnya sebagai peternak. Pelatihan ini meliputi penyusunan proposal bisnis, *startup*, hingga pelatihan pemasaran dan kelembagaan.

"Dukungan dari Program YESS sangat membantu. Saya tidak hanya mendapat modal usaha, tapi juga ilmu baru yang membuat saya lebih percaya diri dalam mengelola bisnis," jelasnya. "Pelatihan-pelatihan yang diberikan juga sangat membuka

"Cleanness and vaccination are exceptionally important. We should not be careless because once an outbreak hits, significant losses may follow. Fortunately, although my livestock was affected, they survived, and big losses were avoided," he stated.

Akhmad found a breakthrough when he received support from the YESS Program. Through this initiative, he was awarded a competitive grant of IDR25 million and participated in a series of training sessions to enhance his skills as a farmer. These training sessions covered business proposal writing, startups, and marketing and institutional development.

"The support from the YESS Program has been incredibly helpful. Not only did I receive business capital, but I also gained new knowledge that boosted my confidence in managing my

wawasan saya, terutama dalam memasarkan produk dan membangun jaringan usaha."

Dengan modal tambahan tersebut, Akhmad mampu memperbesar kapasitas kandangnya dan menambah jumlah itik petelur. Kini, ia semakin fokus untuk mengembangkan peternakan itik sebagai sumber pendapatan utama.

Dalam usaha mengembangkan ternaknya, Akhmad menerapkan sejumlah inovasi yang ia pelajari dari para peternak senior, seperti manajemen kandang sehat, pembuatan jamu herbal untuk itik, hingga pemberian multivitamin yang cocok untuk ternak itik petelur. Ia juga memilih pakan yang sesuai dengan standar SNI guna menjaga kualitas telur dan kesehatan itiknya.

"Jamu herbal sangat membantu untuk meningkatkan daya tahan tubuh itik, apalagi saat musim hujan atau cuaca ekstrem. Itik jadi lebih tahan terhadap penyakit, dan hasil telurnya juga berkualitas," ungkap Akhmad.

Sebagai seorang petani muda, Akhmad sadar pentingnya kolaborasi. Ia bergabung dengan Kelompok Tani Sekawan yang terdaftar dalam Sistem Informasi Manajemen Penyuluhan Pertanian (Simluhtan) dan binaan Balai Penyuluhan Pertanian (BPP) Astambul. Bersama petani lain, ia memanfaatkan kohe (kotoran hewan) sebagai pupuk kandang yang berguna bagi petani di sekitar.

Akses pasar juga menjadi lebih mudah karena Akhmad telah menjalin kerjasama dengan beberapa warung makan di Desa Pasar Jati, yang rutin membeli telur itik segar dari peternakannya. "Adanya pengepul tetap dan kerjasama dengan warung makan membantu pemasaran telur kami lebih stabil dan tidak khawatir soal harga," tambahnya.

Dalam usaha peternakan, persaingan tentu tidak bisa dihindari. Selain itu, harga telur itik yang fluktuatif menjadi tantangan tersendiri

business," he explained. "The training has greatly expanded my insights, especially in marketing products and building business networks."

With the additional capital, Akhmad was able to expand his duck coop and increase the number of egg-laying ducks. He now focuses on developing duck farming as his main source of income.

To improve his farming, Akhmad has applied several innovations he learned from senior farmers, such as healthy coop management, making herbal remedies for ducks, and providing suitable multivitamins for egg-laying ducks. He also ensures the feed he uses meets Indonesian National Standards (SNI) to maintain the quality of the eggs and the health of his ducks.

"Herbal remedies are very useful for boosting the ducks' immunity, especially during rainy seasons or extreme weather. The ducks become more resistant to diseases, and the egg quality improves," said Akhmad.

As a young farmer, Akhmad understands the importance of collaboration. He joined the Sekawan Farmer Group, which is registered in the Agricultural Extension Management Information System (Simluhtan) and mentored by the Astambul Agricultural Extension Center (BPP). With other farmers, he utilizes animal manure as organic fertilizer, which benefits local farmers.

Market access has also become easier for Akhmad since he established partnerships with several food stalls in Pasar Jati Village, which regularly purchase fresh duck eggs from his farm. "Having regular buyers and partnerships with food stalls stabilizes our egg sales and eases

bagi Akhmad dan peternak lainnya. Namun, menurutnya, persaingan yang sehat justru mendorong dirinya untuk berinovasi lebih baik lagi. Dari sini, ia melihat peluang untuk membentuk komunitas atau kelompok usaha yang berfokus pada budidaya itik.

"Semakin banyak peternak, semakin besar peluang untuk membangun komunitas yang kuat. Kami bisa menciptakan kesepakatan harga bersama dan menjalin kerjasama dengan perusahaan besar. Ini bisa menekan fluktuasi harga yang sering merugikan peternak kecil," kata Akhmad dengan penuh optimisme.

Kini, Akhmad tidak hanya dikenal sebagai peternak itik, tetapi juga inspirator bagi petani muda lainnya. Banyak anak muda datang padanya untuk belajar dan berbagi pengalaman dalam beternak. Dengan pendapatan bulanan yang kini mencapai Rp 7,7 juta dan aset sebesar Rp 20,3 juta, ia membuktikan bahwa profesi peternak bisa memberikan kehidupan yang layak.

"Awalnya, banyak yang menganggap profesi peternak itu rendah, tapi saya ingin buktikan kalau usaha ini bisa membanggakan dan menguntungkan," katanya dengan penuh kebanggaan.

Akhmad berkomitmen untuk terus membangun peternakan itik sebagai bagian dari masa depannya. Ia berharap dukungan dari Program YESS dan lingkungannya dapat membantu membentuk klaster petani muda yang berfokus pada usaha pertanian dan peternakan. Melalui klaster ini, ia ingin menciptakan wadah yang memungkinkan petani muda saling bertukar pengetahuan dan pengalaman.

"Saya ingin petani muda bisa melihat potensi besar di bidang pertanian dan peternakan. Kalau ditekuni, profesi ini bisa jauh lebih menguntungkan dibandingkan pekerjaan kantor," ujarnya.

concerns about pricing," he added.

In the farming business, competition is inevitable. Additionally, fluctuating duck egg prices present unique challenges for Akhmad and other farmers. However, he believes that healthy competition encourages him to innovate further. From this, he sees an opportunity to form a community or business group focusing on duck farming.

"The more farmers there are, the bigger the chance to build a strong community. We can set collective price agreements and collaborate with larger companies. This could help reduce the price fluctuations that often harm small farmers," Akhmad said optimistically.

Today, Akhmad is not only recognized as a duck farmer but also as an inspiration for other young farmers. Many young people come to him to learn about farming and share their experiences. With a monthly income now reaching IDR 7.7 million and assets amounting to IDR 20.3 million, he proves that farming can provide a decent living.

"At first, many people looked down on farming as a profession, but I want to prove that this business can be both rewarding and prestigious," he said proudly.

Akhmad is committed to continuing to develop his duck farm as part of his future. He hopes that support from the YESS Program and his community will help create clusters of young farmers focused on agriculture and farming. Through these clusters, he aims to establish a platform for young farmers to exchange knowledge and experiences.

"I want young farmers to see the vast potential in agriculture and farming. If pursued diligently, this profession can be far more lucrative than an office job," he concluded.

Dahliaana, Penggerak Budidaya Cabai di Martapura Barat

Dahliaana: A Groundbreaker in Chili Cultivation in the West Martapura

Oleh/By : Muhammad Nur'ied

Potensi pasar yang menjanjikan menjadi inspirasi Dahliaana untuk bertani cabai. Dengan dukungan lahan yang subur dan akses pasar yang dekat, Dahliaana yakin bahwa budidaya cabai besar di wilayahnya bisa menjadi peluang usaha yang menjanjikan, apalagi jumlah petani cabai di sana masih sedikit.

"Di sini lahannya bagus, tanahnya subur, tapi belum banyak yang berani tanam cabai. Ini menjadi tantangan sekaligus peluang besar buat saya," ujar Dahliaana. Semangat Dahliaana yang begitu kuat untuk menekuni bidang pertanian tidak hanya membuktikan kemampuan dirinya, tapi juga menginspirasi banyak perempuan lainnya untuk mencoba peluang yang sama.

Namun, langkah Dahliaana tentu tidak selalu mulus. Ia menghadapi berbagai tantangan selama menekuni budidaya cabai. Salah satu hambatan utama adalah minimnya alat mekanisasi seperti traktor dan peralatan modern untuk pengolahan tanah. Saat musim kemarau, ia juga dihadapkan pada kekurangan sumber air karena terbatasnya akses irigasi.

"Masalah besar lainnya adalah cuaca. Kadang kami harus bersiap

The promising market potential motivated Dahliaana to embark on chili farming. With fertile land and strategic proximity to markets, she is confident that cultivating large chili peppers in her region presents a lucrative business opportunity, particularly given the limited number of chili farmers in the area.

"The land here is excellent, and the soil is fertile, yet few people are willing to grow chili. This presents both a challenge and a significant opportunity for me," Dahliaana explained. Her unwavering determination to pursue agriculture not only showcases her own abilities but also serves as an inspiration for many other women to explore similar opportunities.

However, Dahliaana's journey has not always been smooth. She has faced various challenges in chili cultivation. One major obstacle is the lack of mechanized equipment, such as tractors and modern tools for soil preparation. During the dry season, she also struggles with limited water sources due to restricted irrigation access.

"Another significant issue is the weather. Sometimes we have to



menghadapi kondisi ekstrem seperti El Nino atau La Nina, tapi persiapan alat atau sarana pendukung belum sepenuhnya mencukupi,” jelasnya.

Selain itu, kendala lain yang sering dialami adalah serangan hama dan penyakit tanaman seperti daun keriting, bercak daun, dan layu fusarium. Namun, Dahliana sudah berusaha melakukan pencegahan dan penanganan terhadap hama tersebut melalui praktik budidaya yang semakin terampil.

“Pengalaman mengajarkan saya untuk sigap, terutama dalam menghadapi serangan hama. Setiap masalah pasti ada solusinya, asal kita mau terus belajar,” tuturnya.

Dahliana tidak sendiri dalam perjuangannya. Ia adalah salah satu penerima hibah dari YESS, sebuah program yang bertujuan memberdayakan petani muda di Indonesia. Hibah sebesar Rp 50 juta yang diterimanya dari YESS memberikan dampak signifikan bagi

prepare for extreme conditions like El Niño or La Niña, but the tools and supporting facilities are still inadequate,” she explained.

Additionally, she often encounters pest and plant disease problems, such as leaf curling, leaf spot, and fusarium wilt. Nevertheless, Dahliana has taken steps to prevent and address these issues by improving her farming practices.

“Experience has taught me to be proactive, especially when dealing with pests. Every problem has a solution as long as we are willing to keep learning,” she said.

Dahliana is not alone in her struggle. She is one of the recipients of a grant from YESS, a program aimed at empowering young farmers in Indonesia. The IDR50 million grant she received from YESS significantly impacted the growth of her business, with a disbursement scheme of 70% in the

perkembangan usahanya, terutama dengan skema pencairan bertahap 70% di tahun pertama dan 30% setelah evaluasi perkembangan usahanya.

Melalui Program YESS, Dahliana juga mendapatkan pelatihan-pelatihan yang sangat berguna, seperti *Smart Farming*, literasi keuangan, dan pelatihan pengembangan kapasitas sumber daya manusia. "Pelatihan *Smart Farming* jadi pengalaman paling berkesan buat saya," ujarnya.

Menurut Dahliana, penerapan teknologi tersebut mampu meningkatkan efisiensi waktu, tenaga, dan biaya, yang semuanya berdampak langsung pada keberhasilan usahanya.

Pelatihan lainnya seperti *Business Motivations Pathways* dan literasi keuangan juga membantu Dahliana dalam manajemen keuangan usaha. Dengan keterampilan baru ini, ia dapat mengelola pendapatan dan biaya operasional lebih terstruktur. "Petani itu kadang hanya fokus pada tanam dan panen. Tapi setelah ikut pelatihan, saya sadar pentingnya manajemen keuangan untuk keberlanjutan usaha," tambahnya.

Untuk memperluas lahan, ia juga mendapatkan dukungan tambahan melalui pengajuan kredit di Bank BRI Cabang Martapura sebesar Rp 20 juta, dengan bantuan *financial advisor* dari Program YESS. Dengan kombinasi hibah dan kredit ini, Dahliana berhasil memperluas lahan usahanya dari 0,5 hektare menjadi 2 hektare dan mengembangkan beberapa komoditas baru seperti cabai rawit ORI 212 dan tanaman pare.

Berbekal keterampilan dan bantuan yang didapat, Dahliana mulai menerapkan diversifikasi tanaman pada lahan garapannya. Dengan strategi ini, ia berhasil menghasilkan 3 ton pare dari 700 tanaman, mempertahankan cabai rawit ORI hingga panen ke-47 dengan rata-rata 30-40 kg per panen, dan menghasilkan cabai besar sebanyak 2,5 ton dari

first year and 30% after evaluating her business progress.

Through the YESS Program, Dahliana also benefited from highly useful training sessions, including Smart Farming, financial literacy, and human resource capacity development training. "The Smart Farming training was the most memorable experience for me," she said.

According to Dahliana, implementing this technology has improved the efficiency of time, labor, and costs, all of which directly contribute to the success of her business.

Other training sessions, such as business motivation pathways and financial literacy, also helped Dahliana improve her business financial management. With these new skills, she has been able to structure her income and operational costs more effectively. "Farmers often only focus on planting and harvesting. But after attending the training, I realized the importance of financial management for business sustainability," she added.

To expand her farmland, she also secured additional support through a loan application at BRI Bank Martapura Branch amounting to IDR 20 million, with the assistance of a financial advisor from the YESS Program. With a combination of the grant and the loan, Dahliana managed to expand her farmland from 0.5 hectares to 2 hectares and developed new commodities, such as ORI 212 bird's eye chili and bitter melon plants.

Armed with skills and support, Dahliana began implementing crop diversification on her farmland. With this strategy, he managed to produce 3 tons of bitter melon from 700 plants, maintain ORI cayenne pepper until the 47th harvest with an average of 30-40 kg per



6.000 tanaman.

Di bulan April 2024, hasil panen ini mencatatkan omset sebesar Rp 12,1 juta per bulan. Ke depan, Dahliana berencana untuk menerapkan sistem vertigasi tetes pada budidayanya. "Sistem vertigasi tetes ini penting, terutama saat musim kemarau, karena irigasi tradisional di sini sering kekeringan. Selain itu, teknik ini sangat efisien dari segi tenaga dan biaya," jelasnya.

Selain mengelola lahannya, Dahliana aktif menjalin kolaborasi dengan anggota klaster cabai di Martapura Barat. Klaster ini dibentuk sebagai sarana untuk memperluas akses pasar serta memperkuat jaringan usaha. Selain varietas cabai, mereka juga menjual produk hortikultura lainnya untuk memenuhi kebutuhan pasar.

Dahliana juga aktif bekerja sama dengan anggota kelompok tani di Desa Penggalaman untuk memastikan keberlanjutan pasokan produk

harvest, and produce 2.5 tons of large chilies from 6,000 plants.

By April 2024, these harvests generated a monthly revenue of IDR 12.1 million. In the future, Dahliana plans to adopt a drip fertigation system for her farming operations.

"The drip fertigation system is crucial, especially during the dry season, as traditional irrigation often runs dry here. Additionally, this technique is highly efficient in terms of labor and costs," she explained.

Beyond managing her farmland, Dahliana actively collaborates with members of the chili cluster in West Martapura. The cluster was established as a platform to expand market access and strengthen business networks. In addition to chili varieties, they sell other horticultural products to meet market demands.

Dahliana also partners with farmer groups in Penggalaman

pertanian yang akan dijual di Pasar Sungai Tabuk dan Sekumpul Martapura. "Dengan adanya kolaborasi ini, kami lebih mudah memenuhi permintaan pasar dan menjaga pasokan produk tetap stabil," tuturnya.

Keberhasilan Dahliana dalam mengembangkan usahanya dari lahan awal 0,5 hektare menjadi 2 hektare bukan hanya merupakan pencapaian luar biasa bagi dirinya, tetapi juga menjadi inspirasi bagi para petani di desanya. Ia berharap agar lebih banyak petani perempuan dan generasi muda yang mau mencoba bidang pertanian.

"Kami para petani perlu regenerasi. Pertanian ini peluang besar, terutama untuk anak muda. Saya selalu terbuka bagi siapa saja yang ingin belajar bersama tentang budidaya cabai atau hortikultura lainnya. Dengan begitu, semangat bertani di kalangan generasi muda bisa terus tumbuh," ujarnya penuh harap.

Dahliana menilai bahwa peran Program YESS tidak hanya sebagai pemberi hibah atau pelatihan, tapi juga sebagai pengubah pola pikir petani tentang teknologi, literasi keuangan, dan mekanisasi lahan. "Sebelum mengikuti pelatihan, kami petani jarang memikirkan manajemen keuangan atau mekanisasi lahan. Tapi ternyata ini sangat membantu," ungkapnya.

Ke depannya, Dahliana ingin mengembangkan usahanya lebih luas lagi dengan terus mengimplementasikan teknologi pertanian modern. Ia berharap agar metode budidyaanya bisa menjadi contoh sukses di kalangan petani di Martapura Barat dan sekitarnya. "Harapan saya, desa ini bisa menjadi desa pertanian modern yang mendukung penuh regenerasi petani muda. Jika kita semua bisa sukses, tentunya akan banyak dampak positif yang dirasakan oleh komunitas," pungkasnya.

Village to ensure a sustainable supply of agricultural products for sale at the Sungai Tabuk and Sekumpul Martapura markets. "This collaboration makes it easier for us to meet market demands and maintain a stable product supply," she noted.

Dahliana's achievement in expanding her farm from an initial 0.5 hectares to 2 hectares is not just an extraordinary personal accomplishment but also an inspiration for farmers in her village. She hopes more female farmers and young people will explore opportunities in agriculture.

"We farmers need regeneration. Agriculture offers huge opportunities, especially for the youth. I'm always open to anyone who wants to learn together about chili cultivation or other horticultural crops. That way, the farming spirit among the younger generation can continue to grow," she said with hope.

According to Dahliana, the YESS Program plays a role not only as a grant provider or trainer but also as a mindset changer for farmers regarding technology, financial literacy, and land mechanization. "Before attending the training, we farmers rarely thought about financial management or land mechanization. But it turns out these are incredibly helpful," she admitted.

Looking ahead, Dahliana aims to expand her business further by continuously implementing modern agricultural technology. She hopes her cultivation methods can serve as a successful example for farmers in West Martapura and its surroundings. "My hope is for this village to become a modern agricultural village that fully supports the regeneration of young farmers. If we all succeed, the positive impact on the community will be immense," she concluded.

Guru Holik, Petani Terong yang Menginspirasi

***Guru Holik: An Inspirational
Eggplant Farmer***

Oleh/By : Muhammad Rizani

Guru Holik, sapaan akrab Abdul Holik memang menjadi sosok guru mengaji yang dihormati di desa Baliangin, Kecamatan Sambung Makmur, Kalimantan Selatan. Ditengah kesibukannya mengajar anak-anak ilmu agama, Guru Holik juga mejadi petani terong yang menginspirasi banyak anak muda untuk tidak malu terjun ke dunia pertanian.

Meski hanya memiliki pendidikan formal hingga tingkat SMP, ketekunan dan semangatnya menginspirasi banyak warga desa untuk berani bertani dan mengelola usaha secara mandiri. Keluarga Guru Holik adalah perantau dari Madura yang datang ke Kecamatan Sambung Makmur untuk mengadu nasib sebagai petani.

Sejak kecil, ia sudah terbiasa bekerja keras membantu orang tuanya bercocok tanam di perbukitan, membekali dirinya dengan kemampuan bertani yang kuat hingga akhirnya, pada 2014, ia berani mulai bercocok tanam sendiri.

Menginjak usia 30 tahun, Guru Holik memutuskan untuk bertani sayur dan buah-buahan secara

Known affectionately as "Guru Holik," Abdul Holik is a respected Quran teacher in Baliangin Village, Sambung Makmur Subdistrict, South Kalimantan. Amidst his busy schedule teaching children religious knowledge, Guru Holik has become an inspiring eggplant farmer, motivating many young people not to shy away from agriculture.

Despite having only a middle school education, his perseverance and enthusiasm have inspired many villagers to venture into farming and manage businesses independently. Guru Holik's family migrated from Madura to Sambung Makmur Subdistrict to seek a livelihood as farmers.

