

Kisah Sukses

**PETANI MUDA YESS
MALANG**

**SUCCESS STORIES
OF YESS YOUNG FARMERS
MALANG**



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MALANG**

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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

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YESS Young Farmers
Malang**

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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

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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

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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

Silvi Maulia, Gali Cuan dari Bertani Sayuran

***Silvi Maulia Makes Bucks
from Farming***

Oleh/By : Rindang Indah Puji Ardi Susianti



Silvi Maulia Islami yang dulunya hanya memiliki hobi bertani, kini bertransformasi menjadi petani muda yang penuh semangat dan inovasi. Dengan menanam berbagai tanaman sayur, wanita desa Klampok ini bukan hanya bisa meningkatkan perekonomian keluarga tetapi juga menjadi inspirasi sukses pemuda di desanya.

"Bagi saya, bertani bukan sekadar pekerjaan, tetapi sebuah panggilan jiwa yang memberikan kepuasan tersendiri," ungkap Silvi, sambil mengamati tanaman sayurnya.

Usaha pertanian Silvi dimulai pada tahun 2023. Ia awalnya fokus pada budidaya padi, sebelum beralih ke tanaman hortikultura seperti selada dan timun. "Saya ingin mengeksplorasi potensi lahan milik keluarga dan memberikan hasil yang bermanfaat bagi masyarakat," kata Silvi.

Dalam usahanya, Silvi memproduksi bibit padi berkualitas, membantu petani lain di sekitarnya untuk mendapatkan hasil yang optimal. "Kami berkomitmen untuk menyediakan bibit terbaik, agar petani bisa meraih hasil panen yang memuaskan," tuturnya.

Silvi Maulia Islami, who once regarded farming as merely a hobby, has now emerged as a passionate and innovative young farmer embodying enthusiasm and creativity. Through planting a variety of vegetables, this woman from Klampok Village not only enhances her family's economic well-being but also serves as an inspiration for the success of youth in her village.

"Farming, to me, is more than just a profession—it is a calling that brings profound satisfaction," Silvi remarked as she stared at her vegetable crops.

Silvi started her farming business in 2023. She initially concentrated on cultivating rice before shifting her focus to horticultural crops, including lettuce and cucumbers. "I aspire to explore the potential of my family's land and deliver meaningful benefits to the community," Silvi said.

In her business, Silvi produces high-quality rice seeds, supporting neighboring farmers in obtaining optimal results. "We are dedicated to delivering the highest quality seeds, enabling farmers to achieve rewarding harvests," she stated.



Tak hanya padi, Silvi juga menanam sayuran segar seperti kacang panjang, timun, dan selada. Dengan metode budidaya organik dan sistem pengairan yang efisien, ia ingin memastikan bahwa produk yang dihasilkan bebas pestisida dan ramah lingkungan. "Saya percaya bahwa sayuran yang sehat akan menghasilkan masyarakat yang sehat pula," ujarnya.

Hasil panen dari usahanya pun cukup mengesankan. "Kacang panjang yang saya tanam bisa menghasilkan hingga 1,9 ton per musim," kata Silvi dengan bangga.

Sementara itu, mentimun yang ditanamnya mampu mencapai 1,3 ton

In addition to rice, Silvi also grows a variety of fresh vegetables, including long beans, cucumbers, and lettuce. Through organic cultivation methods and efficient irrigation systems, she aims to ensure that the products are pesticide-free and environmentally sustainable. "I firmly believe that cultivating healthy vegetables leads to a healthier society," she added.

The harvest results were quite impressive. "The long beans I plant can yield up to 1.9 tons per season," Silvi said proudly.

Under optimal conditions, the cucumbers she cultivated were able to reach a yield of 13 tons. However,

dalam kondisi optimal. Namun, selada menjadi tantangan tersendiri. "Hasil panen selada baru sekitar 400 kg per musim, kami masih berusaha untuk memperbaikinya," ujarnya.

Silvi tidak luput dari tantangan dalam menjalankan usaha. "Permintaan pasar yang fluktuatif dan perubahan iklim sangat berpengaruh terhadap hasil panen," keluhnya. Dia juga mengalami kesulitan dalam memenuhi permintaan pasar yang terus meningkat. "Kadang kami bisa memproduksi sayuran, tetapi permintaan pasar jauh lebih tinggi," tambahnya.

Beruntung, Silvi mendapatkan kesempatan untuk bergabung dengan Program YESS pada tahun 2024. "Program ini sangat membantu saya dalam memperluas wawasan dan jejaring," ungkapnya. Dalam program ini, ia mengikuti pelatihan motivasi bisnis di BPP Singosari. "Saya belajar banyak tentang manajemen usaha dan pemasaran," kata Silvi, yang merasa pengetahuan baru ini sangat berguna untuk usahanya.

Silvi terus berinovasi untuk mengembangkan usaha pertaniannya. "Saya ingin mengelola manajemen tanam yang lebih baik dan memperluas lahan produksi," jelasnya.

Ia juga aktif berkolaborasi dengan kelompok tani dan petani lain di Singosari dan Lawang. "Kemitraan dengan restoran dan pengepul sangat penting untuk menjaga harga jual yang kompetitif," tuturnya.

Silvi berkomitmen untuk menjaga keberlanjutan produksi. "Dengan memperluas kerjasama dengan petani di dalam dan luar Kecamatan Singosari, kami bisa meningkatkan kuantitas produksi," ujarnya.

Dia juga berharap dapat memanfaatkan media sosial untuk memperluas pemasaran, dan berencana untuk masuk ke supermarket. "Visi saya adalah memperluas lahan greenhouse

cultivating lettuce presented its own unique challenge. "The current lettuce harvest is around 400 kg per season, and we are continuously working to improve this yield," she stated.

Silvi has encountered various challenges in managing her business. "Fluctuating market demand and the effects of climate change significantly impact our yields," she expressed. She also faced challenges in meeting the growing market demand. "At times, we are able to produce vegetables, but market demand far exceeds our supply," she added.

Fortunately, Silvi was presented with the opportunity to join the YESS Program in 2024. "This program has been instrumental in broadening my horizons and expanding my network," she said. In this program, she attended business motivation training at the Agricultural Extension Center (BPP) Singosari. "I have gained invaluable insights into business management and marketing," said Silvi, who found this newfound knowledge to be highly beneficial for her business.

Silvi continues to drive innovation to advance her agricultural business. "I aim to improve planting management and expand the production area," she explained.

She also actively collaborates with farmer groups and other farmers in Singosari and Lawang. "Partnerships with restaurants and collectors are essential to maintaining competitive selling prices," she said.

Silvi is committed to maintaining sustainable production. "By expanding partnerships with farmers within and outside Singosari Subdistrict, we can increase production quantity," she said.

She also hopes to leverage social media to expand marketing and plans to enter supermarkets. "My vision is to expand greenhouse

agar produksi bisa lebih optimal," tambahnya.

Tidak hanya itu, usaha Silvi juga memberikan dampak positif bagi masyarakat. "Dengan membuka lapangan pekerjaan baru, saya ingin memberdayakan pemuda di desa untuk terlibat dalam pertanian," katanya.

Keberhasilan Silvi dalam usaha pertanian tidak hanya dilihat dari hasil panen, tetapi juga dari dampaknya terhadap masyarakat. "Saya ingin menginspirasi pemuda di Desa Klampok untuk membuka peluang usaha baru yang bermanfaat," ungkap Silvi.

cultivation areas to optimize production," she added.

Furthermore, her business has also had a positive impact on the community. "By creating new job opportunities, I aim to empower the youth in the village to engage in agriculture," she said.

Her success in agriculture is measured not only by the harvest but also by its impact on the community. "I want to inspire the youth in Klampok Village to create new, beneficial business opportunities," Silvi stated.



Abdullah Dzikri, Bawa Sayur Lokal Bertransformasi

Abdullah Dzikri
Transforms Local Vegetables

Oleh/By : Nadya Aulia Eka Wahyuni

PRODUSEN

Berik Sayur & Buah



Abdullah Dzikri, seorang alumnus Universitas Muhammadiyah Malang (UMM), memulai bisnisnya dari sebuah gagasan sederhana saat masih kuliah. Ia menjual olahan jamur tiram hasil budidaya kakaknya, seperti tahu bakso, risol jamur, dan jamur krispi dalam bentuk frozen dan siap makan.

"Produk tersebut saya di lingkungan kampus, dan setiap harinya saya bersama tim mendistribusikan hingga 3.000 pcs ke berbagai fakultas" ujar Dzikri

Namun, bisnis yang berjalan lancar ini terhenti saat pandemi COVID-19 melanda. Aktivitas pembelajaran di kampus dihentikan, dan Dzikri kehilangan pasarnya. Kondisi ini memaksanya untuk kembali ke desa dan mencari cara lain untuk tetap bertahan.

Berbekal semangat yang tak padam, Dzikri bersama keluarga memutuskan untuk terjun ke dunia pertanian dengan menanam berbagai jenis tanaman, seperti bawang merah dan tomat. Meskipun hasil panen cukup baik, harga jual yang sangat rendah membuat mereka hanya memanfaatkan hasilnya untuk konsumsi sendiri dan dibagikan kepada tetangga.

Abdullah Dzikri, an alumnus of Universitas Muhammadiyah Malang (UMM), started his business from a simple idea during his university years. He sold processed oyster mushrooms cultivated by his brother, such as tahu bakso (fried tofu filled with meatball dough), risol jamur (crispy, golden-brown pastry filled with a mushroom), and jamur krispi (crispy fried mushrooms) in frozen and ready-to-eat forms.

"I sold the products within the campus, and every day, my team and I distributed up to 3,000 pieces to various faculties," said Dzikri.

However, this smoothly running business came to a halt when the COVID-19 pandemic hit. Campus learning activities were suspended, and Dzikri lost his market. This situation forced him to return to his village and find alternative ways to stay afloat.

Armed with undying enthusiasm, Dzikri and his family decided to venture into agriculture by planting various crops, such as shallots and tomatoes. Although the harvest was quite good, the very low selling prices forced them to use the produce for their own consumption and share it with their neighbors.

Tak berhenti di situ, Dzikri terus mencoba berbagai komoditas seperti cabai dan kacang panjang. Meski perawatannya cukup sulit, ia berhasil mendapatkan hasil yang memuaskan. "Harga komoditas yang sering kali fluktuatif membuat saya berpikir untuk mencari cara agar produk pertanian yang dihasilkan memiliki nilai tambah" ungkapnya.

Berawal dari diskusi sederhana dengan kakaknya, Dzikri mulai bereksperimen membuat keripik sayuran menggunakan teknologi *vacuum frying*. Teknologi ini memungkinkan penggorengan pada suhu rendah dengan tekanan udara yang terkontrol, sehingga nutrisi, rasa, dan warna sayuran tetap terjaga.

"Alhamdulillah, di masa pandemi banyak masyarakat yang mulai beralih ke pola hidup sehat, dan mereka mencari jajanan yang lebih sehat. Ini jadi peluang besar bagi kami," ujarnya.

Dijelaskan Dzikri, awalnya pemrosesan bahan baku dilakukan di rumah bersama keluarganya, kemudian proses penggorengan dilakukan di Batu karena keterbatasan alat.

Lambat laun, usahanya semakin berkembang. Dari yang awalnya hanya memiliki satu *freezer box*, kini Dzikri telah memiliki lima *freezer* berdiri dan tiga *freezer box*, serta menyewa beberapa mesin vacuum dan alat pendingin tambahan untuk mendukung kapasitas produksinya.

Meski usahanya terus berkembang, Dzikri menghadapi tantangan besar dalam memenuhi permintaan pasar yang semakin tinggi. Keterbatasan alat penggorengan sering kali membuat produksi terhambat, sehingga beberapa pesanan tidak dapat dipenuhi tepat waktu. Hal ini berdampak pada daya beli konsumen dan membuat Dzikri harus mencari solusi lain.

"Sering kali jadwal penggorengan berbenturan dengan produksi, sehingga kami kesulitan memenuhi

In addition, Dzikri continued exploring other crops like chili and long beans. Although they were challenging to grow, he managed to get good results. "The fluctuating prices made me realize the importance of finding ways to add value to our agricultural products," he shared.

It all started with a simple discussion with his brother, and Dzikri began experimenting with making vegetable chips using vacuum frying technology. This technology allows frying at low temperatures with controlled air pressure, preserving the nutrients, taste, and color of the vegetables.

"Alhamdulillah, during the pandemic, many people started shifting to a healthier lifestyle, and they began looking for healthier snacks. This became a great opportunity for us," he said.

Dzikri explained that initially, the raw material processing was done at home with his family, and the frying process took place in Batu due to limited equipment.

Gradually, his business grew. What started with just one freezer box has now expanded to five standing freezers and three freezer boxes. Dzikri also rented several vacuum machines and additional cooling equipment to support his production capacity.

Despite his business growth, Dzikri faced significant challenges in meeting the increasing market demand. Limited frying equipment often caused production delays, resulting in some orders not being fulfilled on time. This impacted consumer purchasing power and forced him to find alternative solutions. "Often, the frying schedule clashes with production, making it difficult for us to meet demand," he explained.

To overcome this challenge, Dzikri sought information about government programs that could help develop his business. Following a friend's suggestion, he decided to join the YESS (Youth Entrepreneurship

permintaan," jelasnya.

Untuk mengatasi kendala ini, Dzikri mencoba mencari informasi mengenai program pemerintah yang dapat membantu mengembangkan usahanya. Melalui saran dari teman, ia memutuskan untuk mengikuti Program YESS (*Youth Entrepreneurship and Employment Support Services*). Program ini membuka jalan bagi Dzikri untuk mengakses berbagai pelatihan, mentoring, dan jaringan usaha yang lebih luas.

Setelah bergabung dengan Program YESS, Dzikri mendapatkan banyak manfaat yang sangat berharga bagi perkembangan bisnisnya. Ia tidak hanya belajar tentang manajemen keuangan, tetapi juga dibimbing untuk memisahkan keuangan bisnis dari keuangan pribadi.

"Program ini juga mempertemukan saya dengan berbagai pemangku kepentingan yang siap berkolaborasi" tambahnya.

Melalui program ini, Dzikri mengaku mendapat kesempatan untuk melakukan studi banding ke usaha sejenis, sehingga ia bisa memperbaiki sistem produksi dan distribusi bisnisnya. Lebih dari itu, Dzikri berhasil mendapatkan Hibah Kompetitif dari Program YESS yang sangat membantu meningkatkan modal usahanya.

Dzikri melihat bahwa salah satu masalah terbesar dalam pertanian adalah fluktuasi harga hasil panen. Untuk mengatasi hal ini, ia melakukan hilirisasi produk pertanian dengan mengolah sayuran menjadi keripik.

Teknologi *vacuum frying* yang digunakannya memungkinkan produk pertanian memiliki masa simpan lebih lama tanpa mengurangi nilai gizi dan rasa.

"Dengan produk ini, kami bisa memberikan kepastian harga kepada petani. Mereka tidak lagi khawatir soal fluktuasi harga pasar karena hasil panennya sudah kami beli dengan harga yang disepakati sejak awal," kata Dzikri.



and Employment Support Services) Program. This program opened doors for Dzikri to access various training and mentoring programs and a broader business network.

After joining the YESS Program, Dzikri gained many valuable insights that will help his business grow. He learned about financial management and was guided on how to separate business finances from personal finances.

"This program also connected me with various stakeholders who are ready to collaborate," he added.

Through this program, Dzikri stated that he had the opportunity to conduct a comparative study with similar businesses, allowing him to improve his production and distribution systems. Moreover, Dzikri successfully received a Competitive Grant from the YESS Program, which greatly helped increase his business capital.

Dzikri recognized that one of the biggest challenges in agriculture is the fluctuation in crop prices. To address this, he pursued product diversification by processing vegetables into chips.

The vacuum frying technology he uses allows agricultural products to have a longer shelf life without compromising their nutritional value and taste.



Inovasi ini tidak hanya membantu petani mendapatkan harga yang stabil, tetapi juga membuka peluang pasar yang lebih besar untuk camilan sehat.

Untuk memenuhi permintaan pasar yang terus meningkat, Dzikri membangun kolaborasi dengan petani lokal. Salah satunya adalah dengan petani okra di Jawa Tengah, yang memasok bahan baku dengan harga stabil. Selain itu, ia juga bermitra dengan petani jagung di daerah Tajinan, Malang, yang mayoritas merupakan petani jagung dan tebu.

Tantangan utama dalam kemitraan ini adalah menjaga kualitas bahan baku dari petani. Untuk itu, Dzikri rutin melakukan kontrol dan pendampingan terhadap para petani yang bekerja sama dengannya. "Kualitas bahan baku sangat penting untuk menjaga mutu produk kami," tegasnya.

Selain membantu petani mendapatkan kepastian harga, usaha Dzikri juga memberikan dampak positif bagi masyarakat di sekitarnya. Ia berhasil membuka lapangan pekerjaan bagi ibu-ibu rumah tangga yang sebelumnya tidak memiliki aktivitas setelah menyelesaikan pekerjaan rumah tangga. Kini, mereka ikut terlibat dalam proses produksi, membantu meningkatkan penghasilan keluarga.

Keberhasilan Dzikri dalam mengembangkan usaha keripik sayur ini telah memberikan manfaat besar bagi banyak pihak. Ia berharap ke depannya semakin banyak petani yang terlibat dalam pemenuhan kebutuhan pasar camilan sehat ini.

"Harapan saya, makin banyak petani yang bisa bergabung dan mengolah hasil pertanian mereka menjadi produk bernilai tambah," tutupnya.

"With this product, we can provide price stability for farmers. They no longer have to worry about market price fluctuations because we have already agreed on a price for their harvest from the start," said Dzikri.

This innovation not only helps farmers secure stable prices but also opens up greater market opportunities for healthy snacks.

To meet the growing market demand, Dzikri has built collaborations with local farmers. One of them is with okra farmers in Central Java, who supply raw materials at stable prices. He has also partnered with corn farmers in Tajinan, Malang, who are mostly corn and sugar cane growers.

The main challenge in this partnership is maintaining the quality of raw materials from the farmers. To address this, Dzikri regularly conducts quality control and provides guidance to the farmers he collaborates with. "The quality of raw materials is crucial to maintain the quality of our products," he emphasized.

In addition to helping farmers secure stable prices, Dzikri's business has also had a positive impact on the surrounding community. He has successfully created job opportunities for housewives who previously had no activities after completing their household chores. Now, they are involved in the production process, helping to increase their family's income.

Dzikri's success in developing the vegetable chips business has brought significant benefits to many. He hopes that in the future, more farmers will be involved in meeting the growing demand for healthy snacks.

"I hope more farmers will be able to join and process their agricultural products into value-added products," he concluded.

PHK Karena Covid, **Afrijal Beternak Ayam Pejantan**

***Laid off Due to the COVID-19
Pandemic, Afrijal Raises Cockerels***

Oleh/By : Kemal Savero

Gelombang PHK saat covid melanda membawa Afrijal Mahkbub Efendi memutuskan untuk membangun usaha. Pria yang pernah bekerja sebagai *Safety Officer* di perusahaan kopi ternama, Kapal Api, di Surabaya ini memilih untuk menjadi peternak ayam.

Sarjana Teknologi Industri Pertanian dari Universitas Brawijaya ini kembali ke kampung halaman di Desa Gondowangi, Kecamatan Wagir. Dengan latar belakang masyarakat sub-urban di wilayah tersebut, Afrijal memutuskan untuk memulai usaha budidaya Ayam Buras Pejantan pada pertengahan 2023.

Seperti banyak pengusaha muda yang merintis dari bawah, Afrijal menghadapi berbagai tantangan saat memulai budidaya ayamnya. "Dengan lahan terbatas berukuran 6 x 12 meter di belakang rumahnya, saya membangun kandang dengan modal Tabungan" ungkapnya.

Afrijal memulai usahanya dengan populasi ayam sebanyak 500 ekor. Namun, ia segera menyadari bahwa tantangan yang dihadapinya tidak sedikit. Kenaikan harga pakan yang terus menerus, keterbatasan peralatan, dan keterbatasan modal

The wave of layoffs during the COVID-19 pandemic led Afrijal Mahkbub Efendi to decide to start a business. He, who had previously worked as a *Safety Officer* at the renowned coffee company, Kapal Api, in Surabaya, chose to become a poultry farmer.

Afrijal, who holds a Bachelor's degree in Agricultural Industrial Technology from Universitas Brawijaya, returned to his hometown in Gondowangi Village, Wagir Subdistrict. With the community's suburban background, he decided to start a cockerel farming business in mid-2023.

Like many young entrepreneurs starting from scratch, Afrijal faced various challenges when starting his poultry farming. "With limited land measuring 6 x 12 meters behind my house, I built the coop using my savings," he explained.

Afrijal started by raising 500 chickens. However, he soon realized that the challenges he faced were considerable. The continuous rise in feed prices, limited equipment, and financial constraints became major obstacles in the development of his



menjadi rintangan besar dalam pengembangan usahanya.

Selain itu, Afrijal merasa kesulitan untuk meningkatkan skala usaha karena keterbatasan finansial. Namun, ia tidak patah semangat. Dengan penuh keyakinan, ia terus belajar dan mencari cara agar bisa mengatasi berbagai masalah yang muncul dalam perjalanan usahanya.

Di tengah berbagai tantangan tersebut, Afrijal memutuskan bergabung dengan Program YESS (*Youth Entrepreneurship and Employment Support Services*) yang difokuskan untuk mendukung para wirausahawan muda di sektor pertanian.

"Melalui program ini, saya mengikuti pelatihan dasar yang mengajarkan berbagai aspek penting dalam manajemen usaha, termasuk pencatatan keuangan dan strategi pemasaran yang efektif" tambahnya.

Pendampingan yang diberikan Program YESS membuat Afrijal semakin percaya diri dalam menjalankan usahanya. Ia mulai memahami betapa pentingnya manajemen usaha yang baik, dan dengan bantuan dari program tersebut, ia dapat mempelajari cara

business.

In addition, Afrijal struggled to scale up his business due to financial constraints. However, he remained determined. With unwavering confidence, he continued to learn and sought ways to overcome the various challenges that arose during the course of his business.

Amid these challenges, Afrijal decided to join the YESS Program (Youth Entrepreneurship and Employment Support Services), which focuses on supporting young entrepreneurs in the agricultural sector.

"Through this program, I attended basic training that taught essential aspects of business management, including financial record keeping and effective marketing strategies," he added.

The mentoring provided by the YESS Program boosted Afrijal's confidence in running his business. He began to understand the importance of good business management, and with the program's support, he learned how to develop his business more professionally.

"This support marked a turning point in my cockerel farming business,"

mengembangkan bisnisnya secara lebih profesional.

"Dukungan ini menjadi titik balik dalam usaha peternakan ayam pejantan yang saya jalankan," ujarnya.

Salah satu hal yang membedakan Afrijal dari peternak lainnya adalah kemampuannya untuk terus berinovasi dalam proses budidaya. Setelah setiap panen, Afrijal melakukan pembersihan total pada seluruh area kandang dan peralatan budidaya.

"Sekam bekas kotoran ayam saya simpan dalam karung untuk kemudian dimanfaatkan sebagai pupuk. Selain itu, peralatan budidaya juga saya cuci dengan desinfektan dan disimpan untuk digunakan kembali pada periode budidaya berikutnya" jelasnya.

Dengan pendekatan ini, Afrijal tidak hanya memastikan kebersihan kandangnya, tetapi juga menerapkan prinsip keberlanjutan dalam usahanya. Pemanfaatan limbah menjadi pupuk organik merupakan salah satu inovasi yang membantunya mengurangi biaya operasional sekaligus menjaga lingkungan.

Afrijal juga memanfaatkan jaringan pemasaran yang ia bangun dengan baik. Ketika ayam buras pejantan mencapai bobot 0,75 hingga 1 kg, ia siap memasarkannya. Afrijal menjalin kemitraan dengan berbagai pembeli, baik yang membeli dalam jumlah kecil untuk konsumsi pribadi, maupun yang membeli dalam jumlah besar untuk keperluan usaha.

"Salah satu off-taker utama saya adalah pemborong besar yang membeli ayam dalam skala massal" tambahnya.

Dengan harga jual yang kompetitif, berkisar antara Rp 26.000 hingga Rp 36.000 per kilogram untuk ayam hidup (livebird), Afrijal berhasil menjaga stabilitas usahanya. Harga yang stabil dan pasokan ayam yang

he said.

"One of the things that sets Afrijal apart from other farmers is his ability to continuously innovate in the farming process. After each harvest, Afrijal thoroughly cleans the entire coop area and farming equipment."

"I store the used rice husks contaminated with chicken manure in sacks to be used as fertilizer. I also disinfect the farming equipment and keep it ready for the next farming cycle," he explained.

With this approach, Afrijal not only ensures the cleanliness of his coop but also applies sustainability principles in his business. Using waste as organic fertilizer is one of the innovations that helped him reduce operational costs while also protecting the environment.

Afrijal has also made good use of the marketing network he has built. When the cockerels reach a weight of 0.75 to 1 kg, he is ready to sell them. Afrijal has established partnerships with various buyers, both those who purchase in small quantities for personal consumption and those who buy in bulk for business purposes.

"One of my main off-takers is a large wholesaler who buys chickens in bulk," he added.

With a competitive selling price ranging from IDR26,000 to IDR36,000 per kilogram for live birds, Afrijal has managed to maintain the stability of his business. Stable prices and a continuous supply of chickens have made Afrijal's business stronger over time.

After more than a year of running his business, Afrijal is now reaping the fruits of his hard work. His sales turnover continues to rise, with sales reaching millions of rupiah per harvest period.

Between March and April 2024, Afrijal successfully earned a turnover of IDR14,040,000 from his harvest.

This success shows that with good management, innovation, and hard work, a poultry farming business can

berkelanjutan membuat bisnis Afrijal semakin kuat dari waktu ke waktu.

Setelah lebih dari setahun menjalani usaha budidaya ayam buras pejantan, Afrijal kini merasakan buah dari kerja kerasnya. Omset penjualannya terus meningkat, dengan hasil penjualan yang mencapai belasan juta rupiah per periode panen.

Pada periode Maret hingga April 2024, Afrijal berhasil meraup omset sebesar Rp 14.040.000 dari hasil panen ayamnya.

Keberhasilan ini menunjukkan bahwa dengan manajemen yang baik, inovasi, dan kerja keras, usaha peternakan dapat memberikan penghasilan yang menjanjikan, bahkan bagi pengusaha muda yang memulai dari lahan terbatas.

Afrijal membuktikan bahwa untuk menjadi peternak sukses, tidak selalu dibutuhkan lahan yang luas atau modal besar. Dengan tekad yang kuat, inovasi, serta dukungan program seperti YESS, Afrijal mampu mengembangkan usahanya dan menjadi contoh sukses peternak muda mandiri.

Bahkan, kini peternakannya sering menjadi tujuan bagi peserta Program YESS lainnya yang ingin belajar tentang budidaya ayam buras pejantan. Afrijal dengan senang hati berbagi pengetahuannya, memberi inspirasi kepada para pemuda di desanya untuk berani memulai usaha sendiri, meski dengan sumber daya yang terbatas.

Melihat keberhasilan yang telah diraihinya, Afrijal bertekad untuk terus mengembangkan usahanya. Ia berharap dapat melibatkan lebih banyak masyarakat, khususnya generasi muda, dalam dunia peternakan.

"Saya percaya bahwa dengan semangat kolaborasi dan inovasi, peternakan ayam buras pejantan dapat menjadi salah satu solusi untuk meningkatkan kesejahteraan masyarakat pedesaan" pungkasnya.



provide promising income, even for young entrepreneurs starting with limited land.

Afrijal has proven that becoming a successful farmer does not always require large land or substantial capital. With strong determination, innovation, and support from programs like YESS, Afrijal has been able to grow his business and become an example of a successful, independent young farmer.

Now, his farm is often a destination for other participants of the YESS Program who want to learn about cockerel farming. Afrijal is happy to share his knowledge, inspiring the youth in his village to dare to start their own businesses, even with limited resources.

Given his success, Afrijal is committed to further growing his business. He aims to engage more people, particularly the younger generation, in the farming industry.

"I believe that with a spirit of collaboration and innovation, cockerel farming can be one of the solutions to improve the welfare of rural communities," he concluded.

Dengan Bumbu Inovasi, Ahmad Ubah Tradisi

With Innovation, Ahmad Changes the Tradition

Oleh/By : Aditia Putra Pratama

Di tengah tantangan zaman modern, Ahmad Yusuf, seorang petani muda dari Dusun Leban, Desa Tawangargo, menunjukkan komitmen dan dedikasi yang luar biasa dalam mengelola usaha pertaniannya. Ahmad mengambil langkah berani dengan terjun ke dunia hortikultura, khususnya budidaya bawang merah.

Lahir dalam keluarga petani, Ahmad berupaya meneruskan tradisi keluarga sambil membawa inovasi dalam setiap langkahnya.

Seperti petani lainnya, Ahmad tidak terhindar dari berbagai rintangan yang menghampirinya. Salah satu tantangan terbesar adalah masalah pengairan, terutama saat musim kemarau. "Di musim kemarau, sulit untuk mendapatkan air yang cukup untuk lahan kami," ungkap Ahmad.

Selain itu, serangan hama seperti wereng, tikus, dan burung sering kali mengancam hasil panennya. Untuk mengatasi masalah ini, Ahmad berkonsultasi dengan fasilitator dan Balai Desa Sumberdaya Pertanian (BDSP) di Kecamatan Karangploso.

"Setiap masalah yang muncul di lapangan bisa saya diskusikan, dan itu sangat membantu," tambahnya.

Amid the challenges of the modern era, Ahmad Yusuf, a young farmer from Leban Subvillage, Tawangargo Village, demonstrates extraordinary commitment and dedication in managing his farming business. Ahmad took a bold step by entering the world of horticulture, particularly in shallot farming.

Born into a farming family, Ahmad strives to continue the family tradition while bringing innovation to every step he takes.

Like other farmers, Ahmad also faces various challenges. One of the biggest challenges is the issue of irrigation, especially during the dry season. "During the dry season, it's difficult to get enough water for our land," he explained.

Additionally, pest attacks such as rice planthoppers, rats, and birds often threaten his harvest. To address this issue, Ahmad consults with facilitators and the Business Development Service Provider (BDSP) in Karangploso Subdistrict.

"Any issues that arise in the field can be discussed, and that has been very helpful," he added.

Keberanian Ahmad dalam bertani semakin kuat setelah ia mengikuti pelatihan Motivasi Bisnis yang diselenggarakan oleh BDSP Karangploso pada tahun 2023. Program ini adalah bagian dari *Youth Entrepreneurship and Employment Support Services (YESS)*, yang dirancang untuk membantu petani muda menghadapi tantangan di sektor pertanian.

Ahmad mengatakan bahwa pelatihan tersebut memberinya wawasan baru dan strategi untuk mengelola usaha secara lebih efektif.

"Pelatihan dari BDSP benar-benar membantu saya memahami cara menjalankan usaha dengan pendekatan yang lebih profesional," jelas Ahmad dengan penuh semangat.

Keterlibatan Ahmad dalam budidaya bawang merah bukan hanya sekedar melanjutkan tradisi keluarga. Ia berusaha menerapkan metode budidaya yang lebih inovatif

Ahmad's courage in farming grew even stronger after he participated in the Business Motivation training organized by BDSP of Karangploso in 2023. This program is part of the Youth Entrepreneurship and Employment Support Services (YESS), designed to assist young farmers in addressing challenges within the agricultural sector.

Ahmad stated that the training provided him with new insights and strategies to manage his business more effectively.

"The training from BDSP truly helped me understand how to run a business with a more professional approach," Ahmad explained enthusiastically.

Ahmad's involvement in shallot farming is not just about continuing the family tradition. He strives to apply more innovative cultivation methods



agar dapat menghasilkan produk berkualitas tinggi. "Saya belajar dari kakek dan ayah saya, tetapi saya ingin menambahkan inovasi agar hasil panen lebih baik," ujarnya.

Keterbukaan Ahmad terhadap teknologi dan metode baru menunjukkan tekadnya untuk berkembang dan beradaptasi di tengah kemajuan zaman.

Dalam hal pemasaran, Ahmad tidak menemui banyak kendala. Hasil panennya sering dibeli oleh pengepul yang datang langsung ke lahannya. Selain itu, ia juga aktif menjajakan hasil panennya di pasar sayur terdekat. "Saya bersyukur karena penjualan tidak menjadi masalah besar. Namun, saya terus berupaya meningkatkan hasil panen agar bisa memenuhi permintaan pasar," kata Ahmad.

Budidaya bawang merah yang dilakukan Ahmad memiliki dampak positif tidak hanya bagi dirinya, tetapi juga bagi petani lain di sekitarnya. Keberhasilannya menginspirasi petani muda lainnya untuk ikut serta dalam Program YESS dan mendorong pengembangan sektor hortikultura di Kecamatan Karangploso.

"Saya ingin menunjukkan kepada petani muda lainnya bahwa pertanian juga bisa sukses dan memberikan hasil yang baik," jelas Ahmad.

Saat ini, Ahmad tengah berupaya untuk memperbanyak hasil budidaya bawang merahnya, mengingat permintaan yang terus meningkat. "Walaupun hasil panen saya masih di bawah permintaan pasar, saya bertekad untuk meningkatkan produktivitas agar bisa memenuhi kebutuhan konsumen," ujarnya dengan penuh semangat.

Ahmad memiliki rencana jangka panjang untuk memperbesar skala usahanya dan meningkatkan pendapatan keluarganya. "Tujuan utama saya adalah mendapatkan hasil yang maksimal agar bisa mencukupi kebutuhan keluarga dan memenuhi permintaan pasar," tuturnya.

to produce high-quality products. "I learned from my grandfather and father, but I want to add innovation to improve the harvest," he said.

Ahmad's willingness to embrace new technologies and methods shows his determination to evolve and keep up with the times.

In terms of marketing, Ahmad doesn't face many obstacles. His harvest is often bought by collectors who come directly to his farm. Additionally, he actively sells his produce at the nearby vegetable market. "I'm grateful that sales haven't been a significant issue. However, I continue to work on increasing my yield to meet market demand," said Ahmad.

Ahmad's shallot farming has had a positive impact not only on him but also on other farmers in the surrounding area. His success has inspired other young farmers to participate in the YESS Program and has stimulated the development of the horticultural sector in Karangploso Subdistrict.

"I want to demonstrate to other young farmers that agriculture can also be successful and yield positive results," Ahmad explained.

Currently, Ahmad is striving to increase his shallot harvest, given the growing demand. "Although my harvest is still below market demand, I am determined to boost productivity to meet consumer needs," he said with enthusiasm.

Ahmad has long-term plans to scale up his business and increase his family's income. "My main goal is to achieve optimal results so I can meet my family's needs and satisfy market demand," he said.



Dengan semangat yang tinggi dan dukungan dari berbagai pihak, masa depan Ahmad Yusuf sebagai petani sukses terlihat sangat cerah. Ia adalah contoh nyata bahwa dengan ketekunan, inovasi, dan dukungan program yang tepat, petani muda dapat meraih kesuksesan di dunia pertanian.

Ahmad berharap, kisahnya dapat menginspirasi generasi muda lainnya untuk berani terjun ke sektor pertanian dan terus berusaha demi meningkatkan kesejahteraan masyarakat.

Perjalanan Ahmad Yusuf sebagai petani mudabukan hanya tentang mengejar keuntungan finansial. Ini adalah tentang keberlanjutan hidup, kontribusi terhadap lingkungan, dan upaya untuk menjadikan pertanian sebagai ladang peluang.

Dengan dukungan Program YESS dan semangat juang yang tak kenal lelah, Ahmad siap melangkah lebih jauh, memberikan dampak positif bagi komunitas dan menciptakan masa depan yang lebih baik di bidang pertanian.

With great enthusiasm and support from various stakeholders, Ahmad Yusuf's future as a successful farmer appears highly promising. He is a true example that with perseverance, innovation, and the right program support, young farmers can achieve success in the agricultural sector.

Ahmad hopes that his story can inspire other young people to dare to venture into agriculture and keep striving to improve community welfare.

Ahmad Yusuf's journey as a young farmer is not just about pursuing financial gain. It is about sustainability, contributing to the environment, and turning agriculture into a field of opportunity.

With the support of the YESS Program and his tireless determination, Ahmad is ready to take even greater strides, creating a positive impact on his community and shaping a brighter future in agriculture.

Ari Pradana Terpikat Indahnya Bisnis Bunga Krisan

***Ari Pradana Is Captivated by the Beauty
of the Chrysanthemum Flower Business***

Oleh/By : Kurnia Larasati

Meski hanya lulusan SMA, semangat dan ketekunan Ari Pradana mengantarkannya menjadi petani bunga potong yang sukses. Dari berbagai komoditas yang ada, pemuda dari dusun kecil Poncokusumo, Desa Poncokusumo, Kecamatan Poncokusumo ini memilih untuk bertani Krisan Aster dan Fiji.

Ari memulai usahanya pada tahun 2018, ketika ia memutuskan untuk membudidayakan tanaman krisan. "Saya melihat harga pasar krisan yang stabil dan permintaan yang terus meningkat," ungkapnya.

Awalnya, ia terjun ke budidaya krisan potong, tetapi karena masa panen bibit krisan yang lebih cepat, Ari memutuskan untuk berfokus pada budidaya bibit krisan. Saat ini, ia memiliki tiga *greenhouse* dengan ukuran masing-masing 10x15 meter, dipenuhi berbagai varietas krisan yang menjanjikan.

Namun, Ari menyadari bahwa kebutuhan pasar, terutama untuk bibit krisan fiji dan aster, semakin tinggi, baik di tingkat nasional maupun internasional. "Permintaan akan tanaman krisan ini tidak hanya untuk dekorasi, tetapi juga sebagai elemen penting dalam berbagai

Despite only being a high school graduate, Ari Pradana's passion and perseverance have led him to become a successful cut-flower farmer. Among various commodities, this young man from the small village of Poncokusumo, in Poncokusumo Subdistrict, chose to cultivate Aster and Fiji Chrysanthemums.

Ari started his business in 2018 when he decided to venture into chrysanthemum farming. "I saw that the market price for chrysanthemums was stable and the demand was continuously rising," he explained.

Initially, he entered the cut-chrysanthemum business, but due to the faster harvest time of chrysanthemum seedlings, Ari decided to focus on cultivating chrysanthemum seedlings. Today, he owns three greenhouses, each measuring 10x15 meters, filled with promising varieties of chrysanthemums.

Ari realized that market demand, especially for Fiji and Aster chrysanthemum seedlings, was growing rapidly, both domestically and internationally. "The demand for these chrysanthemums is not only for decoration but also as an

acara," jelasnya.

Ari mengatakan pasar nasional dan internasional untuk krisan tetap stabil karena banyak digunakan dalam dekorasi ruangan dan taman. Keberagaman warna dan bentuk bunga krisan yang indah menjadikannya favorit di kalangan masyarakat.

Ari juga aktif berpartisipasi dalam paguyuban dan komunitas petani tanaman hias, yang memberikan banyak kesempatan untuk berbagi informasi dan pengalaman.

Ari mengaku hama dan penyakit akibat perubahan iklim serta lahan yang terbatas menjadi kendala yang harus dihadapinya. Selain itu, fluktuasi harga tanaman hias memengaruhi modal yang tersedia. "Kadang saya harus menunggu tanaman yang ada terjual sebelum bisa membeli bibit baru yang sedang tren," keluhnya.

Untuk mengatasi rintangan tersebut, Ari mengenal program pelatihan YESS, yang membantunya memperluas pengetahuan dan jaringan. "Program ini memberikan banyak informasi tentang budidaya dan pemasaran, serta membantu saya dalam pengajuan hibah kompetitif," katanya.

Ari berkesempatan mengikuti Program YESS, yang memberinya akses pada pelatihan dan bantuan permodalan. "Saya berharap dana hibah yang diajukan dapat digunakan untuk mengembangkan usaha budidaya bunga potong yang sedang saya jalankan," harapnya.

Ari juga menjalin kerjasama dengan kelompok penjual tanaman yang sudah memiliki jaringan internasional. Salah satu kelompok yang ia jalin hubungan adalah Grup SINDO dari Kota Batu. Jika grup tersebut membutuhkan tanaman tertentu, Ari bisa langsung menyuplai dari hasil budidayanya.

"Dengan bergabung dalam komunitas, saya bisa mendapatkan informasi terbaru mengenai harga



essential element in various events," he explained.

He mentioned that the national and international markets for chrysanthemums remain stable because they are widely used in room and garden decorations. The diversity in the colors and beautiful shapes of chrysanthemums makes them a favorite among the public.

Ari is also actively involved in ornamental plant farmer associations and communities, which provide many opportunities to share information and experiences.

He acknowledged that pests and diseases caused by climate change, as well as limited land, were challenges he had to face. Additionally, fluctuations in ornamental plant prices affected his available capital. "Sometimes, I have to wait for the existing plants to sell before I can buy new trendy seedlings," he explained.

To overcome these challenges, Ari learned about the YESS training program, which helped him expand his knowledge and network. "This program provided a lot of information about cultivation and marketing and assisted me with competitive grant applications," he said.

Ari had the opportunity to participate in the YESS Program, which gave him access to training and financial assistance. "I hope the grant I applied for can be used to expand my cut-flower farming business," he hoped.

pasar dan tanaman yang sedang tren," jelasnya.

Selain itu, Ari bekerja sama dengan para ahli nutrisi dan perawatan tanaman untuk memastikan budidayanya berjalan dengan baik dan mengurangi kerusakan akibat hama serta penyakit. Dengan dukungan komunitas bunga krisan di media sosial, ia dapat memperkenalkan berbagai jenis bunga potong kepada masyarakat luas.

Keberhasilan Ari tidak hanya membawamanfaatbagidirinya,tetapi juga bagi masyarakat di sekitarnya. "Saya ingin memberdayakan masyarakat dan teman-teman yang belum memiliki mata pencaharian tetap," tuturnya. Berkat usahanya, ia kini bisa mencukupi kebutuhan sehari-hari dan membantu orang lain menemukan pekerjaan, meskipun tidak setiap hari.

Cerita sukses Ari Pradana memberikan inspirasi bagi petani muda lainnya. "Saya ingin menjadi contoh bahwa dengan ketekunan dan inovasi, siapa pun bisa berhasil di bidang pertanian," ujarnya dengan penuh semangat. Ia memiliki visi untuk memperluas usahanya dan terus belajar tentang tren pasar, serta berkontribusi pada pengembangan pertanian di Indonesia.

Dengan ambisi yang jelas, Ari Pradana bertekad untuk memperluas dampak positifnya di bidang pertanian. Ia berharap bisa membangun jaringan yang lebih besar dengan petani dan pedagang tanaman hias, tidak hanya di tingkat nasional, tetapi juga internasional. Dengan harapan yang besar, Ari ingin menjadikan usaha bunga potong sebagai aset berharga bagi masyarakat dan negara, serta memberi inspirasi kepada generasi muda untuk terjun ke dunia pertanian yang penuh potensi.

Ari also formed collaborations with plant-selling groups that already have international networks. One of the groups he partnered with is the SINDO Group from Batu City. If the group needed specific plants, Ari could directly supply them from his cultivation.

"By joining the community, I can get the latest information about market prices and trending plants," he explained.

In addition, Ari collaborated with experts in plant nutrition and care to ensure his farming runs smoothly and to reduce damage caused by pests and diseases. With the support of chrysanthemum communities on social media, he can introduce various types of cut flowers to a wider audience.

Ari's success has not only benefited him but also the surrounding community. "I want to empower the community and friends who do not yet have a stable job," he said. Thanks to his efforts, he is now able to meet his daily needs and help others find employment, even if not every day.

Ari Pradana's success story serves as an inspiration for other young farmers. "I want to be an example that with perseverance and innovation, anyone can succeed in agriculture," he said enthusiastically.

He envisions expanding his business and continues to learn about market trends while contributing to the development of agriculture in Indonesia.

With a clear ambition, Ari Pradana is determined to expand his positive impact in the agricultural field. He hopes to build a larger network with farmers and ornamental plant traders, not only at the national level but also internationally. With high hopes, Ari wants to make his cut-flower business a valuable asset for society and the country, as well as inspire the younger generation to enter the promising world of agriculture.

Azhar Al Faruk, Nikmati Segarnya Bisnis Susu Kambing

**Azhar Al Faruk Enjoys the Sweet
Rewards of the Goat Milk Business**

Oleh/By : Sherly Epafroditus Siregar

Di tengah kesulitan ekonomi yang melanda, pemuda bernama Azhar Al Faruk muncul sebagai inspirasi di Dusun Sambirejo, Desa Pondokagung, Kecamatan Kasembon. Dengan tekad yang kuat, Azhar memulai usaha ternak kambing perah yang bernama "Sempulur Farm".

Perjalanan Azhar dimulai pada tahun 2019 setelah ia lulus sekolah, saat itu mencari pekerjaan sangat sulit akibat banyaknya pemutusan hubungan kerja (PHK) yang terjadi di berbagai perusahaan.

Menyadari peluang kerja semakin sempit, Azhar memilih untuk mengambil langkah berani. Dengan modal awal yang berasal dari orang tuanya, ia membeli dua ekor calon indukan kambing. "Saya merasa harus melakukan sesuatu agar bisa mandiri. Usaha ternak kambing perah adalah pilihan yang saya yakini," ungkap Azhar.

Berkat kerja keras dan dedikasinya, hingga tahun 2023, populasi kambing di Sempulur Farm telah berkembang menjadi delapan ekor indukan.

Namun, perjalanan Azhar tidak selalu mulus. Ia menghadapi

Amidst economic hardships, a young man named Azhar Al Faruk emerged as an inspiration in Sambirejo Hamlet, Pondokagung Village, Kasembon Subdistrict. With unwavering determination, Azhar started a dairy goat farming business named "Sempulur Farm."

Azhar's journey began in 2019 after graduating from school, during a time when finding a job was particularly challenging due to widespread layoffs across various industries.

Realizing the shrinking job opportunities, Azhar decided to take a bold step. With initial capital from his parents, he purchased two female goats. "I felt the need to do something to become independent. Dairy goat farming was a choice I believed in," Azhar explained.

Through hard work and dedication, by 2023, the goat population at Sempulur Farm had grown to eight breeding females.

However, Azhar's journey was not without challenges. He faced various obstacles, particularly frequent, extreme weather conditions.

Bloating disease, which threatened the health of his goats, often appeared unexpectedly.

berbagai tantangan, terutama cuaca ekstrem yang sering melanda. Penyakit kembung, yang mengancam kesehatan ternaknya, sering kali muncul tanpa diduga.

"Cuaca yang tidak menentu membuat kambing saya sering sakit. Bahkan, ada yang mengalami keguguran tanpa sebab yang jelas," keluhnya.

Pada tahun 2021, Azhar mengenal Program YESS (Youth Entrepreneurship and Employment Support Services). Ia tertarik untuk bergabung setelah mendengar banyak manfaat yang ditawarkan program ini.

"Saya ingin belajar lebih banyak tentang beternak kambing dengan baik, dan YESS memberikan pelatihan serta koneksi yang sangat membantu," ujar Azhar.

Keberaniannya berbuah manis ketika ia berhasil mendapatkan dana hibah kompetitif pada tahun 2023, yang digunakannya untuk menambah populasi kandangnya dan mengembangkan usahanya lebih lanjut.

Dalam memasarkan produk susu kambingnya, Azhar memilih untuk

"The unpredictable weather made my goats frequently ill. Some even suffered miscarriages for reasons I could not determine," he lamented.

In 2021, Azhar learned about the YESS (Youth Entrepreneurship and Employment Support Services) Program. He became interested in joining after hearing about the many benefits the program offered.

"I wanted to learn more about proper goat farming, and YESS provided training and connections that were immensely helpful," Azhar said.

His courage paid off when he successfully secured a competitive grant in 2023, which he used to increase his herd and further develop his business.

To market his goat milk products, Azhar chooses to partner with other farmers in his area.

This collaboration ensures market certainty and more favorable pricing compared to selling his products independently.

"This collaboration makes me feel more secure by ensuring price and market certainty. Of course, I must



menjalin kemitraan dengan peternak lain di daerahnya. Kolaborasi ini memberi kepastian pasar dan harga yang lebih menguntungkan dibandingkan jika memasarkan produknya sendiri.

"Dengan bermitra, saya merasa lebih aman karena ada kepastian harga dan pasar. Tentu saja, saya harus menjaga kualitas produk agar tetap diterima dengan baik oleh mitra," kata Azhar.

Meskipun baru memulai, Azhar memiliki visi yang jelas. Ia bertekad untuk menciptakan lapangan pekerjaan bagi anak muda di sekitarnya. "Saya ingin memberikan kesempatan bagi mereka yang ingin terjun ke dunia peternakan. Saat ini, saya sudah bisa mempekerjakan beberapa orang, dan ini menjadi kebanggaan tersendiri bagi saya," ungkapnya.

Azhar berharap, dengan semakin berkembangnya Sempulur Farm, ia dapat memberikan dampak positif bagi masyarakat sekitar.

Keberhasilan Azhar dalam mengelola Sempulur Farm patut diapresiasi. Dari usaha awal dengan dua ekor kambing, kini ia telah berhasil mencapai populasi 15 ekor indukan dan 9 ekor anakan.

"Meskipun saya masih dalam tahap pengembangan, saya merasa senang dengan apa yang telah dicapai. Usaha ini membuat saya merasa lebih mandiri," ucapnya dengan penuh semangat.

Dengan tekad yang kuat dan semangat untuk terus belajar, Azhar Al Faruk berkomitmen untuk mengembangkan Sempulur Farm. Ia berharap dapat membuka lebih banyak lapangan pekerjaan bagi anak muda di sekitarnya.

"Saya ingin menjadikan usaha ini sebagai contoh bahwa dengan kerja keras dan ketekunan, kita bisa meraih sukses di dunia peternakan," tuturnya.



maintain the quality of my product to ensure it is well-received by my partners," Azhar stated.

Despite being in the early stages of his business, Azhar has a clear vision. He is committed to creating job opportunities for local youth. "I want to provide opportunities for those who want to venture into livestock farming. Currently, I have already employed a few people, and this is a source of pride for me," he expressed.

Azhar hopes that as Sempulur Farm continues to grow, it will have a positive impact on the surrounding community.

Azhar's success in managing Sempulur Farm is commendable. From starting with just two goats, he has now achieved a population of 15 breeding females and 9 young goats.

"Although I am still in the development phase, I am happy with what I have achieved so far. This business has made me feel more independent," he said enthusiastically.

With strong determination and a passion for learning, Azhar Al Faruk is committed to further developing Sempulur Farm. He hopes to open more job opportunities for the youth in his area.

"I want this business to serve as an example that with hard work and perseverance, we can succeed in livestock farming," he concluded.

Pakan Melimpah, Ternak Kambing Udin Ketiban Berkah

***Abundant Feed Brings Prosperity
to Udin's Goat Farming***

Oleh/By : Heni Rahmawati

Lahir dari keluarga peternak kambing, membuat Dasri Udin mengerti benar lika-liku usaha tersebut. Karena itu tidak heran bila pemuda 24 tahun ini memutuskan untuk memilih usaha tersebut sebagai aktifitasnya setelah lulus SMA.

Walau dimulai dengan modal terbatas, namun usaha ternak kambing yang dijalankan Udin sejak 2019 tersebut kini berkembang pesat.

"Saya memulainya dengan sebuah kandang, pakan hijauan, dan empat ekor kambing" ungkap pemuda dari Dusun Sukodono,

Dengan ketersediaan pakan yang melimpah seperti daun lamtoro, kelor, singkong, dan indigofera di sekitarnya, Udin mengaku optimis bisa mengembangkan usahanya.

Namun, perjalanan Udin tidak selalu mulus. Ia menghadapi berbagai tantangan, seperti kesulitan mendapatkan pakan saat musim hujan dan harga kambing yang tidak stabil akibat monopoli pasar oleh pedagang. "Semakin banyak peternak kambing, produksi semakin melimpah, tetapi harga justru bisa turun, membuat kami merugi," jelas Udin,

Untuk mengatasi tantangan ini, ia mengikuti Program YESS (Youth

Born into a family of goat farmers, Dasri Udin has a deep understanding of the intricacies of the business. It is no surprise that this 24-year-old chose goat farming as his career after graduating from high school.

Despite starting with limited capital, Udin's goat farming business, which he started in 2019, has grown significantly.

"I started with a single pen, some forage feed, and four goats," said the young man from Sukodono Hamlet.

With an abundant supply of forage feed, such as white leadtree, moringa, cassava, and indigofera leaves in the area, Udin remained optimistic about expanding his business.

However, his journey was not without challenges. He faced difficulties such as feed shortages during the rainy season and unstable goat prices due to traders monopolizing the market. "As more people farm goats, production increased, but prices often dropped, causing us losses," Udin explained.

To overcome these challenges, he joined the Youth Entrepreneurship and Employment Support Services (YESS) Program, which provided support in business development, marketing,



Entrepreneurship and Employment Support Services) yang memberikan dukungan dalam pengembangan usaha, pemasaran, dan permodalan.

Bergabung dengan Program YESS membawa banyak manfaat bagi Udin. "Saya memperoleh ilmu tentang perawatan ternak dan pemasaran yang sebelumnya tidak saya dapatkan di lingkungan sekitar," ungkapnya.

Melalui program ini, Udin mengajukan hibah untuk menambah produksi ternaknya, dan dukungan dari BDSP (*Business Development Service Provider*) serta fasilitator sangat membantu. "Jika ada yang belum saya pahami, saya bisa berkonsultasi dengan mereka kapan saja," tambahnya.