From a young age, he was accustomed to hard work, helping his parents farm on the hills and equipping himself with strong farming skills. By 2014, he confidently began farming independently.

At the age of 30, Guru Holik decided to grow vegetables and fruits on his own, cultivating crops like bananas, long beans, cucumbers, and eggplants. "Eggplant has promising yields," he said.



mandiri, menanam tanaman seperti pisang, kacang panjang, timun, dan terong. "Terong punya hasil yang menjanjikan," ujarnya.

Dari pengalaman ini, ia pun memfokuskan tanamannya pada terong, hingga pada masa awal, ia menanam 1,000 pohon terong di lahannya. Hasil panen saat itu baru mencapai 70 kg, dengan alat sederhana seperti cangkul dan peralatan tanam konvensional. Namun, bagi Guru Holik, panen kecil tersebut justru menjadi awal dari perjalanan besarnya di dunia pertanian.

Selama bertahun-tahun, Guru Holik menghadapi berbagai tantangan yang tidak ringan. Lahan perbukitan yang ia garap memerlukan tenaga besar dan akses yang sulit, memaksanya untuk berpindah-pindah dari satu bukit ke bukit lainnya demi menjaga kesuburan tanah.

Ia mengolah lahan dengan metode tradisional, memanfaatkan sapi miliknya untuk membajak

From this experience, he focused on eggplant cultivation, initially planting 1,000 eggplant trees on his land. His first harvest yielded only 70 kg, using simple tools such as hoes and conventional planting equipment. However, for Guru Holik, that modest harvest marked the beginning of his significant journey in agriculture.

Over the years, Guru Holik faced numerous challenges. The hilly land he worked on required substantial effort and had difficult access, often forcing him to move from one hill to another to maintain soil fertility.

He managed the land using traditional methods, relying on his livestock to plow the soil before planting. Another major challenge was extreme weather and limited water resources, as the location of his farmland—far from water sources—was often threatened by drought, especially during the dry season. "Each season brings its own challenges, especially when the weather is unpredictable," he said.



tanah sebelum mulai menanam. Tantangan besar lain yang kerap ia hadapi adalah cuaca ekstrem dan keterbatasan air, karena lokasi lahan yang jauh dari sumber air sering kali terancam kekeringan, terutama pada musim panas. "Tiap musim adalah tantangan tersendiri, apalagi jika cuaca tak menentu," ujarnya.

Selain itu, tanaman terong yang ia tanam juga kerap terserang penyakit dan hama. Jamur sering kali mengakibatkan batang dan daun menjadi kering serta memutih, bahkan menyebar ke tanaman lainnya. "Terkadang, ulat juga datang menggerogoti daun," ungkapnya.

Pada awalnya, ia tidak tahu penyebabnya, namun kemudian, berkat bimbingan program YESS, Guru Holik mengetahui bahwa kekurangan kalsium pada tanah menjadi salah satu penyebabnya.

"Saya jadi belajar bagaimana cara pemupukan organik yang tepat dan

In addition, the eggplant plants he planted were often attacked by diseases and pests. Fungal infections often cause stems and leaves to dry out and turn white, sometimes spreading to neighboring plants. "Occasionally, caterpillars would also come and devour the leaves," he explained.

Initially, he was unaware of the causes, but with guidance from the YESS program, Guru Holik discovered that calcium deficiency in the soil was a contributing factor.

"I learned about proper organic fertilization methods and natural pest control," he shared, recalling the support from the program's facilitators and agricultural extension workers.

The YESS program proved invaluable in addressing the complexities of farming. In addition to learning about fertilization and pest management techniques, Guru

pengendalian hama alami,” tuturnya sambil mengingat bimbingan para fasilitator dan penyuluh program tersebut.

Program YESS, menurutnya, sangat membantu dalam menghadapi tantangan pertanian yang kompleks. Selain mendapat ilmu tentang teknik pemupukan dan pengendalian hama, Guru Holik juga belajar cara membuat proposal bisnis.

Ia berhasil mendapatkan hibah sebesar Rp 28,8 juta yang kemudian ia gunakan untuk memperluas lahannya. Dengan dana tersebut, ia mampu menanam hingga 3,000 pohon terong dan membeli alat-alat pertanian seperti hand tractor dan timbangan.

Sejak saat itu, hasil panennya meningkat signifikan. “Sekarang, tiap panen bisa mencapai 200 kg, dengan total penjualan mencapai Rp 18 juta dalam sembilan kali panen,” ucapnya penuh syukur.

Guru Holik tak hanya dikenal sebagai petani, namun juga sebagai sosok yang peduli terhadap sesama petani di desanya. Ia dipercaya menjadi penyuluh swadaya yang membimbing sekitar 10 kelompok tani di Desa Baliangin dengan total anggota mencapai 550 orang. Dari jumlah tersebut, sepertiga anggotanya adalah petani muda di bawah usia 30 tahun.

Istrinya yang turut membantu dalam usaha budidaya terong, juga memimpin kelompok tani wanita di desa tersebut, sementara Guru Holik sendiri menjadi ketua Gapoktan Harapan Makmur di desa tersebut. Selain itu, ia juga aktif di organisasi Kontak Tani Nelayan Andalan (KTNA) Kecamatan Sambung Makmur.

Sebagai penyuluh swadaya, Guru Holik kerap memimpin pertemuan kelompok tani, membagikan pengetahuan dan pengalaman dalam mengatasi masalah pertanian yang kerap dihadapi petani di daerah perbukitan. Ia tak segan menjadi

Holik also acquired skills in drafting business proposals.

He successfully secured a grant of IDR28.8 million, which he used to expand his farmland. With this funding, he planted up to 3,000 eggplant trees and purchased agricultural tools such as a hand tractor and a weighing scale.

Since then, his harvests have significantly increased. “Now, each harvest yields up to 200 kg, with total sales reaching IDR 18 million across nine harvest cycles,” he said gratefully.

Guru Holik is not only recognized as a farmer but also as a community leader who actively supports fellow farmers in his village. As a self-reliant agricultural extension worker, he mentors approximately ten farmer groups in Baliangin Village, encompassing 550 members, one-third of whom are young farmers under 30 years old.

His wife, who helps with the eggplant cultivation business, leads the village's women's farmer group, while Guru Holik serves as the chairman of the Harapan Makmur Farmer Group Association (Gapoktan) in the village. Additionally, he is actively involved in the Sambung Makmur Subdistrict branch of the Farmers and Fishermen Contact Association (KTNA).

As a self-reliant agricultural extension worker, Guru Holik frequently leads farmer group meetings, sharing knowledge and experiences on overcoming common agricultural challenges faced by farmers in hilly areas. He is also a regular speaker at the Agricultural Extension Center (BPP) in Sambung Makmur Subdistrict, especially in horticulture training sessions focused on eggplant cultivation.

“The knowledge I gained from the YESS program is incredibly valuable, and I want other farmers, especially the younger ones, to benefit from it too,” he said.

narasumber di Balai Penyuluhan Pertanian (BPP) Kecamatan Sambung Makmur, terutama dalam pelatihan hortikultura khususnya budidaya terong.

"Ilmu yang saya dapat dari Program YESS sangat bermanfaat, dan saya ingin ilmu ini juga dirasakan oleh petani-petani lain, terutama yang muda-muda," katanya.

Berbagai tantangan yang berhasil dilaluinya, terutama dalam bertani terong, menginspirasi banyak petani muda di desa tersebut untuk mengikuti jejaknya. Guru Holik tak hanya menyediakan akses pasar bagi para petani muda yang ingin menanam terong, tetapi juga menjadi tempat berkonsultasi bagi mereka. "Menjadi manusia yang bermanfaat itu pedoman hidup saya," ujarnya penuh haru.

Seiring dengan kesuksesan yang ia raih, Guru Holik berencana untuk terus mengembangkan usahanya. Saat ini, ia tengah mempersiapkan lahan baru seluas setengah hektar di area perbukitan untuk memperluas lahan tanam.

Dari hasil usahanya, ia tak hanya mampu meningkatkan pendapatan keluarga tetapi juga memberikan contoh nyata bahwa dengan usaha keras dan ilmu yang cukup, petani dari desa kecil pun dapat mencapai kesuksesan besar.

Kesuksesan yang dicapainya melalui kerja keras dan bantuan Program YESS ini diharapkan menjadi inspirasi bagi banyak petani lainnya di Kecamatan Sambung Makmur, khususnya para petani muda. Guru Holik membuktikan bahwa ketekunan dan keinginan untuk terus belajar adalah kunci keberhasilan dalam dunia pertanian. "Saya harap makin banyak anak muda yang mau bertani dan tidak malu menekuni profesi ini," pungkasnya.



The challenges he overcame, particularly in eggplant farming, have inspired many young farmers in the village to follow in his footsteps. Guru Holik not only provides market access for young farmers interested in eggplant cultivation but also serves as a trusted consultant for them. "Being a helpful person is my way of life," he says emotionally.

Along with his success, Mr. Holik plans to keep growing his business. He is preparing a new half-hectare plot of land in a hilly area to expand his planting area.

Through his success, he has increased his family's income and set a real example that a small village farmer can achieve great success with hard work and proper knowledge.

His achievements, through his dedication and the support of the YESS Program, are expected to inspire many other farmers in Sambung Makmur, especially young farmers. Mr. Holik demonstrates that perseverance and a constant willingness to learn are key to success in agriculture. "I hope more young people will embrace farming and take pride in pursuing this passion," he concluded.

Suhrian, Bangun Juragan Bebek Ditengah Tantangan

Suhrian Establishes Juragan Bebek Amidst Challenge

Oleh/By : Muhammad Nur'ied

Lahir dan besar di keluarga peternak itik, Suhrian mengerti benar prospek usaha ini. Karena itu tidak dengan pengalaman tersebut, usaha Juragan Bebek dengan 200 ekor itik yang dirintis sejak 2020 tersebut bis a terus berkembang hingga sekarang.

"Beternak itik ini peluang bagus. Selain itu, dukungan dari teman-teman peternak juga membantu saya tetap semangat," kata Suhrian.

Berkat inovasi memanfaatkan limbah ampang sebagai pakan, Suhrian mampu menekan biaya operasional Juragan Bebek yang berdiri di lahan seluas 1.650 meter.

Salah satu tantangan utama Suhrian adalah ancaman virus flu burung (H5N1), yang mudah menular dan mengancam kesehatan unggas. Virus ini tidak hanya merugikan peternak secara ekonomi tetapi juga membahayakan keberlangsungan peternakan.

Untuk mengatasi ancaman ini, Suhrian menerapkan langkah biosekuriti ketat di peternakannya, dengan menjaga kebersihan kandang dan memastikan kondisi itik tetap terjaga.

"Flu burung sulit dikendalikan, tetapi dengan tindakan pencegahan, kami

Born and raised in a duck farming family, Suhrian understands the potential of this business. With this experience, he started Juragan Bebek in 2020 with 200 ducks, which has continued to grow.

"Raising ducks is a great opportunity. The support from fellow farmers also helps me stay motivated," said Suhrian.

By innovating and using ampong waste as feed, he has reduced the operational costs of Juragan Bebek, located in a 1,650-square-meter area.

One of the main challenges Suhrian faced was the threat of avian influenza (H5N1), which is highly contagious and poses a significant risk to poultry health. This virus causes economic losses for farmers and jeopardizes the farm's sustainability.

He has implemented strict biosecurity measures to combat this threat, such as keeping the coops clean and ensuring the ducks' well-being.

"Avian flu is difficult to control, but with preventive measures, we can reduce the risk," he explained. As a result of these efforts, the mortality rate of ducks on his farm is lower than



dapat mengurangi risiko,” ungkapnya. Berkat upayanya, tingkat kematian itik di peternakannya lebih rendah dibandingkan rata-rata peternakan di sekitarnya.

Pada 2022, Suhrian bergabung dengan Program YESS, yang membantunya meningkatkan keterampilan. Pelatihan yang diterimanya di Balai Besar Pertanian Binuang pada September 2022 memberi wawasan tentang pengelolaan usaha, manajemen ternak, dan cara menanggulangi tantangan industri.

“Pelatihan YESS sangat bermanfaat. Selain mendapatkan ilmu, saya bisa memperluas jaringan dengan sesama peternak,” tutur Suhrian. Ia menerapkan teknologi EM4 untuk mengelola limbah ternak dan mengubahnya menjadi pupuk

the average for neighboring farms.

In 2022, Suhrian joined the YESS Program, which helped him improve his skills. The training he received at the Binuang Agricultural Center in September 2022 provided valuable insights into business management, livestock management, and tackling industry challenges.

“The YESS program is beneficial. I gained knowledge and had the opportunity to expand my network with fellow farmers,” said Suhrian. He uses EM4 technology to manage livestock waste, turning it into manure and reducing environmental pollution.

Suhrian is also a member of the duck farming cluster and the Untung Batuah Farmer Cooperative. He has gained better market access through organizations like the Sekawan group

kandang, membantu mengurangi pencemaran lingkungan.

Suhrian juga tergabung dalam klaster peternakan itik dan Koperasi Tani Untung Batuah. Melalui organisasi seperti kelompok Sekawan di Desa Pasar Jati, ia mendapatkan akses pasar yang lebih besar. Sistem kerjasama ini membuat peternakan Suhrian lebih tahan banting dalam menghadapi berbagai tantangan industri, termasuk fluktuasi harga dan biaya produksi.

"Kelompok tani ini sangat membantu, terutama dalam menjangkau pasar. Dengan adanya pengepul, telur-telur kami langsung diambil dari kandang," jelas Suhrian. Ia berharap kolaborasi ini dapat mendorong keberlanjutan peternakan itik di wilayahnya.

Hasil kerja keras Suhrian membuahkan hasil. Usaha "Juragan Bebek" berkembang pesat, dengan populasi itik yang kini mencapai 900 ekor dan omset Rp 30 juta per bulan. Selain itu, Suhrian telah menjadi panutan di kalangan petani muda, menginspirasi generasi muda untuk terjun ke sektor peternakan dan pertanian.

Baginya, kolaborasi sangat penting dalam menghadapi tantangan usaha. "Bergabung dalam kelompok membuat usaha lebih kuat. Kami bisa berbagi pengalaman dan menyelesaikan masalah bersama-sama," ujar Suhrian.

Suhrian berharap peternakan itik petelurnya dapat menjadi inspirasi bagi pemuda sekitar. Menurutnya, inovasi dan kolaborasi adalah kunci keberhasilan. Dengan jaringan dan dukungan yang solid, para petani muda dapat menghadapi tantangan pasar dan terus berinovasi untuk meningkatkan produktivitas.

"Saya ingin semakin banyak anak muda yang mau terjun ke peternakan dan pertanian. Dengan semangat dan inovasi, sektor ini bisa berkembang," kata Suhrian.



in Pasar Jati Village. This cooperative system has made Suhrian's farm more resilient in facing industry challenges, including fluctuating prices and production costs.

"The farmer group is incredibly helpful, especially when it comes to reaching the market. The collectors can take our eggs directly from the coops," Suhrian explained. He hopes this collaboration will promote the sustainability of duck farming in his region.

Suhrian's hard work has paid off. Juragan Bebek is proliferating, with a population of 900 ducks and a monthly turnover of Rp 30 million. Suhrian has also become a role model for young farmers, inspiring the younger generation to venture into husbandry and agriculture.

For him, collaboration is essential in overcoming business challenges. "Joining a group strengthens the business. We can share experiences and solve problems together," he said.

Suhrian hopes his farm can serve as an inspiration for local youth. In his view, innovation and collaboration are the keys to success. With a solid network and support, young farmers can tackle market challenges and continue innovating to boost productivity.

"I want more young people to get into husbandry and agriculture. With passion and innovation, this sector can thrive," Suhrian said.

Ma'rof Al Furqan, Terpikat Pedasnya Untung Bertani Cabai

***Ma'rof Al Furqan Fascinated by the
Spicy Profits of Chili Farming***

Oleh/By : Rezkih



Siapa bilang pertanian identik dengan orang tua dan masyarakat desa? Ma'rof Al Furqan, seorang pemuda berusia 24 tahun asal Desa Abumbun Jaya, Kecamatan Sungai Tabuk, Kabupaten Banjar, Kalimantan Selatan, telah membuktikan bahwa pertanian bisa menjadi pilihan karier yang menjanjikan, terutama bagi generasi muda.

Latar belakang Ma'rof sangat menarik. Ia berasal dari keluarga petani, di mana orang tuanya merupakan transmigran dari Ponorogo, Jawa Timur, yang datang ke Kalimantan Selatan pada tahun 1993.

Sejak kecil, Ma'rof sering dibawa ke sawah oleh orang tuanya untuk membantu pekerjaan pertanian. Dari situlah, kecintaannya terhadap dunia pertanian tumbuh. "Saya tumbuh di lingkungan pertanian, jadi wajar jika saya jatuh cinta dengan dunia ini," ujar Ma'rof.

Setelah lulus dari SMKN 1 Sungai Tabuk pada tahun 2019, Ma'rof memulai perjalanan kariernya di bidang pertanian. Pada awalnya, ia membantu orang tuanya dan bekerja di proyek irigasi. Namun, pada tahun 2020, tekadnya untuk bercocok tanam sendiri mulai muncul.

Who says farming is only for the elderly and rural communities? Ma'rof Al Furqan, a 24-year-old from Abumbun Jaya Village in Sungai Tabuk Subdistrict, Banjar Regency, South Kalimantan, has proven that agriculture can be a promising career, especially for the younger generation.

Ma'rof's background is interesting. He comes from a farming family, as his parents were transmigrants from Ponorogo, East Java, who arrived in South Kalimantan in 1993.

From an early age, Ma'rof was taken to the rice fields by his parents to help with farm work, and since then, his love for farming has grown. "I grew up in an agricultural environment, so it is obvious that I am passionate about it," said Ma'rof.

After graduating from SMKN 1 Sungai Tabuk in 2019, Ma'rof began his agricultural career. He initially assisted his parents and worked on irrigation projects. However, in 2020, his determination to grow his crops began to take shape.

"I planted tomatoes and chili with great success, which



"Saya mencoba menanam tomat dan cabai, dan sukses besar. Keberhasilan tersebut semakin memotivasi saya untuk berwirausaha di bidang hortikultura" ujarnya.

Namun, perjalanan Ma'rof dalam bertani tidak selalu mulus. Pada tahun 2021, Kalimantan Selatan dilanda banjir besar yang mengakibatkan banyak petani, termasuk Ma'rof, kehilangan segalanya.

"Semua petani di sini hampir gulung tikar. Itu adalah masa yang sangat sulit," ungkap Ma'rof. Meski demikian, ia tidak menyerah. Dengan sisa tabungan dari hasil panen sebelumnya, Ma'rof mencoba lagi menanam cabai merah besar dan berhasil meraih keuntungan signifikan.

Kesuksesan ini menarik perhatian Ma'rof terhadap pelatihan pertanian yang diselenggarakan oleh Program YESS. "Saya mendaftar dan mengikuti pelatihan Proposal Bisnis di BPP Sungai Tabuk. Pelatihan ini membuka mata saya tentang potensi yang bisa saya kembangkan," tuturnya.

motivated me to pursue a career as a horticultural entrepreneur," he said.

However, Ma'rof's journey was not always smooth. In 2021, South Kalimantan was hit by a massive flood, causing many farmers, including Ma'rof, to lose everything.

"All the farmers here were on the brink of collapse. It was a tough time," Ma'rof said, yet he did not give up. Using the savings from his previous harvest, he persevered and tried again, growing large red chili peppers, which resulted in a significant profit.

This success led Ma'rof to the agricultural training organized by the YESS Program. "I registered and attended the Business Proposal training at BPP Sungai Tabuk. It opened my eyes to the potential I could develop," he said.

With the training and guidance from young facilitators, Ma'rof secured a grant of IDR50 million in 2023. He used the money to expand

Berkat pelatihan dan bimbingan dari fasilitator muda, Ma'rof berhasil mendapatkan hibah sebesar Rp 50 juta pada tahun 2023. Dana ini digunakannya untuk memperluas lahan tanam dari 3.500 lubang menjadi sekitar 7.000 lubang dengan sistem tanam surjan.

Meskipun sukses, Ma'rof tidak terlepas dari berbagai tantangan. Serangan hama penyakit dan cuaca ekstrem menjadi rintangan yang sering dihadapinya. "Terkadang, saya merasa putus asa. Namun, saya ingat bahwa setiap kesulitan pasti ada jalan keluar," ungkapnya.

Ia juga menghadapi cibiran dari masyarakat karena usianya yang masih muda. Namun, semua itu dianggap angin lalu oleh Ma'rof, yang justru semakin bertekad untuk menjadi petani muda yang sukses. "Kritikan itu justru menjadi motivasi saya untuk membuktikan bahwa pertanian adalah profesi yang mulia," katanya.

Tekadnya yang kuat membuahkan hasil. Dengan menerapkan metode tanam surjan dan semi *smart farming*, Ma'rof berhasil meminimalisir risiko kegagalan saat musim banjir. "Metode ini memungkinkan saya untuk tetap bercocok tanam meskipun kondisi cuaca tidak menentu," jelasnya. Ia bertekad untuk terus belajar dan berinovasi agar usahanya dapat berkelanjutan.

Satu kebanggaan terbesar bagi Ma'rof adalah kemampuannya membuka lapangan pekerjaan bagi masyarakat sekitar. "Setiap kali panen, saya bisa mempekerjakan 2 hingga 10 orang untuk membantu proses panen dan perawatan lahan," ujarnya dengan bangga.

Upaya ini tidak hanya meningkatkan perekonomian pribadi, tetapi juga perekonomian masyarakat Desa Abumbun Jaya.

Dari hasil panennya, Ma'rof berhasil membeli sepeda motor, memperluas lahan, dan membangun rumah. Ia



his planting area from 3,500 to around 7,000 holes using a surjan planting system.

Despite his success, Ma'rof still faced challenges. Pest and disease attacks, along with extreme weather, are obstacles he often encounters. "Sometimes, I feel hopeless. However, I remind myself that every difficulty has a way out," he shared.

He also faced scorn from the community due to his young age. Nevertheless, Ma'rof took it all in stride and became even more determined to succeed as a young farmer. "The criticism became my motivation to prove that agriculture is a noble profession," he stated.

His strong determination paid off. By applying surjan and semi-smart farming methods, Ma'rof managed to minimize the risk of failure during floods. "This method allows me to continue farming despite uncertain weather conditions," he explained. He is committed to continuing his learning and innovation to ensure his business remains sustainable.

One of Ma'rof's most significant honors is his ability to create jobs for the surrounding community. "I can employ 2 to 10 people every harvest to help with the crops and land care," he proudly said.

This effort aims to improve his finances and the Abumbun Jaya village community.



juga berhasil membuktikan kepada masyarakat bahwa seorang pemuda bisa sukses di bidang pertanian.

"Bertani bukanlah pekerjaan yang hina. Justru, bertani adalah salah satu cara untuk berkontribusi pada perekonomian negara," tegas Ma'rof.

Melihat kesuksesannya, banyak pemuda di sekitarnya yang terinspirasi untuk membuka lahan pertanian. Ma'rof kini menjadi motivator bagi generasi muda di desanya. "Jika saya bisa, kalian juga bisa! Mari kita bersama-sama membangun pertanian yang berkelanjutan," ujarnya dengan semangat.

Ma'rof Al Furqan tidak hanya berhasil dalam usahanya, tetapi juga berhasil merubah pola pikir masyarakat. Ia membuktikan bahwa pertanian bukan hanya pekerjaan orang tua, tetapi juga dapat menjadi profesi yang menjanjikan bagi generasi muda.

"Kesuksesan bagi saya bukan hanya tentang harta, tetapi bagaimana kita dapat bermanfaat bagi orang sekitar dan membawa perubahan. Itulah kesuksesan yang sesungguhnya," tutupnya dengan tegas.

Ma'rof could buy a motorcycle from his harvest, expand his land, and build a house. He also proved to the community that a young man can succeed in agriculture.

"Farming is not a despicable job. It is a way to contribute to the country's economy," said Ma'rof.

Inspired by his success, many young people around him were motivated to start their farms. Ma'rof has now become a role model for the younger generation in his village. "If I can do it, so can you! Let's build sustainable agriculture together," he said enthusiastically.

Ma'rof Al Furqan has succeeded in his farming business and changing the community's mindset. He showed that agriculture is not just a job for older people but also a promising profession for the younger generation.

"Success for me is not just about wealth, but how we can benefit those around us and bring change. That's the real success," he concluded boldly.

Mahyudin, Guru Honorer **Sukses Beternak Bebek**

Mahyudin, an Honorary Teacher, Excels in Duck Farming

Oleh/By : Rezkih

Di tengah kesibukan mengajar di Pondok Pesantren Al Hidayah, Mahyudin memulai petualangan baru yang tak terduga dalam hidupnya. Guru honorer lulusan Universitas Lambung Mangkurat (ULM) tahun 2019 ini, memilih terjun menjadi petani.

Penghasilan minim yang didapatnya sebagai guru mendorong pria dari Desa Sungai Bangkal, Kecamatan Sungai Tabuk, Kabupaten Banjar, mencoba peruntungannya di bidang pertanian dengan berkebun.

Sayangnya, usahanya itu berujung pada kegagalan. "Namun, saya percaya bahwa kegagalan adalah bagian dari proses belajar," katanya sambil tersenyum.

Pantang menyerah, pada bulan Desember 2019 Mahyudin memberanikan diri untuk terjun ke dunia peternakan. "Pada tanggal 14 Desember 2019, saya belajar beternak bebek dari seorang peternak senior di Desa Cindai Alus," kenangnya.

Ia membeli 250 anakan bebek pedaging dan mempelajari cara merawatnya melalui video di YouTube serta bertanya kepada peternak senior. "Alhamdulillah, hasilnya menggembirakan," tambahnya.

Mahyudin, amid his busy teaching schedule at Al Hidayah Islamic Boarding School, embarked on a challenging new journey. The honorary teacher, who graduated from Lambung Mangkurat University (ULM) in 2019, decided to become a farmer.

His minimal income as a teacher drove the man from Sungai Bangkal Village, Sungai Tabuk Subdistrict, Banjar Regency, to seek his fortune in agriculture through farming.

However, his farming venture did not go smoothly and failed. "I believe that failure is part of the learning process," he said with a smile.

Far from giving up, Mahyudin tried something new. In December 2019, he ventured into animal husbandry. "On December 14, 2019, I learned duck farming from a senior farmer in Cindai Alus Village," he recalled.

With the capital to buy 250 broiler ducklings, Mahyudin began to care for his livestock. He learned the intricacies of animal husbandry through videos on YouTube and discussions with experienced farmers. "Thank God, the results are impressive," he said.



Cibiran dan skeptisisme dari keluarganya, terutama ibunya, sempat membuatnya terpukul. "Dia bilang, 'Uang kuliahmu itu mahal, masa kamu mau jadi peternak bebek? Orang yang tidak berpendidikan juga bisa,'" ceritanya dengan nada sedih.

Kendati merasa tertekan, ia berhasil meyakinkan keluarganya dengan keuntungan yang diraihnya. "Saya terus berusaha dan membuktikan bahwa saya bisa sukses meski tidak bekerja di kantor," ungkapnya dengan keyakinan.

Di tengah kebahagiaan pernikahannya dengan Nurul Hikmah pada Oktober 2020, Mahyudin dihadapkan pada bencana besar. Pada Januari 2021, banjir melanda, menghancurkan kandang bebeknya. "Kandang kami tenggelam, dan ratusan ekor bebek mati," kenangnya. Kehilangan yang mencapai puluhan juta rupiah tidak mematahkan semangatnya. "Saya harus bertahan

The scorn and skepticism from his family, especially his mother, devastated him. "My mother said, 'Your tuition is expensive; how can you want to be a duck farmer? People without a degree can do it too,'" he sadly recounted.

Despite feeling depressed, he managed to convince his family with the profits he was making. "I kept trying and proved that I could be successful even if I did not work in an office," he said with conviction.

During his happy marriage to Nurul Hikmah in October 2020, Mahyudin faced a catastrophe. In January 2021, a flood hit, destroying his duck farm. "Our farm was drowned, and hundreds of ducks died," he recalled. The loss of tens of millions of rupiah did not break his spirit "I have to survive for the sake of my family and my future," he said.

demis keluarga dan masa depan," tegasnya.

Setelah melalui berbagai ujian, Mahyudin mendapat angin segar. "Istri saya memberi tahu bahwa dia hamil. Itu menjadi motivasi baru bagi saya untuk bangkit dan berjuang lebih keras," katanya.

Pada tahun 2021, Mahyudin mengikuti pelatihan Program YESS di BPP Kecamatan Sungai Tabuk. "Saya belajar membuat proposal bisnis dan mengajukan hibah, meski awalnya proposal saya ditolak," ungkapnya. Namun, pada tahun 2022, setelah melakukan revisi, ia berhasil mendapatkan hibah sebesar Rp 35 juta. "Bantuan ini sangat berarti untuk pengembangan usaha saya," ujarnya.

Dengan dana hibah tersebut, Mahyudin tidak hanya memperbaiki fasilitas, tetapi juga melakukan inovasi dalam pakan ternak. "Saya membuat pakan sendiri dari dedak dan sisa perut ikan untuk mengurangi ketergantungan pada pakan komersial yang harganya semakin mahal," jelasnya. Usahanya terbukti efektif, menekan biaya produksi dan meningkatkan profit.

Selain itu, ia mulai memproduksi olahan pasca panen dan menjual karkas bebek. "Saya ingin memastikan tidak ada bagian dari bebek yang terbuang," ungkapnya. Inovasi dan keberanian ini membuatnya dikenal sebagai peternak yang mampu beradaptasi dengan kondisi pasar.

Program Kredit Usaha Rakyat (KUR) dari bank menjadi angin segar bagi Mahyudin. "Kandang yang saya gunakan sejak 2019 sudah tidak layak. Dengan KUR, saya bisa membangun kandang baru yang lebih baik," katanya. Kandang baru yang berukuran sembilan meter dan panjang tiga belas meter ini kini menjadi tempat beternak bebek yang lebih nyaman.

Tak hanya berhasil menafkahi keluarganya, Mahyudin juga mampu membiayai pendidikan istrinya

After going through various trials, Mahyudin got a breath of fresh air. "My wife told me that she was pregnant. That became a new motivation for me to keep up and fight harder," he said.

In 2021, Mahyudin attended the YESS Program training at the BPP in Sungai Tabuk. "I learned how to make business proposals and apply for grants, even though it was initially rejected," he shared. However, in 2022, after making some revisions, he secured a grant of IDR35 million. "This support has been invaluable for developing my business," he said.

With the grant, Mahyudin improved his facilities and innovated in animal feed. "I make feed from bran and fish waste to reduce reliance on commercial feed, which is becoming increasingly expensive," he explained. His efforts proved successful, cutting production costs and boosting profits.

Furthermore, he began producing post-harvest products and selling duck carcasses. "I wanted to ensure that no part of the duck went to waste," he said. This innovation and boldness earned him a reputation as a farmer capable of adapting to market conditions.

The bank's People's Business Credit (KUR) program was fresh air for Mahyudin. "The coop I have been using since 2019 was no longer suitable. Thanks to the credit program, I was able to build a new and better coop," he said. The new coop, nine meters long and thirteen meters wide, is a more comfortable space for raising ducks.

Mahyudin has not only provided for his family but has also been able to fund his wife's studies for a master's degree. "This is the result of hard and smart work," he said.



hingga meraih gelar magister. "Semua ini adalah berkat kerja keras dan kerja cerdas," tuturnya. Kemandirian finansial yang diraih memberikan inspirasi bagi banyak orang di sekitarnya.

Keberhasilan Mahyudin dalam beternak bebek membawa dampak positif bagi komunitasnya. Ia kini diakui sebagai *Local Champion* di Kabupaten Banjar dan terpilih menjadi ketua klaster bebek di Kecamatan Sungai Tabuk. "Saya juga aktif menjadi narasumber dalam pelatihan yang diadakan oleh Program YESS dan Dinas Pertanian," katanya dengan bangga.

Melalui perjalanan hidupnya, Mahyudin berharap dapat menginspirasi generasi muda untuk tidak takut mengambil risiko dan berjuang demi impian mereka.

"Bagi saya, beternak bukan hanya pekerjaan, tetapi juga perjalanan yang penuh makna. Saya ingin membuktikan bahwa kita bisa sukses meski berasal dari desa dan menghadapi berbagai tantangan," tutup Mahyudin.

His financial independence has inspired many people around him.

Mahyudin's success in raising ducks has positively impacted his community. He is now recognized as a Local Champion in Banjar and was elected head of the duck cluster in Sungai Tabuk. "I am also an active speaker at training sessions held by the YESS Program and the Agriculture Office," he proudly shared.

Through his life journey, Mahyudin hopes to inspire the younger generation to take risks and pursue their dreams without fear.

"For me, farming is not just a job; it is a meaningful journey. I want to prove that we can succeed, even coming from a village and facing various challenges," Mahyudin concluded.

Dokter Cabe, Ubah Takuti Jadi Sentra Pertanian Cabai

***"Chili Doctor" Transforms Takuti into
Chili Farming Center***

Oleh/By : Rezkih

Muhibban, seorang petani muda berusia 31 tahun berjuang untuk meningkatkan taraf hidup petani melalui inovasi dan semangat pertanian berkelanjutan. Dikenal sebagai "Dokter Cabe," Muhibban memimpin Gabungan Kelompok Tani, mendorong petani binaan untuk mengadopsi pendekatan pertanian semi modern dan semi organik.

"Pertanian bukan hanya tentang menanam dan memanen, tetapi juga tentang menciptakan nilai tambah," ujar Pemuda dari desa Takuti ini. Sejak awal, ia bertekad untuk menjadikan cabai sebagai komoditas unggulan di desanya, meski perjalanan ini tidaklah mudah.

Muhibban menghadapi banyak tantangan, mulai dari penurunan harga jual cabai hingga serangan hama dan penyakit. Salah satu rintangan terberatnya adalah penyakit busuk ranting yang mengancam tanaman cabai.

"Saat hujan terus-menerus, saya merasa putus asa. Pestisida yang saya semprotkan tidak memberikan hasil yang maksimal," ungkapnya. Namun, semangat juangnya tidak padam.

Dengan keuletan yang luar biasa, ia mencari solusi. Muhibban

Muhibban, a 31-year-old young farmer, is dedicated to improving the lives of farmers through innovation and the spirit of sustainable agriculture. Known as Dokter Cabai or Chili Doctor, he leads an association of farmer groups and encourages them to adopt semi-modern, semi-organic farming methods.

"Agriculture is not just about planting and harvesting, but also about creating added value," said the young man from Takuti. Initially, he was determined to make chili a top commodity in his village, but the journey was not easy.

Muhibban faced many challenges, from a decline in the selling price to pest and disease attacks. The most challenging hurdle was the twig rot disease that threatened the plants.

"When it rained constantly, I felt desperate. The pesticides I sprayed did not have maximum results," he recalled. However, his enthusiasm never faded.

With great tenacity, he found a solution. Muhibban improved the pH of the growing medium by periodically using dolomite and



memperbaiki pH media tanam dengan menggunakan dolomit dan kalsium secara berkala serta menerapkan teknik pemangkasan untuk meningkatkan sirkulasi udara di antara tanaman. "Saya percaya, setiap masalah pasti ada solusinya," tambahnya.

Motivasi utama Muhibban adalah melihat potensi besar dari budidaya cabai. Keberhasilannya tidak hanya dirasakan olehnya sendiri, tetapi juga memberikan dampak positif bagi komunitas petani di desanya. "Dengan inovasi yang saya terapkan, banyak petani di Takuti kini menikmati hasil panen yang lebih baik," kata Muhibban.

Ia sering diundang sebagai narasumber dalam berbagai program pertanian, berbagi pengetahuan dan pengalamannya dengan petani lain. "Saya ingin setiap petani di desa ini bisa berhasil seperti saya," tuturnya, mengungkapkan harapannya untuk menginspirasi generasi muda.

Salah satu inovasi penting yang diterapkan Muhibban adalah sistem pertanian semi modern dan semi organik. Dengan menggunakan teknologi seperti *Drip Irrigation System* dan pupuk organik, ia berhasil

calcium and applying pruning techniques to improve air circulation among the plants. "I believe that every problem has a solution," he added.

Muhibban's primary motivation was recognizing the massive potential of chili cultivation. His success has benefited him and positively impacted the farming community in his village. "With my innovations, many farmers in Takuti are now improving their yields," he said.

He is frequently invited to speak at various agricultural programs, sharing his knowledge and experience with other farmers. "I want every farmer in this village to be as successful as I am," he said, hoping to inspire the younger generation.

Muhibban's semi-modern, semi-organic farming system is one of his most significant innovations. He has significantly increased chili yields by using technologies such as the Drip Irrigation System and organic fertilizers. "This method not only reduces production costs but also maintains the balance of the ecosystem," he explained.



meningkatkan hasil panen cabai secara signifikan. "Pendekatan ini tidak hanya menekan biaya produksi, tetapi juga menjaga keseimbangan ekosistem," jelasnya.

Kreativitasnya tidak berhenti pada budidaya cabai. Muhibban mengembangkan produk turunan cabai seperti saus cabai, chili oil, dan sambal. "Setiap produk yang saya buat memiliki cita rasa unik yang disukai banyak orang," ujarnya dengan bangga. Saus cabai yang dihasilkan menjadi favorit banyak konsumen, menciptakan peluang ekonomi baru bagi masyarakat desa.

Muhibban mengakui bahwa praktik pertanian berkelanjutan adalah kunci untuk masa depan yang lebih baik. "Saya ingin memastikan bahwa generasi mendatang dapat menikmati hasil pertanian yang berkualitas," tegasnya. Ia memperkenalkan metode pertanian semi organik yang mengurangi ketergantungan pada bahan kimia, menghasilkan tanaman cabai yang lebih sehat dan lingkungan yang lebih lestari.

Tidak hanya fokus pada hasil panen, Muhibban juga berkomitmen untuk meningkatkan keterampilan petani binaan melalui program pelatihan. "Kami berbagi pengetahuan agar mereka juga bisa sukses," ujarnya.



His creativity goes beyond chili cultivation. Muhibban develops chili derivative products such as chili sauce, oil, and sambal. "Every product I make has a unique taste loved by many," he shared proudly. The chili sauce is a favorite among many consumers, creating new economic opportunities for the villagers.

Muhibban recognizes that sustainable agricultural practices are key to a better future. "I want to ensure that future generations can enjoy high-quality agricultural products," he emphasized. He introduced semi-organic farming methods that reduce reliance on chemicals, resulting in healthier chili plants and a more sustainable environment.

Muhibban is not only focused on yields but is also committed to improving the skills of farmers through training programs. "We share our knowledge so they can also be successful," he said.



Keberhasilan Muhibban dalam menerapkan teknologi pertanian dan menciptakan produk turunan telah menarik perhatian berbagai pihak, termasuk Bank Indonesia. Petugas dari bank tersebut datang ke desa Takuti untuk melihat langsung keberhasilan Muhibban. "Mereka terkesan dengan cara saya mengelola kebun cabai," kenangnya.

Setelah beberapa diskusi, Bank Indonesia merekrut Muhibban sebagai petani binaan. "Ini adalah kesempatan luar biasa untuk membina lebih banyak petani," katanya. Dengan dukungan finansial dan akses pelatihan, Muhibban dapat terus mengembangkan inovasi dan berbagi pengetahuan kepada petani lain.

Dari desa Takuti, Kalimantan Selatan, Muhibban membuktikan bahwa pertanian bukan hanya tentang menanam dan memanen, tetapi juga tentang menciptakan nilai tambah dan memberikan dampak positif bagi komunitas. "Saya ingin menjadi inspirasi bagi petani lain agar terus berinovasi dan berjuang menuju kesejahteraan," tutupnya.

His success in applying agricultural technology and creating derivative products has attracted the attention of various parties, including Bank Indonesia. The bank's officials visited Takuti to observe Muhibban's success directly. "They were impressed with how I manage my chili farm," he recalled.

After some discussions, Bank Indonesia recruited Muhibban as a mentored farmer. "It was an amazing opportunity to work with more farmers," he said. With financial support and access to training, Muhibban can continue to develop innovations and share his knowledge with other farmers.

From Takuti in South Kalimantan, Muhibban demonstrates that farming is not just about planting and harvesting but also about creating added value and positively impacting the community. "I want to inspire other farmers to keep innovating and striving for prosperity," he concluded.

Dari Kandang Broiler, **Ahmad Rasid Ajak Anak Muda Bertani**

From Broiler Farm, Ahmad Rasid Encourages Young People to Pursue Farming

Oleh/By : Muhammad Rizani

Tinggal di desa Belimbing Baru, yang terpencil di Kecamatan Sungai Pinang, Kabupaten Banjar, tak menyurutkan tekad Ahmad Rasid untuk berkarya. Lewat peternakan yang dibangunnya. Ia bukan hanya bisa meningkatkan ekonomi keluarga tetap juga menggugah minat generasi muda di desanya agar berkarya di sektor pertanian dan peternakan.