Udin terus berinovasi dalam mengelola usahanya. Ia membeli lahan untuk pakan hijauan agar tidak kesulitan saat pasokan pakan terbatas. "Dengan memiliki lahan sendiri, saya bisa memastikan ketersediaan pakan untuk kambing saya," ujar Udin.

Selain itu, ia membuat kandang model panggung untuk mencegah kambing terpapar penyakit. Udin juga memanfaatkan teknologi dengan memasarkan kambing secara *online*, memperluas jangkauan konsumen. "Saya ingin menjangkau lebih banyak orang dengan memanfaatkan media sosial. Ini membantu saya untuk lebih dikenal," katanya.

Dikampungnya, Udin tidak sendirian. Ia menjalin kolaborasi dengan peternak lain, saling bertukar informasi tentang perawatan, pemilihan bibit, dan harga jual. "Kami sering berdiskusi

and financing.

Joining the YESS Program brought numerous benefits for Udin. "I gained knowledge about livestock care and marketing that I could not get from my local environment," he said.

Through the program, Udin applied for a grant to increase his production, and the support from the Business Development Service Provider (BDSP) and facilitators was invaluable. "When I came across something I did not understand, I could consult with them anytime," he added.

Udin continues to innovate in managing his business. He has purchased land for forage cultivation to ensure feed availability during shortages. "Owning my own land helps me secure sufficient feed for my goats," Udin said.

In addition, he has built elevated pens to protect his goats from disease. Udin also leverages technology by marketing his goats online, broadening his customer reach. "I want to reach more people by using social media. It helps me gain recognition," he said.

In his village, Udin is not alone. He collaborates with other farmers, exchanging information about care, breeding, and pricing. "We often discuss challenges and solutions in goat farming," he added. This collaboration strengthens the livestock farming community in his village and improves the quality of goat production.

Although often underestimated, Udin believes goat farming is a highly

tentang tantangan dan solusi dalam beternak," tambahnya. Kerjasama ini memperkuat komunitas peternak di desanya dan meningkatkan kualitas produksi kambing.

Meskipun sering dipandang sebelah mata, Udin yakin beternak kambing adalah usaha yang sangat menguntungkan, terutama di wilayah pedesaan. "Pakan hijauan yang gratis dan sehat membuat kambing saya tumbuh dengan baik," ungkapnyanya.

Selain meningkatkan hasil pertanian, kohe yang dihasilkan juga bisa dijual untuk menambah pendapatan. "Kohe kambing saya jadikan pupuk alami bagi tanaman. Ini tidak hanya bermanfaat bagi saya, tetapi juga bagi para petani lain di sekitar," jelas Udin.

Dari empat ekor kambing yang dibelinya, Udin kini berhasil mengembangkan usaha hingga memproduksi 10 ekor kambing dalam setahun, dengan total pendapatan mencapai Rp 50 juta.

"Setiap kali menjual kambing, saya selalu reinvestasi untuk memperbesar jumlah kambing saya," tuturnya dengan bangga.

Dari hasil penjualan, Udin bisa membeli kebun seluas setengah hektar, yang menjadi kebanggaan tersendiri baginya. "Ini adalah buah dari kerja keras saya," ujarnya dengan senyum.

Melalui perjuangan, Udin ingin membuktikan kepada generasi muda bahwa berwirausaha di bidang peternakan bukanlah hal yang memalukan. "Kita harus hilangkan sifat gengsi. Jika dikelola dengan baik, usaha ini bisa berkembang pesat," ujarnya.

Dengan semangat juang dan manajemen yang baik, Udin bertekad untuk membawa Sempulur Farm menuju kesuksesan yang lebih besar. "Saya berharap, ke depannya, usaha saya ini bisa menjadi inspirasi bagi banyak pemuda di kampung saya," tutupnya.



profitable business, especially in rural areas. "Free and healthy forage feed helps my goats grow well," he explained.

In addition to increasing agricultural yields, the manure produced also generates additional income. "I use the goat manure as a natural fertilizer for crops. This benefits not only me but also other farmers in the area," Udin said.

From the four goats he started with, Udin has now expanded his business to produce 10 goats annually, earning a total income of IDR50 million.

"Every time I sell goats, I reinvest the profits to increase my stock," he said proudly.

With the proceeds from sales, Udin has managed to buy half a hectare of farmland, a personal milestone for him. "This is the fruit of my hard work," he said with a smile.

Through his perseverance, Udin wants to show young people that pursuing a career in livestock farming is nothing to be ashamed of. "We must set aside our pride. If managed properly, this business can grow rapidly," he said.

With a strong spirit and good management, Udin is determined to lead his farming business to even greater success. "I hope my business can inspire many young people in my village in the future," he concluded.

Jadikan Orang Tua Inspirasi, Dedik Ubah Kumbung Jamur Jadi Rezeki

Drawing Inspiration from His Parents, Dedik Turns Mushroom Farming into a Source of Income

Oleh/By : Vivin Tri Kurniasari



Berasal dari keluarga petani, Dedik Hermawan memilih untuk mengikuti jejak orangtuanya dan terjun ke dalam dunia pertanian setelah menyelesaikan pendidikan di Sekolah Menengah Atas. Dengan inovasi, usaha jamur tiram yang dijalankan Dedik dapat terus berkembang.

"Orang tua saya adalah sumber inspirasi terbesar saya. Mereka telah berjuang keras untuk membesarkan kami dan mengajarkan nilai kerja keras," ungkap Dedik saat mengenang masa kecilnya.

Dengan tekad yang bulat, pemuda dari Desa Sukoraharjo, Kecamatan Kepanjen ini kini fokus pada produksi jamur tiram segar, bahan makanan bergizi tinggi yang terbuat dari jagung, sekam kayu, dan dedak katul.

"Jamur tiram adalah pilihan yang baik untuk kesehatan, terutama bagi mereka yang menjalani program diet. Kami menyediakan produk dalam kemasan 1.000 gram dan 5.000 gram," tambahnya dengan bangga.

Seperti usaha lainnya, Dedik mengakui bahwa perjalanan bisnisnya tidak selalu mulus. Berbagai rintangan, mulai dari modal, proses perawatan, hingga pemasaran, harus dihadapi. "Ada risiko pasar yang tidak

Coming from a family of farmers, Dedik Hermawan chose to follow in his parents' footsteps and venture into agriculture after completing high school. With innovation, Dedik's oyster mushroom business can continue to grow.

"My parents are my biggest source of inspiration. They worked hard to raise us and teach us the value of hard work," said Dedik, recalling his childhood.

With strong determination, this young man from Sukoraharjo Village, Kepanjen Subdistrict, now focuses on the production of fresh oyster mushrooms, a highly nutritious food nourished by corn, sawdust, and rice bran. "Oyster mushrooms are a great choice for health, especially for those on a diet. We offer 1,000-gram and 5,000-gram packages," he added proudly.

Like any other business, Dedik admits that his journey has not always been smooth. Various obstacles related to capital, maintenance processes, and marketing are unavoidable. "There is a risk of unstable markets, and I am also concerned about the possibility of livestock deaths due to diseases.



stabil, dan saya juga khawatir tentang kemungkinan kematian ternak karena penyakit. Namun, saya berusaha mengatasi kendala ini satu per satu," ungkapnya.

Meskipun mengalami banyak tantangan, Dedik tidak menyerah. Untungnya, Dedik mendapatkan dukungan dari seorang penyuluh pertanian yang menawarkan program pelatihan YESS, yang dirancang untuk mendukung petani muda. "Bergabung dengan Program YESS sangat membantu. Usaha saya yang awalnya dikelola seadanya kini tercatat dan terperinci dengan baik," tambahnya.

Melalui pelatihan YESS, Dedik belajar tentang manajemen dan pengelolaan keuangan yang baik. "Sekarang saya dapat mengatur arus

However, I always work to overcome these obstacles one by one," he claimed.

Despite facing many challenges, Dedik has never given up. Fortunately, Dedik receives support from an agricultural extension worker who offered him the opportunity to join the YESS training program, which is designed to support young farmers. "Joining the YESS Program has been very helpful. My business, which was initially managed haphazardly, is now more organized and well-documented," he added.

Through YESS training, Dedik learned about good financial management and administration. "Now, I can manage cash flow and analyze obstacles as they arise to find the best solution. Support from

keuangan dan menganalisis kendala yang muncul untuk menemukan solusi terbaik. Dukungan dari fasilitator YESS memberi saya semangat untuk terus berkembang," jelas Dedik.

Ia menekankan pentingnya pendidikan dan pelatihan dalam mendukung pertumbuhan usaha. "Dengan pengetahuan yang saya dapat, saya bisa mengelola usaha dengan lebih profesional. Dari situ, kami bisa mengurangi risiko dan meningkatkan efisiensi," ujar Dedik.

Dedik terus berinovasi dalam budidaya jamurnya dengan mencampurkan jagung, dedak katul, serbuk kayu, dan air tawar hingga tercampur sempurna. "Inovasi ini mempercepat proses budidaya jamur dan meningkatkan kualitas produksi," terangnya.

Dedik juga menyadari pentingnya pemasaran yang tepat. Ia memanfaatkan *platform online* untuk menjangkau pasar yang lebih luas. "Kami menjual produk secara *online* melalui berbagai *e-commerce* dan media sosial, serta bermitra dengan pengepul untuk memenuhi permintaan pelaku usaha kuliner," kata Dedik.

Ia menambahkan, "Pemasaran *online* memberi kami akses ke konsumen yang lebih banyak. Sekarang, produk kami tidak hanya dikenal di desa, tetapi juga di kota-kota sekitarnya." Dengan strategi pemasaran yang tepat, Dedik berhasil menjangkau konsumen yang lebih luas dan meningkatkan penjualan produk jamurnya.

Dedik percaya bahwa keberlanjutan usahanya dapat dicapai melalui jaringan komunitas yang kuat. "Saya ingin membangun komunitas pembudidaya jamur dan menjalin hubungan baik dengan pengusaha produk turunan jamur. Hal ini tidak hanya menambah nilai usaha, tetapi juga memberi dampak positif bagi kelanjutan bisnis kami," ungkapnya.

YESS facilitators motivates me to continue growing," explained Dedik.

He emphasized the importance of education and training in supporting business growth. "With the knowledge I have gained, I can manage my business more professionally, thereby reducing risk and increasing efficiency," said Dedik.

Dedik continues to apply his innovative technique in mushroom cultivation by perfectly mixing corn, rice bran, sawdust, and freshwater. "This innovation accelerates the mushroom cultivation process and improves production quality," he explained.

Dedik also realizes the importance of proper marketing. He utilizes online platforms to reach a wider market. "We sell products online through various e-commerce and social media platforms, as well as partner with middlemen to meet the demand of culinary business actors," said Dedik.

He also added, "Online marketing gives us access to more consumers. Now, our products are recognized not just in the village but also in nearby cities." With the right marketing strategy, Dedik manages to reach wider consumers and increase sales of his mushroom products.

Dedik believes that the sustainability of his business can be achieved through a strong community network. "I want to establish a community of mushroom cultivators and foster good relationships with entrepreneurs producing mushroom-based products. This will not only add value to the business but also positively impact the sustainability of our business," he said.

Dedik continues his efforts to expand the reach of his business, including by developing more diverse variants of his mushroom-based products. "That way, we can



Upaya Dedik untuk memperluas jangkauan usahanya terus dilakukan, salah satunya dengan mengembangkan varian produk jamur yang lebih beragam. "Dengan begitu, kami bisa memenuhi kebutuhan konsumen yang semakin beragam dan memperluas pasar kami," katanya.

Dedik kini merasakan hasil dari kerja kerasnya. "Saya ingin menunjukkan kepada pemuda-pemuda di sekitar saya bahwa bertani bisa menjadi usaha yang menjanjikan," ujar Dedik dengan optimisme.

Dengan pencapaian yang telah diraihinya, Dedik tidak hanya menjadi seorang pengusaha, tetapi juga seorang panutan bagi masyarakat sekitar. Melalui usahanya, ia berharap dapat membuka lapangan pekerjaan dan memberikan kontribusi positif bagi ekonomi desa.

"Saya ingin membuktikan bahwa dengan usaha dan inovasi, kita bisa menciptakan peluang dan memberikan dampak yang baik bagi lingkungan," katanya.

meet the increasingly diverse needs of consumers and expand our market," he remarked.

Dedik can now enjoy the fruits of his hard work. "I want to show the young people around me that farming can be a promising occupation," Dedik said with optimism.

With all his achievements, Dedik has not only established himself as an entrepreneur but also as a role model for those around him. Through his efforts, he hopes to open up employment opportunities and make a positive contribution to the village economy.

"I want to prove that with effort and innovation, we can create opportunities and bring a positive impact on the environment," he stated.

Divanda Rifka, Diguyur Untung dari Bertani Sayur

***Divanda Rifka: Hitting the Jackpot
with Vegetable Farming***

Oleh/By : Rindang Puji

Bagi Divanda Rifka Ramadhan Fauzi, pertanian bukan hanya sekedar hobi tetapi juga bagian hidupnya. Karena itu tidak heran bila Lulusan Fakultas Pertanian Universitas Negeri Jember ini memutuskan terjun ke pertanian padi dan hortikultura di masa mudanya.

Wanita muda asal Desa Klampok, Kecamatan Singosari, Kabupaten Malang ini mulai menekuni pertanian pada 2023. Divanda tak sadar, yang awalnya kegiatan bertani hanya dijadikan hobi, kini telah menjadi sumber pendapatan utama bagi dirinya dan keluarga.

"Melibatkan keluarga dalam usaha pertanian tidak hanya memperkuat hubungan, tetapi juga memadukan keterampilan dan pengetahuan kami untuk mencapai kesuksesan bersama," ujar Divanda.

Divanda mengaku, awalnya hanya fokus pada usaha bibit padi, menyediakan benih berkualitas bagi petani di sekitar wilayahnya. Namun, seiring berjalannya waktu, ia memperluas usahanya ke bidang hortikultura di lahan sawah milik keluarga.

Menggunakan teknik budidaya organik dan sistem irigasi yang efisien,

For Divanda Rifka Ramadhan Fauzi, farming is not just a hobby but an integral part of her life. Therefore, it is no surprise that this graduate of the Faculty of Agriculture at Universitas Negeri Jember decided to plunge into rice farming and horticulture in her youth.

This young woman from Klampok Village, Singosari Subdistrict, Malang Regency, embarked on her agricultural journey in 2023. Divanda never expected that farming, which started as just a hobby, would become the main source of income for her and her family.

"Involving family in the farming business not only strengthens relationships but also combines our skills and knowledge to achieve mutual success," she explained.

Divanda admitted that she initially focused only on the rice seed business to provide quality seeds for farmers in her area. However, as time passed, she expanded her business into horticulture in her family's rice fields.

By applying organic cultivation techniques and efficient irrigation systems, Divanda ensures that her vegetables remain fresh, nutritious,



Divanda memastikan sayuran yang diproduksi segar, bernutrisi, dan ramah lingkungan.

Kacang panjang, mentimun, selada, dan sawi pakcoy menjadi komoditas andalan Divanda. Kacang panjang yang ditanam di lahannya biasanya siap dipanen dalam 60-80 hari setelah penanaman, dengan hasil optimal mencapai 1,9 ton per musim. Mentimun, yang siap dipanen dalam 50-70 hari, juga menghasilkan sekitar 1,3 ton per musim.

Untuk selada, meski hasil panennya masih sekitar 400 kilogram karena masih dalam tahap percobaan, Divanda optimistis akan berhasil meningkatkan produksinya di musim mendatang.

"Kami fokus pada produksi sayuran berkualitas tinggi yang bebas pestisida. Masyarakat sekarang semakin sadar akan pentingnya makanan sehat, dan saya ingin memberikan pilihan yang terbaik bagi konsumen," jelasnya.

and environmentally friendly.

Divanda's mainstay commodities are long beans, cucumbers, lettuce, and bok choy. The long beans planted on her fields are typically ready to harvest within 60-80 days after planting, with optimal yield reaching 1.9 tons per season. As for the cucumbers, they are ready for harvest in 50-70 days and yield approximately 1.3 tons per season.

Meanwhile, the lettuce yields only around 400 kilograms because it is still in the trial stage. Nevertheless, Divanda is optimistic that she will succeed in increasing her lettuce production in the coming season.

"We focus on producing high-quality, pesticide-free vegetables. People are now increasingly aware of the importance of healthy food, and I want to provide the best choice for consumers," she explained.



Harga jual tanaman sayur yang dibudidayakan Divanda bervariasi tergantung pada kualitas dan kondisi pasar. Kacang panjang dihargai antara Rp 2.500 hingga Rp 6.000 per kilogram, sementara mentimun berada di kisaran Rp 1.500 hingga Rp 5.000 per kilogram. Harga selada, yang diminati oleh pasar karena kesegarannya, mencapai Rp 6.000 hingga Rp 18.000 per kilogram.

Meski sukses dalam usahanya, Divanda tidak lepas dari tantangan. Ia mengakui bahwa perubahan iklim dan ketidakpastian pasar sering kali menjadi kendala. "Terkadang, permintaan pasar tinggi, tetapi produksi kami kurang mencukupi karena faktor cuaca. Ini tantangan besar yang harus dihadapi," ujarnya.

Divanda mendapatkan angin segar ketika pada tahun 2022 ia memutuskan untuk mengikuti Program *Youth Entrepreneurship and Employment Support Services* (YESS). Melalui program ini, ia mendapatkan pelatihan dasar seperti manajemen bisnis dan perencanaan usaha di BPP Singosari, serta pelatihan lanjutan terkait perizinan dan pemasaran digital di PLUT (Pusat Layanan Usaha Terpadu).

The selling price of vegetables she cultivates varies depending on quality and market conditions. Long beans are priced from Rp2,500 to Rp6,000 per kilogram, while cucumbers are priced from Rp1,500 to Rp5,000 per kilogram.

The price of lettuce, which is highly sought after in the market due to its freshness, ranges from Rp6,000 to Rp18,000 per kilogram.

Despite being successful in her business, Divanda is not free from challenges. She is aware that climate change and market uncertainty often pose obstacles. "Sometimes, market demand is high, but our production falls short due to weather factors. This presents a big challenge," she explained.

Divanda got a breath of fresh air when she decided to join the Youth Entrepreneurship and Employment Support Services (YESS) Program in 2022. Through this program, she received basic training in business management and planning at the Singosari Agricultural Extension Center (BPP), as well as advanced training in licensing and digital marketing at the Integrated Business Service Center (PLUT).



"Program YESS sangat membantu saya, terutama dalam jejaring pemasaran dan menambah wawasan tentang dunia pertanian modern," ungkap Divanda.

Pelatihan tersebut membuka banyak peluang bagi Divanda untuk memperluas usahanya, terutama dalam pemasaran. Selain menjalin kerja sama dengan kelompok tani lokal di Singosari dan Lawang, Divanda juga bermitra dengan restoran, pengepul, dan masyarakat sekitar. Ia memanfaatkan media sosial untuk memasarkan produk sayurannya, dengan rencana jangka panjang untuk memasukkan produknya ke supermarket lokal.

Untuk meningkatkan produktivitas dan menjaga kualitas, Divanda berinovasi dengan memperluas lahan tanam dan merencanakan pembangunan *greenhouse* di lahannya. Ia juga memperluas jaringan kerja sama dengan petani lain, baik di dalam maupun di luar Kecamatan

"The YESS program has really helped me, especially in establishing marketing networks and increasing my insight into the world of modern agriculture," she claimed.

The training, particularly in marketing, created many opportunities for Divanda to expand her business. Besides collaborating with local farmer groups in Singosari and Lawang, Divanda also partners with restaurants, middlemen, and the surrounding community. She utilizes social media to market her vegetable products, with a long-term plan to get her products into local supermarkets.

To increase productivity and maintain quality, Divanda is innovating by expanding her planting area and planning to build a greenhouse on her land. She is also expanding her network of cooperation with farmers both inside and outside Singosari Subdistrict.

Singosari.

"Kami terus berupaya menjaga kuantitas dan kualitas produksi dengan memperluas kolaborasi. Kemitraan ini penting agar produksi selalu cukup untuk memenuhi permintaan pasar," jelasnya.

Divanda juga mengakui bahwa selain menjaga kualitas produksi, keberlanjutan bisnis pertaniannya berfokus pada pengembangan produk yang ramah lingkungan. Ia menginspirasi para petani di desanya untuk beralih ke metode budidaya organik dan mulai menerapkan sistem irigasi yang lebih efisien.

"Saya berharap usaha ini tidak hanya menguntungkan secara ekonomi, tetapi juga memberikan dampak positif bagi lingkungan dan kesehatan masyarakat," tambahnya.

Kesuksesan Divanda tidak hanya diukur dari pencapaian finansial, tetapi juga dari dampak sosial yang ia bawa ke lingkungannya. Usaha pertanian yang dijalankannya telah membuka lapangan pekerjaan bagi pemuda di desanya, memberdayakan mereka untuk ikut terlibat dalam sektor pertanian.

"Saya ingin mengajak lebih banyak pemuda untuk terjun ke dunia pertanian. Pertanian bukan hanya pekerjaan tradisional, tetapi juga sektor yang sangat potensial dan bisa menghasilkan keuntungan besar jika dikelola dengan baik," ujarnya dengan penuh semangat.

Divanda berharap dapat terus mengembangkan usahanya dan memperluas dampaknya ke masyarakat. Dengan perluasan lahan, peningkatan teknologi budidaya, serta jaringan pemasaran yang semakin kuat, ia optimistis bahwa pertanian di desanya akan semakin maju.

"Saya ingin produk sayur dan padi dari desa ini bisa dikenal luas, tidak hanya di pasar lokal tetapi juga di luar daerah. Saya percaya pertanian adalah kunci ketahanan pangan, dan kita semua bisa berkontribusi," pungkasnya.

"We continue to strive to maintain both the quantity and quality of our production by expanding collaboration. This partnership is key to ensuring that our production always meets market demand," she explained.

Divanda also admitted that, in addition to maintaining production quality, the sustainability of her agricultural business focuses on developing environmentally friendly products. She has inspired farmers in her village to switch to organic farming methods and start implementing more efficient irrigation systems.

"I hope this effort will not only be economically profitable but also have a positive impact on the environment and public health," she added.

Besides financial achievements, Divanda's success is measured by the social impact she brings to her environment. The agricultural business she runs has opened up employment opportunities for young people in her village, empowering them to get involved in the agricultural sector.

"I want to encourage more young people to get involved in the agricultural sector. Agriculture is not just a traditional job; it is a highly promising field that can generate huge profits if managed well," she said enthusiastically.

Divanda hopes to continue developing her business and scaling up its impact on the community. With land expansion, improved cultivation technology, and a stronger marketing network, she is optimistic that agricultural activities in her village will become more advanced.

"I want the vegetable and rice products from this village to be widely recognized, not only in the local market but also beyond the region. I believe agriculture is the key to food security, and we can all contribute," she concluded.

Jadi Inspirasi, Inovasi Kandang Domba Mas Pendi

Mas Pendi's Inspiring Innovation in the Sheep Barn

Oleh/By : Joko Krisdianto

Dwi Effendi, atau yang akrab disapa Mas Pendi, adalah seorang peternak domba asal Kecamatan Sumbermanjing Wetan yang memulai usahanya pada tahun 2018. Perjalanan suksesnya dalam bidang peternakan memberikan gambaran nyata bahwa ketekunan, inovasi, dan pemanfaatan potensi lokal mampu membawa perubahan besar.

Bermodalkan keberanian dan kerja keras, kini Mas Pendi berhasil mengembangkan usahanya menjadi salah satu peternakan domba yang patut diperhitungkan di wilayahnya.

Mas Pendi terinspirasi untuk memulai budidaya domba setelah melihat melimpahnya hijauan pakan yang tersedia di daerah sekitarnya. "Saya melihat potensi yang besar di sini. Hijauan pakan yang melimpah membuat saya berpikir untuk mencoba beternak domba," ujar Mas Pendi

Dengan kondisi alam yang mendukung, ia pun memutuskan untuk membeli beberapa ekor domba sebagai langkah awal bisnisnya.

Meski wilayahnya kaya akan pakan alami, Mas Pendi harus menghadapi kendala salah satunya kematian *cempe* (anak domba) yang sering

Dwi Effendi, or familiarly known as Mas Pendi, is a sheep farmer from Sumbermanjing Wetan Subdistrict who started his business in 2018. His successful journey in the livestock sector provides a clear example that perseverance, innovation, and utilization of local potential can bring about major changes.

With courage and hard work, Mas Pendi has successfully developed his business into one of the most considerable sheep farms in his area.

Mas Pendi was inspired to start sheep farming after noticing the abundance of green fodder in his area. "I see great potential here. The abundant green fodder made me think about trying to raise sheep," said Mas Pendi.

Supported by the natural conditions, he decided to buy several sheep to start his business.

*Even though his area is rich in natural feed, Mas Pendi faces obstacles, one of which is the frequent death of *cempe* (the Javanese term for lambs).*

"The ewes sometimes refuse to breastfeed their lambs; this often means the lambs will not survive," he said.



terjadi setelah lahir. "Indukan domba kadang tidak mau menyusui anaknya, ini membuat *cempe* sering tidak bertahan hidup," ungkapnya.]

Selain itu, fluktuasi harga pakan ternak di pasaran juga menambah beban usaha. Harga pakan yang sering naik turun, ditambah lagi dengan adanya monopoli tengkulak, menjadi kendala besar.

"Kadang, harga pakan melonjak dan ini sangat mempengaruhi keuntungan usaha kami. Kami harus mencari solusi agar bisa tetap berjalan," tutur Mas Pendi.

Terobosan signifikan dalam usaha Mas Pendi mulai terjadi setelah ia bergabung dalam program *Youth Entrepreneurship and Employment Support Service* (YESS). Program ini membantunya memperoleh pengetahuan baru, terutama dalam hal literasi keuangan dan pencatatan usaha yang lebih baik.

"Melalui YESS, saya jadi lebih paham bagaimana cara mengelola keuangan usaha dengan lebih baik, serta bagaimana mencatat setiap transaksi agar usaha lebih transparan," jelas Mas Pendi.

Tidak hanya itu, YESS juga memberikan kesempatan bagi Mas Pendi untuk membangun jejaring dengan peternak domba lainnya di Kecamatan Sumbermanjing Wetan. Jejaring ini memungkinkan ia

Moreover, fluctuations in animal feed prices on the market add to the business burden. This challenge is further compounded by the monopoly of middlemen, which poses a major obstacle.

"Sometimes, feed prices spike and it greatly affects our business profits. We have to find a solution to maintain our business," said Mas Pendi.

Mas Pendi's business experienced a significant breakthrough after he joined the Youth Entrepreneurship and Employment Support Service (YESS) program. This program has helped him gain new insights, particularly in financial literacy and better business record-keeping.

"Through the YESS program, I have a better understanding of how to manage business finances more effectively, as well as how to record every transaction so that the business is more transparent," explained Mas Pendi.