Perjalanan Ahmad Rasid dimulai sejak ia lulus SMA pada 2010. Dengan tekad membantu orang tuanya, Rasid mengelola berbagai usaha tani dan ternak, mulai dari menanam cabai dan jahe hingga beternak ayam dan itik. Lokasi desa yang terjal serta minimnya infrastruktur membuat usaha tani dan ternak ini kerap menghadapi tantangan besar.

Namun, semangat Rasid untuk bertahan di desa semakin kuat. "Saya melihat potensi beternak ayam broiler cukup besar, terutama dengan kemitraan bersama perusahaan Ciomas yang sangat membantu peternak dalam pengelolaan dan pemasaran," kata Rasid saat ditemui di kandangnya.

Pada 2015, Rasid memberanikan diri untuk memulai usaha peternakan ayam broiler secara mandiri dengan

Living in the remote village of Belimbing Baru in the Sungai Pinang of Banjar Regency has not dampened Ahmad Rasid's determination to work. Through his farm, he improves his family's economy and inspires the younger generation in his village to pursue careers in agriculture and farming.

Ahmad Rasid's journey began after he graduated from high school in 2010. Eager to help his parents, Rasid took on various agricultural and animal husbandry ventures, from growing chillies and ginger to raising chickens and ducks. The village's rough terrain and lack of infrastructure often presented significant challenges for the business.

Nevertheless, Rasid's commitment to staying in the village only grows stronger. "I saw the potential in raising broiler chickens, especially with the partnership with Ciomas company, which has been a great help to farmers in management and marketing," Rasid shared when we visited him at his farm.

In 2015, Rasid leaped to start a broiler farming business on his own by building a coop with a capacity of 3,000 chickens. The funds he used

membangun kandang berkapasitas 3.000 ekor. Dana yang ia gunakan adalah hasil pinjaman dari adik iparnya, yang menjadi modal awal dalam mewujudkan usahanya.

Namun, masa-masa awal ini tidak mudah. Selama dua tahun pertama, usaha tersebut kerap mengalami kegagalan. Tingginya angka kematian ayam dan biaya operasional yang membengkak menjadi kendala besar. "Waktu itu, rasanya benar-benar sulit. Beberapa kali saya hampir menyerah," ungkap Rasid.

Kegagalan tersebut membuat Rasid beralih profesi. Dari tahun 2018 hingga 2021, ia bekerja di perusahaan tambang di daerah Rantau, Ampah, dan Kintap, sambil terus mempelajari lebih banyak tentang peternakan ayam dari berbagai pengalaman di tempat yang ia kunjungi.

Pada 2022, dorongan untuk kembali berkarya di kampung halaman muncul kembali. Berbekal tabungan hasil kerjanya di tambang, ia pun kembali ke Desa Belimbing Baru dengan tekad yang semakin kuat.

Kepulangannya diikuti oleh tekad untuk memperbaiki sistem peternakan yang pernah ia jalankan. Pada 2022, Rasid bergabung dengan Program YESS (*Youth Entrepreneurship and Employment Support Services*), yang memberikan pelatihan kewirausahaan dan jejaring bagi pemuda di sektor pertanian.

Dengan dorongan dari sahabatnya yang juga fasilitator YESS, Anang Bahraini, Rasid semakin yakin untuk membesarkan peternakan ayam broiler miliknya. Ia mulai merancang kandang baru dengan kapasitas hingga 12.000 ekor ayam, empat kali lipat dari usahanya yang dulu.

Tak hanya dari sisi kapasitas, Rasid juga memperhatikan desain kandang yang efisien dan ramah lingkungan. Ia membagi kandang sepanjang 130 meter dengan lebar 7 meter tersebut menjadi tiga denah atau kotak. Setiap kotak memiliki fungsi berbeda sesuai usia ayam.



were borrowed from his brother-in-law as the initial capital for the business.

The early days were tough. During the first two years, the business faced frequent setbacks, with high chicken mortality and soaring operational costs posing significant challenges. "At that time, it was tough. Several times, I almost gave up," said Rasid.

These failures led Rasid to change careers. From 2018 to 2021, he worked for a mining company in Rantau, Ampah, and Kintap while gaining valuable knowledge about chicken farming from his experiences in these regions.

In 2022, the desire to return to his hometown grew stronger. With savings from his time at the mining company, he returned to Belimbing Baru with renewed determination.

His return marked the beginning of a commitment to improve the farming system he had been running. In 2022, Rasid joined the YESS (Youth Entrepreneurship and Employment Support Services) Program, which provided entrepreneurship training and networking opportunities for youth in the agricultural sector.

Encouraged by his friend and YESS facilitator Anang Bahraini, Rasid was convinced to expand his farm. He began designing new coops with



"Ketika umur ayam 1-10 hari, mereka ada di kotak pertama. Kemudian pindah ke kotak kedua setelah 10 hari, dan kotak ketiga hingga masa panen. Dengan sistem ini, ayam tidak stres, manajemen kandang lebih efisien, dan sterilisasi bisa terjaga," ujar Rasid menjelaskan.

Selain itu, Rasid juga menggunakan sistem pemberian air minum otomatis (TMAO) yang terhubung ke tandon besar dan kecil. Tandon besar diisi air minum, sementara tandon kecil berisi vitamin dan obat-obatan yang teralirkan ke seluruh tempat minum ayam. Sistem ini membantu menghemat waktu dan tenaga, serta

a capacity of up to 12,000 chickens, four times the size of his previous farm.

Rasid focused not only on capacity but also on creating efficient and environmentally friendly coop designs. He divided the 130-meter-long by 7-meter-wide coop into three sections or boxes, each serving a different function depending on the age of the chickens.

"When the chicks are 1-10 days old, they stay in the first box. After 10 days, they move to the second and third boxes until they reach their final harvest. This system ensures

menjaga kualitas kesehatan ayam.

"Kami juga menggunakan batubara lokal untuk menghangatkan kandang, dan sejauh ini hasil panen ayam sangat memuaskan. Ayam-ayam kami bahkan kuat dikirim hingga Kalimantan tanpa ada yang mati," ujarnya bangga.

Dari sisi pendanaan, Rasid juga aktif mencari dukungan. Baru-baru ini, pengajuan Kredit Usaha Rakyat (KUR) yang diajukannya ke Bank Kalsel senilai Rp 20 juta berhasil disetujui, dibantu oleh Taufiq, *Financial Advisor* Program YESS Kabupaten Banjar. Dana ini rencananya akan digunakan untuk memperluas kapasitas kandang hingga mampu menampung 15.000 bibit ayam.

Rasid tak hanya berfokus pada kesuksesan pribadi. Sebagai Ketua Kelompok Tani Sabar Subur Makmur di Desa Belimbing Baru, ia memiliki visi yang lebih luas. "Banyak petani di sini yang sudah tua, dan waktu luang mereka sebenarnya bisa dimanfaatkan dengan bertani atau beternak. Saya sering mendorong mereka untuk mengajak anak-anak muda agar tetap produktif di desa," kata Rasid.

Dalam upaya membangun minat generasi muda, Rasid sering membagikan kaos bertuliskan logo YESS dan Dinas Pertanian secara gratis kepada peserta pelatihan. Ia juga menjadi narasumber dalam berbagai pelatihan pertanian di tingkat kecamatan dan kabupaten, termasuk program "Batumbang Tani" (Banjar Tumbuh Kembangkan Petani Maju, Mandiri, dan Agamis) yang digelar Dinas Pertanian. Menurut catatan Dinas Pertanian, Desa Belimbing Baru kini memiliki jumlah CPM (Calon Penerima Manfaat) dan PM (Penerima Manfaat) tertinggi dibandingkan desa lain, berkat inisiatif Rasid.

Sebagai Ketua Karang Taruna Maju Bersama, Rasid menggerakkan 20 anak muda di desanya untuk terlibat dalam sektor pertanian dan

the chickens are not stressed, coop management is more efficient, and sterilization can be maintained," Rasid explained.

In addition, Rasid uses an automatic drinking water feeding system (TMAO) connected to both large and small reservoirs. The large reservoir is filled with drinking water, while the small reservoir holds vitamins and supplements piped to the chickens' watering holes. This system helps save time and effort while maintaining the chickens' health.

"We also use local coal to heat the coop, and the results have been very satisfying so far. Our chickens are strong enough to be shipped to Kalimantan without any deaths," he said proudly.

Rasid is also actively seeking support in terms of funding. Recently, his application for a People's Business Credit (KUR) to Bank Kalsel worth IDR20 million was successfully approved, with assistance from Taufiq, the Financial Advisor of the Banjar Regency YESS Program. These funds are planned to expand the coop's capacity to accommodate 15,000 chicken seedlings.

Rasid is not solely focused on personal success. As the Sabar Subur Makmur Farmer Group leader in Belimbing Baru, he carries a broader vision of empowering his village community. "Many of the farmers here are elderly, and their free time could be better spent on farming or raising livestock. I often encourage them to motivate young people to stay productive," he said.

Demonstrating his dedication, Rasid actively cultivates the younger generation's enthusiasm for agriculture and farming. He regularly hands out free t-shirts featuring the logos of YESS and the Department of Agriculture to training participants. Additionally,



peternakan. "Kalau ada yang susah diajak, saya sering undang mereka untuk memberi pakan dan ikut panen di kandang. Sebagai upah, mereka boleh membawa pulang satu ayam untuk dinikmati di rumah," ungkap Rasid sambil tersenyum. Dengan pendekatan tersebut, Rasid berhasil mengubah pandangan pemuda desa tentang pertanian dan peternakan sebagai pekerjaan yang bernilai tinggi.

Rasid kini menantikan berbagai peluang yang bisa membawa kelompok taninya untuk mendapatkan bantuan lebih besar dari pemerintah. Ia bahkan sudah membuatkan legalitas resmi berupa akta notaris untuk Kelompok Tani Sabar Subur Makmur yang beranggotakan 25 orang tersebut. "Dengan legalitas ini, kami berharap kelompok tani bisa lebih mudah mendapatkan bantuan atau pendampingan dari dinas terkait," ujarnya.

Kisah Ahmad Rasid adalah bukti nyata bahwa pemuda desa dengan semangat yang kuat dapat memberikan kontribusi besar bagi desanya. Melalui kerja keras dan inovasi, Rasid tak hanya membangun bisnis peternakan yang sukses, tetapi juga menciptakan inspirasi bagi para pemuda di desanya untuk meraih mimpi dalam sektor pertanian dan peternakan. "Bagi saya, hidup yang produktif adalah hidup yang diisi dengan bertani dan beternak. Kita bisa membangun masa depan desa kita sendiri," tutup Rasid penuh optimisme.

Rasid serves as a speaker in various agricultural training sessions at the Subdistrict and Regency levels, including the Batumbang Tani (Banjar Tumbuh Kembangkan Petani Maju, Mandiri, dan Agamis) program organized by the Agriculture Department. Through Rasid's initiative and dedication, Belimbing Baru Village has become a focal point. According to the Agriculture Office's records, the village boasts the highest number of Prospective Beneficiaries (CPM) and Beneficiaries (PM) compared to other villages.

As the head of Karang Taruna Maju Bersama, Rasid has encouraged 20 young villagers to get involved in agriculture and farming. "If they are difficult to engage, I often invite them to feed the chickens and participate in the harvest. As a reward, they can take home a chicken to enjoy at home," Rasid revealed with a smile. With this approach, Rasid has successfully changed the village youth's perception of farming and animal husbandry as valuable work.

Rasid is now looking forward to opportunities that could lead to his farming group receiving more significant government support. He provided an official notarial deed for the Sabar Subur Makmur Farmer Group, which consists of 25 members. "With this legality, we hope the farmer group can more easily get assistance or mentoring from related departments," he said.

Ahmad Rasid's story is clear evidence that strong-minded rural youth can majorly contribute to their village. Through hard work and innovation, Rasid has built a successful business and inspired the youth in his village to pursue their dreams in agriculture. "For me, a productive life is filled with farming. We can build the future of our village," Rasid concluded optimistically.

Aidah, *Single Mother* di Kebun Cabai

Aidah, Single Mother in a Chili Farm

Oleh/By : Muhammad Rizani

Sebagai seorang *single mother* Idah harus berfikir keras bagaimana bisa membesarkan buah hatinya Haikal yang baru berusia 4 tahun. Apalagi dengan pendidikan yang hanya Sekolah Dasar, membuat wanita yang akrab disapa Idah ini memilih usaha yang tidak memerlukan keahlian namun bisa memberikan penghasilan yang lumayan.

"Dari berbagai usaha, akhirnya saya memutuskan menjadi petani cabai besar dan memulainya pada tahun 2019 lalu," ungkap wanita 38 tahun asal Desa Mangkauk, Pengaron ini.

Awalnya, Idah menanam cabai bersama orang tuanya di lahan seluas setengah hektare di Desa Mandurian. Namun, jarak lahan yang mencapai 12 kilometer dari rumahnya menjadi kendala utama, ditambah dengan sumber daya dan akses air yang terbatas.

Tidak ingin menyerah, Idah akhirnya memutuskan untuk pindah ke lahan yang lebih dekat dan lebih luas milik keluarganya di Desa Mangkauk.

Kini, Idah membudidayakan dua jenis cabai besar, yakni varietas pilar

As a single mother, Idah worked hard to raise her 4-year-old son, Haikal. With only an elementary school education, the woman familiarly known as Idah chose a business that did not require specialized skills but could still provide a decent income.

"Out of various businesses, I finally decided to become a chili farmer and started in 2019," said the 38-year-old woman from Mangkauk, Pengaron.

Initially, Idah planted chilies with her parents on half a hectare of land in Mandurian. However, the 12-kilometer distance from her house posed a significant obstacle, along with limited resources and access to water.

Refusing to give up, Idah decided to move to a closer and larger plot of land owned by her family in Mangkauk.

Today, Idah cultivates two types of large chili peppers: the spicy and delicate pilar variety and the darmais variety, which is larger but has a less intense spiciness. Depending on market conditions, these chilies are sold at varying prices, ranging from Rp 10,000 to



yang pedas dan halus, serta varietas darmais yang lebih besar namun memiliki tingkat kepedasan yang lebih rendah. Cabai-cabai ini dijual dengan harga bervariasi, dari Rp 10.000 hingga Rp 50.000 per kilogram, tergantung kondisi pasar. Pilihan varietas ini, katanya, menjadi salah satu strategi yang ia kembangkan untuk tetap kompetitif.

Perjalanan Idah mengalami perubahan besar setelah ia berkenalan dengan Program YESS. Melalui bantuan Penyuluh Pertanian Ansori dan fasilitator YESS Hariyanto, Idah mendapat pendampingan intensif dan pelatihan untuk mengembangkan teknik budidaya cabai yang lebih efektif. "YESS bukan hanya sekadar program bantuan, tapi mereka mengajarkan cara bertani yang benar. Saya benar-benar mendapat panduan yang selama ini saya butuhkan," ujarnya.

Idah memanfaatkan melalui YESS ia belajar memanfaatkan sumber daya yang ada, seperti pupuk kandang dan agen hayati untuk mengatasi serangan hama. Di samping itu, manajemen pengairan pun menjadi salah satu perhatian utama setelah

Rp 50,000 per kilogram. This choice of variety, she said, is one of the strategies she has developed to remain competitive.

Idah's journey took a significant turn after she was introduced to the YESS Program. With the assistance of an agricultural instructor, Ansori, and a YESS facilitator, Hariyanto, Idah received intensive support and training to improve her chili cultivation techniques. "YESS is not just an aid program; they teach the right way to farm. I finally received the guidance I needed all this time," she said.

Through YESS, Idah learned to utilize resources such as manure and biological agents to combat pest attacks. Additionally, irrigation management became one of her main focuses after moving to Mangkau. "Now that our land is close to a water source, the plants never lack water," she said.

Pest infestations, such as aphids, once posed a significant challenge for Idah, especially when the climate was unpredictable. However, with support from village instructors, she has learned to

ia pindah ke Desa Mangkauk. "Sekarang lahan kami dekat dengan sumber air, jadi tanaman tidak pernah kekurangan air," katanya.

Masalah hama, seperti kutu daun, sempat menjadi tantangan besar bagi Idah, terutama saat iklim tidak menentu. Namun, berkat pelatihan dari para penyuluh desa, ia belajar menangani masalah ini dengan pestisida alami dan insektisida yang lebih ramah lingkungan. "Setiap minggu, saya pastikan untuk membeli obat yang diperlukan agar tanaman tetap produktif," kata Idah.

Berkat pendampingan dari YESS, Idah tak hanya mampu meningkatkan produksi, tetapi juga memperluas jaringan pemasaran. Saat ini, ia sudah memiliki langganan tetap dari tengkulak di pasar seperti Paman Asul di Pasar Sungkai dan Paman Aman di Paring Tali, serta kios mitra di daerah Sungkai yang selalu memasok kebutuhan taninya.

"Mereka senang karena pasokan cabai saya lebih stabil sekarang. Dulu pasokannya kecil, jadi sulit memenuhi permintaan," ujarnya.

Keberhasilan Idah mendapat hibah kompetitif kategori berkembang senilai Rp 25 juta pada 2023 juga menjadi titik balik penting dalam perjalanan usahanya. Dana ini digunakan untuk memperluas lahan tanamnya hingga dua hektare dan menanam sekitar 8.000 rumpun cabai.

"Hibah ini sangat membantu untuk menambah modal dan memperbesar produksi," ujar Idah. Dengan lahan yang lebih besar dan akses yang lebih baik, Idah mampu meningkatkan produksi dan pemasukan.

Program YESS juga membuka jalan bagi Idah untuk menjadi Ketua Kelompok Wanita Tani (KWT) Kenanga di Desa Mangkauk. Dengan jumlah anggota sebanyak 27 wanita tani, Idah kini aktif menginspirasi para ibu rumah tangga di sekitarnya

manage the problem using natural pesticides and insecticides that are more environmentally friendly. "Every week, I make sure to buy the necessary supplies to keep my plants productive," Idah said.

With YESS's assistance, Idah has increased production and expanded her marketing network. Currently, she has regular customers from middlemen in the market, such as Asul in Sungkai Market and Aman in Paring Tali, as well as partner merchants in Sungkai who consistently supply her farming needs.

"They are happy because my supply is more stable now. In the past, the supply was small, so it was challenging to meet demand," she said.

Idah's success in securing a competitive grant in the developing category worth IDR 25 million in 2023 was also a key turning point in her business journey. The funds were used to expand her farm to two hectares and plant around 8,000 chili clumps.

"This grant is helping to increase capital and boost production," said Idah. With more land and better access, Idah has been able to expand both production and income.

The YESS program also opened the door for Idah to become the Kenanga Women Farmers Group (KWT) leader in Mangkauk. Now, with 27 members, Idah is actively inspiring homemakers around her to join in growing chili.

"We often discuss and share experiences about chili cultivation, from planting to dealing with pest problems," she said. Through Kenanga, Idah encouraged other members, such as Mariatun and Aminah, both of whom are also YESS Program participants, to get involved in developing chili cultivation.

untuk ikut menanam cabai.

"Kami sering berdiskusi dan saling berbagi pengalaman tentang budidaya cabai, mulai dari cara menanam sampai menghadapi masalah hama," ujarnya. Melalui KWT Kenanga, Idah berhasil mendorong partisipasi anggota lain seperti Mariatun dan Aminah, yang juga peserta Program YESS, untuk ikut mengembangkan budidaya cabai.

Seiring pertumbuhan usahanya, Idah pun mulai mempekerjakan orang-orang di sekitarnya. Saat ini, ia mempekerjakan dua pekerja laki-laki dan satu perempuan untuk membantu perawatan kebun. Ketika musim panen tiba, Idah juga merekrut tambahan empat pekerja perempuan untuk memetik cabai. Keberhasilan ini membuat Idah semakin optimistis untuk terus membesarkan usaha taninya. "Alhamdulillah, saya bisa bantu orang-orang di sekitar sini untuk dapat penghasilan tambahan juga," ungkapnya.

Selain itu, Idah aktif mengikuti pelatihan yang diadakan oleh YESS, seperti pelatihan peningkatan kapasitas pemuda melalui proposal bisnis dan literasi keuangan. Lewat pelatihan-pelatihan ini, Idah semakin memahami pentingnya manajemen keuangan dan pemasaran dalam mengembangkan usaha tani. "Dulu saya tidak tahu bagaimana caranya mengatur uang hasil penjualan cabai. Tapi sekarang, saya bisa mengelola keuangan dengan lebih baik," katanya dengan senyum.

Dalam hal pemasaran, Idah telah menjalin hubungan baik dengan tengkulak lokal seperti Paman Asul di Pasar Sungkai dan Paman Aman di Paring Tali. Untuk memenuhi kebutuhan produksi, ia bermitra dengan Kios Jali di Sungkai. Sejak Februari tahun ini, Idah telah melakukan beberapa kali panen, dengan hasil panen terbesar

Idah also began to employ people from her community as her business grew. She currently employs two male workers and one female worker to help maintain the land. During the harvest times, Idah recruits four more female workers to pick the chilies. This success has made Idah even more optimistic about growing her farming business. "Alhamdulillah, I can help people around here earn extra income, too," she said.

Idah has actively participated in training organized by YESS, such as training on youth capacity building through business proposals and financial literacy. Through this training, Idah began to understand the importance of financial management and marketing in developing her business. "Previously, I did not know how to manage the money from sales of chili peppers. But now, I can manage my finances better," she smiled.

Idah has established good relationships with local middlemen, such as Asul in Sungkai Market and Aman in Paring Tali for marketing. To supply her production needs, she partners with Jali Kiosk in Sungkai. Since February of this year, Idah has harvested several times, with the biggest harvest in March. The selling price of the chilies Idah manages varies, ranging from

IDR10,000 to IDR50,000 per kilogram, depending on the variety and market conditions.

With a generous harvest, Idah can now employ two men and one woman for daily activities in her fields, adding four additional female workers during the harvest season. This success has made Idah even more eager to continue developing her chili business.

"I hope this business can continue to fulfill my family's needs and benefit the surrounding community, especially other farmers who want

tercatat pada Maret. Harga jual cabai yang dikelola Idah beragam, mulai dari Rp 10.000 hingga Rp 50.000 per kilogram, tergantung varietas dan kondisi pasar.

Dengan hasil panen yang melimpah, Idah kini mampu mempekerjakan dua laki-laki dan satu perempuan untuk kegiatan sehari-hari di kebunnya, dan menambah empat pekerja perempuan tambahan saat musim panen tiba. Kesuksesan ini membuat Idah semakin bersemangat untuk terus mengembangkan usaha tani cabainya.

"Saya berharap usaha cabai ini bisa terus memenuhi kebutuhan keluarga dan memberikan manfaat bagi masyarakat sekitar, khususnya petani lain yang ingin ikut budidaya cabai," ucapnya.

Dengan hasil panen yang melimpah, Idah kini mempekerjakan dua pekerja laki-laki dan satu perempuan, serta menambah empat pekerja tambahan saat musim panen. Kesuksesan ini membuat Idah semakin optimistis. "Saya ingin usaha cabai ini bisa terus memenuhi kebutuhan keluarga dan memberikan manfaat bagi masyarakat sekitar, khususnya petani yang ingin menekuni budidaya cabai," pungkasnya.

Idah tidak lupa menyampaikan rasa terima kasih kepada YESS. "Dulu saya cuma bisa bermimpi punya lahan yang besar dan produksi yang banyak. Sekarang, dengan bantuan YESS, mimpi itu jadi nyata. Saya bangga bisa jadi petani dan membantu memberdayakan orang lain juga," tuturnya dengan senyum.

Idah berharap kisahnya bisa menginspirasi petani muda dan masyarakat lainnya untuk tidak takut memulai usaha dan tetap semangat menghadapi tantangan. "Kalau kita berusaha, pasti ada jalannya," ujar Idah.



to participate in chili cultivation," she said.

With a generous harvest, Idah now employs two male and one female worker and adds four additional workers during the harvest season. This success has made Idah even more optimistic. "I want this business to continue providing for my family and benefiting the surrounding community, especially farmers who want to pursue chili cultivation," she concluded.

Idah also expressed her gratitude to YESS. "In the past, I could only dream of having a large farm and producing a lot. Now, with YESS's support, that dream has come true. I am proud to be a farmer and help empower others, too," she shared happily.

Idah hopes her story encourages young farmers and other communities to overcome their fears of starting a business and stay motivated in the face of challenges. "If there is a will, there is a way" she said.

Hendra, Rasakan Pedasnya Bisnis Cabai

Hendra Tastes the Spicy Chili Farming Business

Oleh/By : Rizka Fajriatul



Semangat Hendra untuk berinovasi berhasil mengubah usaha pertaniannya dari yang awalnya berskala kecil menjadi usaha produktif yang sukses dan menjadi inspirasi bagi banyak petani lainnya. Pertanian cabai yang dijalankan Hendra kini semakin berkembang, dan bisa mengubah perekonomian keluarga.

Kabupaten Banjar sendiri merupakan salah satu wilayah pertanian utama di Kalimantan Selatan, dengan berbagai komoditas unggulan seperti padi, sayuran, dan cabai. Namun, bertani di daerah ini tidak selalu mudah. Hendra mengakui bahwa sebelum mendapatkan dukungan dari Program YESS, ia menghadapi tantangan besar.

"Awalnya saya bertani dengan cara tradisional, tanpa banyak teknologi dan hanya mengandalkan apa yang sudah biasa dilakukan orang tua saya," cerita Hendra. "Tapi masalah datang silih berganti, mulai dari cuaca yang tidak menentu hingga kesulitan memasarkan hasil panen."

Keberhasilan Hendra dimulai ketika ia bergabung dengan Program YESS, sebuah inisiatif dari pemerintah yang berfokus pada pemberdayaan

Hendra's passion for innovation has transformed his farming business from a small-scale operation into a successful and productive venture that has inspired many other farmers. His chili pepper farm is now thriving and has the potential to change his family's finances.

Banjar, one of the leading agricultural areas in South Kalimantan, is known for producing key commodities such as rice, vegetables, and chili. However, farming in this region can be challenging. Hendra admits that he faced significant challenges before receiving support from the YESS Program.

"I started farming the traditional way, without much technology, just relying on what my parents were used to doing," Hendra said. "But challenges arose, from unpredictable weather to difficulties marketing the harvest."

Hendra's success began when he joined the YESS Program, a government initiative focused on youth empowerment in agriculture and entrepreneurship.

The program provides participants, including Hendra, with



pemuda dalam dunia pertanian dan wirausaha.

Program ini memberi pelatihan, pendampingan, serta akses modal dan berbagai sumber daya yang diperlukan oleh para peserta, termasuk Hendra, untuk meningkatkan usaha mereka. Melalui program ini, Hendra mendapatkan bekal pengetahuan mengenai teknik pertanian modern, manajemen usaha, dan strategi pemasaran yang efektif.

"Saya merasa sangat beruntung bisa bergabung dalam Program YESS. Di sana saya belajar banyak hal yang sebelumnya tidak pernah terpikirkan, seperti cara memilih benih yang baik, penggunaan pupuk yang tepat, hingga bagaimana cara memasarkan hasil pertanian dengan lebih efektif," kata Hendra.

Program ini tidak hanya memberikan teori tetapi juga menyediakan praktik langsung di lapangan, sehingga para peserta dapat langsung melihat dan merasakan dampak dari penerapan metode-metode baru tersebut.

Salah satu perubahan besar yang dilakukan Hendra setelah mengikuti pelatihan adalah penggunaan benih unggul untuk meningkatkan kualitas dan kuantitas hasil panen cabainya. Ia juga mulai menerapkan teknik pertanian terpadu yang ramah lingkungan, mengurangi penggunaan pestisida, dan lebih memfokuskan

training, mentoring, and access to the capital and resources needed to improve their businesses. Hendra gained knowledge of modern farming techniques, business management, and effective marketing strategies through the YESS Program.

"I feel fortunate to be part of the YESS Program. I have learned many things I never thought of before, such as the right way to choose good seeds, the proper use of fertilizers, and how to market agricultural products more effectively," Hendra said.

The program offers theoretical knowledge and hands-on practice in the field, allowing participants to directly see and experience the impact of applying these new methods.

Hendra's significant change after the training was using high-yielding seeds to improve the quality and quantity of his chili harvest. He also began applying environmentally friendly integrated farming techniques, reducing pesticide use and focusing more on organic fertilization. With these techniques, I can maintain the soil quality, keeping it fertile so my plants grow healthier," he said.

Hendra also uses technology to boost farming efficiency. Technology has become an essential part of his farming activities, from monitoring soil moisture to using apps for setting

pada pemupukan organik. "Dengan teknik ini, saya bisa menjaga kualitas tanah agar tetap subur dan tanaman saya bisa tumbuh dengan lebih sehat," ujarnya.

Tidak hanya itu, Hendra juga memanfaatkan teknologi untuk meningkatkan efisiensi dalam bertani. Dari pemantauan kelembaban tanah hingga penggunaan aplikasi untuk mengatur jadwal penyemprotan, teknologi kini menjadi bagian penting dalam kegiatan pertaniannya.

"Dulu saya pikir teknologi hanya untuk pertanian besar saja, tapi ternyata sangat membantu, bahkan untuk skala kecil seperti milik saya. Dengan teknologi, saya bisa menghemat waktu dan tenaga," jelasnya.

Setelah menerapkan berbagai teknik yang dipelajarinya, usaha cabai Hendra pun menunjukkan perkembangan yang signifikan. Produksi cabai meningkat dengan hasil panen yang lebih berkualitas, sehingga harganya di pasaran pun lebih baik.

"Dulu, saya kesulitan mencapai target panen. Tapi sekarang, produksi saya meningkat hampir dua kali lipat dan kualitasnya jauh lebih bagus," kata Hendra penuh bangga. Pendapatan Hendra pun mengalami kenaikan signifikan, memberi dampak ekonomi yang positif bagi dirinya dan keluarganya.

Tidak hanya berhenti pada peningkatan hasil panen, Hendra juga mulai merambah pasar yang lebih luas. Dengan bantuan Program YESS, ia mempelajari strategi pemasaran dan kini memanfaatkan media sosial untuk mempromosikan hasil panennya.

"Dulu saya hanya menjual ke pasar lokal, tapi sekarang saya bisa menjangkau konsumen lebih luas. Bahkan ada beberapa toko yang tertarik untuk menjual produk saya," jelasnya. Langkah ini membantunya menjaga kestabilan harga cabai, terutama di masa panen raya.

Keberhasilan Hendra dalam

spraying schedules.

"I used to think technology was only for large farms, but it is invaluable, even for small-scale farms like mine. With technology, I can save time and energy," he explained.

After applying the techniques he had learned, his farming business experienced significant growth.

Production has increased with higher-quality crops, leading to better prices in the market.

"I used to struggle to reach my harvest target. But now, my production has nearly doubled, and the quality has greatly improved," Hendra proudly stated. His income has also increased significantly, providing a positive financial impact for him and his family.

Beyond boosting his yields, Hendra has begun exploring a broader market. With the support of the YESS Program, he learned marketing strategies and now uses social media to promote his crops.

"I used to only sell to the local market, but now I can reach a much wider range of consumers. I even have merchants interested in selling my products," he explained. It has also helped him maintain stable chili prices, especially during harvest.

Hendra's success in improving his business through the YESS Program has had a positive impact not only on him but also on the young farmers around him. Now, Hendra actively shares his knowledge and experience with local farming communities in Banjar.

"I want more young people to get interested in agriculture. Farming is cool, and if pursued the right way, the results can be promising," he said.

Hendra also helps train young farmers in the village, demonstrating how modern farming can open up many financial opportunities and as a learning experience. He frequently encourages young farmers to participate in government programs

meningkatkan usahanya melalui Program YESS tidak hanya memberi dampak positif bagi dirinya, tetapi juga membawa inspirasi bagi para petani muda di sekitarnya. Kini, Hendra aktif berbagi ilmu dan pengalamannya dengan komunitas petani lokal di Kabupaten Banjar.

"Saya ingin lebih banyak anak muda tertarik dengan pertanian. Bertani itu keren, dan jika ditekuni dengan cara yang benar, hasilnya bisa sangat menjanjikan," ungkapnya.

Selain berbagi pengalaman, Hendra juga membantu pelatihan petani muda dalam lingkup desa. Ia menunjukkan bahwa bertani dengan pendekatan modern bisa membuka banyak peluang, baik dari segi finansial maupun kesempatan untuk terus belajar. Ia pun seringkali mengajak para petani muda untuk ikut serta dalam program-program pemerintah, seperti Program YESS, agar mereka dapat merasakan manfaat yang sama.

Keberhasilan Hendra menunjukkan bahwa dengan dukungan dan tekad yang kuat, tantangan dalam dunia pertanian bisa diatasi. Program YESS sendiri telah berhasil membuka mata banyak petani muda akan pentingnya inovasi dan pendidikan dalam bertani.

Hendra adalah salah satu bukti nyata bahwa dengan metode bertani modern dan akses yang memadai ke berbagai sumber daya, petani muda Indonesia bisa lebih kompetitif dan produktif.

"Berkat YESS, saya bisa mengembangkan usaha saya dan tidak lagi khawatir tentang pemasaran atau cara bertani yang benar. Saya bisa lebih tenang, dan yang terpenting, hasil panen saya lebih terjamin," tuturnya.

Hendra berharap bahwa kisahnya bisa menginspirasi lebih banyak pemuda untuk berani mencoba bertani dan melihat pertanian sebagai pilihan karier yang menarik dan menguntungkan.



like the YESS Program to benefit from the same advantages.

His achievements demonstrate strong support and determination to overcome the challenges in agriculture. The YESS program has successfully opened the eyes of many young farmers to the importance of innovation and education in farming.

Hendra is living proof that young Indonesian farmers can become more competitive and productive with modern farming methods and adequate access to resources.

"Thanks to YESS, I can grow my business without worrying about marketing or the proper farming methods. I can be more relaxed, and most importantly, my crops are more secure," he said.

Hendra hopes to inspire more young people to take a chance on farming and see agriculture as an exciting and profitable career choice.

Joko Laksono, Raup Cuan dari Ribuan Pohon Cabai

***Joko Laksono Makes Bucks
from Thousands of Chili Plants***

Oleh/By : Rizka Fajriatul

Joko Laksono, seorang petani cabai dari Desa Sindang Jaya, Kecamatan Cintapuri Darussalam, telah berhasil mengembangkan usahanya. Dengan inovasi dan ketekunan, lahan cabai Joko yang tadinya hanya ditanami ratusan pohon, kini menjadi ribuan dalam waktu singkat.

Berasal dari keluarga petani, Joko adalah anak ketiga dari tiga bersaudara yang besar di lingkungan pertanian. Namun, ia tak hanya mengikuti jejak keluarga tanpa tujuan; Joko punya tekad kuat untuk membuktikan bahwa bertani bisa menjadi jalan menuju kesejahteraan.

"Saya melihat potensi hasil cabai itu sangat menjanjikan," ujar Joko saat ditemui di lahannya. "Saya mulai belajar budidaya cabai pada tahun 2021 dengan 800 pohon, dan setelah melihat hasil yang cukup baik, saya makin termotivasi untuk terus mengembangkan usaha ini."

Seiring waktu, jumlah pohon cabai di lahannya meningkat pesat. Kini, di tahun 2024, Joko telah mengelola sekitar 8.000 pohon cabai, yang memberinya pendapatan cukup besar dan kemampuan untuk terus memperluas usaha.

Joko Laksono, a chili farmer from Sindang Jaya Village, Cintapuri Darussalam, has successfully expanded his business. Through innovation and perseverance, Joko's farm, once planted with just hundreds of trees, has grown to thousands quickly.

Born in a farmer's family, Joko is the youngest of three children who grew up in an agricultural environment. However, he did not simply follow his family's path without a purpose; he was determined to prove that farming could be a path to prosperity. "I see the potential of chili farm as very promising," Joko revealed. "I started learning chili cultivation in 2021 with 800 trees, and after realizing quite good results, I became more motivated to continue developing this business."

As time goes, the number of chili trees on his land increased rapidly. Currently, in 2024, Joko has managed around 8,000 chili plants, which gives him a sizable income and the ability to continue expanding the business.

However, this success did not come without challenges. According to Joko, one of the main obstacles he faces is a quality water source. The area where he lives has water with a high acidity

Namun, keberhasilan ini tidak datang tanpa tantangan. Menurut Joko, salah satu kendala utama yang dihadapinya adalah sumber air berkualitas. Wilayah tempatnya tinggal memiliki air dengan tingkat keasaman tinggi, sehingga sulit untuk digunakan dalam budidaya tanaman.

"Air yang bagus di sini memang sulit didapatkan, terutama untuk kebutuhan budidaya. Ini menjadi tantangan besar, belum lagi saat musim hujan tiba yang bisa menyebabkan lahan tergenang air," jelas Joko. Namun, kesulitan ini tidak menyurutkan semangatnya, dan Joko terus mencari cara-cara alternatif untuk mengatasi kendala tersebut.

Tak hanya bertani, Joko juga aktif dalam berbagai pelatihan yang diadakan oleh Program YESS yang ia ketahui dari temannya di Balai Penyuluhan Pertanian (BPP) setempat.

Setelah mengikuti pelatihan pada 2022, wawasan dan keterampilannya dalam mengelola usaha semakin bertambah. Dari pelatihan ini, ia belajar lebih banyak tentang pengelolaan keuangan, administrasi usaha, hingga teknik budidaya yang lebih efisien dan terukur.

"Setelah ikut Program YESS, saya jadi paham betul soal manajemen keuangan dan bagaimana cara menghitung modal yang diperlukan. Sebelumnya, saya hanya mengandalkan insting dan keberanian, tapi sekarang saya lebih terencana dalam mengembangkan usaha"ungkap Joko.

Meskipun teknik budidayanya masih sederhana, Joko merasa bahwa ketekunan dan keyakinan adalah modal utamanya. "Saya menerapkan teknik yang saya kembangkan sendiri di lahan ini, bekerja keras untuk memaksimalkan hasil dari lahan-



level, making it difficult to be used in plant cultivation.

"A reliable water source is scarce, particularly for cultivation purposes, presenting a considerable challenge. This challenge becomes even more pronounced during the rainy season, as flooding often inundates the land." Nevertheless, these difficulties did not deter him. Joko remained resolute, actively seeking alternative solutions to address these obstacles.

In addition to farming, Joko actively participated in various training sessions organized by the YESS Program, which he learned about through a friend at the local Agricultural Extension Center (BPP).

After attending training in 2022, his insight and skills in managing a business developed well. By joining this training, he learned more about financial management, business administration, and more efficient and measurable cultivation techniques.

"After joining the YESS Program, I understand financial management and how to calculate the funding needed. Previously, I only relied on instinct and courage, but now I am more prepared to develop my business," said Joko.

Even though his cultivation techniques are still simple, Joko feels that perseverance and confidence are his core efforts. "I apply my own developed techniques on this land, working hard to maximize the yield from the plots spread across several locations," he added.

lahan yang tersebar di beberapa lokasi," tambahnya.

Kesederhanaan ini justru membuktikan bahwa siapapun bisa memulai usaha pertanian tanpa perlu takut atau merasa malu.

Keberhasilan Joko juga didukung komunitas petani di desanya, yang saling berbagi ilmu dan pengalaman. Menurut Joko, kolaborasi ini menjadi faktor penting dalam mempertahankan usaha tani cabai di tengah persaingan dan berbagai kendala.

"Kami sering berbagi informasi tentang kendala dan cara mengatasinya, mulai dari masalah hama sampai strategi pemasaran," ujar Joko. Solidaritas antarpetani ini memungkinkan mereka untuk saling belajar dan memperkuat jaringan bisnis di wilayah sekitar.

Impian Joko ke depan tidak hanya berhenti pada pencapaian pribadi. Ia bercita-cita untuk menjadi inspirasi bagi generasi muda di desa-desa yang masih ragu untuk terjun di sektor pertanian. "Saya ingin menunjukkan bahwa menjadi petani itu keren dan bisa memberikan masa depan yang baik," katanya.

Selain itu, Joko juga berharap dapat membuka lapangan kerja bagi masyarakat sekitar, terutama pemuda-pemuda desa, yang seringkali masih enggan melihat pertanian sebagai pilihan karir.

Dukungan Program YESS telah menjadi salah satu faktor yang mendorong Joko meraih keberhasilan ini. Program ini tidak hanya menambah modal usahanya, tetapi juga memberinya akses ke ilmu dan teknologi pertanian yang lebih maju.

Setelah memperoleh bantuan modal dari Program YESS, produksi cabai Joko meningkat secara signifikan, hingga ia mampu membeli aset-aset baru yang menunjang usahanya. Misalnya, ia kini memiliki

This simplicity actually proves that anyone can start a farming business without having to be afraid or feel ashamed.