In addition, the program also provides an opportunity for Mas Pendi to build a network with other sheep farmers in Sumbermanjing Wetan Subdistrict.

This network allows him to collaborate with other farmers, share experiences, and face existing challenges together.

"Collaboration with other farmers is very helpful because it allows us

berkolaborasi dengan peternak lain, berbagi pengalaman, dan bersama-sama menghadapi tantangan yang ada.

"Kolaborasi dengan peternak lain sangat membantu, karena kami bisa saling mendukung dalam menghadapi masalah," tambahnya.

Pada tahun 2024, Mas Pendi juga mendapatkan kesempatan untuk mengakses Hibah Kompetitif dari Program YESS, yang menjadi modal tambahan untuk mengembangkan usaha peternakannya.

"Dengan hibah ini, saya bisa memperluas usaha, meningkatkan kapasitas kandang, dan berinvestasi dalam peralatan yang diperlukan," ujar Mas Pendi. Dukungan finansial ini menjadi pendorong utama dalam mempercepat perkembangan usahanya.

Salah satu inovasi yang dilakukan Mas Pendi dalam menghadapi tantangan pakan adalah dengan menyimpan pakan dalam bentuk silase atau fermentasi. Inovasi ini sangat efektif dalam menjaga ketersediaan pakan terutama pada musim kemarau, saat hijauan alami sulit ditemukan.

"Dengan silase, saya bisa memastikan domba tetap mendapatkan pakan yang cukup, bahkan di saat cuaca tidak mendukung," jelasnya.

Inovasi ini terbukti membantu mengatasi masalah kekurangan pakan yang sering menjadi momok bagi para peternak pada musim kemarau. Dengan memastikan pasokan pakan tetap terjaga, kesehatan dan pertumbuhan domba-dombanya pun lebih terjamin, sehingga produktivitas usaha tetap stabil sepanjang tahun.

Untuk meningkatkan penjualannya, Mas Pendi juga telah merumuskan strategi pemasaran yang tepat. Salah satu momen penting dalam usaha peternakannya adalah saat Idul Adha, di mana permintaan domba

to support each other in overcoming challenges," he further explained.

In 2024, Mas Pendi received the opportunity to access a Competitive Grant from the YESS Program, which became additional capital to develop his livestock business.

"With this grant, I can expand my business, increase the barn's capacity, and invest in essential equipment," he stated. This financial support was a major driver in accelerating the development of his business.

One of Mas Pendi's innovations to address the feed challenge is storing feed as silage or through fermentation. This innovation is highly effective in ensuring feed availability, especially during the dry season, when natural greens are scarce.

"With silage, I can ensure that the sheep receive enough feed, even when the weather is unfavorable," he explained.

This innovation has proven effective in overcoming feed shortages, a common problem for livestock farmers during the dry season. By ensuring a continuous feed supply, the health and growth of the sheep are better assured, maintaining the stability of business productivity throughout the year.

Mas Pendi has also formulated the right marketing strategy to increase sales. One of the most important times in his livestock business is the period leading up to Eid al-Adha when the demand for sheep will increase drastically.

"Eid al-Adha is always the most profitable time for farmers like me. The demand for sheep is very high, making it a golden opportunity to boost sales," said Mas Pendi.

He also collaborates with sheep and goat traders in his area to expand market reach. This collaboration not only helps accelerate sales but also expands the distribution network of his sheep.

meningkat drastis.

"Idul Adha selalu menjadi waktu yang paling menguntungkan bagi peternak seperti saya. Permintaan domba sangat tinggi, dan ini kesempatan emas untuk meningkatkan penjualan," kata Mas Pendi.

Ia juga menjalin kerja sama dengan para pedagang domba dan kambing di sekitar wilayahnya untuk memperluas jangkauan pasar. Kolaborasi ini tidak hanya membantu mempercepat penjualan, tetapi juga memperluas jaringan distribusi domba-dombanya.

"Kolaborasi dengan pedagang membantu saya menjangkau pasar yang lebih luas. Ini penting agar produk kita semakin dikenal," ungkapnya.

Selain fokus pada penjualan domba, Mas Pendi juga memiliki rencana jangka panjang untuk memperluas usahanya. Ia berencana menambah kandang dan meningkatkan populasi domba yang dimiliki, sehingga kapasitas produksi bisa terus ditingkatkan.

"Harapan saya, ke depan saya bisa memiliki kandang yang lebih besar dan populasi domba yang lebih banyak. Dengan begitu, hasilnya pun akan semakin baik," ujarnya optimis.

Kesuksesan yang diraih Mas Pendi dalam mengembangkan usaha peternakannya tidak hanya berdampak pada dirinya sendiri, tetapi juga memberikan inspirasi bagi banyak orang di sekitarnya, terutama generasi muda.

"Saya ingin menunjukkan bahwa beternak domba bisa menjadi usaha yang menguntungkan, asal kita tekun dan terus belajar," tuturnya.

Perjalanan usaha Mas Pendi menjadi contoh nyata bagaimana seseorang dapat meraih kesuksesan dengan memanfaatkan potensi lokal dan mengembangkan strategi yang tepat. Ia membuktikan bahwa dengan kerja keras, inovasi, dan kolaborasi, kesuksesan dalam bidang peternakan bukanlah hal yang mustahil.



"Collaboration with traders helps me reach a wider market. This is important so that our products become better known," he said.

Apart from focusing on selling sheep, Mas Pendi also has a long-term plan to expand his business. He plans to build another barn and increase his sheep population, thereby boosting his production capacity.

"I hope that, in the future, I can have a bigger barn and a larger sheep population.. That way, the results will be even more favorable," he said optimistically.

Mas Pendi's success in developing his livestock business has not only impacted him but has also inspired many people around him, especially the younger generation.

"I want to show them that sheep farming can be a profitable business as long as we work hard and continue to learn," he remarked.

Mas Pendi's business journey is a true example of how one can achieve success by utilizing local potential and developing the right strategy. He has proved that with hard work, innovation, and collaboration, success in the livestock sector is not impossible.

Lewat Opak Telo Wijen, Edi Angkat Pamor Singkong

Edi Promoting the Popularity of Cassava through Opak Telo Wijen

Oleh/By : Erico Bernaldy Ardyansyah

Siapa sangka, Edi Siswanto, seorang pemuda lulusan SMA dari Kecamatan Donomulyo, Kabupaten Malang, kini berhasil menjadi pengusaha sukses yang mampu menginspirasi banyak orang, terutama kalangan anak muda. Bermodalkan keberanian dan semangat pantang menyerah, Edi yang awalnya berjualan bakso, mencoba bangkit dengan usaha baru yang lebih menjanjikan, yaitu mengolah singkong menjadi kerupuk.

Dalam perjalanannya, Edi tidak serta merta meraih kesuksesan. Ia memanfaatkan waktunya untuk belajar secara mandiri tentang teknik pengolahan kerupuk singkong yang benar dan efisien. "Saya melihat singkong sebagai peluang besar, karena banyak tersedia, tetapi jarang ada yang mengolahnya menjadi produk bernilai jual tinggi," ungkap Edi.

Melalui informasi dari ketua kelompok tani di desanya, Edi kemudian mengenal Program Youth Entrepreneurship and Employment Support Services (YESS), yang menjadi titik balik dalam perjalanannya. Ia bergabung dengan program tersebut dengan harapan bisa mendapatkan motivasi lebih serta memperluas relasi untuk mengembangkan usaha

No one would have expected that Edi Siswanto, a young man who graduated from high school in Donomulyo Subdistrict, Malang Regency, would become a successful entrepreneur capable of inspiring many people, especially young people. Armed with courage and an unyielding spirit, Edi, who was initially a bakso (Indonesian meatball) seller, sought to rise with a new and more promising business: processing cassava into chips.

On his journey, Edi did not achieve success immediately. He used his time to learn independently about the correct and efficient techniques for producing cassava chips. "I see that cassava has great potential because it is widely available, but few people process it into high-value products," said Edi.

Through information from the head of the farmer group in his village, Edi learned about the Youth Entrepreneurship and Employment Support Services (YESS) program, which marked a turning point in his journey. He joined the program with the hope of gaining more motivation and expanding his network to develop his agricultural processing business.

One of Edi's most significant

pengolahan hasil pertaniannya.

Salah satu tantangan terbesar yang dihadapi Edi adalah keraguan dari dalam dirinya sendiri. "Awalnya, saya sering merasa kurang percaya diri dan tidak yakin bisa sukses di bidang ini," kenang Edi.

Namun, semua itu berubah setelah mengikuti Program YESS. Ia mengikuti berbagai pelatihan, mulai dari motivasi bisnis, manajemen bisnis, literasi keuangan, hingga perencanaan usaha.

"Dari Program YESS, saya banyak belajar bagaimana menjalankan bisnis dengan lebih terstruktur," kata Edi. Program ini tidak hanya memberikan ilmu baru, tetapi juga meningkatkan rasa percaya diri Edi. "YESS memotivasi saya untuk terus fokus pada usaha pertanian yang saya jalani," tambahnya.

Lebih dari itu, Edi juga merasa diuntungkan dengan semakin luasnya relasi yang ia bangun selama program berlangsung. "Relasi dengan teman-teman peserta lain, jaringan bisnis, serta pendampingan dari fasilitator, mobilizer, dan BDSP sangat membantu saya dalam memperkuat usaha," jelasnya.

Keberanian Edi dalam mengembangkan usahanya tidak hanya terletak pada kemauan belajar, tetapi juga kemampuannya untuk berinovasi. Setelah memproduksi kerupuk dari singkong, Edi memutuskan untuk menginvestasikan hasil penjualannya untuk membeli alat-alat produksi.

"Saya sisihkan sebagian hasil penjualan untuk membeli mesin selep singkong dan alat pres plastik," ujar Edi. Alat tersebut memungkinkan Edi untuk meningkatkan daya tahan produknya dengan kemasan yang lebih modern dan kedap udara.

Selain itu, Edi juga melakukan inovasi dalam kemasan produknya. Ia menciptakan merek dagang "Opak Telo Wijen," yang menjadikan kerupuk singkongnya lebih mudah dikenali oleh konsumen.



challenges was overcoming self-doubt within himself. "At first, I often doubted myself and questioned whether I could succeed in this field," Edi recalled.

However, everything changed after he participated in the YESS Program. He attended various training sessions on business motivation, business management, financial literacy, and business planning.

"Through the YESS Program, I gained valuable knowledge about running a business in a more structured way," Edi shared. This program equipped him with new knowledge and boosted his confidence. "YESS motivated me to stay focused on the agricultural business that I am building," he added.

Furthermore, Edi benefited greatly from the wider network he built during the program. "My relationships with other participants, business networks, and the support from facilitators, mobilizers, and BDSPs were invaluable in strengthening my business," he explained.

Edi's courage in developing his business stemmed not only from his willingness to learn but also from his ability to innovate. After producing cassava crackers, he decided to invest the proceeds from his sales into production equipment.

"I set aside some of the sales proceeds to buy cassava grinding machines and plastic sealers," Edi explained. These tools allowed Edi to enhance product durability with modern, airtight packaging.

Edi menyediakan berbagai ukuran kemasan, mulai dari 250 gram hingga puluhan kilogram, tergantung pada permintaan pasar. "Dengan kemasan yang lebih menarik dan bervariasi, produk saya lebih mudah dipasarkan, baik di pasar lokal maupun luar daerah," katanya.

Dalam memperluas jangkauan pasar, Edi tak ragu menjalin kerja sama dengan berbagai pihak. Ia berkolaborasi dengan beberapa toko kelontong di sekitar Kecamatan Donomulyo melalui sistem titip produk. "Saya juga bekerja sama dengan toko oleh-oleh yang secara rutin memesan stok opak telo dari saya," ungkap Edi.

Jaringan pemasaran ini membantunya meningkatkan penjualan dan memperkenalkan produknya ke lebih banyak pelanggan. "Kolaborasi ini sangat membantu dalam memperluas pasar dan membuat produk saya lebih dikenal," tambahnya. Edi terus menjalin kemitraan dengan berbagai pihak agar usahanya tetap berkelanjutan.

Sejak memulai usaha kerupuk singkong, Edi bertekad untuk terus berinovasi dan memberikan dampak positif bagi lingkungan sekitarnya. Ia ingin melibatkan lebih banyak pemuda di desanya untuk berkolaborasi dalam mengembangkan produk berbasis pertanian. "Saya ingin mengajak lebih banyak pemuda untuk mengikuti jejak saya atau berkolaborasi dalam usaha ini," tegasnya.

Edi juga bersedia mengajarkan ilmu yang ia miliki kepada siapa pun yang ingin belajar cara mengolah singkong menjadi kerupuk. "Saya senang jika bisa berbagi ilmu dengan orang lain," ujarnya dengan antusias.

Keberhasilan Edi dalam mengembangkan usahanya tercermin dari peningkatan produksi dan omsetnya. Pada awal usahanya, Edi hanya mampu memproduksi sekitar 100 kilogram kerupuk singkong per bulan dengan omset sekitar Rp 2 juta.

Namun, setelah bergabung dengan Program YESS dan berinvestasi

In addition, Edi introduced innovations in the product packaging. He developed the trademark "Opak Telo Wijen," making his cassava crackers more recognizable to consumers.

Edi offered various packaging sizes to meet diverse market demands, ranging from 250 grams to tens of kilograms. "With more attractive and varied packaging, my products are easier to market, both in the local market and out of town," he said.

Edi is eager to collaborate with various partners to expand his market reach. He works with several convenience stores in Donomulyo Subdistrict through a consignment system. "I also partner with souvenir shops that regularly order cassava crackers stock from me," Edi shared.

This marketing network has significantly boosted his sales and introduced his products to a wider customer base. "These collaborations are invaluable for expanding the market and increasing the visibility of my product," he added. Edi remains committed to building partnerships to ensure the long-term sustainability of his business.

Since starting the cassava crackers business, Edi has been determined to continue innovating and positively impacting the surrounding environment.

He aims to involve more young people in his village to collaborate in developing agricultural-based products. "I want to invite more young people to follow in my footsteps or collaborate in this business," he asserted.

Edi is also eager to share his knowledge with anyone interested in learning how to process cassava into crackers. "I am happy to share what I've learned with others," he said enthusiastically.

Edi's success in developing his business is reflected in the increase in production and turnover. When he first started, Edi could only produce around



dalam alat produksi, Edi kini mampu menggandakan produksinya menjadi 200 kilogram per bulan dengan omset mencapai Rp 4 juta. "Sekarang saya bisa memproduksi dua kali lipat dari sebelumnya berkat mesin selep otomatis yang membantu mempercepat proses produksi," ungkapnya..

Kurangnya minat anak muda dalam dunia pertanian dan pengolahan hasil pertanian merupakan salah satu perhatian utama Edi. Ia berharap kesuksesannya dapat menjadi bukti bahwa bidang pertanian juga memiliki potensi yang besar untuk dikembangkan. "Saya ingin mematahkan stigma buruk bahwa dunia pertanian itu kotor, tidak menguntungkan, dan tidak menarik," kata Edi.

Dengan semangat yang besar, Edi terus berupaya menginspirasi anak muda untuk terjun ke dunia usaha berbasis pertanian.

Ke depan, Edi memiliki rencana untuk terus mengembangkan usahanya. Ia bertekad untuk memperluas jangkauan distribusi produknya, meningkatkan kualitas produk agar bisa bersaing di pasar yang lebih luas, serta melibatkan lebih banyak pemuda dalam usahanya. "Saya ingin bisnis ini bisa berkembang lebih besar dan bermanfaat bagi lebih banyak orang," katanya.

100 kilograms of cassava crackers per month, earning a turnover of approximately IDR2 million.

However, after joining the YESS Program and investing in production equipment, he has doubled his production to 200 kilograms per month, with a turnover reaching IDR4 million.

"Now I can produce twice as much as before, thanks to the automatic grinding machine that speeds up the production process," he said.

One of Edi's main concerns is the lack of interest among young people in agriculture and agricultural processing. He hopes his success will demonstrate that the sector has significant potential for growth. "I want to break the negative stigma that agriculture is dirty, unprofitable, and uninteresting," Edi said.

With great enthusiasm, Edi continues to inspire young people to pursue agriculture-based businesses.

Looking ahead, Edi plans to develop his business further. He is determined to expand the distribution of his products, enhance their quality to compete in broader markets, and involve more young people in his operations. "I want this business to grow bigger and benefit more people," he concluded.

Fadhli Hakim Bahtiyar, Sukses Jadi "Pengangguran"

**Fadhli Hakim Bahtiyar
Succeeded as an "Unemployed" Person**

Oleh/By : Kurnia Larasati

Bermodalkan ketekunan dan kerja keras, Fadhli Hakim Bahtiyar kini sukses menjalankan usaha budidaya dan jual beli tanaman anggur yang berkembang pesat. Dari usahanya, kini Fadhli memiliki omset Rp 3-4 juta per bulan dan aset berupa lahan seluas kurang lebih 1 hektare di Dusun Gadungan, Desa Karanganyar, Kecamatan Poncokusumo, Kabupaten Malang.

Fadhli merupakan salah satu penerima manfaat program *Youth Entrepreneurship and Employment Support Services (YESS)*, yang ia kenal melalui penyuluh pertanian setempat. "Program YESS sangat membantu saya, terutama dalam pengembangan usaha dan membangun jaringan," ujar pria kelahiran Madiun, 1 November 1995 ini.

Menurut Fadhli, usaha budidaya anggur yang dijalankannya, tidak terlepas dari berbagai tantangan. Salah satu rintangan utama yang dihadapinya adalah perubahan iklim yang menyebabkan serangan hama dan penyakit pada tanaman anggurnya. "Perubahan cuaca yang tidak menentu mempengaruhi pertumbuhan tanaman anggur, terutama hama dan penyakit yang

With perseverance and hard work, Fadli Hakim Bahtiyar has successfully established a rapidly growing grape cultivation and trading business. His business now generates a monthly turnover of IDR3 to 4 million and includes assets such as approximately 1 hectare of land in Gadungan Subvillage, Karanganyar Village, Poncokusumo Subdistrict, Malang Regency.

Fadli is one of the beneficiaries of the Youth Entrepreneurship and Employment Support Services (YESS) program, which he learned about through a local agricultural extension worker. "The YESS program has been very helpful for me, especially in developing my business and building networks," said Fadli, who was born in Madiun on November 1, 1995.

Fadli acknowledges that his grape cultivation business comes with challenges, the most significant being climate change, which causes pest attacks and diseases in his grape plants. "Unpredictable weather patterns affect the growth of grape plants, particularly by increasing pest attacks and diseases," he explained.

However, he successfully overcame these challenges after participating

sering muncul," jelasnya.

Namun, tantangan ini berhasil diatasi setelah ia mengikuti pelatihan yang difasilitasi Program YESS. Melalui program tersebut, Fadli mendapatkan berbagai pengetahuan baru tentang pertanian modern, termasuk teknik untuk menghadapi masalah iklim dan hama.

"YESS memberikan saya banyak informasi, jaringan, dan kesempatan untuk mengikuti pelatihan, yang sangat membantu saya dalam menghadapi tantangan di lapangan," tambahnya.

Pada tahun 2024, Fadli juga berkesempatan mengajukan dana hibah kompetitif individual dari YESS, yang akan digunakannya untuk mengembangkan usaha budidaya kentang. Ia berharap dana hibah tersebut dapat memperbesar skala usahanya dan memberdayakan para petani di desanya.

"Jika saya mendapatkan hibah ini, saya akan fokus mengembangkan budidaya kentang serta membentuk kemitraan dengan petani lain di desa," ucapnya optimis.

Kolaborasi adalah salah satu kunci kesuksesan Fadli. Ia bergabung dengan kelompok tani dan komunitas pecinta anggur, di mana ia dapat berbagi informasi dengan petani lain serta mendapatkan dukungan dari penyuluh pertanian.

"Saya percaya, semakin banyak orang yang terlibat dalam usaha ini, semakin besar peluang kita untuk sukses bersama. Saya juga sering mendapat bimbingan dari penyuluh untuk menjaga kualitas tanaman anggur dari serangan hama," tuturnya.

Selain budidaya anggur, Fadli juga mengembangkan usaha pembenihan tanaman hortikultura. Langkah ini diambil agar lebih banyak orang mengenal tanaman anggur dan tertarik untuk belajar cara membudidayakannya.

"Dengan mengembangkan usaha pembenihan, saya berharap bisa



in training facilitated by the YESS Program. Through the program, Fadli acquired valuable knowledge about modern agricultural practices, including strategies for managing climate-related issues and pest control.

"YESS provided me with extensive information, networking opportunities, and access to training sessions, which have been instrumental in helping me address the challenges in the field," he added.

In 2024, Fadli had the opportunity to apply for an individual competitive grant from the YESS Program, which he planned to use to expand his potato farming business. He hopes the grant will help scale up his business and empower farmers in his village.

"If I receive this grant, I will focus on improving potato cultivation and building partnerships with other farmers in the village," he said with optimism. Collaboration is one of the keys to Fadli's success.

He joined a farmer group and a grape enthusiasts' community, where he could exchange information with fellow farmers and receive support from agricultural extension workers.

"I believe that the more people involved in this business, the greater our chances of achieving success together. The extension workers also

memperkenalkan anggur impor kepada lebih banyak orang, terutama mereka yang tertarik untuk memulai usaha serupa," ujarnya.

Usaha yang dijalankan Fadhli kini mampu mencukupi kebutuhan hidupnya sehari-hari, serta memberikan dampak positif bagi masyarakat sekitar. Ia bahkan telah membuka peluang kerja bagi beberapa rekannya yang belum memiliki pekerjaan tetap.

"Walaupun tidak setiap hari, saya senang bisa memberdayakan masyarakat sekitar melalui usaha ini," tambahnya.

Fadhli memiliki visi untuk menjadikan usahanya sebagai usaha yang berorientasi pada *agrosociopreneur*, dengan fokus pada bibit dan budidaya anggur impor. Ia juga berkomitmen untuk menjalankan usaha yang berkelanjutan dan menguntungkan. "Visi saya adalah membuat usaha ini tidak hanya menguntungkan secara finansial, tetapi juga dapat memberdayakan masyarakat desa," jelas Fadhli.

Adapun misi yang diusungnya adalah mengutamakan kualitas dan kontinuitas produksi, memberdayakan tenaga kerja lokal, serta melakukan inovasi teknologi budidaya. "Saya juga berkomitmen untuk terus belajar dan berinovasi, agar usaha ini bisa terus berkembang dan mampu memenuhi permintaan pasar, baik di tingkat lokal, nasional, maupun internasional," katanya.

"Saya ingin menjadikan Desa Karanganyar sebagai pusat budidaya anggur yang diakui di tingkat nasional, bahkan internasional," ujarnya.

Kisah sukses Fadhli memberikan inspirasi bagi banyak pemuda di desanya. Ia berharap lebih banyak generasi muda yang terjun ke dunia pertanian dan tidak takut untuk memulai usaha di bidang ini. "Banyak yang masih menganggap bahwa pertanian itu kurang bergengsi. Padahal, jika dikelola dengan baik,

often guide me in maintaining the quality of grape plants and preventing pest attacks," he shared.

In addition to cultivating grapes, Fadli has ventured into the horticultural seed business. This initiative aims to raise awareness about grape cultivation and inspire more people to learn how to grow them.

"By developing a seed business, I hope to introduce imported grape varieties to a wider audience, especially those interested in starting a similar venture," he explained.

Fadli's business now supports his daily needs and positively impacts the surrounding community. He has even created job opportunities for some of his colleagues who lack permanent employment.

"Although it's not every day, I am grateful to empower the community through this business," he added.

Fadli envisions transforming his business into an agrisociopreneurship-oriented venture, focusing on imported grape seeds and cultivation. He is also committed to building a sustainable and profitable enterprise. "My vision is to make this business not only financially profitable but also a means to empower the village community," Fadli explained.

His mission includes prioritizing quality and continuity of production, empowering the local workforce, and advancing innovative cultivation technologies. "I am committed to continuous learning and innovation so this business can grow and meet market demands at local, national, and even international levels," he added.

"I want to make Karanganyar Village a nationally and even internationally recognized center for grape cultivation," Fadli said.

Fadli's success story has inspired many young people in his village. He hopes more young people will get involved in agriculture and overcome their hesitation to start businesses in



sektor pertanian bisa sangat menjanjikan," katanya.

Dengan adanya dukungan dari Program YESS dan pemerintah, ia optimis bahwa semakin banyak pemuda yang tertarik untuk menekuni dunia pertanian dan membangun usaha di sektor ini. "Generasi muda harus berani mengambil risiko dan memanfaatkan setiap peluang yang ada. Pertanian memiliki potensi besar jika kita serius mengelolanya," ujarnya.

this sector. "Many still think agriculture is not prestigious, but if managed properly, it can be highly rewarding," he said.

With support from the YESS Program and the government, Fadli is optimistic that more young people will work in agriculture and build businesses in this field. "The young people must be brave to take risks and seize every opportunity. Agriculture has tremendous potential if managed seriously," he said.

Tempe Srikandi Jadi Inspirasi

The Inspiring Tempe Srikandi

Oleh/By : Erico Bernaldy Ardyansyah

Potensi besar dari tempe nampaknya jadi pendorong Gregorius Rolland membuat tempe Srikandi. Dengan inovasi, produk olahan kedelai ini kini sudah dikenal luas sebagai camilan dengan citarasa yang nikmat.

"Saya merasa kebutuhan pangan dari tempe cukup tinggi, dan keuntungannya juga lumayan. Itulah sebabnya saya mantap memilih usaha ini," ungkap pemuda yang akrab disapa Roland ini.

Untuk menghasilkan produk yang diminati pasar, Roland terus belajar tentang teknik pengolahan kedelai menjadi tempe yang lebih baik.

Ditengah kegigihannya membangun usaha, Roland bertemu program *Youth Entrepreneurship and Employment Support Services (YESS)*, yang dikenalkan oleh fasilitator muda di Kecamatan Donomulyo.

Tanpa berfikir Panjang, ia memutuskan bergabung dengan harapan menambah wawasan, semangat, dan relasi guna terus berwirausaha. Dari Program YESS, Roland mendapatkan berbagai ilmu tentang pengolahan hasil pertanian. Ia pernah menghadapi rintangan dari banyaknya pesaing produsen

The great potential of tempeh has driven Gregorius Rolland to create Tempe Srikandi, a brand he owned. With his innovation, this processed soybean product has become widely known as a delicious snack. "I feel that the demand for tempeh as a food source is quite high, and the profit is also decent. That's why I am determined to pursue this business," said the young man, fondly known as Roland.

To meet market demand, Roland continuously learns about soybean processing techniques to improve the quality of tempeh.

In his determination to build his business, Roland encountered the Youth Entrepreneurship and Employment Support Services (YESS) program, introduced by a young facilitator in the Donomulyo Subdistrict.