Joko's success is also supported by the farming community in his village, which shares knowledge and experience with each other. According to Joko, this collaboration is an essential factor in maintaining chili farming efforts amidst competition and various obstacles.

"We often share information about obstacles and how to overcome them, from pest problems to marketing strategies," said Joko. This solidarity between farmers allows them to learn from each other and strengthen business networks in the surrounding area.

Joko's aspirations extend beyond personal accomplishments. He aims to inspire the younger generation in rural areas who may still be hesitant to pursue careers in agriculture. "I want to demonstrate that being a farmer is a noble profession and can offer a promising future," he stated.

In addition, Joko also hopes to open up employment opportunities for the local community, especially village youth, who are often reluctant to choose agriculture as a career option.

The support of the YESS Program has been one of the factors that has driven Joko to achieve this success. This program not only increases business capital but also provides access to more advanced agricultural science and technology.

After receiving capital assistance from the YESS Program, Joko's chili production grew significantly to the point where he was able to purchase new assets to support his business. For example, he now has better farming equipment and sufficient knowledge to maximize his harvest.

"With the help of YESS, my success rate has increased. The production results are greater, and I am able to buy assets that really support my

peralatan pertanian yang lebih baik dan pengetahuan yang memadai untuk memaksimalkan hasil panen.

"Dengan bantuan YESS, tingkat keberhasilan saya meningkat. Hasil produksi lebih banyak, dan saya mampu membeli aset yang sangat menunjang usaha tani saya," ujar Joko penuh syukur. Menurutnya, pencapaian ini tak lepas dari dukungan berbagai pihak, mulai dari keluarga, teman-teman petani, hingga lingkungan sekitarnya.

Kesuksesan Joko ini juga berhasil memotivasi masyarakat sekitar untuk lebih serius dalam menekuni dunia pertanian. "Orang-orang jadi melihat bahwa pertanian itu punya potensi yang bagus, dan saya berharap ini bisa menjadi inspirasi untuk desa-desa lainnya," kata Joko.

Dalam waktu dekat, ia memiliki ambisi untuk memperluas jaringan petani cabai di desanya, serta meningkatkan hasil produksi dan kualitas panennya.

Selain itu, Joko juga berencana mengembangkan usahanya ke bidang pengolahan cabai agar memiliki nilai tambah. "Saya ingin mengolah cabai menjadi produk turunan yang bisa dipasarkan lebih luas, sehingga ada nilai tambah dari cabai yang kami tanam," ungkapnya.

Joko optimis langkah ini bisa mendongkrak pendapatan dan memperkuat posisi usahanya di pasar.

Dengan semangat pantang menyerah dan dukungan dari komunitas serta program pemerintah, Joko Laksono kini menjadi sosok inspiratif di desanya. Ia membuktikan bahwa petani muda memiliki potensi besar untuk mengembangkan sektor pertanian dan berkontribusi bagi ekonomi lokal.

Dengan mimpi yang besar dan tekad kuat, Joko terus melangkah maju, mengajak generasi muda untuk bergabung dalam gerakan pertanian yang produktif dan berdaya saing.



farming business," said Joko gratefully. He said this achievement cannot be separated from the support of various parties, from family and farmer friends to the surrounding environment.

Joko's success has inspired the local community to take the agricultural sector more seriously. "People are beginning to realize the great potential in agriculture, and I hope this serves as an inspiration for other villages as well," Joko remarked.

In the near future, he wants to expand his network of chili farmers in their village and increase their production and harvest quality.

In addition, Joko also plans to expand his business into the chili processing sector to get some additional value. "I want to process chilies into derivative products that can be marketed more widely so that there is added value from the chilies we plant," he said.

Joko is optimistic that this step can boost revenue and strengthen his business position in the market.

A never-ending courage and support from the community and government programs, Joko Laksono, is now an inspirational figure in his village. He proved that young farmers have great potential to develop the agricultural sector and contribute to the local economy.

With big dreams and strong determination, Joko continues to move forward, encouraging the younger generation to join the productive and competitive agricultural movement.

Rabiatul, Bawa Kopi Araino Naik Kelas

Rabiatul Elevates Coffee to New Heights

Oleh/By : Rizka Fajriatul

Kopi menjadi salah satu komoditas unggulan yang digarap petani lokal di Kecamatan Araino, Kabupaten Banjar, Kalimantan Selatan. Salah satunya adalah Rabiatul yang berhasil mengangkat kopi Araino ke tingkat yang lebih tinggi dengan sentuhan kreatifitas dan inovasi.

"Sejak kecil, saya sudah terinspirasi oleh cara keluarga kami menanam dan mengolah kopi," ujar Rabiatul dengan semangat. Namun, tantangan yang dihadapi cukup berat. Sebelum bergabung dengan Program YESS, Rabiatul berjuang melawan berbagai kendala, seperti keterbatasan modal, teknologi, dan pemasaran.

"Mendapatkan modal untuk investasi alat pengolahan kopi menjadi tantangan besar. Saya ingin meningkatkan kualitas produk kami, tetapi tanpa dukungan finansial, semua itu terasa sulit," keluhnya. Di sisi lain, ia juga merasa terhambat oleh metode tradisional dalam proses pengolahan kopi. "Saya ingin memproduksi kopi yang tidak hanya enak, tetapi juga berkualitas tinggi," tambahnya.

Meskipun menghadapi kesulitan, Rabiatul tidak menyerah. Peluang datang ketika ia terpilih sebagai

Coffee is one of the primary commodities cultivated by local farmers in Araino Subdistrict, Banjar Regency, South Kalimantan. Among them is Rabiatul, who has successfully elevated the profile of Araino Coffee through her creativity and innovation.

"Since childhood, I have been inspired by how our family grows and processes coffee," Rabiatul shared with enthusiasm. However, the journey has not been without challenges. Before joining the YESS Program, Rabiatul faced significant obstacles, including limited access to capital, technology, and marketing opportunities.

"Getting the funding to invest in coffee processing equipment is a big challenge. I want to improve the quality of our products, but without financial support, it is difficult," she complained. On the other hand, she also felt hampered by traditional methods in the coffee processing process. "I want to produce coffee that is not only delicious but also high quality," he added.

Despite facing difficulties, Rabiatul persisted in continuing to do so. The opportunity came when

peserta Program YESS, sebuah inisiatif pemerintah yang bertujuan membantu wirausaha muda. "Bergabung dengan Program YESS adalah titik balik bagi saya. Dukungan yang saya terima sangat berarti," ujarnya penuh rasa syukur.

Dalam program ini, Rabiatul mendapatkan pelatihan kewirausahaan, akses ke modal melalui hibah kompetitif, serta bimbingan dari mentor berpengalaman dalam industri kopi. Dengan bekal ilmu dan dukungan yang diperoleh, Rabiatul mulai menerapkan perubahan dalam usaha Kopi Aranio.

Salah satu langkah strategis yang diambilnya adalah meningkatkan kualitas produk. "Saya fokus pada perbaikan pemrosesan biji kopi. Kini, kami menggunakan teknologi modern untuk menjaga cita rasa kopi kami," jelasnya. Upaya ini terbukti efektif, dengan kualitas kopi yang semakin baik dan konsisten.

Rebranding dan pemasaran juga menjadi fokus utama Rabiatul. Dengan bantuan pelatihan pemasaran, ia memperbarui desain kemasan produknya agar lebih menarik. "Sekarang, kami tidak hanya menjual di pasar lokal. Kami memanfaatkan media sosial dan platform *e-commerce* untuk menjangkau pelanggan yang lebih luas," ungkapnya dengan bangga.

Dalam mengelola usaha, Rabiatul juga menerapkan prinsip efisiensi. "Pelatihan dalam manajemen bisnis sangat membantu saya untuk mengoptimalkan proses produksi, mengurangi biaya operasional, dan meningkatkan produktivitas," tambahnya. Kini, ia mampu memenuhi permintaan pasar yang semakin meningkat.

Salah satu pencapaian terbesar Rabiatul adalah pengembangan jaringan distribusi. "Saya menjalin kerjasama dengan berbagai pasar dan pengepul. Penjualan online juga menjadi bagian penting dari strategi

she was selected as a participant in the YESS Program, a government initiative aimed at assisting young entrepreneurs. "Joining the YESS Program was a turning point for me. The support I received means a lot," she said gratefully.

In this program, Rabiatul received entrepreneurship training, access to capital through competitive grants, and guidance from experienced mentors in the coffee industry. With the knowledge and support she obtained, Rabiatul began to apply some new strategies in her Aranio Coffee business.

One of the strategic steps taken was to improve product quality. "I focus on improving coffee bean processing. Now, we use modern technology to maintain the taste of our coffee," she explained. This effort has proven effective. The coffee quality has become better and more consistent.

Rabiatul primarily focuses on rebranding and marketing. With the help of marketing training, she revamped her product packaging to make it more appealing. "We don't just sell our products in the local market; we also leverage social media and e-commerce platforms to reach a broader customer base," she said proudly.

Rabiatul also applies the principle of efficiency when managing the business. "Training in business management really helped me to optimize production processes, reduce operational costs, and increase productivity," she added. Now, she can fulfill the increasing market demand.

One of Rabiatul's greatest achievements is the development of distribution networks. "I collaborate with various markets and collectors. "Online sales are also an important part of our strategy," she said. This success



kami," ujarnya. Keberhasilan ini tidak hanya meningkatkan penjualan, tetapi juga meningkatkan visibilitas produk Kopi Aranio.

Kisah Rabiatal adalah contoh nyata bahwa dengan tekad dan dukungan yang tepat, kesuksesan bisa diraih. "Saya berharap kisah saya dapat menginspirasi wirausaha muda lainnya. Jika kita bekerja keras dan memanfaatkan peluang, impian kita bisa terwujud," tutupnya.

Keberhasilan Rabiatal dalam mengangkat Kopi Aranio menunjukkan betapa pentingnya inovasi dan dukungan dalam dunia kewirausahaan. Usaha yang ia jalani tidak hanya memberikan manfaat ekonomi bagi dirinya, tetapi juga bagi masyarakat di sekitarnya.

"Kopi kami adalah kebanggaan komunitas. Saya berkomitmen untuk terus mengembangkan usaha ini demi masa depan yang lebih baik," ujar Rabiatal dengan penuh harapan.

Dengan semangat dan kerja keras, Rabiatal telah membuktikan bahwa perjalanan kewirausahaan bisa membawa dampak positif, tidak hanya untuk diri sendiri, tetapi juga untuk masyarakat luas. Kopi Aranio kini bukan sekadar komoditas, tetapi simbol keberanian dan dedikasi seorang wanita yang tidak pernah berhenti berjuang untuk mimpinya.

not only increased sales but also increased the visibility of the Aranio Coffee products.

Rabiatal's story is a real example of how, with determination and the right support, success can be achieved. "I hope my business story can inspire other young entrepreneurs. If we work hard and seize opportunities, our dreams will come true," she concluded.

Rabiatal's success in promoting Aranio Coffee shows important innovation and support in entrepreneurship. The business she runs provides economic benefits not only for himself but also for the community around her.

"Our coffee is the pride of the community. "I am committed to developing this business for a better future," said Rabiatal, full of hope.

With passion and hard work, Rabiatal has proven that the entrepreneurial journey can have positive impacts not only for herself but also for the wider community. Aranio Coffee is now not just a commodity but a symbol of the courage and dedication of a woman who never stops struggling for her dreams.

Risma Amini, **Melawan Stigma** Lewat Stik Sayuran

***Risma Challenges Stigmas
through Vegetable Sticks***

Oleh/By : Rizka Fajriatul



Di tengah stigma negatif terhadap petani muda, Risma Amini, seorang siswa kelas XI Agribisnis Pengolahan Hasil Pertanian, muncul sebagai contoh inspiratif. Banyak orang beranggapan bahwa petani muda yang masih bersekolah kurang memiliki pengetahuan dan pengalaman. Namun, Risma membuktikan bahwa persepsi tersebut tidak selalu mencerminkan kenyataan.

"Sejak dulu, banyak orang berpikir bahwa petani muda seperti saya hanya buang-buang waktu. Namun, saya ingin menunjukkan bahwa kami juga bisa berkontribusi di bidang pertanian," ujar Risma dengan percaya diri. Lahir pada 29 Juli 2006, Risma menunjukkan semangat yang tinggi untuk belajar dan berinovasi, terutama dalam menghadapi tantangan yang ada.

Risma, yang awalnya tidak menyukai sayuran, menemukan motivasi baru setelah mengikuti seleksi Penumbuhan Wirausaha Muda Pertanian tahun 2023. "Saya sama sekali tidak menyukai sayuran, tetapi saya tidak ingin menghilangkan manfaat dari sayuran untuk hidup saya," jelasnya. Dari ketidaksukaannya,

Amid the negative stigma surrounding young farmers, Risma Amini, a grade XI student of Agribusiness Processing of Agricultural Products, has become an inspiring example. Many believe that young farmers still in school lack the knowledge and experience needed for success. However, Risma has proven that this perception does not always reflect the reality.

"For a long time, many people believed that young farmers like me were just wasting their time. However, I want to show that we can also contribute to the agricultural sector," Risma said confidently. Born on July 29, 2006, Risma demonstrates a strong passion for learning and innovation, particularly when it comes to overcoming challenges in the field.

Risma, who initially disliked eating vegetables, found new motivation after participating in the 2023 Young Agricultural Entrepreneur Development selection. "I didn't like vegetables at all, but I didn't want to miss out on the benefits they bring to my life," she explained. Drawing from her personal experience of avoiding vegetables, she came up with a

ia mengembangkan ide cemerlang untuk membuat “Stik Sayuran”.

Dengan bantuan modal sebesar Rp 8,2 juta dari Kementerian Pertanian, Risma semakin bersemangat untuk memulai usaha. Dalam waktu tiga bulan, ia telah mampu memproduksi 40 paket stik sayuran per sekali produksi.

Berbagai varian sayuran seperti kangkung, wortel, sawi, brokoli, dan bayam diolah menjadi camilan sehat yang dijual seharga Rp 10.000 per kemasan. “Dalam setiap produksi, saya bisa mengantongi sekitar Rp 300.000. Uang tersebut saya simpan untuk pengembangan usaha,” tuturnya.

Namun, perjalanan Risma tidak selalu mulus. Sebagai pelajar, ia harus membagi waktu antara belajar dan menjalankan bisnisnya. “Status saya sebagai pelajar membuat saya harus bekerja ekstra keras. Saya tidak pernah menyerah pada keadaan dan terus berusaha meski ada banyak tantangan,” ungkapnya.

Persaingan bisnis yang ketat menjadi pendorong bagi Risma untuk terus berinovasi. “Saya terus menggali kreativitas dan mencari cara untuk membuat usaha saya semakin dikenal di kalangan anak muda,” ujarnya. Kunci keberhasilannya terletak pada manajemen waktu yang baik dan semangat untuk terus belajar.

“Merambah ke dunia bisnis tidaklah mudah bagi seorang pelajar. Kamu hanya butuh tekad yang kuat, doa orang tua, dan lingkungan yang mendukungmu. Jangan galau jika teman-teman sebayamu asyik nongkrong, sementara kamu sibuk memulai bisnismu. Pilihanmu hari ini akan membentuk kehidupan yang kamu impikan di masa depan,” pesan Risma, memberikan motivasi bagi generasi muda lainnya.

Dengan komitmen dan dedikasi yang tinggi, Risma tidak hanya melawan stigma, tetapi juga menciptakan peluang baru di bidang

brilliant idea to create vegetable sticks.

With the financial assistance of IDR8.2 million from the Ministry of Agriculture, Risma became more enthusiastic about starting a business. Within three months, she could produce 40 packages of vegetable sticks per production.

Various types of vegetables, such as kale, carrots, mustard greens, broccoli, and spinach, are processed into healthy snacks that are sold for IDR 10,000 per pack. “In each production, I can earn around IDR300,000. I save the money for business development,” she said.

However, Risma’s business has not always run smoothly. As a student, she has to balance her time between studying and managing her business. “Being a student means I have to work extra hard. I never give up, despite the challenges, and keep pushing forward,” she said.

Intense business competition serves as a driving force for Risma to keep innovating. “I continue to explore my creativity and find ways to make my business more recognized among young people,” she said. The key to her success lies in effective time management and a passion for continuous learning.

“Breaking into the business sector is not easy for a student. You just need strong determination, your parents’ prayers, and a supportive environment. Do not be discouraged if your friends are busy hanging out while you are focused on starting your business. The choices you make today will shape the life you dream of in the future,” Risma said, motivating the younger generation.

Having a high commitment and dedication, Risma not only fights against the stigma but also creates new opportunities in the agricultural sector. Through the



pertanian. Melalui inovasi stik sayuran, ia menunjukkan bahwa pendidikan formal bisa menjadi keunggulan dalam mengadopsi teknologi modern dan praktik pertanian yang berkelanjutan.

Keberhasilan Risma adalah bukti bahwa petani muda memiliki potensi besar untuk berkontribusi dalam sektor pertanian. "Saya berterima kasih kepada Kementerian Pertanian, guru pembimbing, dan semua orang yang telah mendukung langkah saya. Setiap doa dan dukungan sangat berarti dalam perjalanan ini," tutup Risma dengan penuh rasa syukur.

Dengan tekad yang kuat, Risma membuktikan bahwa usia muda bukanlah penghalang untuk berinovasi dan berkarya. Stik Sayuran kini tidak hanya menjadi produk unggulan, tetapi juga simbol keberanian dan semangat petani muda yang siap menghadapi masa depan.

innovation of vegetable sticks, she shows that formal education can be an advantage in adopting modern technologies and sustainable agricultural practices.

Risma's success is proof that young farmers have great potential to contribute to the agricultural sector. "I would like to thank the Ministry of Agriculture, my mentors, and everyone who has supported my business. Every prayer and support means a lot in this business journey," concluded Risma with gratitude.

With unwavering determination, Risma proves that youth is not a barrier to innovation and creativity. Vegetable sticks have now become not only a standout product but also a symbol of the courage and enthusiasm of young farmers who are ready to embrace the future.

Sukses Abdillah, Kembangkan Penggemukan Kambing

Abdillah Succeeds in Goats Fattening Business

Oleh/By : Taufiq



Di tengah kesibukan mengejar gelar S1 Ekonomi di perguruan tinggi swasta, Abdillah masih bisa berkarya. Anak tertua dari tiga bersaudara itu berhasil mengembangkan usaha penggemukan kambing yang kini telah meroket.

Perjalanan Abdillah dimulai pada tahun 2017, ketika ia mendapatkan kesempatan untuk memelihara kambing milik tetangga. "Awalnya, saya hanya hobi melihat orang lain memelihara kambing. Tak disangka, hobi ini justru membawa saya ke dunia peternakan," ungkapnya.

Dua tahun setelahnya, ia membangun kandang sederhana di pekarangan belakang rumah orangtuanya dengan kapasitas awal 4 hingga 5 ekor kambing.

Sejak itu, usaha Abdillah terus berkembang. Dari tahun 2019 hingga 2023, kandang yang ia bangun kini dapat menampung hingga 20 ekor kambing. "Saya merasa bangga bisa mengembangkan usaha ini, terutama setelah menerima dukungan dari Program YESS," tambahnya.

Sebelum bergabung dengan Program YESS, omset tahunan Abdillah hanya Rp 35 juta. Namun, setelah mendapatkan bantuan sebesar Rp

Despite his busy schedule pursuing a BA in Economics at a private university, Abdillah has successfully managed to run his business. As the eldest of three siblings, he has developed a thriving goat fattening business, which has now seen remarkable growth.

Abdillah's business journey began in 2017 when he got the opportunity to raise a neighbor's goats. "Initially, I just had a hobby of watching other people raise goats. Unexpectedly, this hobby actually brought me to animal husbandry," he said.

Two years later, he built a simple pen in his parent's backyard with an initial capacity of 4 to 5 goats. Since then, Abdillah's business has continued to grow. From 2019 to 2023, the pen he built can now accommodate up to 20 goats. "I am proud I can develop this business, especially after receiving support from the YESS Program," he added.

Before joining the YESS Program, Abdillah's annual turnover was only IDR35 million. However, after receiving assistance of IDR50 million, he managed to increase his turnover to IDR149.2 million, or an increase of 326%. "The support from YESS means



50 juta, ia berhasil meningkatkan omsetnya hingga mencapai Rp 149,2 juta, atau meningkat 326%. "Dukungan dari YESS sangat berarti bagi saya. Ini bukan hanya tentang uang, tetapi juga tentang pengetahuan dan jejaring yang saya dapatkan," jelasnya.