He joined without hesitation, hoping to gain more knowledge, enthusiasm, and connections to advance his entrepreneurial journey. Through the YESS program, Roland acquired valuable insights into agricultural product processing. Although he faced competition from many other tempeh producers,

tempe lainnya, tetapi ia optimis bisa menguasai pasar di Desa Donomulyo.

"Protein adalah kebutuhan utama bagi tubuh kita, dan tempe merupakan sumber protein nabati yang baik," jelasnya.

Diungkapkannya, Roland telah mengikuti tiga pelatihan dari Program YESS yaitu Motivasi Bisnis, Literasi Keuangan, dan Proposal Bisnis. "Dari pelatihan-pelatihan tersebut, banyak ilmu yang saya dapatkan untuk perkembangan usaha dan pengelolaan keuangan," ujarnya.

Ia merasa dukungan dari Program YESS sangat positif bagi perkembangan usahanya. "Program YESS memotivasi saya untuk terus bersinergi mencukupi kebutuhan pasar tempe di desa ini," lanjutnya.

Roland terus melakukan inovasi, salah satunya dengan membuat sistem penggilingan tempe otomatis menggunakan pompa air, sehingga kedelai dan kulit kedelai dapat terpisah dengan mudah dan efisien dalam hal waktu.

"Untuk perebusan biji kedelai, saya menggunakan kayu bakar karena lebih murah, mudah didapat, dan memberikan citarasa khas pada tempe" ujarnya.

Roland tidak hanya menjual tempe di pasar lokal, tetapi juga memiliki beberapa pelanggan sayur keliling. Setiap pagi, ia menyiapkan sekitar 200 batang tempe untuk langganannya. "Berkat kolaborasi ini, saya memiliki kepastian pasar dan ekosistem yang baik, sehingga tidak perlu khawatir tentang pemasaran tempe, meskipun hanya di pasar lokal," ungkapnya.

Ia menjual setiap batang tempe dengan harga Rp 5.000, dengan berat tempe sekitar 400 gram.

Sejak mulai mengolah kedelai menjadi tempe, Roland berkomitmen untuk terus berinovasi dan mengajak pemuda di daerahnya untuk mengikuti jejaknya. Ia bahkan mempekerjakan tetangganya sebagai karyawan di usahanya, karena merasa tidak

he remained optimistic about dominating the market in Donomulyo Village.

"Protein is a primary need for our body, and tempeh is an excellent source of vegetable protein," he explained.

Roland shared that he participated in three YESS trainings: Business Motivation, Financial Literacy, and Business Proposal Development. "These trainings provided me with a wealth of knowledge about business growth and financial management," he said.

He expressed appreciation for the positive impact of the YESS program on his business. "The YESS program motivates me to continue meeting the market demand for tempeh in this village," he added.

Roland continues to innovate, including creating an automatic soybean dehulling machine powered by a water pump. This machine enables soybeans and their skins to be separated quickly and efficiently.

"For boiling soybeans, I use firewood because it is cheaper, easy to obtain, and gives the tempeh a distinctive flavor," he explained.

Roland not only sells tempeh in local markets but also cater to several mobile vegetable vendors. Every morning, he prepares approximately 200 blocks of tempeh for his regular customers. "Thanks to this collaboration, I have market certainty and a well-established ecosystem, so I don't need to worry about marketing tempeh, even if it's just in local markets," he said.

He sells each block of tempeh for Rp5,000, with a weight of approximately 400 grams.

Since he started processing soybeans into tempeh, Roland has been committed to continuous innovation and encouraging young people in his area to follow his example. He has even employed his neighbors in his business, acknowledging that



mampu menjalankan usaha ini sendiri.

Kini usaha Roland terus berkembang, baik dalam omset maupun aset. Sebelum bergabung dengan YESS, ia memiliki omset kotor sekitar Rp 4 juta per bulan dengan bahan baku kedelai mentah sebanyak 375 kg.

Kini, ia mampu mengolah 750 kg kedelai per bulan dan memiliki mesin selep kedelai sendiri, yang diperoleh dari penghasilan penjualan tempe. Saat ini, omset penjualan kotor Roland mencapai Rp 8 juta per bulan.

Roland ingin membuktikan bahwa stigma negatif terhadap pertanian dan pengolahan hasil pertanian bisa diubah. Ia bertekad untuk mengajarkan ilmunya kepada wirausahawan muda yang tertarik membuat tempe.

Roland juga ingin mengajak generasi muda untuk berwirausaha dan menunjukkan bahwa kesuksesan bisa diraih dengan ketekunan dan tekad yang kuat. "Dengan semangat dan kerja keras, kita bisa berhasil," tutup Roland, penuh keyakinan.

he cannot manage it alone.

Today, Roland's business continues to grow in terms of both turnover and assets. Before joining YESS, he had a gross turnover of approximately Rp4 million per month, using 375 kilograms of raw soybeans.

Now, he processes 750 kilograms of soybeans monthly and owns a soybean milling machine purchased from his tempeh sales income. Currently, Roland's gross monthly sales turnover has reached Rp8 million.

Roland is determined to prove that the negative stigma surrounding agriculture and agricultural product processing can be changed. He is committed to sharing his knowledge with young entrepreneurs interested in making tempeh.

Roland also aims to encourage the younger generation to become entrepreneurs, demonstrating that success can be achieved with perseverance and strong determination. "With passion and hard work, we can succeed," Roland concluded with confidence.

Wanita Multitalenta, Heni Beternak Kambing Hingga Mengolah Kopi

A Multitalented Woman: Heni Excels in Goat Farming and Coffee Processing

Oleh/By : Ismiatul Nur Karimah

Heni Isnawati dikenal sebagai sosok multitalenta yang berhasil menjalankan berbagai usaha. Mulai dari membuat olahan kopi, penjualan aneka perabotan rumah tangga, hingga beternak kambing dijalankan wanita asal Ngajum, Malang, Jawa Timur ini.

"Wanita bukan hanya sebagai ibu rumah tangga. Kami juga bisa membantu perekonomian keluarga dengan segala usaha yang bisa dilakukan," ungkap Heni. Usahanya di bidang peternakan kambing dimulai pada tahun 2013 dengan modal awal satu ekor kambing.

Dari satu kambing, jumlahnya terus bertambah, meskipun sempat terpuruk di tahun 2018 akibat kebutuhan mendadak dan serangan penyakit.

"Pada 2019, hanya tersisa dua ekor kambing, tetapi saya tidak menyerah. Saat ini, jumlahnya sudah mencapai tujuh ekor." Uajrnya.

Bukan hanya itu, usaha beternak kambing yang dijalankan Heni juga tidak muda. Ia harus menghadapi berbagai tantangan, termasuk kritikan dari tetangga dan masalah pakan ternak yang tergantung pada hijauan. "Harga pakan ternak dan persaingan yang ketat dari peternak lain juga

Heni Isnawati is recognized as a multitalented person who has successfully managed various businesses. From coffee processing and selling household appliances to goat farming, this woman from Ngajum, Malang, East Java, handles them all.

"Women are not just homemakers. We can also contribute to our family's economy through various businesses," Heni stated. Her goat farming business began in 2013 with an initial capital of a single goat.

Over time, the number of goats increased, although she faced a setback in 2018 due to unexpected expenses and disease outbreaks.

"In 2019, I was left with only two goats, but I didn't give up. Today, the number has grown to seven," she said.

However, goat farming was not without challenges. Heni faced criticisms from neighbors and issues with feed, which heavily relies on green fodder. "The cost of animal feed and intense competition from other farmers are also significant challenges," she explained.

menjadi tantangan tersendiri," jelasnya.

Sejak bergabung dengan Program YESS pada tahun 2021, Heni merasa bahwa relasi yang didapatnya sangat membantu meningkatkan usahanya. "Program YESS memberikan banyak wawasan dan dukungan untuk mengembangkan usaha saya," ujarnya.

Namun, ia masih menghadapi kendala dalam mengakses permodalan. "Saya belum bisa mengoperasikan laptop untuk membuat proposal pengajuan. Dan suami saya juga belum menyetujui pengajuan KUR saya," tambah Heni.

Heni mengaku, ia berani mengambil berbagai usaha di bidang pertanian untuk memastikan keberlanjutan. "Saat musim kopi, saya fokus pada produksi kopi, dan ketika musim habis, saya beralih pada kambing," katanya.

Ia juga menjalin kolaborasi dengan petani sekitar untuk membeli hasil panen kopi mereka. "Dengan menjalin kerjasama, saya bisa memastikan pasokan bahan baku yang stabil," jelas Heni.

Keberhasilan Heni semakin terlihat ketika banyak petani di dusunnya mulai menyetorkan hasil kopinya untuk diolah. "Hal ini menjadikan

Since joining the YESS Program in 2021, Heni believes that the relationships she has built have been instrumental in improving her business. "The YESS Program has provided a wealth of knowledge and support to help develop my business," she said.

Nevertheless, she continues to struggle with accessing capital. "I am not yet proficient in using a laptop to draft funding proposals, and my husband has not approved my KUR (People's Business Credit) application," Heni added.

Heni shared her determination to engage in various agricultural businesses to ensure sustainability. "During coffee season, I focus on coffee production, and when the season ends, I switch to goat farming," she said.

She also collaborated with local farmers to purchase their coffee harvest. "By establishing partnerships, I can ensure a stable supply of raw materials," Heni explained.

Heni's success has become increasingly evident as many farmers in her village have started delivering their coffee harvests to her





saya sebagai *offtaker* di dusun saya,” ungkap Heni dengan bangga. Selain itu, kerjasamanya dengan peternak lainnya juga terus berkesinambungan.

Heni berkomitmen untuk menginspirasi perempuan lain agar tidak ragu untuk terjun ke dunia bisnis. “Kesetaraan gender kini sudah menjadi hal wajib. Perempuan juga bisa berdiri di atas kaki sendiri, ulet, dan pantang menyerah,” katanya, sembari berharap lebih banyak wanita yang berani mengambil langkah serupa.

Kini, Heni memiliki 15 ekor kambing hasil usaha sendiri, membuktikan bahwa perempuan bisa menjadi tulang punggung ekonomi keluarga.

for processing. “This has positioned me as an off-taker in my village,” Heni proudly shared. Additionally, her collaboration with other livestock farmers has remained sustainable.

Heni is committed to inspiring other women not to hesitate in becoming entrepreneurs. “Gender equality is now a necessity. Women can stand on their own, be resilient, and refuse to give up,” she said, expressing her hope that more women will take similar bold steps.

Today, Heni owns 15 goats from her own efforts, proving that women can indeed become the backbone of their family’s economy.

Ida Lia, Mantan Buruh Pabrik yang Sukses Beternak Ayam

Ida Lia, A Former Factory Worker Who Achieved Success in Poultry Farming

Oleh/By : Naufal Wahyuaji Hibatullah

Perekonomian yang tidak berkembang selama bekerja sebagai buruh pabrik, Ida Lia berkeinginan merubah semuanya. Karena itu ia bersama suami tercinta memutuskan untuk terjun ke dunia usaha khususnya beternak ayam.

Wanita yang tinggal di Desa Sutojayan, Kecamatan Pakisaji ini mengaku memulai usaha sejak tahun 2011 yang lalu. Berbekal pengetahuan yang diperoleh suami dari pengalaman bekerja di peternakan. Ida optimis bisa mengubah perekonomian keluarga.

Namun, perjalanan usaha Ida tidak semulus yang dibayangkan. Seiring dengan meningkatnya harga pakan dan munculnya masalah kesehatan pada ternak, Ida dan suaminya menghadapi berbagai tantangan. "Kami mengalami banyak rintangan, tetapi dengan keteguhan hati, kami terus berusaha," kata Ida, menceritakan perjuangan mereka.

Meskipun situasi sulit, pasangan ini tetap berkomitmen untuk tidak menyerah. "Rasa putus asa sempat menghampiri, tetapi kami yakin semua kerja keras akan membuahkan hasil," imbuhnya.

Faced with stagnant economic conditions during her time as a factory worker, Ida Lia was determined to turn her circumstances around. Therefore, she and her beloved husband decided to venture into the business world, specifically poultry farming.

This woman living in Sutojayan Village, Pakisaji Subdistrict, shared that she started her business back in 2011. Armed with the knowledge her husband gained from his experience working on a poultry farm, Ida is optimistic about improving her family's economic situation.

However, Ida's business journey was not as smooth as she had imagined. With the rising cost of feed and the emergence of health issues among the livestock, Ida and her husband faced numerous challenges. "We encountered many obstacles, but with determination, we kept pushing forward," said Ida, recounting their struggles.

Despite the difficult situation, they remained committed to not giving up. "There were times when despair set in, but we held on to the belief that our hard work would eventually bear fruit," she added.

Pada tahun 2022, kehidupan usaha mereka beruntung saat Ida diperkenalkan kepada Program YESS oleh seorang teman dari Kelompok Wanita Tani (KWT).

Program ini menawarkan pelatihan yang bisa membantu petani dalam mengelola usaha mereka dengan lebih baik. "Pelatihan ini memberikan pemahaman tentang bagaimana mengelola usaha dengan baik," jelasnya.

Setelah mengikuti pelatihan bisnis, termasuk *Business Motivation Pathway* dan *Start-up Management*, Ida dan suaminya mampu mengatasi berbagai permasalahan yang ada di peternakan mereka.

Berkat ketekunan mereka, pengelolaan ayam yang awalnya hanya 1.000 ekor kini meningkat menjadi 2.500 ekor. "Dari pasar Pakisaji hingga restoran, semua mulai mengenal usaha kami," ungkap Ida dengan bangga.

Tidak hanya itu, pemasaran produk mereka juga semakin baik. Sekarang, tengkulak datang sendiri menjelang panen, sehingga Ida tidak perlu lagi mencari pembeli. "Penghasilan kami pernah mencapai Rp 30 juta dalam sekali panen," ungkapnya.

Keberhasilan ini juga memberikan dampak positif, menciptakan lapangan pekerjaan dan menjalin hubungan baik dengan para konsumen.

Ida berpesan kepada petani muda lainnya agar Jangan membiarkan pikiran negatif menghalangi langkah mereka. "Kerja keras tidak akan pernah mengkhianati hasil. Jangan ragu memulai bisnis, karena bisnis yang baik adalah yang dijalankan, bukan sekadar diimpikan." Tegasnya.

Dia percaya bahwa perempuan juga dapat berkontribusi dalam dunia pertanian dan ingin membuktikan bahwa mereka bisa menjadi pelaku usaha yang

In 2022, their business prospects improved when Ida was introduced to the YESS Program by a friend from the Women Farmers Group (Kelompok Wanita Tani or KWT).

The program offers training designed to help farmers manage their businesses more effectively. "This training provided insights on how to run a business properly," she explained.

After attending business training, including the Business Motivation Pathway and Start-up Management programs, Ida and her husband were able to overcome various challenges in their poultry farming business.

Thanks to their perseverance, their poultry stock, which initially consisted of only 1,000 chickens, has now grown to 2,500. "From the Pakisaji market to restaurants, people are starting to recognize our business," Ida proudly stated.

Not only has their product marketing improved, but now, middlemen come directly to them just before harvest, eliminating the need for Ida to search for buyers. "At one point, our income reached IDR30 million from a single harvest," she proudly shared.

This success has also had a positive impact, creating job opportunities and fostering good relationships with consumers.

Ida advises other young farmers not to let negative thoughts hinder their progress. "Hard work always pays off. Don't hesitate to start a business because a successful business is actively pursued, not just imagined," she said with conviction.

She firmly believes that women can play a significant role in agriculture and is determined to prove that they can succeed as entrepreneurs. "Our goal is to create more job opportunities and support the community around us," Ida said passionately.



sukses. "Kami ingin menciptakan lebih banyak lapangan kerja dan membantu masyarakat di sekitar kami," tutup Ida dengan semangat.

Dengan ketekunan dan kerja keras, Ida Lia telah menunjukkan bahwa impian untuk menjadi petani sukses bukanlah hal yang mustahil, dan kisahnya patut dijadikan inspirasi bagi banyak orang.

With determination and hard work, Ida Lia has demonstrated that achieving the dream of becoming a successful farmer is entirely possible, and her story serves as an inspiration to many.

Indah Wulan Sari, Antarkan Keripik Pisang Naik Kelas

**Indah Wulan Sari, Upgrading Chips
to the Next Level**

Oleh/By : Achmad Febri Firmansyah



Ditengah mayoritas penduduk Desa Balarjo, yang berprofesi sebagai petani, Indah Wulan Sari mengambil langkah berbeda. Wanita berusia 30 tahun ini memilih untuk mengolah pisang menjadi kudapan yang banyak diminati pasar.

Sebagai ibu rumah tangga, Indah tidak hanya mengurus anak dan melakukan kegiatan rumah tangga lainnya, tetapi juga melanjutkan bisnis keluarga yang telah ada sejak lama.

"Usaha ini adalah warisan keluarga. Saya merasa bertanggung jawab untuk meneruskannya dan memberikan yang terbaik untuk keluarga." Ujarnya.

Agar usahanya bisa memikat pasar yang lebih luas, Indah pun mencoba untuk memodifikasi dengan inovasi usahanya. Sejak tahun 2019, Indah mengubah buah pisang yang biasanya hanya digoreng, menjadi produk unggulan bernama "BANANA D'COCO."

Namun, seperti halnya para pelaku usaha kecil lainnya, Indah menghadapi berbagai tantangan. "Salah satu rintangan terbesar adalah kurangnya minat konsumen terhadap camilan tradisional," ungkapnya.

Among the majority of the population in Balarjo Village working as farmers, Indah Rahma Wulandari took a different path. The 30-year-old woman chose to process bananas into a highly sought-after snack in the market.

As a housewife, Indah not only takes care of her children and handles other household tasks but also continues the family business that has been running for a long time.

"This business is a family legacy. I feel responsible for continuing it and giving the best for my family," she said. In order to attract a broader market, Indah decided to innovate and modify her business. Since 2019, she has transformed the bananas, which were traditionally just fried, into a signature product under the brand "D'BANANA CHOCO."

However, like many other small business owners, Indah faced various challenges. "One of the biggest obstacles was the lack of consumer interest in traditional snacks," she explained.



Ditambah lagi, dengan lahan yang terbatas, ia terpaksa membeli bahan baku dari tengkulak, yang membuat keuntungan semakin tipis. "Saya harus berinovasi agar usaha ini bisa bertahan," tambahnya.

Pada tahun 2021, Indah memutuskan untuk bergabung dalam Program YESS (Youth Entrepreneurship Support System) yang difasilitasi oleh BPP Pagelaran. Melalui program ini, ia berharap bisa mendapatkan dukungan yang diperlukan untuk mengembangkan usaha dan memberdayakan sumber daya manusia di sekitarnya.

"Program ini sangat membantu. Saya bisa belajar banyak hal dan berharap usaha saya semakin maju," ujar Indah dengan semangat.

Setahun setelah bergabung, Indah mengikuti pelatihan literasi keuangan

Moreover, with limited land, she was forced to buy raw materials from middlemen, which further reduced her profits. "I had to bring innovation to ensure this business could survive," she added.

In 2021, Indah decided to join the YESS (Youth Entrepreneurship Support System) program facilitated by BPP of Pagelaran. Through this program, she hoped to receive the necessary support to expand her business and empower the human resources around her.

"This program has been incredibly helpful. I have learned so much and hope my business will continue to grow," Indah said enthusiastically.

A year after joining, Indah participated in financial literacy training offered by YESS. "This

yang ditawarkan oleh YESS. "Pelatihan ini membantu saya dalam mengelola keuangan dengan lebih baik," katanya.

Berkat program ini, ia juga berhasil mendapatkan izin produk, termasuk NIB, PIRT, dan sertifikasi HALAL. "Semua ini tidak lepas dari dukungan Program YESS," tambahnya.

Indah tidak berhenti berinovasi. Dari kripik pisang tradisional, ia kini menciptakan camilan modern yang dilapisi coklat dengan kemasan menarik, sehingga produknya bisa ditemukan di Indomaret.

"Saya ingin produk saya bisa dinikmati oleh semua kalangan, tidak hanya mereka yang menyukai camilan tradisional," jelasnya.

Saat ini, Indah bergabung dalam UMKM Pagelaran dengan nama "ECOPAGA," yang merupakan wadah bagi para alumni Program YESS untuk saling mendukung.

"Kolaborasi ini sangat penting bagi kami. Kita bisa saling berbagi pengalaman dan memperkuat usaha masing-masing," katanya. Ia yakin, melalui kemitraan ini, usaha yang dijalankan bisa lebih berkembang.

Permintaan yang terus meningkat membuat usaha Indah semakin maju. "Saya tidak pernah menyangka usaha ini bisa berjalan sejauh ini. Kini, saya bisa memberikan penghasilan yang berarti bagi keluarga saya," ungkapnya.

Kesuksesannya pun menjadi inspirasi bagi petani mudadi sekitarnya. "Saya ingin menunjukkan bahwa pertanian dan wirausaha bisa berjalan beriringan," tambahnya.

Dengan harapan yang tinggi, Indah ingin usaha yang dijalannya dapat menginspirasi petani muda lainnya untuk terus mengembangkan diri di bidang pertanian.

"Pertanian adalah pondasi kehidupan. Dengan berinovasi, kita bisa membuktikan bahwa bertani tidak selalu kotor-kotor. Kita bisa menjadikannya bisnis yang elegan," tutup Fita.

training helped me manage my finances better," she said.

Thanks to this program, she also obtained essential product permits, including NIB (Business Identification Number), PIRT (Home Industry Products), and HALAL certification. "All of this was made possible by the support of the YESS Program," she added.

Indah never stops innovating. She has now created a modern snack coated with chocolate from traditional banana chips and presented in attractive packaging, making her products available in Indomaret.

"I want my products to be enjoyed by everyone, not just those who like traditional snacks," she explained.

Currently, Indah is part of ECOPAGA, an MSME community in Pagelaran for YESS Program alumni to support one another.

"This collaboration is very important for us. We can share experiences and strengthen each other's businesses," she said. She believes that through this partnership, the businesses they run can grow even further.

The increasing demand has propelled Fita's business to greater heights. "I never expected my business to come this far. Now, I can provide significant income for my family," she said.

Her success has also become an inspiration for young farmers in her area. "I want to show that farming and entrepreneurship can go hand in hand," she added.

With high hopes, Indah envisions her business inspiring other young farmers to develop themselves continuously in the agricultural sector.

"Agriculture is the foundation of life. By innovating, we can prove that farming does not always involve getting dirty. We can turn it into an elegant business," Indah concluded.

Berkat Kembar Jamur, Cuan Lutfi Menjamur

**Thanks to Kembar Jamur,
Lutfi's Profit Blooms**

Oleh/By : Budi Krisna Panji Laksanagara

Lutfi Amirul Huda, atau yang akrab disapa Lutfi ini, telah menekuni usaha budidaya jamur selama 17 tahun. Sejak memulai usahanya pada tahun 2006 dengan modal dan lahan terbatas, Lutfi telah melewati berbagai tantangan untuk membesarkan bisnisnya. "Saat itu, saya hanya punya modal kecil dan harus bergantung pada perusahaan penyedia bibit jamur," kenangnya.

Lutfi mengatakan, pada tahun 2007 ia mengikuti pelatihan budidaya jamur di Blitar, sebuah langkah penting yang membekalinya dengan ilmu praktis. Selain itu, ia juga melakukan studi literatur melalui buku dan media sosial, serta melakukan studi banding ke sejumlah daerah seperti Batu Malang, Pasuruan, dan Sukoharjo.

Semua pengalaman ini menginspirasi Lutfi untuk membangun usaha yang diberi nama "Kembar Jamur," yang kini tidak hanya memproduksi jamur segar, tapi juga baglog atau media persemaian jamur.

Salah satu alasan utama Lutfi mendalami budidaya jamur adalah potensi ekonomi yang tinggi. "Jamur memiliki nilai ekonomi yang menjanjikan dan bisa dibudidayakan

Lutfi Amirul Huda, known simply as Lutfi, has been cultivating mushrooms for 17 years. Since starting his business in 2006 with limited capital and land, he has faced numerous challenges to grow his business. "At the time, I had very little capital and relied heavily on mushroom spawn companies," he recalled.

In 2007, Lutfi attended mushroom cultivation training in Blitar, a pivotal step that equipped him with practical knowledge. He also collected information from books and social media, as well as comparative studies by visiting various regions, including Batu, Malang, Pasuruan, and Sukoharjo.

These experiences inspired Lutfi to establish a business named "Kembar Jamur," which now produces not only fresh mushrooms but also bag-logs, the growing medium for mushroom cultivation.

One of the main reasons Lutfi delved into mushroom cultivation was its high economic potential. "Mushrooms have promising economic value and can be cultivated in diverse conditions, even in hot regions," he explained.



di berbagai kondisi, termasuk di daerah panas."

Menurutnya, budidaya jamur tidak hanya menguntungkan dirinya sendiri, tapi juga membuka peluang ekonomi bagi masyarakat sekitar. "Dengan berbudidaya jamur, saya tidak hanya bisa menghidupi keluarga, tapi juga menciptakan lapangan kerja bagi orang lain," tambahnya.

Sebelum bergabung dengan program *Youth Entrepreneurship and Employment Support Services* (YESS), omset bulanan Lutfi berada di bawah Rp 10 juta. Namun, setelah mengikuti program tersebut, pendapatannya melonjak drastis hingga lebih dari Rp 15 juta per bulan.

Meskipun usahanya kini terbilang sukses, perjalanan Lutfi penuh dengan rintangan. Salah satunya adalah kesulitan mendapatkan bekatul saat musim kemarau, ditambah lagi harga bahan baku ini sering melambung tinggi.

According to Lutfi, mushroom farming benefits him and creates economic opportunities for the surrounding community. "Through mushroom cultivation, I can support my family and create job opportunities for others," he added.

Before joining the Youth Entrepreneurship and Employment Support Services (YESS) program, Lutfi's monthly revenue was under IDR10 million. However, after participating in the program, his monthly revenue surged significantly to over IDR15 million.

Despite his current success, Lutfi's journey has not been without obstacles. One significant challenge is the difficulty in obtaining rice bran during the dry season, compounded by its soaring prices.

He also faced competition from steam-electric power stations (PLTUs) that have begun using sawdust—a

Ia juga menghadapi persaingan dengan pihak PLTU yang mulai menggunakan serbuk kayu, bahan penting bagi pembudidaya jamur, untuk menekan biaya produksi. "Kami benar-benar merasakan dampaknya, karena ketersediaan bahan baku jadi terbatas," tuturnya.

Namun, Lutfi terus maju. Ia menyadari bahwa pelatihan saja tidak cukup untuk sukses dalam bisnis jamur. "Belajar dari petani jamur lainnya jauh lebih efektif. Studi banding memberikan saya wawasan praktis yang langsung bisa diterapkan," katanya.

Dengan upaya ini, ia berhasil memperluas jaringan bisnisnya hingga luar Pacitan, menjual baglog, bibit jamur, dan jamur segar serta kering ke berbagai daerah.

Lutfi bekerja sama dengan sesama petani jamur di luar Pacitan. "Jika

crucial material for mushroom growers—to reduce production costs. "We significantly feel the impact of this, as the availability of raw materials has become more limited," he stated.

However, Lutfi perseveres. He recognizes that training alone is insufficient for success in mushroom farming. "Learning from other mushroom farmers is far more effective. Comparative studies give me practical insights that can be applied directly," he said.

Through these efforts, he has expanded his business network beyond Pacitan, selling bag-logs, mushroom spawns, and fresh and dried mushrooms to various regions.

Lutfi also collaborates with other mushroom farmers outside Pacitan. "If my partner farmers struggle with marketing, we are ready to



petani binaan saya kesulitan dalam pemasaran, kami siap menampung hasil panennya," jelasnya.

Meski pernah mengalami kegagalan akibat pandemi COVID-19 dan bencana banjir yang melanda Pacitan, Lutfi tidak menyerah. "Saya memutuskan untuk bangkit dan memulai kembali usaha ini. Saya ingin membantu memulihkan perekonomian masyarakat sekitar dan mengurangi pengangguran," ungkapnya penuh semangat.

Bergabung dengan Program YESS memberikan banyak manfaat bagi Lutfi, terutama dalam hal pengembangan diri dan bisnis. Pada tahun 2021, ia mengajukan proposal hibah kompetitif yang akhirnya lolos seleksi. "Ini adalah momen penting bagi saya. Dengan dana hibah ini, saya bisa mengembangkan usaha lebih jauh," ujar Lutfi.

Selain itu, ia juga berkesempatan menjadinarasumberdanberbagikisah sukses dengan penerima manfaat

accommodate their harvests," he explained.

Although Lutfi experienced setbacks during the COVID-19 pandemic and flooding in Pacitan, he remained steadfast. "I decided to rise and rebuild the business.

I want to help revive the local economy and reduce unemployment," he shared passionately.

Joining the YESS Program has been immensely beneficial for Lutfi, particularly in personal and business development. In 2021, he submitted a proposal for a competitive grant, which was eventually approved. "This was a significant milestone for me. With this grant, I was able to further expand my business," Lutfi said.

Additionally, he had the opportunity to serve as a guest speaker and share his success story with other YESS beneficiaries. "I can expand my networking and marketing, which ultimately increases my business productivity," he added.



YESS lainnya. "Saya bisa memperluas relasi dan pemasaran, yang akhirnya meningkatkan produktivitas usaha saya," tambahnya.

Program YESS juga membantu Lutfi membangun mental yang lebih kuat untuk menghadapi tantangan bisnis ke depan. "Hal terpenting yang saya pelajari dari program ini adalah keberanian dan ketangguhan mental. Tantangan dalam usaha pasti ada, tapi bagaimana kita menghadapinya yang paling penting," ujarnya.

Lutfi merasa bahwa program ini tidak hanya membantu dalam hal keterampilan teknis, tetapi juga membentuk dirinya menjadi pengusaha yang lebih siap menghadapi masa depan.

Ke depannya, Lutfi memiliki visi besar untuk usaha jamurnya. Ia berharap hasil dari usaha ini dapat dirasakan oleh masyarakat di semua lapisan. "Saya ingin edukasi tentang budidaya jamur diberikan sejak dini, bahkan di tingkat pendidikan dasar, agar anak-anak dapat belajar tentang dunia bisnis lebih awal," harapnya.

Selain itu, ia juga berencana mendirikan koperasi khusus jamur yang dapat langsung menyentuh masyarakat. "Koperasi ini akan membantu para petani, terutama petani muda, untuk menjadikan budidaya jamur sebagai sumber pendapatan alternatif," jelasnya.

Lutfi percaya bahwa budidaya jamur adalah peluang bisnis yang menjanjikan bagi generasi muda. "Pasarnya besar dan keuntungannya jelas. Saya ingin mengajak petani muda untuk tidak ragu mencoba budidaya jamur," katanya dengan optimis.

Melalui tekad dan semangatnya, Lutfi tidak hanya menciptakan kesuksesan bagi dirinya, tapi juga membuka jalan bagi generasi muda untuk turut serta dalam bisnis yang berkelanjutan dan berdampak positif bagi masyarakat.

The YESS program also helped Lutfi build a stronger mentality to face future business challenges. "The most valuable lesson I gained from this program is the development of courage and mental resilience. "Business inevitably comes with challenges, but how we address them is what matters most," he stated.

Lutfi believes that this program not only enhances his technical skills but also cultivates his readiness as an entrepreneur to face future challenges.

Looking ahead, Lutfi envisions significant growth for his mushroom business. He aspires for its benefits to reach people across all social and economic levels. He expressed his hope that education on mushroom cultivation should be introduced early, even at the elementary school level, to familiarize children with the fundamentals of the business world from a young age.

Furthermore, he plans to establish a mushroom cooperative to directly engage with and benefit the community. "This cooperative would support farmers, particularly young ones, in making mushroom cultivation a viable alternative source of income," he explained.

Lutfi is convinced that mushroom cultivation presents a lucrative business opportunity for the younger generation. "The market potential is vast, and the benefits are evident. I encourage young farmers to confidently explore mushroom cultivation," he stated with optimism.

Through his determination and passion, Lutfi has not only achieved personal success but also opened opportunities for the younger generation to engage in sustainable businesses that contribute positively to society.

Inovasi Bibit Kentang, Bayu Ubah Tradisi

With Potato Seed Innovation, Bayu Changes Tradition

Oleh/By : Kurnia Larasati

Siapa bilang pertanian tidak bisa mengantarkan anak muda untuk sukses. Hal tersebut telah dibuktikan M. Bayu Saputra yang memilih kentang sebagai salah satu komoditas pertanian andalan.

Selain menanam kentang, pria kelahiran Malang, ini juga merintis usaha pembibitan kentang. Langkah ini dilakukan karena sebagian besar petani di Desa Ngadas, Kecamatan Poncokusumo, masih menggunakan sistem pembibitan tradisional, yang berdampak pada rendahnya hasil panen.

"Selama ini, pembibitan dilakukan secara turun-temurun, jadi hasil panennya masih kurang maksimal. Padahal, permintaan pasar semakin tinggi," ujar Bayu.

Pembibitan kentang yang dilakukan Bayu bertujuan untuk meregenerasi benih lokal dan memberikan edukasi kepada petani lain agar bisa memproduksi benih berkualitas secara mandiri. Jika usahanya berhasil, Bayu yakin pendapatannya akan meningkat signifikan.

"Harga benih kentang jauh lebih mahal daripada kentang konsumsi, jadi potensi pendapatan lebih besar," tambahnya.

Who says agriculture cannot lead young people to success? This has been demonstrated by M. Bayu Saputra, who selected potatoes as one of his key agricultural commodities.

In addition to cultivating potatoes, this Malang-born entrepreneur also pioneered a potato farming business. This initiative was undertaken because most farmers in Ngadas Village, Poncokusumo Subdistrict, continue to rely on traditional farming methods, which result in low harvest yields.

"Until now, farming practices have been passed down generationally, leading to suboptimal harvests. Meanwhile, market demand continues to grow," said Bayu.

Bayu's potato farming initiative aims to regenerate local seeds and provide education to other farmers, enabling them to independently produce high-quality seeds. He is confident that, should his business succeed, his income will increase substantially.

"The price of potato seeds is significantly higher than that of consumption potatoes, so the potential income is greater," he explained.

Saat ini, omset yang diperoleh dari usaha budidaya kentangnya berkisar antara Rp 4 juta hingga Rp 5 juta per bulan. Ia juga sudah memiliki aset berupa lahan seluas 2 hektar untuk mengembangkan usahanya lebih lanjut.

Meski terlihat menjanjikan, usaha Bayu tidak lepas dari berbagai tantangan. Salah satu hambatan terbesar dalam budidaya dan pembibitan kentang adalah hama dan penyakit tanaman, yang sering kali dipicu oleh perubahan iklim. "Perubahan cuaca yang ekstrim bisa membuat tanaman rentan terhadap hama dan penyakit," jelasnya.

Namun, Bayu tidak menyerah begitu saja. Ia mencari solusi dengan mengikuti pelatihan yang diselenggarakan Program *Youth Entrepreneurship and Employment Support Services* (YESS), sebuah program yang bertujuan memberdayakan kaum muda di sektor pertanian.

"Saya tahu tentang Program YESS dari mobilizer yang datang ke desa. Mereka menawarkan pelatihan dan informasi mengenai hibah kompetitif," kata Bayu. Dari situ, ia mendapatkan banyak wawasan baru, mulai dari teknik budidaya yang lebih baik hingga bagaimana memperluas jaringan bisnisnya.

Pada tahun 2023, Bayu berkesempatan mengikuti pelatihan motivasi bisnis, dan tahun 2024 ia berencana mengajukan hibah kompetitif berbasis klaster. Dana ini nantinya akan ia gunakan untuk mengembangkan usaha pembibitan kentang dan memberdayakan lebih banyak petani di Desa Ngadas.

Sebagai petani muda, Bayu melihat potensi besar dalam usaha pembibitan kentang. "Tanah di sini sangat subur, dan ketinggiannya mendukung pertumbuhan kentang. Jadi saya merasa ini adalah usaha yang sangat menjanjikan," ungkapnya.

Currently, his potato cultivation business generates a monthly turnover of IDR4 million to IDR5 million. Additionally, he owns 2 hectares of land, which he plans to use for further business expansion.

While Bayu's business shows great potential, it is not without challenges. One of the most significant hurdles in potato cultivation and breeding is the prevalence of pests and plant diseases, often driven by climate change. "Fluctuations in extreme weather conditions can increase plants' susceptibility to pests and diseases," he explained.

Nevertheless, Bayu remained determined and sought solutions by participating in training organized by the Youth Entrepreneurship and Employment Support Services (YESS) Program, which focuses on empowering young people in the agricultural sector.

"I learned about the YESS Program from a facilitator who visited the village and provided information about training opportunities and competitive grants," Bayu shared. Through this program, he acquired valuable knowledge, ranging from advanced cultivation techniques to strategies for expanding his business network.

In 2023, Bayu participated in business motivation training, and in 2024, he plans to apply for a competitive cluster-based grant. He intends to utilize the funds to expand his potato farming business and empower more farmers in Ngadas Village.

As a young farmer, Bayu recognizes the significant potential of the potato farming industry. "The land here is exceptionally fertile, and the altitude is ideal for potato cultivation. I believe this business is very promising," he stated.

Menurut Bayu, risiko dalam usaha pembibitan relatif lebih kecil dibandingkan dengan budidaya kentang konsumsi. "Jika harga kentang turun, benih kentang tetap bisa dijual dengan harga lebih tinggi. Ini strategi yang saya gunakan untuk memastikan usaha tetap untung meskipun harga pasar sedang rendah," jelasnya.

Langkah inovatif Bayu juga menjadikannya sebagai pelopor dalam usaha pembibitan kentang di desanya. Dengan semangat yang kuat, ia berharap usahanya dapat membantu para petani di Desa Ngadas meningkatkan produktivitas mereka. "Saya ingin para petani di sini bisa mandiri dalam memproduksi benih. Jika mereka tidak perlu membeli benih dari luar, biaya produksi akan berkurang, dan hasil panen akan lebih baik," tambahnya.

Bayu sadar bahwa keberhasilan dalam usaha pertanian tidak bisa dicapai sendirian. Oleh karena itu,

According to Bayu, the risks associated with farming are relatively lower than those associated with cultivating potatoes for consumption.

"Even if the price of potato consumption drops, potato seeds can still be sold at a higher price. This is the strategy I employ to ensure the business remains profitable despite fluctuations in market prices," he explained.

Bayu's innovative approach has also established him as a pioneer in the potato farming business within his village. Driven by a strong sense of purpose, he aspires for his business to help farmers in Ngadas Village enhance their productivity. "I want the farmers here to become self-sufficient in seed production. By eliminating the need to purchase seeds from outside, production costs will be reduced, and the harvests will improve," he added.

Bayu understands that success in farming cannot be achieved alone. As a result, he actively collaborates with



ia aktif menjalin kemitraan dengan pengepul hasil panen dan bergabung dengan kelompok tani setempat.

Dengan bergabung di kelompok tani, Bayu mendapatkan akses langsung kepada penyuluh pertanian yang ahli dalam perawatan tanaman. Penyuluh ini membantu Bayu memahami lebih dalam tentang nutrisi dan obat-obatan yang dibutuhkan untuk melindungi tanaman dari hama dan penyakit.

"Kolaborasi ini sangat membantu, terutama dalam menjaga kualitas tanaman. Penyuluh pertanian sangat paham dengan apa yang dibutuhkan tanaman, jadi kerusakan akibat hama atau penyakit bisa diminimalisir," kata Bayu. Ke depannya, ia berencana untuk terus memperluas kemitraan ini, sehingga usahanya bisa lebih berkembang dan berdampak lebih luas.

Bayu tidak hanya fokus pada budidaya dan pembibitan kentang. Untuk memastikan usahanya berkelanjutan, ia juga mengembangkan produk olahan dari hasil pertanian, salah satunya adalah keripik kentang. Dalam proses ini, Bayu memberdayakan ibu-ibu PKK di Desa Ngadas untuk membantu produksi keripik kentang, yang nantinya diharapkan bisa menjadi produk unggulan desa.

"Keripik kentang adalah cara saya untuk memberikan nilai tambah pada hasil pertanian. Dengan melibatkan ibu-ibu PKK, saya juga berharap bisa membuka lapangan kerja baru di desa," jelas Bayu. Ia percaya bahwa dengan inovasi yang berkelanjutan, usahanya akan terus berkembang dan memberikan dampak positif bagi masyarakat sekitar.

Keberhasilan Bayu Saputra sebagai petani muda yang inovatif tidak hanya memberikan dampak positif bagi dirinya sendiri, tetapi juga bagi komunitas di sekitarnya. "Saya ingin menginspirasi lebih banyak anak muda untuk terjun ke dunia pertanian.

harvest collectors and participates in local farmer groups.

Through these partnerships, Bayu gains direct access to agricultural extension workers who are experts in plant care. These agricultural extension workers have been instrumental in helping Bayu gain a deeper understanding of the nutrients and treatments necessary to protect plants from pests and diseases.

"This collaboration has been extremely beneficial, particularly in maintaining plant quality. Agricultural extension workers possess a thorough understanding of plant needs, which helps minimize damage from pests and diseases," Bayu explained.

Looking ahead, he plans to expand this partnership further, aiming for the growth of his business and a broader impact.

Bayu's focus extends beyond potato cultivation and nursery. To ensure the sustainability of his business, Bayu has also ventured into producing processed agricultural products, one of which is potato chips. In this initiative, he involves members of the Family Empowerment and Welfare (PKK) program in Ngadas Village in the production process, with the goal of making potato chips the village's flagship product.

"Potato chips are my way of adding value to agricultural products. By involving PKK members, I also aim to create new employment opportunities within the village," Bayu explained. He is confident that with ongoing innovation, his business will continue to grow and positively impact the surrounding community.

Bayu Saputra's success as an innovative young farmer has not only benefited him personally but also had a positive impact on the surrounding community. "I want to inspire more young people to pursue careers in agriculture. Many people believe that agriculture is not a promising field, but with innovation and hard work,



Banyak orang yang mengira pertanian tidak menjanjikan, padahal dengan inovasi dan kerja keras, hasilnya bisa sangat memuaskan,” ungkapnya.

Ke depan, Bayu bertekad untuk memperluas usahanya, meningkatkan kualitas benih kentang, dan membentuk klaster produksi kentang di desanya. “Saya berharap usaha ini bisa terus berkembang dan memberdayakan lebih banyak orang. Saya juga ingin memperkenalkan produk olahan kentang dari Desa Ngadas ke pasar yang lebih luas,” tambahnya.

the results can be highly rewarding,” he stated.

In the future, Bayu is committed to expanding his business, enhancing the quality of potato seeds, and establishing a potato production cluster in his village. “I hope this business continues to grow and empowers more people. I also aim to introduce processed potato products from Ngadas Village to a broader market,” he added. “I also want to introduce processed potato products from Ngadas Village to a wider market,” he added.

Mifthur Rozzaq, Buktikan Budidaya Entok Menguntungkan

**Mifthur Rozzaq Proves Muscovy Duck
Cultivation is Profitable**

Oleh/By : Achmad Febri Firmansyah



Dari Desa Balarjo, Kecamatan Pagelaran, Kabupaten Malang, Mifthur Rozzaq menunjukkan bahwa kesulitan dalam dunia peternakan bukanlah akhir, melainkan awal dari sebuah inovasi. Sejak memulai usaha budidaya entok pada tahun 2019, Mifthur menghadapi berbagai tantangan. Namun, dengan ketekunan, ia berhasil mengubah tantangan menjadi peluang yang menguntungkan.

Mifthur Rozzaq memulai perjalanan budidaya entoknya pada tahun 2019. Di tengah kesibukan sebagai kepala rumah tangga, ia berhasil menjaga komitmennya terhadap usaha yang memiliki potensi besar ini.

Namun, perjalanan ini tidaklah mudah. "Tantangan terbesar yang saya hadapi adalah meningkatnya harga pakan yang semakin menipiskan keuntungan," ungkap Mifthur. Ia menyadari bahwa untuk bertahan dan berkembang, ia perlu menemukan cara untuk mengurangi biaya operasional, terutama dalam hal pakan ternak.

Pada tahun 2021, Mifthur mengambil langkah berani dengan bergabung dalam Program YESS

From Balarjo Village, Pagelaran Subdistrict, Malang Regency, Mifthur Rozzaq demonstrates that challenges in the field of animal husbandry are not an end but rather the beginning of innovation. Since starting his Muscovy duck farming business in 2019, Mifthur has encountered various obstacles. However, through perseverance, he has successfully transformed these challenges into profitable opportunities.

Mifthur Rozzaq started his journey of Muscovy duck farming in 2019. Despite his responsibilities as the breadwinner of his family, Mifthur has remained committed to this promising business.

However, the journey was not without its challenges. "The biggest challenge I faced was the rising cost of feed, which significantly reduced profits," Mifthur explained. He recognized that, in order to survive and grow, he needed to find ways to reduce operational costs, particularly in terms of animal feed.

In 2021, Mifthur took a decisive step by joining the YESS Program, facilitated by BPP Pagelaran. This program offered valuable training and support for the development of livestock businesses.

yang difasilitasi BPP Pagelaran. Program ini memberikan pelatihan dan dukungan yang sangat diperlukan untuk pengembangan usaha peternakan.

"Saya berharap program ini dapat memberikan support terhadap usaha saya agar lebih maju dan memberdayakan SDM di sekitar," kata Mifthur penuh harap.

Salah satu momen penting dalam perjalanannya adalah ketika ia mengikuti pelatihan literasi keuangan di tahun 2022. Melalui pelatihan ini, Mifthur belajar bagaimana mengelola keuangan usahanya dengan lebih baik.

"Kini, usaha saya lebih rapi dalam proses manajemen keuangannya," ujarnya. Tak hanya itu, pelatihan tersebut juga mengajarkan Mifthur tentang pakan alternatif, yang merupakan kunci untuk menekan biaya pakan ternak.

Dengan bimbingan dari Program YESS, Mifthur berinovasi menciptakan pakan alternatif yang dinamai "EGONZOLA." Pakan ini dirancang untuk meningkatkan efisiensi dan mengurangi biaya yang dikeluarkan. "Dengan arahan dan dampingan Program YESS, saya berhasil menciptakan pakan alternatif yang dapat menambah keuntungan dalam penjualan daging entok," jelas Mifthur.

Prestasinya dalam menciptakan pakan ini membuahkan hasil saat ia mengikuti lomba kreasi teknologi (krenotek) Jatim pada bulan Oktober 2023. Produk pakan alternatif EGONZOLA yang diusungnya meraih peringkat TOP 15 di tingkat Jawa Timur. "Saya bangga bisa berkontribusi dalam meningkatkan kualitas pakan ternak dengan inovasi ini," imbuhnya dengan senyum bangga.

Tidak hanya terfokus pada daging entok, Mifthur juga melihat potensi besar dalam produk olahan. Ia mulai mengolah daging entok

"I hope this program will provide the support needed for my business to progress and empower the human resources around me," Mifthur expressed with hope.

One key moment in his journey occurred in 2022 when he attended financial literacy training. Through this training, Mifthur gained valuable insights into better managing his business finances.

"Now, my business is more organized in its financial management process," he stated. In addition, the training also introduced Mifthur to alternative feed options, which became key to reducing livestock feed costs.

With guidance from the YESS Program, Mifthur innovated and developed an alternative feed product named "EGONZOLA." This feed product is designed to enhance efficiency and reduce the costs associated with livestock feeding. "With the guidance and support of the YESS Program, I was able to develop alternative feed that has increased profits from selling duck meat," Mifthur explained.

His success in creating this feed was recognized when he participated in the East Java Technology Creation Competition (Krenotek) in October 2023. The EGONZOLA alternative feed product he presented earned a spot in the top 15 at the East Java level. "I am proud to contribute to improving the quality of animal feed through this innovation," he added with a smile of pride.

In addition to focusing on duck meat, Mifthur recognizes the significant potential of processed products. He began processing duck meat into shredded meat, which is now marketed and distributed in collaboration with MSMEs in Pagelaran Subdistrict.

"With the various products we offer, we are able to reach a broader consumer base," Mifthur explained.

With many consumers coming directly to his farm, Mifthur's business is growing rapidly. He feels grateful to

menjadi abon, yang kini telah dipasarkan dan bergabung dengan UMKM di Kecamatan Pagelaran.

Dengan berbagai produk yang kami tawarkan, kami mampu menjangkau konsumen yang lebih luas," jelas Mifthur.

Dengan banyaknya konsumen yang berdatangan langsung ke kandangnya, usaha Mifthur semakin berkembang pesat. Ia merasa bersyukur dapat memberikan produk berkualitas kepada masyarakat.

"Saya senang bisa memenuhi kebutuhan konsumen dan menjalin hubungan baik dengan mereka," kata Mifthur, mengungkapkan rasa sukurnya.

Kisah Mifthur Rozzaq tidak hanya menjadi cerita sukses pribadi, tetapi juga menjadi inspirasi bagi petani muda di sekitarnya. Ia membuktikan bahwa dunia peternakan dapat menjadi peluang bisnis yang tidak hanya menguntungkan tetapi juga berkelas.

"Usaha ini mampu merubah pandangan petani muda bahwa bertani tidak harus selalu kotor; dengan inovasi, kita bisa membangun bisnis yang sukses," tegasnya.

Mifthur berharap agar kisahnya dapat menginspirasi lebih banyak petani muda untuk berani berinovasi dalam usaha mereka. "Tanpa petani, ekosistem kehidupan tidak akan berjalan. Kita adalah tulang punggung masyarakat," kata Mifthur.

Dengan segala pencapaian dan inovasi yang telah diraihinya, Mifthur Rozzaq tidak berencana untuk berhenti di sini. Ia bercita-cita untuk terus mengembangkan usahanya dan memberdayakan masyarakat di sekitarnya. "Saya ingin membuat program pelatihan bagi petani muda agar mereka juga bisa belajar dan berinovasi," tuturnya.



be able to provide quality products to the community.

"I am happy to be able to meet consumer needs and establish good relationships with them," said Mifthur, expressing his gratitude.

Mifthur Rozzaq's story is not only a personal success story, but also an inspiration for young farmers around him. He proves that the world of livestock can be a business opportunity that is not only profitable but also classy.

"This business is able to change the views of young farmers that farming does not always have to be dirty; with innovation, we can build a successful business," he said.

Mifthur hopes that his story will inspire more young farmers to embrace innovation in their businesses. "Without farmers, the ecosystem of life cannot function. We are the backbone of society," Mifthur remarked.

Despite his numerous achievements and innovations, Mifthur Rozzaq has no plans of stopping here. He is determined to continue developing his business and empowering the surrounding community. "I aim to create a training program for young farmers so they can also learn and innovate," he shared.

M. Syamsudin, Mantan Guru Olahraga **Jadi** **Peternak Kambing** **dan Domba**

***M. Syamsudin, Former PE Teacher, Starts
Anew as a Goat and Sheep Breeder***

Oleh/By : Sherly Epafroditus Siregar

Di tengah rutinitas sebagai guru olahraga di salah satu sekolah menengah pertama (SMP) di Kecamatan Kasembon, Mohammad Syamsudin menemukan panggilan baru dalam hidupnya. Dengan semangat dan modal awal yang terbatas, ia memulai usaha beternak kambing dan domba.

Bermodal Rp 15 juta, Mohammad Syamsudin memulai usahanya di tahun 2018, dengan membeli empat ekor kambing dan domba. Namun, semangatnya harus menghadapi realita pahit, karena kurangnya pengetahuan ternak kambing yang dipelihara terserang penyakit.

"Dengan pengetahuan yang minim tentang cara beternak yang baik, ternak saya terserang penyakit dan banyak yang mati," kenangnya.

Akibat serangan penyakit ini, pada tahun 2019, Mohammad Syamsudin terpaksa menjual seluruh ternaknya dan mengambil waktu untuk belajar lebih dalam mengenai beternak kambing dan domba.

Tidak hanya itu, ia juga mulai memperbaiki kandang yang ada. "Kandang yang baik adalah kunci untuk kesehatan ternak," tambahnya.

Amid his routine as a PE teacher at a junior high school in Kasembon Subdistrict, Mohammad Syamsudin discovered a new calling in life. Driven by enthusiasm and limited initial capital, he embarked on a goat and sheep farming business.

With a starting capital of IDR15 million, Mohammad Syamsudin launched his venture in 2018 by purchasing four goats and sheep. However, his enthusiasm was met with a harsh reality, as the lack of knowledge led to a disease outbreak among his livestock.

"With minimal knowledge of proper livestock management, my animals fell ill, and many of them died," he recalled.

Due to the disease, Mohammad Syamsudin was compelled to sell all of his livestock in 2019 and take time to deepen his understanding of goat and sheep farming.

Additionally, he began to repair the existing pen. "A proper pen is key to maintaining livestock health," he emphasized.

Dua tahun kemudian, pada tahun 2021, Mohammad Syamsudin kembali mengisi kandangnya dengan 3 ekor domba betina dan 1 ekor domba jantan.

Menyadari pentingnya pengetahuan, Mohammad mencari informasi dari teman-teman dan menemukan Program YESS. "Saya sangat tertarik dengan program ini karena bisa membantu usaha saya," ujarnya. Program ini menawarkan banyak manfaat, termasuk pelatihan budidaya yang baik, manajemen usaha, dan pelaporan keuangan.

"Pelatihan ini sangat berharga; saya belajar cara menyusun proposal bisnis untuk pengajuan hibah atau bantuan dana ke bank," ungkapnya.

Melalui program ini, Mohammad juga mendapatkan akses ke relasi yang lebih luas, termasuk relasi dari kabupaten lain, yang sangat bermanfaat bagi perkembangan usahanya.

Program YESS tidak hanya memberikan pengetahuan teknis, tetapi juga menghubungkan Mohammad dengan sesama peternak. "Saya mendapatkan banyak wawasan dari pengalaman teman-teman di program ini," kata Mohammad.