Meski mengalami kemajuan pesat, Abdillah tidak luput dari tantangan. "Sebagai kepala keluarga, saya merasa berat untuk mencari nafkah demi keluarga. Untungnya, istri saya membantu dengan usaha konveksi di rumah," ujar Abdillah.

Ketersediaan pakan hijauan menjadi salah satu kendala utama yang dihadapinya. Untuk mengatasi masalah ini, ia memutuskan untuk menanam rumput odot dan gamal di lahan orangtuanya.

"Ketersediaan pakan sangat penting dalam usaha ini. Saya berusaha semaksimal mungkin untuk memenuhi kebutuhan kambing saya dengan menanam pakan sendiri," tambahnya.

Abdillah juga menghadapi persaingan yang ketat dari peternak lain, tetapi ia memanfaatkan media

a lot to me. It is not just about the money, but also about the knowledge and networking," he explained.

Despite rapid progress, Abdillah's journey was not free from challenges. "As the head of the family, I find it difficult to earn a living for the family. Fortunately, my wife helps with the convection business at home," said Abdillah.

The availability of green fodder was one of the main obstacles faced. To overcome this problem, he decided to plant odot and gamal grass on his parent's land.

"The availability of feed is essential in this business. I made sure to provide the best nutrition for the goats by growing my own feed," he added.

Abdillah also faced intense competition from other breeders, but he effectively utilized social media to market the products and services he offers.

Joining the YESS Program provided Abdillah with many benefits, including training in financial literacy and business management. "I learned a lot about how to start a business

sosial untuk memasarkan produk dan jasa yang ditawarkannya.

Bergabung dengan Program YESS memberikan Abdillah banyak manfaat, termasuk pelatihan tentang literasi keuangan dan pengelolaan usaha. "Saya belajar banyak tentang bagaimana memulai usaha sesuai dengan hobi. Ini membuka mata saya tentang potensi yang ada," ungkapnya.

Dukungan dari Program YESS juga memfasilitasi jejaring usaha yang kuat dengan peternak lain di Kabupaten Banjar. "Kami bisa saling bertukar informasi dan membantu satu sama lain dalam mengatasi masalah yang dihadapi," tambahnya.

Abdillah tidak hanya mengandalkan usaha konvensional; ia menerapkan inovasi dalam teknik pakan fermentasi untuk penggemukan kambing. "Dengan menggunakan pakan fermentasi, saya dapat meningkatkan kualitas makanan kambing saya, dan itu berpengaruh pada berat badan mereka," jelasnya. Ia juga menjual kambing dalam bentuk kuliner siap saji, bekerja sama dengan istrinya.

Sebagai pengurus masjid, Abdillah menjalin kemitraan dengan panitia hari besar dan pedagang di sekitarnya. "Kolaborasi ini sangat membantu dalam mempromosikan usaha saya, terutama saat menjelang hari raya," tambahnya.

Abdillah menjaga kebersihan kandang dengan rutin menggunakan EM4 dan campuran herbal untuk mengurangi bau. "Saya ingin menciptakan lingkungan yang sehat untuk kambing-kambing saya dan juga menjaga lingkungan sekitar," ungkapnya.

Ia memberdayakan petani sekitar dengan mengolah kotoran hewan menjadi pupuk kandang yang dapat digunakan untuk menyuburkan tanaman.

Dari awalnya hanya memelihara 2-3 ekor kambing, kini Abdillah berhasil

based on my hobby. This opened my eyes to the existing potential," he said.

Support from the YESS Program has also helped establish strong business networks with other farmers in Banjar Regency. "We can exchange information and support each other in overcoming the challenges that arise," he added.

Abdillah does not rely solely on conventional methods; he has incorporated innovation by using fermented feed techniques for fattening goats. "By using fermented feed, I can improve the quality of the goats' diet, which directly impacts their weight gain," he explained. Additionally, he collaborates with his wife to sell goats as ready-to-eat culinary products.

As a mosque administrator, Abdillah established partnerships with the holiday committee and surrounding goat traders. "This collaboration is very helpful in promoting my business, especially during the holidays," he added.

Abdillah maintains the cleanliness of the coop by routinely using EM4 and a mixture of herbs to reduce odor. "I want to create a healthy environment for my goats and also protect the surrounding environment," he said.

He has empowered local farmers by processing animal waste into manure that can be utilized to fertilize plants.

Starting from taking care of 2-3 goats, now Abdillah has succeeded in increasing the number of goats to 6-10 per month. "I am proud I can contribute to the wealth of my family and the surrounding community," he said.

His business assets also experienced a significant increase, from IDR27.3 million to IDR48.9 million, after receiving support from YESS.

Abdillah's success not only impacted him but also inspired the youths around him. "I want to invite the

meningkatkan jumlah kambingnya menjadi 6-10 ekor per bulan. "Saya merasa bangga bisa berkontribusi bagi perekonomian keluarga dan masyarakat sekitar," katanya.

Aset usahanya juga mengalami peningkatan signifikan, dari Rp 27,3 juta sebelum bantuan hingga menjadi Rp 48,9 juta setelah mendapatkan dukungan dari YESS.

Keberhasilan Abdillah tidak hanya berdampak pada dirinya, tetapi juga menginspirasi pemuda di sekitarnya. "Saya ingin mengajak pemuda-pemuda di sini untuk mengenal usaha peternakan kambing. Ini adalah peluang yang baik untuk mengembangkan diri dan membantu perekonomian lokal," jelasnya.

Dalam waktu dekat, Abdillah berencana untuk mengajak generasi muda di sekitarnya untuk belajar tentang peternakan kambing. "Saya ingin mengajarkan mereka cara membuat pakan fermentasi dan memotong kambing dengan benar. Ini adalah keterampilan yang penting," tambahnya.

Dengan penuh semangat, Abdillah berkomitmen untuk terus mengembangkan usahanya dan membantu petani muda lainnya. "Saya percaya bahwa dengan kerja keras dan semangat kolaborasi, kita bisa menciptakan masa depan yang lebih baik," tutupnya dengan optimis.

Kisah Abdillah menunjukkan bahwa dengan pendidikan, keberanian, dan dukungan yang tepat, generasi muda dapat mencapai kesuksesan di bidang pertanian. Inovasi dan semangat Abdillah dalam menghadapi berbagai tantangan menjadi contoh nyata bahwa petani muda bisa berkontribusi signifikan terhadap perekonomian lokal.

Abdillah tidak hanya menciptakan usaha yang sukses, tetapi juga menginspirasi generasi muda untuk mengejar mimpi dan berkontribusi bagi masyarakat.



young people here to get to know the goat farming business. This is a good opportunity to develop ourselves and help the local economy," he explained.

In the near future, Abdillah plans to invite the younger generation around him to learn about goat farming. "I want to teach them how to make fermented feed and cut goats properly. This is an important skill," he added.

With great enthusiasm, Abdillah is committed to developing his business and helping other young farmers. "I believe that with hard work and a willingness to collaborate, we can create a better future," he concluded optimistically.

Abdullah's business story shows that with the right education, courage, and support, young people can achieve success in the agriculture sector. Abdillah's innovation and enthusiasm in facing various challenges is a real example of how young farmers can contribute significantly to the local economy.

Abdillah not only created a successful business but also inspired the younger generation to pursue their dreams and contribute to society.

Achmad Ridho Rasakan Manisnya Bisnis Madu

***Achmad Ridho Enjoys the
Sweetness of Honey Bees Business***

Oleh/By : Taufiq

Di tengah kesibukan sebagai mahasiswa D3 Teknik Informatika di Politeknik Negeri Banjarmasin, Achmad Ridho berhasil menjelma menjadi petani muda yang menginspirasi dengan usahanya di bidang budidaya lebah madu kelulut. Dengan semangat dan keberanian, pemuda 23 tahun ini membangun "Budidaya Lebah Madu Kelulut Rafasya," yang didirikan pada tahun 2020.

Diungkapkan Ridho oilihanya ke budidaya lebah madu kelulut berawal dari seorang teman yang merasakan khasiat madu kelulut untuk kesehatan. "Orang tua teman saya mengalami sakit yang serius dan harus menjalani cuci darah setiap bulan. Berkat konsumsi madu secara teratur, mereka akhirnya sembuh," ungkap Ridho.

Keberhasilan pengobatan tersebut terjadi di tengah pandemi COVID-19, di mana banyak orang mencari alternatif obat herbal, terutama dari madu.

Memulai usahanya dengan hanya lima koloni lebah, Ridho tak menyerah meskipun berbagai rintangan menghadang. "Saya menghadapi serangan predator yang mengancam koloni, dan penggunaan pestisida di tanaman juga menjadi masalah besar," ujarnya.

Amid his busy life as a D3 Informatics Engineering student at Banjarmasin State Polytechnic, Achmad Ridho has successfully transformed into an inspiring young farmer through his efforts in cultivating stingless honey bees. With enthusiasm and determination, this 23-year-old established "Rafasya Stingless Honey Bee Cultivation," which was founded in 2020.

Ridho explained that his decision to cultivate stingless bees was inspired by a friend who experienced the health benefits of stingless bee honey. "My friend's parents had a serious illness and had to undergo dialysis every month. Thanks to regular consumption of honey, they eventually recovered," Ridho shared.

This success story occurred during the COVID-19 pandemic, a time when many people were seeking alternative herbal remedies, with honey being a popular choice.

Starting his business with only five bee colonies, Ridho kept going to run the business despite various obstacles. "I'm dealing with predator attacks that threaten the colony, and the use of pesticides on crops is also a big problem," he said.



Namun, permintaan madu yang terus meningkat mendorong Ridho untuk belajar lebih banyak dan membagikan pengetahuan tentang budidaya lebah kepada teman-temannya. "Saya ingin agar lebih banyak orang terlibat dalam usaha ini, sehingga kita bisa bersama-sama mengembangkan komoditas ini," tambahnya.

Kini, Ridho berhasil mengembangkan hingga 70 koloni lebah madu kelulut, berkat dukungan dari berbagai dinas terkait. "Saya sangat bersyukur atas dukungan dari Dinas Lingkungan Hidup, Perkebunan, dan Dinas Pertanian Kabupaten Banjar. Tanpa mereka, mungkin saya tidak akan bisa mencapai titik ini," katanya dengan nada penuh syukur.

Seiring pertumbuhan usahanya, Ridho menyadari pentingnya menjaga ekosistem flora dan fauna. "Melestarikan lingkungan adalah kunci untuk memastikan keberlangsungan hidup lebah, yang sangat bermanfaat bagi manusia," ujarnya.

Namun, tantangan terus berdatangan, terutama perubahan cuaca ekstrem yang mengancam keberlangsungan koloni lebahnya. "Kondisi cuaca yang tidak menentu di

However, the increasing demand for honey encouraged Ridho to learn more and share his knowledge about beekeeping with people. "I want more people to get involved in this business so that we can develop this commodity together," he added.

Now, Ridho has succeeded in developing up to 70 stingless bee colonies, thanks to the support from various related agencies. "I am very grateful for the support from the Banjar Regency Environmental, Plantation and Agriculture Services. Without them, I probably would not have reached this point," he said with gratitude.

As his business grew, Ridho realized the importance of preserving the flora and fauna ecosystem. "Conserving the environment is key to ensuring the survival of bees, which are very beneficial to humans," he said.

However, challenges continue to arise, especially extreme weather changes that threaten the survival of the bee colonies. "The unpredictable weather conditions in 2023 caused several colonies to die," he added with concern.

Besides, introducing Kelulut honey to the public is also a challenge in

tahun 2023 menyebabkan beberapa koloni mati," tambahnya dengan nada prihatin.

Tak hanya itu, mengenalkan madu kelulut kepada masyarakat juga menjadi tantangan tersendiri. "Banyak orang belum memahami keunikan madu kelulut dan variasi rasanya. Saya berusaha mempromosikannya dalam setiap pertemuan kelompok tani di desa," jelas Ridho.

Dia menambahkan bahwa edukasi kepada masyarakat adalah langkah penting untuk meningkatkan permintaan produk ini. "Saya sering melakukan demo produk dan berbagi informasi mengenai manfaat madu kelulut untuk kesehatan," tambahnya.

Tahun 2022 menjadi titik balik bagi Ridho ketika ia mengikuti Program YESS di BPP Karang Intan. "Saya mendapatkan pelatihan tentang bagaimana memotivasi diri dan menyusun proposal bisnis untuk menarik investor," katanya.

Berkat program tersebut, Ridho berhasil mendapatkan hibah kompetitif senilai Rp 49,5 juta pada tahun 2023. "Hibah ini sangat membantu, karena saya dapat memperluas usaha dan meningkatkan pendapatan," ungkapnya dengan semangat.

Dari tambahan modal ini, Ridho dapat memperluas koloni lebahnya hingga mencapai 70 koloni dan membuka jaringan pasar baru. "Keikutsertaan dalam Program YESS juga membuka akses ke berbagai instansi terkait perizinan dan pengemasan produk," jelasnya.

Inovasi menjadi bagian penting dalam usahanya; Ridho telah mengubah kemasan produknya dari botol biasa menjadi kemasan eksklusif yang bersertifikat halal. "Saya ingin produk kami tidak hanya berkualitas, tetapi juga menarik bagi konsumen," jelas Ridho.

Dia juga menerapkan diversifikasi produk dengan menghasilkan bipolen dan propolis. "Kami tengah mengembangkan jenis lebah madu



itself. "Many people don't understand the uniqueness of Kelulut honey and its variations in taste. I promote it in every farmer group meeting in the village," explained Ridho.

He added that educating the public is an important strategy to increase demand for this product. "I often do product demos and share information about the health benefits of stingless bee honey," he added.

2022 was a turning point for Ridho when he joined the YESS Program at BPP Karang Intan. "I received training on how to motivate myself and put together a business proposal to attract investors," he said.

Thanks to this program, Ridho managed to obtain a competitive grant worth IDR 49.5 million in 2023. "This grant is very helpful because I can expand my business and increase my earnings," he said enthusiastically.

From this additional funding, Ridho can expand his bee colony to 70 colonies and open up new market networks. "Participation in the YESS Program also opens access to various agencies related to product licensing and packaging," he explained.

Innovation is an important part of his business; Ridho has changed his product packaging from ordinary bottles to exclusive halal-certified packaging. "I want our products to not only be of high quality but also attractive to consumers," explained Ridho.

He also implemented product

kelulut yang menghasilkan produk premium, karena jenis ini langka dan harganya sangat kompetitif," tambah Ridho dengan antusiasme.

Keberhasilan Ridho tidak lepas dari kolaborasinya dengan BUMDES setempat dan berbagai minimarket yang telah bekerja sama dengan produknya. "Kami berhasil masuk ke pasar ritel modern seperti Indomaret, yang semakin memperluas jangkauan produk kami," ujarnya. Melalui kerja sama ini, Ridho berharap bisa menjangkau lebih banyak konsumen dan meningkatkan kesadaran akan manfaat madu kelulut.

Ridho juga berkomitmen untuk membangun klaster lebah madu kelulut di desa, dengan melibatkan tujuh petani muda lainnya. "Kami ingin meningkatkan populasi lebah dan berbagi pengetahuan agar dapat mengembangkan agroforestry yang menguntungkan," tambahnya.

Selain itu menurut Ridho dengan adanya dukungan komunitas dan kerjasama yang solid, ia yakin usaha yang dijalankan bisa berkembang lebih baik lagi.

Dengan pencapaian yang diraihinya, Ridho semakin optimis menghadapi masa depan. Omset usahanya meningkat dari Rp 24 juta menjadi Rp 75,4 juta per tahun. "Keberhasilan ini berkat kerja keras dan dukungan dari komunitas," ujarnya.

Tidak hanya itu, Ridho juga berharap bisa menginspirasi lebih banyak anak muda untuk terjun ke dunia pertanian, karena potensi di bidang budidaya madu kelulut sangat besar.

Mendapatkan penghargaan dari Menteri Lingkungan Hidup dan menjadi Youth Ambassador dari Kementerian Pertanian pada tahun 2024, Ridho mengungkapkan harapannya untuk terus berinovasi. "Kami ingin membangun kawasan terpadu dengan sistem produksi modern yang lebih efisien dan ramah lingkungan," tutupnya.

diversification by producing bee pollen and propolis. "We are currently developing the Kelulut honey bee species, which produces premium products because this type is rare and the price is very competitive," added Ridho enthusiastically.

Ridho's success cannot be separated from his collaboration with the local Village-Owned Enterprise (BUMDES) and various mini-markets that have collaborated with his products. "We have successfully entered the modern retail market such as Indomaret, which further expands the reach of our products," he said. Through this collaboration, Ridho hopes to reach more consumers and increase awareness of the benefits of stingless bee honey.

Ridho is also committed to building a Kelulut honey bee cluster in the village, involving seven other young farmers. "We want to increase the bee population and share knowledge to develop profitable agroforestry," he added.

In addition, Ridho believes that with the support of the community and solid collaboration, the business can develop better.

With the achievements he has made, Ridho is increasingly optimistic about facing the future. His business turnover increased from IDR 24 million to IDR75.4 million per year. "This success is the result of hard work and support from the community," he said.

Not only that, Ridho also hopes to inspire more young people to get involved in agriculture, as the potential in the field of stingless bee honey cultivation is enormous.

Receiving an award from the Minister of Environment and becoming the Youth Ambassador by the Ministry of Agriculture in 2024, Ridho expressed his hopes to keep innovating. "We aim to build an integrated area with a more efficient and environmentally friendly modern production system," he concluded.

Jamilah, Perempuan Tangguh di Balik Telur Asin “Istana Itik”

***Jamilah, the Resilient Woman
Behind the “Istana Itik” Salted Eggs***

Oleh/By : Taufiq

Dengan ketekunan dan keuletan dalam membangun usaha budiaya itik, Jamilah membuktikan bahwa perempuan dapat menjadi pilar dalam perekonomian keluarga. Padahal anak kedua dari tujuh bersaudara ini hanya berlatar belakang pendidikan sekolah dasar, Istana Itik yang dirintis sejak 2014 kini semakin berkembang hingga bisa memberikan manfaat bagi warga sekitar.

Berawal dari penjualan telur asin sebanyak 50 butir setiap minggu Istana itik tumbuh pesat seiring dengan meningkatnya permintaan, terutama dari kawasan pondok pesantren di sekitarnya. “Dengan rutinitas pengunjung mingguan di pondok pesantren, saya melihat peluang yang tidak boleh dilewatkan,” ungkapnya.

Awalnya, Jamilah harus membeli hasil produksi telur dari peternak lain karena ia kekurangan bahan baku untuk mengolah telur asin. Namun, setelah mengenal Program YESS pada tahun 2022, Jamilah mendapatkan kesempatan untuk mengembangkan usaha melalui hibah kompetitif sebesar Rp 17,5 juta.

“Dengan pencairan tahap awal Rp 12,2 juta dan tahap kedua Rp 5,2

With dedication and perseverance in building her duck farming business, Jamilah proves that women can be the pillars of the family economy. Despite having only an elementary school education and being the second of seven siblings, her business, Istana Itik, which she started in 2014, has grown significantly and brought benefits to the surrounding community.

Starting with selling merely 50 salted eggs per week, Istana Itik has grown rapidly along with increasing demand, particularly from nearby Islamic boarding schools. With the weekly visitors at the Islamic boarding schools, I saw an opportunity I couldn't miss,” she said.

At first, Jamilah had to buy eggs from other farmers because she lacked the raw materials to process salted eggs. However, after learning about the YESS Program in 2022, Jamilah gained the opportunity to expand her business through a competitive grant of IDR17.5 million.

“With the first disbursement of IDR12.2 million and the second of IDR5.2 million, I was able to build



juta, saya bisa membangun kandang sendiri dan meningkatkan jumlah anakan itik," jelasnya penuh syukur. Saat ini, Jamilah memiliki sekitar 60 anakan itik dan 25 ekor itik dewasa yang berproduksi.

Sebagai ibu rumah tangga dengan anak-anak yang masih kecil, Jamilah mengakui tantangan yang dihadapinya dalam membagi waktu. "Saya fokus pada pengolahan telur, sedangkan suami saya membantu dalam budidaya itik. Namun, terkadang keterbatasan waktu membuat inovasi sulit dilakukan," katanya.

Dia menambahkan, tantangan terbesarnya adalah membagi waktu antara keluarga dan usaha, sambil tetap berusaha untuk memberikan kontribusi pada pendapatan rumah tangga.