Ia juga berpartisipasi dalam program Hibah Kompetitif yang membantu menambah modal usaha untuk meningkatkan kapasitas produksinya.

Dengan jalinan relasi yang semakin luas, Mohammad berhasil menjalin kolaborasi dengan seorang teman yang memiliki usaha aqiqah. "Saya memasarkan usaha saya kepada masyarakat umum, calon peternak pemula, serta teman-teman," tuturnya.

Strategi pemasaran yang ia lakukan mencakup pemasaran *online* dan *offline*, sehingga semakin banyak orang yang mengenal usaha ternaknya.

Melihat perkembangan usahanya, Mohammad berharap bisa

In 2021, two years later, Mohammad Syamsudin restocked his pen with three ewes and one ram.

Recognizing the importance of knowledge, Mohammad sought advice from friends and discovered the YESS Program. "I am very interested in this program because it can help my business," he said. The program offers many benefits, including good cultivation training, business management, and financial reporting.

"This training is very valuable; I learned how to prepare a business proposal for submitting a grant or financial assistance to the bank," he said.

Through this program, Mohammad also gained access to wider networks, including those from other regencies, which were very beneficial for the development of his business.

The YESS program not only provided technical knowledge, but also connected Mohammad with fellow farmers. "I gained a lot of insight from the experiences of my friends in this program," said Mohammad.

He also participated in the Competitive Grant program, which helped increase his business capital and expand his production capacity.

With a growing network of connections, Mohammad was able to collaborate with a friend who runs an aqiqah business. "I market my business to the general public, prospective novice farmers, and friends," he said.

His marketing strategy includes both online and offline approaches, allowing more people to learn about his livestock business.



membuka lapangan pekerjaan bagi masyarakat di sekitarnya. "Dengan membuka peluang kerja, saya ingin meningkatkan penghasilan keluarga dan kualitas sumber daya manusia di daerah ini," ujarnya.

Berkat ilmu yang didapat dari berbagai pelatihan di Program YESS dan dukungan relasi, omset usaha Mohammad meningkat tiga kali lipat. "Sekarang saya juga bisa membantu teman-teman yang baru memulai usaha budidaya kambing dan domba," ungkapnya bangga. Ia aktif berbagi pengetahuan tentang apa yang telah dipelajari dari Program YESS dan dari teman-teman relasinya.

Dengan semakin berkembangnya usaha ini, Mohammad berharap lebih banyak peternak kambing dan domba yang ingin bekerja sama dengannya. "Saya ingin membangun usaha bersama dan terus mengembangkan usaha ini," tambahnya dengan semangat.

Kisah Mohammad Syamsudin adalah contoh nyata bagaimana ketekunan, semangat belajar, dan dukungan dari program-program seperti YESS dapat mengubah tantangan menjadi peluang. Dari seorang guru olahraga yang beralih profesi menjadi peternak sukses, Mohammad kini menjadi inspirasi bagi banyak orang. Dengan visi yang jelas dan keinginan untuk berbagi, ia berkomitmen untuk terus mengembangkan usaha dan memberdayakan masyarakat sekitarnya.

Observing the progress of his business, Mohammad aspires to create employment opportunities for the surrounding community. "By providing job opportunities, I aim to improve family income and enhance the quality of human resources in this area," he explained.

Thanks to the knowledge gained from various trainings in the YESS Program and the support of his network, Mohammad's business turnover has increased threefold.

"Now, I can also assist my friends who are just starting a goat and sheep farming business," he said proudly. He actively shares knowledge about what he has learned from the YESS Program and his colleagues.

As his business continues to grow, Mohammad hopes to collaborate with more goat and sheep farmers. "I want to build and grow this business together with others," he added enthusiastically.

Mohammad Syamsudin's story is a real-life example of how perseverance, a passion for learning, and support from programs like YESS can turn challenges into opportunities. From a PE teacher who changed his profession to become a successful farmer, Mohammad is now an inspiration to many people. With a clear vision and a desire to share, he is committed to continuing to develop his business and empowering the surrounding community.

Coba Berbagai Usaha, **Ternak Ayam Buat Nanik Jatuh Cinta**

From Trials to Triumph: How Chicken Farming Captivated Nanik's Heart

Oleh/By : Naufal Wahyuaji Hibatullah



Walaupun tidak memiliki latar belakang dan pengalaman, namun usaha ternak ayam yang dijalankan Nanik Ayu Wulandari dapat berkembang dan menjadi inspirasi banyak orang. Hal tersebut tidak lepas dari tekad dan usaha pantang menyerah yang menjadi modal Nanik dalam menjalankan usaha.

Nanik, yang menikah pada tahun 2015, awalnya mencoba berbagai jenis usaha, mulai dari budidaya jamur tiram hingga jualan kelapa dan burung puyuh. Namun, semua usaha tersebut tidak berkembang sesuai harapan. "Saya mencoba berbagai usaha, tetapi tidak satu pun yang menunjukkan kemajuan," ungkapnya.

Setelah melihat teman-temannya yang sukses di bidang budidaya ayam petelur, Nanik dan suaminya memutuskan untuk mencoba peruntungan di sektor ini. Namun, perjalanan Nanik tidaklah mudah. Banyak rintangan dan tantangan yang harus dihadapi. "Awalnya, kami mengalami kesulitan dengan kenaikan harga pakan, dan saat mencampur pakan jagung dengan pakan pabrikan, produksi telur justru menurun," jelas Nanik.

Despite having no prior background or experience, Nanik Ayu Wulandari has successfully grown her chicken farming business and become an inspiration to many. This success is strongly associated with Nanik's determination and relentless efforts, which serve as her foundation in running the business.

Nanik, who got married in 2015, initially tried various types of businesses, from cultivating oyster mushrooms to selling coconuts and quail. However, all these efforts did not give the expected result. "I tried various types of businesses, but none of them showed any progress," she claimed.

After observing her friends' success in egg-laying chicken farming, Nanik and her husband decided to try their luck in the same sector. However, Nanik's journey was not easy. She faced many obstacles and challenges. "Initially, we struggled with rising feed prices, so we mixed corn feed with manufactured feed, but our egg production dropped as a result," explained Nanik.

Di samping itu, pengalaman wanita lulusan SMK jurusan Marketing yang masih minim dalam mengelola peternakan membuat proses ini semakin sulit. "Saya hanya mengandalkan informasi dari mulut ke mulut untuk pemasaran. Semua terasa sangat membingungkan," tambahnya.

Namun, kehidupan Nanik mulai berubah ketika ia mendapatkan informasi mengenai Program YESS (*Youth Entrepreneur and Employment Support Services*) saat menghadiri kegiatan di kantor desa. "Saya merasa tergerak untuk mengikuti program tersebut setelah mendengar bagaimana YESS dapat membantu pengusaha seperti saya," tutur Nanik.

Setelah bergabung dengan Program YESS, Nanik mendapatkan pelatihan dasar, mulai dari motivasi bisnis hingga literasi keuangan. "Pelatihan ini sangat membantu saya memahami cara mengelola peternakan dengan baik. Saya belajar banyak tentang pengelolaan pupuk dari kotoran ayam dan strategi pemasaran yang lebih efektif," jelasnya.

Melalui pelatihan tersebut, Nanik berani melakukan inovasi. Ia mulai mengolah kotoran ayam menjadi pupuk organik yang bernilai jual. "Sekarang saya tidak hanya menjual telur, tetapi juga pupuk organik. Ini memberi saya pendapatan tambahan dan membantu petani di sekitar," ungkapnya dengan bangga.

Tak hanya itu, Nanik juga memperluas jangkauan pemasaran produknya. "Dari yang awalnya hanya mengandalkan cara mulut ke mulut, kini saya sudah memanfaatkan media *online* untuk menjangkau lebih banyak pelanggan," jelasnya. Hal ini terbukti berhasil, dan kini ia memiliki pelanggan tetap dari berbagai kalangan, termasuk tukang sayur dan pedagang pasar.

Seiring berjalannya waktu, usaha Nanik mulai membuahkan hasil. Kini, omset yang didapatnya setiap bulan

In addition, the minimal experience of this vocational school graduate, who majored in marketing, in managing livestock made this process even more difficult. "I was just relying on word of mouth for marketing. It all felt very confusing," she added.

However, Nanik's life began to change when she learned about the YESS (Youth Entrepreneurship and Employment Support Services) Program during an event at the village office. "I was motivated to join the program after learning how YESS could assist entrepreneurs like me," said Nanik.

After joining the program, Nanik received basic training, ranging from business motivation to financial literacy. "This training really helped me understand how to manage a farm properly. I learned a lot about using chicken manure as fertilizer and developing more effective marketing strategies," she explained.

Through this training, Nanik gained the confidence to innovate. She started processing chicken manure into organic fertilizer, which has a market value. "Now, I not only sell eggs but also organic fertilizer. This provides me with additional income and helps other farmers," she said proudly.

Not only that, Nanik also expanded the marketing reach of her products. "From initially only relying on word of mouth, now I utilize online media to reach more customers," she explained. This method has proven successful, and she now has regular customers from various groups of consumers, including greengrocers and market vendors.

As time passed, Nanik's hard work started to bear fruit. Now, her monthly turnover is around Rp9 million, a significant increase from the previous Rp2–3 million. "The YESS



berkisar antara Rp 9 juta, meningkat signifikan dari sebelumnya yang hanya Rp 2-3 juta. "Program YESS benar-benar mengubah hidup saya. Saya berterima kasih atas semua pelatihan dan dukungan yang saya terima," ujarnya.

Dampak positif dari usaha Nanik tidak hanya dirasakan oleh dirinya, tetapi juga oleh lingkungan sekitarnya. Dengan menjual pupuk organik hasil olahan kotoran ayamnya, Nanik telah menciptakan lapangan kerja baru bagi para petani di desanya. "Kami saling mendukung dan berbagi hasil. Ini memberikan manfaat bagi semua," tambahnya.

Inspirasi dari perjalanan Nanik sangat kuat. Ia percaya bahwa kegagalan adalah awal dari keberhasilan. "Selama kita tetap berusaha dan tidak menyerah, kesuksesan pasti akan datang," katanya. Nanik berharap dapat terus mengembangkan usahanya dan memotivasi lebih banyak orang untuk berwirausaha.

Dengan ketekunan dan semangat inovasi, Nanik Ayu Wulandari telah membuktikan bahwa dengan usaha yang keras dan dukungan yang tepat, siapa pun dapat mencapai kesuksesan, terutama di bidang peternakan. "Bagi saya, setiap usaha yang dilakukan adalah langkah menuju masa depan yang lebih baik," tutupnya, tersenyum optimis.

program has truly changed my life. I am grateful for all the training and support I have received," she said.

Nanik's efforts have had a positive impact not just on her but also on those around her.

By selling organic fertilizer processed from her chicken manure, Nanik has created new job opportunities for farmers in her village. "We support each other and share the results. This is meaningful for everyone," she added.

Nanik's journey is truly inspiring. She believes that failure is the beginning of success. "As long as we keep trying and do not give up, success will surely come," she affirmed. Nanik aspires to continue expanding her business and encourage others to become entrepreneurs.

With perseverance and a spirit of innovation, Nanik Ayu Wulandari has demonstrated that hard work and the right support can lead to success, particularly in the livestock sector. "For me, every effort made is a step toward a better future," she concluded, smiling optimistically.

Garap Potensi Desa, **Nina Iriyanti Sukses Berternak Kambing**

Leveraging Village Potential, Nina Iriyanti Thrives in Goat Farming

Oleh/By : Roni Wahyu Widodo

Desa Sumberdem, Kecamatan Wonosari, Kabupaten Malang, yang berada di kaki Gunung Kawi memiliki tanah yang subur. Tak heran bila selain pertanian, mayoritas penduduk disana memilih profesi sebagai peternak, termasuk Nina Iriyanti.

"Saya melihat peluang besar di desa ini, karena potensi pakan ternak begitu melimpah," ungkap Nina, menjelaskan bagaimana kondisi alam mendukung langkahnya berwirausaha.

Namun, sama seperti peternak lain di desanya, Nina juga menghadapi kendala dalam memelihara ternaknya mulai dari adanya serangan penyakit, fluktuasi harga kambing, serta permodalan yang terbatas.

Di antara semua itu, modal menjadi tantangan terbesarnya. "Permodalan tidak hanya soal uang, tapi juga pengetahuan dan jaringan. Itu yang saya rasa masih kurang," kata Nina.

Untuk mengatasi hal tersebut, ia rajin mencari informasi di internet, berbagi pengalaman dengan peternak lain, dan mengikuti pelatihan melalui Program YESS (Youth Entrepreneur and Employment Support Services).

Diakui Nina, Program YESS menjadi salah satu tonggak penting dalam perjalanan usaha. Program ini

Sumberdem Village, located in Wonosari Subdistrict, Malang Regency, precisely at the foot of Mount Kawi, has fertile soil. It is no wonder that, aside from agriculture, the majority of the population there chooses to work as livestock farmers, including Nina Iriyanti.

"I noticed a big opportunity in this village because there is an abundance of feed resources," Nina explained, sharing how the natural conditions there supported her entrepreneurial journey.

However, just like other farmers in her village, Nina also has faced obstacles in raising her livestock, including disease attacks, fluctuations in goat prices, and limited capital.

Among all of them, capital was the main challenge. "Capital is not just about money, but also knowledge and networks. That's what I feel I am still lacking," said Nina.

To overcome this issue, she diligently searched for information online, shared experiences with other farmers, and participated in training provided by the YESS (Youth Entrepreneur and Employment Support Services) Program.

memberikan pelatihan yang tidak hanya berfokus pada aspek teknis, tetapi juga memotivasi para peserta untuk menjadi wirausahawan yang tangguh. "YESS memberi saya banyak ilmu, mulai dari literasi keuangan hingga bagaimana menyusun proposal bisnis," jelas Nina.

Selain itu, program ini juga menyediakan wadah bagi petani muda untuk saling berbagi pengalaman dan pengetahuan.

Nina berharap melalui program ini, ia dapat meraih hibah yang bisa dijadikan modal untuk mengembangkan usahanya lebih jauh. "Salah satu mimpi saya adalah menjadi peternak kambing sukses yang mampu memperbaiki kondisi ekonomi keluarga," tuturnya.

Namun, lebih dari itu, ia juga ingin menjadi inspirasi bagi masyarakat desa lainnya. "Saya ingin menunjukkan bahwa kita bisa sukses di desa tanpa harus pergi ke kota" ujarnya.

Tak hanya bergantung pada pelatihan, Nina juga menciptakan inovasi di peternakannya. Salah satu inovasi terbesarnya adalah penggunaan pakan kering saat musim kemarau. "Selama musim kemarau, tanaman hijauan pakan

Nina admits that the YESS Program is a game-changer in her business journey. This program offers training that focuses on technical skills while also motivating participants to become strong entrepreneurs. "The YESS program has provided me with a wealth of knowledge, from financial literacy to preparing a business proposal," explained Nina.

In addition, this program also provides a forum for young farmers to share experiences and knowledge.

Nina hopes that through this program, she will receive a grant that can be used as capital to further develop her business. "One of my dreams is to become a successful goat farmer who can improve my family's economic condition," she said.

Moreover, she also wants to inspire other people in the village. "I want to show that we can be successful in the village without having to move to the city," she said.

Besides relying on training, Nina also brings innovations to her farm. One of the most impactful innovations is utilising dry feed during the dry season. "Green fodder plants become scarce during the dry season, so I began using dry feed to ensure the



ternak sulit didapat. Karena itu, saya mulai menggunakan pakan kering untuk memastikan kambing tetap mendapatkan nutrisi yang cukup," kata Nina.

Selain itu, ia juga memperhatikan detail dalam pembangunan kandang, dengan memelihara kambing-kambingnya pada kandang model panggung setinggi satu meter agar tetap kering dan tidak lembap.

Nina juga memperhatikan jenis kambing yang ditenakkan. Saat ini, ia memelihara dua jenis kambing, yaitu Boer dan Jawa Randu. Kambing Boer ditujukan untuk mitra usaha seperti Kaliandra Farm di Blitar, sedangkan kambing Jawa Randu dijual kepada jasa aqiqah dan peternak lain di sekitar desa.

"Permintaan daging kambing selalu ada, terutama untuk acara aqiqah dan hari raya Idul Adha. Ini yang membuat usaha saya tetap berjalan stabil," ujar Nina.

Limbak ternak juga dimanfaatkan Nina sebagai pupuk organik, bekerja sama dengan mitra Panjul Organic dan Sobat Tani. "Limbah ternak ternyata bisa jadi sumber penghasilan lain. Dengan diolah menjadi pupuk organik, saya bisa membantu petani lain sekaligus menjaga kelestarian lingkungan," kata Nina.

Untuk menjaga keberlanjutan usahanya, Nina berencana memperluas lahan pakan dan memperdalam pengetahuan tentang nutrisi ternak, terutama dalam menghadapi kelangkaan pakan saat musim kemarau. "Saya belajar banyak dari Program YESS dan dari peternak lain tentang pentingnya menjaga kualitas pakan. Ini adalah kunci agar kambing tetap sehat dan tumbuh dengan baik," ungkapnya.

Sistem pembiakan yang diterapkan Nina juga memperhatikan aspek keberlanjutan. Ia memelihara indukan dan pejantan untuk menghasilkan anakan kambing yang kemudian



goats still receive adequate nutrition," explained Nina.

In addition, she pays attention to detail in constructing the barn, using a one-meter-high raised platform design to keep her goats dry and free from dampness.

She is also mindful of the goat breeds she raises. Currently, she raises two breeds, namely Boer and Jawa Randu. Boer goats are sold to business partners, such as Kaliandra Farm in Blitar, while Jawa Randu goats are sold to aqiqah service providers and local farmers around the village.

"The demand for goat meat is consistent, especially during aqiqah ceremonies and Eid al-Adha. This steady demand sustains my business," said Nina.

Nina also uses livestock waste as organic fertilizer, in collaboration with her partners Panjul Organic and Sobat Tani. "It turns out that livestock waste can be another source of income. By processing it into organic fertilizer, I can help other farmers while preserving the environment," said Nina.

To maintain the sustainability of her business, Nina plans to expand her feed plot and deepen her knowledge of livestock nutrition, especially in dealing with feed shortages during the dry season.

"I learned a lot from the YESS Program and other farmers about the importance of maintaining feed

dibesarkan hingga siap dijual. Kambing jenis Jawa Randu dipilih karena mudah dipelihara, cepat berkembang biak, dan mampu beradaptasi dengan lingkungan setempat.

Nina mengukur keberhasilannya bukan hanya dari segi ekonomi, tetapi juga dari dampak positif yang dihasilkan oleh usahanya terhadap lingkungan. Dengan mengurangi penggunaan pupuk kimia dan beralih ke pupuk organik, ia berkontribusi dalam menjaga kesuburan tanah.

"Saya berharap peternakan ini bisa menjadi contoh bagi petani lain untuk tidak selalu bergantung pada pupuk anorganik," jelasnya.

Dari sisi kualitas, Nina selalu menjaga kambing-kambingnya agar tetap sehat dan berkualitas baik. "Indikator kambing yang sehat adalah yang memiliki nafsu makan baik, bulu bersih, serta tidak cacat," tambahnya.

Nina ingin terus mengembangkan usahanya dan membuka peluang kerja bagi masyarakat sekitar, terutama generasi muda. "Saya berharap anak-anak muda di desa ini tidak hanya bergantung pada pekerjaan di perusahaan atau pemerintahan, tetapi juga berani menciptakan lapangan kerja sendiri," katanya.

Ia menyadari bahwa salah satu tantangan terbesar yang dihadapi generasi muda saat ini adalah kurangnya minat di bidang pertanian dan peternakan. "Padahal, sektor ini memiliki potensi besar. Dengan sedikit inovasi dan dukungan dari program seperti YESS, saya yakin anak muda bisa sukses di bidang ini," ungkapnya dengan penuh keyakinan.

Dengan semangat yang tak pernah padam, Nina berharap usahanya dapat terus berkembang dan memberikan dampak positif bagi masyarakat desanya. "Masa depan saya ada di sini, di desa ini. Dan saya ingin mengajak generasi muda lainnya untuk melihat potensi besar yang ada di sekitar kita," tutup Nina.

quality. This is the key to keeping goats healthy and growing well," she mentioned.

Nina's breeding system also considers sustainability aspects. She keeps female and male goats to produce kids, which are then raised until they are ready to be sold. The Java Randu goat breed is chosen because it is easy to maintain, reproduces quickly, and is able to adapt to the local environment.

Nina measures her success not only in economic terms but also in the positive impact of her business on the environment. By reducing the use of chemical fertilizers and switching to organic ones, she contributes to maintaining soil fertility.

"I hope this farm can encourage other farmers to stop relying on inorganic fertilizers," she explained.

In terms of quality, Nina consistently ensures that her goats remain healthy and in good condition. "A healthy goat is indicated by a good appetite, clean fur, and no defects," she added.

Nina wants to continue developing her business and open up job opportunities for the surrounding community, especially the younger generation. "I hope young people in this village will not rely too much on corporate or government jobs, but instead have the courage to create their own opportunities," she stated.

She realizes that one of the major barriers for the younger generation today is their lack of interest in agriculture and animal husbandry. "This sector has great potential. With a bit of innovation and support from programs like YESS, I'm sure that young people can succeed in this field," she said confidently.

With unwavering determination, Nina hopes her business will continue to grow and make a positive impact on the people in her village. "My future is here, in this village, and I want to encourage the younger generation to see the great potential around us," Nina concluded.

Rizki Kurnitullah, Olah Hasil Pertanian Jadi Keripik Aneka Rasa

***Rizki Kurnitullah: Transforming
Agricultural Products into Chips with
Various Flavors***

Oleh/By : Haddina Hafsah



Bersama suami dan mertuanya, pada tahun 2020, Rizki Kurnitullah memulai langkah pertamanya dalam dunia usaha, khususnya di bidang olahan hasil pertanian. Hal tersebut dilakukan wanita asal Desa Gondanglegi Wetan, Kecamatan Gondanglegi ini untuk membantu perekonomian keluarga dan mencari cara agar tetap bisa bekerja di rumah.

Dengan peralatan seadanya dan pengetahuan dasar, Rizki mulai memproduksi berbagai macam keripik, seperti keripik singkong, keripik pisang, keripik ubi ungu, stik bawang, keripik bakso, hingga keripik talas.

Walaupun bisnisnya masih kecil dan bersifat rumahan, kontribusinya terhadap perekonomian keluarga sudah terasa. "Awalnya memang berat, tapi dengan usaha ini, saya bisa sedikit membantu memenuhi kebutuhan keluarga," tambahnya.

Seperti kebanyakan pengusaha kecil, Rizki juga menghadapi berbagai tantangan. Salah satu kendala utama yang dihadapinya adalah keterbatasan modal dan pemasaran. "Alat produksi kami masih sangat sederhana, dan sering kali sulit untuk

Together with her husband and in-laws, Rizki Kurnitullah took her first steps into the business sector, particularly in the field of agricultural product processing, in 2020. This woman from Gondanglegi Wetan Village, Gondanglegi Subdistrict, made this decision to help support her family's economy while finding a way to work from home.

With simple equipment and basic knowledge, Rizki began producing various types of chips, such as cassava chips, banana chips, purple sweet potato chips, garlic sticks, meatball chips, and taro chips.

Although the business is still small and home-based, its contribution to the family's economy has been significant. "It was hard at first, but with this business, I can contribute a little to meeting the family's needs," she shared.

Like most small business owners, Rizki also faced various challenges. One of her main obstacles was limited capital and weak marketing. "Our production equipment remains very outdated, and expanding marketing is often difficult due to limited funds," explained Rizki.



memperluas pemasaran karena keterbatasan dana," jelas Rizki.

Namun, ia tidak menyerah begitu saja dan terus mencari peluang untuk mengembangkan usahanya. Seperti mengikuti berbagai kegiatan UMKM dan acara yang diselenggarakan dinas terkait.

Rizki juga menjadi anggota Kelompok Wanita Tani (KWT) dan komunitas UMKM di Kecamatan Gondanglegi untuk memperluas jaringan dan pemasaran produknya. "Saya belajar banyak dari berbagai pelatihan dan kegiatan yang diadakan. Itu menjadi salah satu cara saya untuk terus berinovasi dan mengembangkan usaha," katanya.

Pada tahun 2024, Rizki mendengar tentang Program YESS (Youth Entrepreneurship and Employment Support Services) yang diluncurkan di Kecamatan Gondanglegi. Program ini memberikan pelatihan dan dukungan kepada pengusaha muda di bidang pertanian dan pengolahan hasil pertanian. Rizki pun memutuskan untuk bergabung.

"Saya sangat antusias mengikuti Program YESS karena banyak sekali ilmu yang saya dapatkan untuk mengembangkan usaha saya," ungkap Rizki dengan penuh semangat.

However, she never gave up and sought opportunities to develop her business, such as participating in various activities for MSME owners and events organized by the local government.

Rizki also joined the Women Farmers Group (KWT) as a member and the MSME community in Gondanglegi Subdistrict, which helps expand her network and product marketing. "I learned a lot from the training and activities; it's one way for me to keep innovating and developing my business," she said.

In 2024, Rizki learned about the YESS (Youth Entrepreneurship and Employment Support Services) Program being implemented in Gondanglegi Subdistrict. The program offers training and support for young entrepreneurs in agriculture and agricultural processing. Rizki then decided to join.

"I am very excited to join the YESS program because it has given me a wealth of knowledge to grow my business," said Rizki with enthusiasm.

After participating in the YESS program, Rizki came to understand the importance of legal business aspects and maintaining financial records. "Through the training, I realized the importance of obtaining business permits and maintaining



Setelah bergabung dengan Program YESS, Rizki mulai memahami pentingnya aspek legalitas usaha dan pencatatan keuangan. "Dari pelatihan YESS, saya sadar pentingnya izin usaha dan bagaimana mencatat arus kas. Ini membantu saya melihat apakah usaha saya berjalan dengan baik atau tidak," ujarnya.

Ia juga belajar tentang pentingnya diversifikasi produk, memperbaiki desain kemasan agar lebih menarik, dan meningkatkan kualitas produknya untuk bersaing di pasar yang semakin kompetitif.

Salah satu hal yang paling berharga dari program ini adalah pemahaman tentang strategi pemasaran. Rizki mulai berani memasarkan produknya secara *online*, selain pemasaran secara konvensional di warung-warung sekitar. "Dengan memasarkan produk secara *online*, saya bisa menjangkau lebih banyak konsumen. Ini benar-benar membuka banyak peluang baru," katanya.

Hasilnya, produknya mulai dikenal lebih luas, dan permintaan pun meningkat. Namun, tantangan baru muncul, alat produksi yang ia gunakan masih manual dan sederhana, sehingga ia kesulitan

cash flow records. This helps me monitor whether my business is performing well," she said.