Namun, dukungan dari Program YESS sangat membantu Jamilah dan perempuan lainnya. "Melalui pelatihan, saya belajar cara mengelola keuangan dan membagi waktu dengan lebih efektif. Yang menyenangkan, saya bisa membawa anak-anak saat pelatihan," ujarnya.

my own coop and increase the number of ducklings," she explained gratefully.

Currently, Jamilah owns around 60 ducklings and 25 adult ducks that are actively laying eggs. As a housewife with young children, Jamilah acknowledges the challenges she faces in managing her time. "I focus on egg processing while my husband helps with duck farming. But sometimes, time constraints make the innovation difficult," she said.

She added that her biggest challenge is balancing family time and business while still contributing to household income.

However, support from the YESS Program has been very helpful for Jamilah and other women. "Through training, I learned how to manage finances and divide my time more effectively. What is nice is that I can bring my children to the training," she shared.

Innovation never stops in Jamilah's business as she continues to produce salted eggs as her

Inovasi tidak pernah berhenti dalam usaha Jamilah, ia terus membuat telur asin sebagai hasil olahan. "Dulunya suami saya hanya seorang pengepul telur, kini kami memasarkan produk olahan kami sendiri," kata Jamilah dengan bangga.

Meskipun terkadang harus mendatangkan telur dari peternak lain saat permintaan tinggi, ia tetap berkomitmen untuk mengembangkan usaha ini bersama ibu-ibu di komunitasnya.

"Saya mengajak para ibu untuk bergabung dalam kegiatan pengolahan di rumah. Dengan berbagi resep dan teknik, kami bisa saling mendukung," tambahnya. Jamilah juga tergabung dalam Kelompok Wanita Tani (KWT) di Martapura Timur, di mana ia sering mengundang anggota kelompok untuk berbagi pengalaman dan praktik pengolahan yang tepat.

Kolaborasi dengan petani muda dari klaster itik di wilayah Astambul juga berjalan lancar, di mana banyak di antara mereka adalah peserta YESS. "Kami saling membantu dengan hasil telur dan saling mempromosikan produk," kata Jamilah. Penjualan produknya pun merambah ke toko-toko sembako lokal dan bahkan hingga ke luar daerah.

Usaha Jamilah kini semakin dikenal berkat pemanfaatan media sosial untuk mempromosikan produk. "Saya aktif mempromosikan di Facebook dengan akun 'Jamilah Camel'. Responsnya sangat positif, dan saya optimis usaha ini akan terus berkembang," ujarnya.

Dia menekankan pentingnya strategi pemasaran, terutama di daerah dengan populasi pesantren yang tinggi, yang menjadikan telur asin sebagai pilihan oleh-oleh yang populer.

Omset usahanya mengalami peningkatan yang signifikan. "Sebelum mendapatkan hibah, penghasilan saya hanya sekitar Rp 3,5 juta per

flagship product. "My husband used to just be an egg collector, but now we market our own processed products," Jamilah proudly said.

Even though sometimes she has to source eggs from other farmers when demand is high, she remains committed to growing her business alongside other women in her community.

"I invite other women to join in processing activities at home. By sharing recipes and techniques, we can support each other," she added. Jamilah is also part of the Women Farmers Group (KWT) in East Martapura, where she often invites group members to share experiences and proper processing practices.

Collaboration with young farmers from the duck cluster in the Astambul area is also running smoothly. Many of them are YESS participants. "We help each other with egg supplies and promote each other's products," said Jamilah. Her product sales have expanded to local staple food stores and even to areas outside her region.

Jamilah's business is now gaining wider recognition because of the use of social media to promote her products. "I actively promote on Facebook using an account named 'Jamilah Camel'. The response has been very positive. I am optimistic that this business will continue to grow," she stated.

She emphasized the importance of marketing strategies, especially in areas with a high population of Islamic boarding schools, where salted eggs are a popular souvenir choice.

The turnover has experienced significant growth. "Before receiving the grant, my income was only around IDR 3.5 million per month. Now, the turnover can reach around IDR7 million to IDR10 million per month," said Jamilah.



bulan. Saat ini, saya bisa meraih omset antara Rp 7 juta hingga Rp 10 juta per bulan,” ungkap Jamilah.

Dengan aset awal Rp 7,7 juta, kini asetnya mencapai Rp 25 juta, termasuk bahan baku telur yang terus berkembang.

Keberhasilan Jamilah tak hanya membawa perubahan bagi dirinya, tetapi juga menginspirasi ibu-ibu lain di komunitasnya. “Usaha telur asin ini menunjukkan bahwa perempuan bisa membantu perekonomian keluarga. Banyak dari mereka yang mulai membuat usaha serupa untuk membantu pendapatan keluarga mereka,” jelasnya.

Dengan keberanian dan inovasi yang dimilikinya, Jamilah juga ditawarkan oleh BPP Martapura Timur untuk menjadi narasumber dalam pelatihan olahan. Meskipun merasa minder, Jamilah bertekad untuk terus belajar dan berbagi pengetahuan. “Saya ingin menunjukkan bahwa setiap perempuan bisa memberikan kontribusi, apalagi dalam bidang ekonomi,” tutupnya penuh semangat.

Starting with IDR7.7 million, her assets have now grown to IDR25 million, including the ever-expanding supply of eggs.

Jamilah's success not only brought significant changes to her own life but also inspired other women in her community. "This salted egg business proves that women can contribute to supporting their family's economy. Many of them have started similar businesses to support their family's income," she explained.

With her courage and innovation, Jamilah was also invited by BPP Martapura Timur to be a speaker in a food processing training. Although she is a bit insecure, Jamilah is determined to continue learning and sharing her knowledge. "I want to show that every woman can make a contribution, especially in the economic field," she concluded enthusiastically.

Muhammad Fahmi, Pemuda Pesisir Sukses Beternak Itik

Muhammad Fahmi, A Successful Duck Farmer from the Coast

Oleh/By : Taufiq



Inovasi Muhammad Fahmi dalam peternakan itik tradisional yang dijalankan keluarga membuahkan hasil. Pemuda 20 tahun dari desa Jambu Burung ini sukses beternak itik dan memberikan manfaat bagi warga sekitar.

"Sejak kecil, saya sudah terbiasa dengan kehidupan di pesisir, di mana orang tua saya mengandalkan bertani dan beternak itik. Namun, itu hanya untuk konsumsi keluarga," ujar Fahmi dengan semangat.

Selain itu, Fahmi yang melihat permintaan telur itik terus meningkat, menganggap hal tersebut sebagai kesempatan yang tidak boleh dilewatkan.

Dengan tekad yang kuat, Fahmi mulai membangun kandang intensif di belakang rumahnya pada tahun 2021, memulai usaha dengan 30 ekor itik dalam kandang berukuran 2x2 meter. Namun, perjalanan ini tidak tanpa rintangan.

Setelah menyelesaikan pendidikan SMA, ia terpaksa menunda cita-citanya untuk melanjutkan pendidikan ke perguruan tinggi karena keterbatasan biaya. "Modal saya sangat terbatas, tetapi saya tidak ingin menyerah. Saya ingin membuktikan bahwa dengan

Muhammad Fahmi's innovation in traditional duck farming, which he ran by his family, has borne fruit. This 20-year-old youth from Jambu Burung Village has successfully raised ducks and given some benefits to the locals.

"Since I was a child, I have been accustomed to living on the coast. My parents relied on farming and duck farming. However, it was only for our own consumption," said Fahmi enthusiastically.

Moreover, Fahmi, who saw the increasing demand for duck eggs, considered it an opportunity that should not be missed.

With strong determination, Fahmi started building an intensive coop behind his house in 2021, beginning the business with 30 ducks in a 2x2 meter coop. However, this journey was not without obstacles.

After finishing high school, she was forced to abandon her dream of continuing her education at university due to financial constraints. "My capital was very limited, but I did not want to give up. I wanted to prove that with hard work, I could succeed," he said.

One of the biggest challenges Fahmi faced was the smell of waste

kerja keras, saya bisa sukses,” katanya.

Salah satu tantangan terbesar yang dihadapi Fahmi adalah keberadaan kandang itiknya yang mengganggu tetangga akibat aroma kotoran. Namun, berkat bimbingan dari Program YESS, Fahmi berhasil mengatasi masalah ini.

“Saya belajar banyak dari mentor YESS tentang cara mengelola kotoran dan menjaga kebersihan kandang. Ini sangat membantu, terutama dalam menjaga hubungan baik dengan tetangga,” ungkapnya.

Melalui Program YESS, Fahmi mengikuti pelatihan BMP (*Business Motivation Pathway*) dan literasi keuangan yang memberinya wawasan dalam mengelola usaha. Ia mendapatkan hibah sebesar Rp 14 juta yang dibagi menjadi dua tahap. Rp 10,1 juta pada tahap awal dan Rp 4,3 juta pada tahap kedua.

“Bantuan ini sangat berarti bagi kami. Tanpa dukungan ini, saya tidak bisa mengembangkan usaha seperti sekarang,” ujarnya.

Dengan pengalamannya, Fahmi berinovasi dalam memberi pakan itik. “Sebelumnya, kami hanya mengandalkan pakan pabrikan yang mahal. Kini, saya menciptakan ransum pakan alternatif menggunakan ikan laut yang banyak tersedia di sekitar kami. Hal ini tidak hanya mengurangi biaya, tetapi juga meningkatkan kesehatan itik,” terangnya.

Dalam ransum tersebut, ia mencampurkan padi dan ikan laut, yang menjaga produksi telur tetap stabil di kisaran 70% hingga 80%.

Kolaborasi dengan nelayan setempat juga sangat membantu. “Saya membeli ikan dari nelayan dengan harga Rp 6.000 per kilogram, yang merupakan sisa dari hasil penjualan mereka. Dengan cara ini, kami saling menguntungkan,” jelas Fahmi. Selain itu, ia membangun jaringan dengan penyedia pakan pabrik untuk memastikan pasokan pakan yang lebih baik.



from his duck coop, which disturbs his neighbors. However, with guidance from the YESS Program, Fahmi successfully resolved this issue.

“I learned a lot from YESS mentors about managing waste and maintaining the cleanliness of the coop. It was very helpful, especially in maintaining good relationships with neighbors,” he explained.

Through the YESS Program, Fahmi participated in BMP (Business Motivation Pathway) training and financial literacy workshops, which provided him with insights into managing his business. He received a grant of IDR14 million, disbursed in two stages. IDR10.1 million for the first stage and IDR4.3 million for the second.

“This grant means so much to us. Without it, I would not have been able to expand the business as it is today,” he stated.

With his experience, Fahmi innovated on his ducks’ feeds. “Previously, we relied solely on expensive commercial feed. Now, I have created an alternative feed formula using sea fish that are abundant around us. This not only reduces costs but also improves the health of the ducks,” he explained.

In this feed, he mixes rice and seafish, which keeps the egg production stable at around 70% to 80%.

The collaboration with local fishermen has also been very helpful. “I buy fish from the fishermen at

Dari usaha ini, Fahmi kini memelihara 150 ekor itik dewasa. Omsetnya meningkat pesat, dari Rp 1,5 juta per bulan saat memulai, menjadi antara Rp 5,5 juta hingga Rp 8 juta per bulan. "Saya sangat bersyukur.

Keberhasilan ini tidak hanya meningkatkan pendapatan keluarga, tetapi juga memberi inspirasi kepada pemuda di desa saya untuk tidak takut berwirausaha," ungkapnya.

Keberhasilan Fahmi tidak hanya menguntungkan keluarganya, tetapi juga memberi dampak positif pada komunitas. "Saya ingin menunjukkan kepada teman-teman dan tetangga bahwa beternak itik bisa menjadi sumber pendapatan yang baik. Saya percaya ini dapat membuka jalan bagi banyak pemuda untuk terlibat dalam usaha pertanian secara serius," katanya penuh semangat.

Fahmi juga memiliki cita-cita untuk melanjutkan pendidikan ke perguruan tinggi dari hasil usaha itiknya. "Setiap pergi kuliah, saya juga mengantarkan telur ke pelanggan. Ini memberi saya kesempatan untuk belajar sambil berbisnis," tuturnya.

Ke depannya, Fahmi berharap dapat mengembangkan usaha olahan dari telur itik, seperti telur asin, untuk meningkatkan nilai jual produk. "Saya yakin jika kita bekerja keras dan berinovasi, potensi di desa ini sangat besar. Saya ingin membuktikan bahwa pertanian dan peternakan tidak hanya untuk memenuhi kebutuhan sendiri, tetapi juga dapat menjadi sumber penghidupan yang berkelanjutan," tegasnya.

Dengan keberaniannya menghadapi tantangan dan keinginan untuk berinovasi, Muhammad Fahmi adalah contoh nyata bahwa anak muda di desa pun bisa sukses dan berkontribusi pada ekonomi lokal. "Peternakan bukan hanya tentang menghasilkan, tetapi juga tentang memberi inspirasi dan menciptakan peluang untuk orang lain," tutupnya.

IDR 6,000 per kilogram, which is the leftover from their sales. This way, we benefit each other," Fahmi explained. In addition, he connects with feed suppliers to ensure better feed supply.

From this business, Fahmi has now raised 150 adult ducks. The turnover has increased significantly, from IDR1.5 million per month when he started to between IDR 5.5 million to IDR 8 million per month. "I'm so grateful.

This success not only increased my family's income but also inspired the youth in my village to not be afraid of entrepreneurship," he said.

Fahmi's success not only benefited his family but also had a positive impact on the community. "I want to show my friends and neighbors that raising ducks can be a good source of income. I believe this will encourage many youth to seriously get involved in agricultural ventures," he said enthusiastically.

Fahmi also wants to continue his education at university with the earnings from his duck farming business. "Every time I go to college, I can also deliver eggs to customers. This gives me the opportunity to learn while doing business," he said.

In the future, Fahmi hopes to develop processed products from duck eggs, such as salted eggs, to increase the value of his products. "I believe that if we work hard and innovate, the potential in this village is enormous. I want to prove that agriculture and animal husbandry are not just for fulfilling personal needs but can also be a sustainable income source," he emphasized.

With his courage in facing challenges and a desire to innovate, Muhammad Fahmi is a true example of how even young people in rural areas can succeed and contribute to the local economy. "Farming is not only about producing but also about inspiring and creating opportunities for others," he concluded.

PENUTUP

CONCLUSION

Tantangan regenerasi petani terjawab sudah dengan implementasi program *Youth Entrepreneur and Employment Support Services* (YESS) yang merupakan hasil kolaborasi antara Kementerian Pertanian (Kementan) dan *International Fund For Agricultural Development* (IFAD). Keberanian menjadikan petani muda sebagai *key actors* dan pengungkit pertumbuhan ekonomi di perdesaan berbasis pertanian, menjadikan Program YESS sangat spesifik dan membangunkan mata berbagai pihak bahwa pemberdayaan petani muda merupakan suatu keniscayaan.

Pengkhurusan pada petani muda ini bukannya tanpa alasan, karena melalui program YESS ini, dapat dibuktikan bahwa tingkat adaptif, adoptif, kolaboratif, *risk taking* dari petani muda mampu mendorong peningkatan produktivitas komoditas pertanian. Dengan demikian, tujuan utama dari Program YESS untuk menciptakan wirausahawan muda di pedesaan serta meningkatkan kompetensi tenaga kerja di sektor pertanian telah terwujud.

Lebih lanjut melalui Program YESS, Kementerian Pertanian mampu

The challenge of farmer regeneration is being addressed through the implementation of the *Youth Entrepreneur and Employment Support Services* (YESS) program, a collaboration between the Ministry of Agriculture (MoA) and the *International Fund for Agricultural Development* (IFAD). By focusing on empowering young farmers as *key actors* of economic growth in agriculture-based rural areas, the YESS Program highlights the vital role of youth in revitalizing the agricultural sector.

The program emphasizes that the adaptability, collaboration skills, and risk-taking abilities of young farmers can significantly boost agricultural productivity. By fostering these traits, the YESS Program aims to achieve its primary objectives: cultivating young entrepreneurs in rural areas and enhancing the competence of the agricultural workforce.

Through the YESS Program, the Ministry of Agriculture is successfully nurturing resilient and high-quality young entrepreneurs.

menciptakan wirausaha muda yang tangguh dan berkualitas. Program ini juga ditujukan untuk mengembangkan perekonomian melalui kewirausahaan dan menambah peluang kerja, khususnya di wilayah pedesaan.

Ada empat komponen dalam Program YESS yakni, *Rural Youth Transition to Work* (Transisi Pemuda Pedesaan untuk Bekerja), *Rural Youth Entrepreneurship* (Kewirausahaan Pemuda Pedesaan), *Investing to Rural Youth* (Berinvestasi untuk Pemuda Pedesaan di bidang Pertanian) dan *Enabling Environment for Rural Youth* (Lingkungan Penunjang untuk Pemuda Pedesaan).

Dengan sasaran 220.000 generasi muda di pedesaan selama periode 2019–2025, Program YESS menjadi landasan untuk membuka peluang ekonomi dan memberikan kontribusi positif pada pertumbuhan ekonomi lokal. YESS turut mendukung visi Presiden Prabowo Subianto, yaitu mewujudkan Indonesia Emas 2045 yang menargetkan Indonesia sebagai lumbung pangan dunia. Program YESS terbukti menjadi jawaban atas tantangan dalam permasalahan regenerasi petani.

This initiative not only promotes economic development through entrepreneurship but also increases job opportunities, particularly in rural areas.

The YESS Program is built on four key components: Rural Youth Transition to Work, Rural Youth Entrepreneurship, Investing in Rural Youth in Agriculture, and Enabling Environment for Rural Youth.

Targeting 220,000 rural youth between 2019 and 2025, the YESS Program lays a strong foundation for unlocking economic opportunities and contributing positively to local economic growth. It aligns with President Prabowo Subianto's vision of Indonesia Emas 2045—a goal of positioning Indonesia as a global food hub. By addressing the challenges of farmer regeneration, the YESS Program has become a vital tool in shaping the future of agriculture in Indonesia.

Kisah Sukses

PETANI MUDA YESS BANJAR

SUCCESS STORIES OF YESS YOUNG FARMERS BANJAR

SINOPSIS BUKU PROGRAM YESS

Generasi muda menjadi tulang punggung pembangunan pertanian masa depan. Melalui program *Youth Entrepreneurship and Employment Support Services* (YESS), Kementerian Pertanian bersama *International Fund for Agricultural Development* (IFAD) mengajak generasi muda berkarya dan berwirausaha di sektor pertanian. Program ini diharapkan dapat mewujudkan regenerasi petani, meningkatkan kompetensi sumberdaya manusia khususnya generasi muda di perdesaan, dan meningkatkan jumlah wirausaha muda di bidang pertanian.

Program YESS dilaksanakan di 4 provinsi yang tersebar di 19 kabupaten, yaitu Jawa Barat (Kabupaten Bogor, Cianjur, Sukabumi, Subang dan Tasikmalaya), Jawa Timur (Kabupaten Tulungagung, Pacitan, Pasuruan, Malang dan Banyuwangi), Kalimantan Selatan (Kabupaten Hulu Sungai Selatan, Banjar, Tanah Laut dan Tanah Bumbu), dan di Sulawesi Selatan (Kabupaten Gowa, Maros, Bone, Bulukumba, dan Bantaeng).

SYNOPSIS OF YESS PROGRAMME BOOK

The younger generation serves as the backbone of future agricultural development. Through the *Youth Entrepreneurship and Employment Support Services* (YESS) Programme, the Ministry of Agriculture in collaboration with the *International Fund for Agricultural Development* (IFAD) facilitates young individuals to work and become entrepreneurs in the agricultural sector. The YESS programme aims to regenerate farmers, increase the competence of human resources, particularly youth from rural areas, and foster the growth of a new generation of agricultural entrepreneurs.

The YESS Programme is implemented across four provinces and 19 Regencies, covering West Java (Bogor, Cianjur, Sukabumi, Subang, and Tasikmalaya Regencies), East Java (Tulungagung, Pacitan, Pasuruan, Malang, and Banyuwangi Regencies), South Kalimantan (Hulu Sungai Selatan, Banjar, Tanah Laut, and Tanah Bumbu Regencies), and South Sulawesi (Gowa, Maros, Bone, Bulukumba, and Bantaeng Regencies).



Alamat :

Sekretariat Jenderal Kementerian Pertanian
Jalan Harsono R.M. No. 3, Ragunan
Jakarta Selatan - 12550

Alamat redaksi:

Pusat Perpustakaan dan Literasi Pertanian
Jalan Ir. H. Juanda No. 20, Bogor

Alamat Website:

<https://epublikasi.pertanian.go.id/index.php/pertanianpress/catalog/book/130>