She also learned the importance of diversifying her products, enhancing packaging design to make them more appealing, and improving product quality to stay competitive in an increasingly challenging market.

One of the most valuable lessons from the program was gaining insights into marketing strategies. Rizki became more confident in promoting her products online, alongside traditional marketing in nearby stalls. "Through online marketing, I can reach more consumers, which has actually opened up many new opportunities," she claimed.

As a result, her products gained wider recognition, and demand increased. However, a new challenge has emerged: the manual and simple production equipment she uses makes it difficult to meet large orders.

To address this, Rizki has partnered with farmers in her village to ensure a stable supply of raw materials. This collaboration not only helps her business meet demand but also positively impacts local farmers.



memenuhi permintaan dalam jumlah besar.

Untuk mengatasi tantangan tersebut, Rizki mulai menjalin kemitraan dengan para petani di desanya untuk mendapatkan pasokan bahan baku yang stabil. Kolaborasi ini tidak hanya membantu usahanya dalam memenuhi permintaan, tetapi juga berdampak positif bagi petani setempat.

"Bahan baku keripik saya berasal dari petani sekitar. Ini jadi win-win solution, karena usaha saya berkembang dan mereka pun terbantu," jelasnya.

Selain itu, Rizki bekerja sama dengan berbagai toko dan warung di wilayah Kecamatan Gondanglegi, Bululawang, hingga Kepanjen untuk memperluas distribusi produknya. "Saya berharap, dengan adanya kemitraan ini, produk keripik saya bisa dikenal lebih luas lagi," ujarnya.

Di sisi lain, pemasaran melalui media *online* juga terus dilakukan untuk menjangkau konsumen yang lebih jauh. "Pemasaran *online* sangat membantu saya menjangkau konsumen di luar daerah. Meskipun alat produksi masih sederhana, saya terus berusaha untuk memenuhi permintaan," tambahnya.

Dengan strategi pemasaran yang lebih luas dan produksi yang terus

"The raw materials for my chips come from local farmers. It is a win-win situation: my business is growing, and they are benefiting as well," she explained.

In addition, Rizki collaborates with various local shops and retail outlets in the Gondanglegi, Bululawang, and Kepanjen Subdistricts to expand the distribution of her products. "I hope this partnership will help my chips gain wider recognition," she said.

At the same time, online marketing is continuously carried out to reach consumers in more distant areas. "Online marketing really helps me reach consumers beyond this area. Although the production equipment is still outdated, I keep trying to meet demand," she added.

With a broader marketing strategy and increasing production, Rizki's business is growing even more. She began to experience an increase in turnover from her chips, which are now marketed beyond Gondanglegi.

"Despite my outdated production equipment, I am glad that demand continues to increase," she said gratefully.

This success motivates Rizki to maintain product quality and expand her distribution networks. Collaboration with local farmers

meningkat, usaha Rizki semakin berkembang. Ia mulai merasakan peningkatan omset dari keripiknya yang kini tidak hanya dipasarkan di Gondanglegi, tetapi juga di kecamatan lain.

"Walaupun alat produksi saya masih terbatas, saya bersyukur permintaan terus meningkat," ujarnya penuh syukur.

Keberhasilan ini mendorong Rizki untuk terus mempertahankan kualitas produk dan memperluas jaringan distribusi. Kerja sama dengan petani lokal dan toko-toko di wilayah sekitarnya menjadi kunci keberlanjutan usahanya.

"Dengan terus menjaga kualitas dan memperluas kemitraan, saya berharap usaha ini bisa berkembang lebih besar lagi," tambahnya.

Keberhasilan Rizki dalam membangun usahanya dari nol menjadi inspirasi bagi banyak orang, terutama bagi para wirausaha muda. "Saya ingin berbagi semangat kepada mereka yang sedang merintis usaha. Jangan mudah menyerah, terus belajar, ikhtiar, dan berdoa," pesannya.

Baginya, kesuksesan tidak datang dalam semalam, melainkan melalui kerja keras, ketekunan, dan kemauan untuk terus belajar.

Melihat ke masa depan, Rizki berharap usahanya bisa berkembang lebih besar lagi dan memberikan dampak yang lebih luas bagi masyarakat di sekitarnya. "Saya ingin usaha ini tidak hanya bermanfaat bagi keluarga saya, tetapi juga bagi masyarakat sekitar, terutama petani-petani lokal," ujarnya.

Dengan semangat dan kerja keras, Rizki yakin usahanya akan terus berkembang dan mencapai kesuksesan yang lebih besar. "Saya percaya, dengan doa dan usaha yang tulus, kita bisa meraih apa yang kita impikan," tutupnya penuh keyakinan.



and shops in the surrounding areas remains key to the sustainability of her business.

"By consistently ensuring quality and building partnerships, I hope this business continues to grow," she added.

Rizki's success in building her business from the ground up serves as an inspiration to many, especially young entrepreneurs. "I want to share my enthusiasm with those just starting their journey. Don't give up easily—keep learning, experimenting, and praying," she remarked.

For her, success does not come overnight but through hard work, perseverance, and a willingness to keep learning.

Looking ahead, Rizki hopes her business can grow further and positively impact the surrounding community. "I want this business to not only benefit my family but also support the local community, especially local farmers," she shared.

With passion and hard work, Rizki is confident that her business will continue to grow and achieve greater success. "I believe that with sincere prayer and effort, we can achieve our dreams," she concluded confidently.

Omset Nendang, Rohmatul Adzim Budidaya Kentang

***Rohmatul Adzim Gains Astounding
Turnover from Potato Farming***

Oleh/By : Kurnia Larasati

Meskipun hanya lulusan SMP, Rohmatul Adzim telah membuktikan bahwa ia mampu menjadi seorang pengusaha yang sukses di bidang budidaya kentang di Dusun Jarak Ijo, Desa Ngadas, Kecamatan Poncokusumo. Usaha kentangnya kini menjadi sumber pendapatan yang cukup menjanjikan, dengan omset sekitar Rp 3 juta hingga Rp 4 juta per bulan, dan aset berupa lahan seluas kurang lebih 2 hektar.

Rohmatul memulai usaha budidaya kentang dengan lahan seadanya. "Saat itu, saya hanya punya sedikit lahan dan modal terbatas. Tapi saya yakin, dengan ketekunan dan kerja keras, usaha ini bisa berkembang," kenangnya.

Budidaya kentang memiliki potensi besar di Desa Ngadas karena kondisi geografis yang mendukung, dengan tanah yang subur dan ketinggian yang ideal. Melihat peluang ini, Rohmatul memutuskan untuk fokus pada usaha ini meski dengan risiko yang ada.

"Usaha budidaya kentang memiliki risiko yang lebih rendah karena meskipun harga pasar turun, saya masih bisa menjual dalam jumlah besar dengan harga lebih rendah, tetapi tetap menguntungkan,"

As a mere junior high school graduate, Rohmatul Adzim has proven himself capable of becoming a successful entrepreneur in potato farming. Based in Jarak Ijo Subvillage, Ngadas Village, Poncokusumo Subdistrict, his potato farming business has become a promising source of income. He now earns a monthly turnover of approximately Rp3 million to Rp4 million and owns around 2 hectares of farmland.

Rohmatul began his venture by utilizing the available land. "At that time, I only had a small plot of land and limited capital. But I was confident that with perseverance and hard work, the business could grow," he recalled.

Potato farming has great potential in Ngadas Village due to its supportive geographical conditions, such as fertile soil and an ideal altitude. Seeing this opportunity, Rohmatul decided to focus on this business despite the risks involved.

"Potato farming has a lower risk because even if the market price drops, I can still sell in large quantities at a lower price and still make a

ujarnya. Strategi ini memungkinkan Rohmatul bertahan di tengah fluktuasi harga pasar dan memperluas skala tanamannya.

Meski banyak tantangan, ia tak pernah patah semangat. Perlahan tapi pasti, usahanya mulai berkembang. Keuletannya dalam mengelola lahan dan terus belajar cara budidaya yang lebih baik, membawa hasil yang signifikan bagi perkembangan usaha kentangnya.

Salah satu tantangan terbesar dalam budidaya kentang adalah perubahan iklim dan serangan hama. Perubahan iklim yang tidak menentu sering kali memicu pertumbuhan hama dan penyakit pada tanaman kentangnya. "Serangan hama dan penyakit akibat perubahan iklim membuat hasil panen saya sering terancam," kata pemuda kelahiran Malang 9 November 1999 ini.

Tantangan ini menjadi hambatan utama dalam mengembangkan usahanya. Namun, ia tidak menyerah begitu saja. Pada tahun 2021, ia diperkenalkan dengan Program YESS (Youth Entrepreneurship and Employment Support Services) oleh salah satu *mobilizer* yang datang berkunjung ke desanya.

profit," he said. This strategy allowed Rohmatul to weather market price fluctuations and expand the scale of his crops.

Despite numerous challenges, he never gave up. Slowly but surely, his business began to grow. His tenacity in managing the land and continuously learning better cultivation methods yielded significant results for the development of his potato business.

One of the biggest challenges in potato farming is climate change and pest infestations. Unpredictable climate shifts often trigger the growth of pests and diseases in his potatoes. "Pests and diseases caused by climate change often threaten my harvest," said the young man, born in Malang on November 9, 1999.

This challenge became the main obstacle to developing his business. However, he did not give up easily. In 2021, he was introduced to the YESS (Youth Entrepreneurship and Employment Support Services) Program by one of the mobilizers who visited his village.



Melalui program tersebut, Rohmatul mendapatkan pelatihan yang memberinya banyak informasi dan strategi untuk menghadapi tantangan yang ada. "Pelatihan dari Program YESS sangat membantu saya memahami cara mengatasi serangan hama dan perubahan iklim yang mengancam tanaman saya," ungkapnya.

Selain itu, ia juga mendapatkan relasi yang lebih luas dan mengetahui tentang Hibah Kompetitif yang dapat digunakan untuk pengembangan usahanya.

Dukungan Program YESS tidak hanya memberikan pelatihan, tetapi juga membuka kesempatan bagi Rohmatul untuk mengajukan hibah kompetitif. Pada tahun 2023, Rohmatul berkesempatan mengajukan dana hibah kompetitif klaster.

"Jika hibah ini berhasil saya dapatkan, saya berencana menggunakan dana tersebut untuk memperluas usaha budidaya kentang dan membentuk klaster komoditas kentang di Desa Ngadas," jelas Rohmatul.

Ia berencana melibatkan lebih banyak penerima manfaat di desanya untuk mengembangkan potensi kentang sebagai komoditas unggulan. "Saya ingin usaha ini tidak hanya membantu saya, tetapi juga membuka peluang bagi petani lain di Desa Ngadas," tambahnya.

Melalui program ini, ia berharap bisa memperluas skala usahanya sekaligus membantu meningkatkan taraf hidup masyarakat sekitar.

Sukses Rohmatul tidak lepas dari kolaborasi yang ia bangun dengan berbagai pihak. Ia bekerja sama dengan para pengepul untuk memasarkan hasil panennya, serta bergabung dengan kelompok tani di Kecamatan Poncokusumo.

Melalui kelompok tani ini, Rohmatul bisa mendapatkan bantuan dari penyuluh pertanian yang membantunya dalam perawatan tanaman kentang. "Bergabung dengan kelompok tani membantu

Through the program, Rohmatul received training that provided him with a lot of information and strategies to face existing challenges. "The training from the YESS Program really helped me understand how to address pest attacks and climate change, which threaten my plants," he said.

In addition, he could expand his network and learn about competitive grants that would be useful to develop his business.

The support from the YESS program has not only provided training but has also opened up opportunities for Rohmatul to apply for competitive grants. In 2023, Rohmatul had the opportunity to apply for a cluster competitive grant.

"If I succeed in getting this grant, I plan to use the fund to expand my potato farming business and form a potato commodity cluster in Ngadas Village," he shared. He plans to involve more beneficiaries in his village to maximize the potential of potatoes as a leading commodity. "I want this business to not only help me but also open up opportunities for other farmers in Ngadas Village," he added.

Through this program, he hopes to expand the scale of his business while helping to improve the standard of living of the surrounding community.

Rohmatul's success is closely tied to the collaboration he has built with multiple parties. He works with middlemen to market his harvest and joins a farmer group in Poncokusumo Subdistrict.

Through this group, Rohmatul can receive assistance from agricultural extension workers who help him care for his potatoes.

"Joining a farmer group helps me connect with extension workers who are experts in plant nutrition and plant health treatments. This is



saya terhubung dengan para penyuluh yang ahli dalam nutrisi dan obat-obatan tanaman. Ini sangat penting untuk meminimalisir kerusakan akibat hama dan penyakit,” ungkapnya.

Kerja sama ini sangat penting, terutama dalam menjaga kualitas hasil panen dan meningkatkan produktivitas. Dengan dukungan dari para ahli, Rohmatul dapat memastikan bahwa tanaman kentangnya tetap sehat meski menghadapi tantangan lingkungan.

Untuk menjaga keberlanjutan usahanya, Rohmatul tidak hanya fokus pada budidaya kentang, tetapi juga mulai merambah ke pembibitan tanaman kentang melalui penangkaran. Ia berencana mengembangkan penangkaran bibit kentang agar para petani di desanya bisa menghasilkan bibit sendiri, mengurangi ketergantungan pada pasokan luar.

Selain itu, ia juga memberdayakan ibu-ibu PKK di Desa Ngadas untuk memproduksi keripik kentang, menjadikannya sebagai produk olahan unggulan dari budidaya kentangnya. “Saya ingin usaha ini bisa berkembang, tidak hanya di bidang budidaya, tapi juga di pengolahan hasil pertanian. Ini akan membuka lebih banyak peluang kerja bagi masyarakat di sini,” katanya.

crucial in minimizing damage from pests and diseases,” he said.

This collaboration is very important, especially in maintaining the quality of the harvest and increasing productivity. With the support of experts, Rohmatul can ensure that his potatoes remain healthy despite environmental challenges.

To maintain the sustainability of his business, Rohmatul not only focuses on potato cultivation but has also started expanding into potato breeding. He plans to expand potato seed cultivation so that farmers in her village can produce their own seeds, reducing reliance on external supplies.

Additionally, he empowers members of PKK in Ngadas Village to produce potato chips, turning his potato cultivation into a leading processed product. “I want this business to grow, not just in farming but also in agricultural product processing. This expansion will create more job opportunities and benefit the local community,” he said.



Dengan kerja keras dan ketekunan, Rohmatul kini bisa menikmati hasil dari usahanya. Ia telah mampu mencukupi kebutuhan sehari-hari keluarganya, sekaligus memperbesar skala usahanya. "Saya sangat bersyukur usaha ini bisa berkembang dan memberikan manfaat, tidak hanya untuk saya, tapi juga untuk masyarakat di sekitar," ucapnya.

Selain itu, ia juga berhasil memberdayakan masyarakat di desanya, terutama teman-temannya yang belum memiliki pekerjaan tetap.

"Saya berharap cerita saya bisa menginspirasi petani muda lainnya untuk tidak takut mencoba dan terus belajar, meskipun dengan keterbatasan yang ada," katanya.

Ke depan, Rohmatul bercita-cita untuk memperluas dampak positif usahanya dengan mengembangkan klaster komoditas kentang di Desa Ngadas, serta melibatkan lebih banyak masyarakat dalam usaha olahan kentang.

"Saya ingin usaha ini memberikan manfaat yang lebih luas, tidak hanya bagisaya,tetapijuga bagimasyarakat di desa ini. Dengan begitu, kami bisa menciptakan lapangan kerja dan meningkatkan taraf hidup bersama," harapnya dengan semangat.

Through hard work and perseverance, Rohmatul is now reaping the rewards of her efforts. He has successfully met her family's daily needs while expanding her business operations. "I am deeply grateful that this business has grown and brought benefits not only to me but also to the community around me," she expressed.

He has also successfully empowered his fellow villagers, particularly his peers who were previously without stable employment.

"I hope my story inspires other young farmers to take risks and keep learning despite any limitations," he said.

Looking ahead, Rohmatul dreams of expanding the positive impact of her business by developing a potato commodity cluster in Ngadas Village and involving more community members in the potato processing business.

"I want this business to have a bigger impact, not just for me, but for everyone in the village. That way, we can create more jobs and raise the quality of life together," he said with enthusiasm.

Kambing Kopi, Inspirasi Rudi di Lereng Kawi

***Goats and Coffee Become Rudi's
Inspiration on the Slopes of Mount Kawi***

Oleh/By : Roni Wahyu Widodo

Rudianto, atau akrab disapa Rudi, adalah seorang peternak kambing asal Dusun Kampung Baru, Desa Wonosari, Kecamatan Wonosari. Sejak 2017, Rudi memulai perjalanan beternaknya dengan hanya tiga ekor kambing, namun berkat ketekunan dan keuletannya saat ini ia telah berhasil mengembangkan usahanya hingga memiliki 12 ekor kambing.

Wonosari sendiri merupakan daerah penghasil kopi yang terletak di lereng Gunung Kawi, di mana penduduk setempat memiliki semangat tinggi dalam memanfaatkan lahan untuk menanam pakan ternak.

"Saya melihat peluang besar dari dua komoditas ini. Kotoran kambing bisa saya manfaatkan sebagai pupuk organik untuk tanam kopi, sementara kulit kopi dapat saya jadikan pakan untuk kambing. Ini seperti simbiosis yang saling menguntungkan" ujarnya.

Beternak kambing bukanlah usaha yang tanpa tantangan. Salah satu masalah terbesar yang dihadapi Rudi adalah kurangnya ketersediaan pakan hijauan terutama saat musim kemarau. Selain itu, kematian anakan kambing (*cempe*) yang rentan juga menjadi salah satu kendala serius. "Di musim kemarau, mencari pakan

Rudianto, commonly known as Rudi, is a goat farmer from Kampung Baru Subvillage, Wonosari Village, Wonosari Subdistrict. In 2017, Rudi started his farming journey with just three goats. However, thanks to his persistence and hard work, he has successfully grown his business and now owns 12 goats.

Wonosari is a coffee-producing area located on the slopes of Mount Kawi, where the local community has a strong spirit for utilizing the land to grow livestock feed.

"I see a great opportunity in these two commodities. Goat manure can be used as organic fertilizer for coffee plants, while coffee husks can be turned into feed for the goats. It's like a mutually beneficial symbiosis," he said.

Raising goats is not without its challenges. One of the biggest problems Rudi faces is the limited availability of green fodders, especially during the dry season. Additionally, the mortality rate of young goats (*cempe*), which are especially vulnerable, also poses a serious issue. "During the dry season, finding green fodders is very difficult," Rudi said.

hijauan sangat sulit," kata Rudi.

Namun, yang tak kalah menantang adalah fluktuasi harga kambing di pasaran. "Harga kambing itu sering kali tak menentu, kadang peternak bingung harus menjual dengan harga berapa. Ini tantangan tersendiri buat kami untuk terus bertahan," ungkapnya.

Kendati demikian, Rudi tetap optimis menghadapi berbagai rintangan tersebut. "Kalau mau maju, ya harus terus berusaha. Tidak boleh menyerah," tegasnya.

Rudi merasa usahanya mendapatkan angin segar setelah bergabung dengan Program YESS (Youth Entrepreneur and Employment Support Services). Program ini memberikan berbagai pelatihan seperti manajemen bisnis, literasi keuangan, hingga penyusunan proposal bisnis. "Saya banyak belajar dari YESS, tidak hanya soal beternak, tapi bagaimana mengelola bisnis dengan benar," kata Rudi.

Program YESS juga membuka pintu bagi Rudi untuk membangun relasi dengan petani muda lainnya. "Lewat YESS, saya jadi punya banyak teman baru yang sama-sama sedang merintis usaha. Kami sering berbagi pengalaman dan ilmu. Ini sangat membantu," tambahnya.

Dalam upaya mengatasi kelangkaan pakan saat musim kemarau, Rudi mulai mengembangkan

Another challenge Rudi faces is the fluctuation in goat prices in the market. "Goat prices are often unpredictable, and sometimes farmers are left unsure of what price to sell at. This is a challenge for us to keep going," he explained.

Despite the challenges, Rudi remains optimistic. "If you want to move forward, you have to keep working hard. You can't give up," he emphasized.

Rudi felt a boost in his business after joining the YESS (Youth Entrepreneur and Employment Support Services) Program. The program offered various training, including business management, financial literacy, and business proposal preparation. "I have learned a lot from YESS, not only about livestock farming but also about how to manage a business properly," said Rudi.

The YESS program also opened doors for Rudi to build connections with other young farmers. "Through YESS, I have made many new friends who are also starting their own businesses. We often share experiences and knowledge. This has been really helpful," he added.

In an effort to address the shortage of feed during the dry season, Rudi began developing an innovative livestock feed called silage, which is fermented green





inovasi pakan ternak berupa silase, yaitu pakan hijauan yang difermentasi. "Saya ingin membuat silase supaya kambing-kambing tetap mendapatkan nutrisi yang cukup meski di musim kemarau. Memang masih dalam tahap belajar, tapi saya yakin ini akan membantu usaha saya," ujarnya.

Selain itu, Rudi juga mencoba menggunakan pakan fermentasi untuk meningkatkan nutrisi bagi ternaknya. Meskipun belum sepenuhnya yakin dengan teknik ini, ia bertekad untuk terus belajar dan mencari ilmu agar bisa mengoptimalkan produksi pakan.

Untuk urusan pemasaran, Rudi tidak berjalan sendiri. Ia menjalin kerjasama dengan blantik (pengumpul) dan juga langsung menjual kambingnya ke pasar kambing. Selain itu, segmen pasar yang paling menguntungkan adalah saat hari raya kurban dan acara akikah.

"Ketika Idul Adha, permintaan kambing sangat tinggi, dan ini adalah momen yang sangat dinantikan oleh para peternak," jelasnya.

Salah satu dampak positif dari usaha beternak kambing yang dijalani Rudi adalah pengelolaan limbah yang berkelanjutan. Kotoran kambing yang dulu dianggap sebagai limbah, kini ia manfaatkan sebagai pupuk organik untuk tanaman kopi.

"Ini lebih baik untuk tanah dan lingkungan karena kita tidak perlu menggunakan pupuk kimia yang

fodder. "I want to make silage so that the goats can still get enough nutrition even during the dry season. It's still a learning process, but I'm confident it will help my business," he said.

Additionally, Rudi has also started using fermented feed to improve the nutrition of his livestock. Although he is not yet fully confident in this technique, he is determined to keep learning and seeking knowledge to optimize feed production.

For marketing, Rudi does not work alone. He collaborates with middlemen and also sells his goats directly to the goat market. The most profitable market segment is during the Eid al-Adha (Qurban) and Aqiqah events.

"During Eid al-Adha, the demand for goats surges, and this period is highly anticipated by farmers," he explained.

One of the positive impacts of Rudi's goat farming business is sustainable waste management. Goat manure, once considered waste, is now utilized as organic fertilizer for coffee plants.

"This is better for the soil and the environment because we don't need to use chemical fertilizers that could damage the soil in the long term," he explained.

In addition to contributing to environmental sustainability, this

bisa merusak tanah dalam jangka panjang," tuturnya.

Selain berkontribusi pada kelestarian lingkungan, inovasi ini juga menjadi bagian dari strategi keberlanjutan usaha Rudi. Dengan memanfaatkan limbah kambing sebagai pupuk, ia dapat mengurangi biaya produksi dan meningkatkan hasil panen kopi.

Pertumbuhan Usaha dan Capaian

Sejak mengikuti Program YESS, aset usaha peternakan Rudi telah meningkat secara signifikan. Sebelum bergabung dengan program ini, modal awalnya hanya sebesar Rp 8 juta. Namun, setelah menerima pelatihan dan dukungan dari YESS, nilai asetnya kini melonjak menjadi sekitar Rp 20 juta.

"Program YESS benar-benar memberikan saya banyak manfaat, baik dari segi pengetahuan maupun relasi. Selain itu, saya juga bisa bertukar ilmu dengan sesama peserta, yang membantu mempercepat perkembangan usaha saya," ungkap Rudi dengan penuh syukur.

Rudi berharap usahanya tidak hanya memberikan manfaat bagi dirinya sendiri, tetapi juga bagi masyarakat di sekitarnya. Ia bertekad untuk terus mengembangkan usaha peternakannya dan memperluas lahan pakan untuk mengatasi kelangkaan saat musim kemarau.

Selain itu, Rudi bercita-cita untuk membuka lapangan kerja bagi generasi muda di desanya. "Saya berharap para millennial bisa menciptakan lapangan kerja sendiri, tidak hanya tergantung pada perusahaan atau instansi pemerintah," ujarnya.

Ia yakin bahwa dengan dukungan dan motivasi dari Program YESS, generasi muda bisa lebih tertarik untuk terjun ke dunia pertanian dan peternakan. "Saya ingin menunjukkan bahwa beternak itu keren. Dengan inovasi dan kerja keras, siapa pun bisa sukses di bidang ini," ungkapnya.

innovation is also part of Rudi's business sustainability strategy. By using goat manure as fertilizer, he is able to reduce production costs and improve coffee harvest yields.

Business Growth and Achievements

Since joining the YESS Program, Rudi's livestock business assets have increased significantly. Before joining the program, his initial capital amounted to only IDR8 million. However, after receiving training and support from YESS, the value of his assets has now surged to around IDR20 million.

"The YESS program has truly provided me with numerous benefits, both in terms of knowledge and connections. Additionally, I've been able to exchange ideas with fellow participants, which has helped accelerate the growth of my business," Rudi shared gratefully.

Rudi hopes that his business will not only benefit him but also the community around him. He is determined to continue growing his livestock business and expand his feed supply to address shortages during the dry season.

Furthermore, Rudi aspires to create employment opportunities for the younger generation in his village. "I hope millennials can generate their own jobs, rather than relying solely on companies or government agencies," he stated.

He believes that with the support and motivation provided by the YESS Program, the younger generation can be encouraged to pursue careers in agriculture and livestock farming. "I want to demonstrate that livestock farming is a viable and rewarding endeavour. With innovation and commitment, anyone can achieve success in this field," he remarked.

Kandang Ayam, Pabrik Baru Sri Rahayu

Chicken Coop Becomes Sri Rahayu's New Factory

Oleh/By : Naufal Wahyuaji Hibatullah

Dorongan kuat untuk berdiri di kaki sendiri mendorong Sri Rahayu dan suaminya untuk membangun sebuah usaha. Karena itu, Sri memutuskan meninggalkan pekerjaannya di sebuah perusahaan rokok, yang telah digelutinya sejak tahun 2004 hingga 2018, dan menjadi peternak ayam kampung.

Keputusan ini bukanlah hal yang mudah, tetapi Sri percaya bahwa budidaya ayam lokal adalah langkah yang tepat untuk meraih impian mereka. "Kami ingin berdiri di kaki sendiri, tidak lagi tergantung pada pekerjaan sebagai karyawan," kata Sri dengan penuh semangat.

Dengan modal awal 100 ekor ayam dan kandang sederhana di belakang rumah, mereka mulai mengembangkan usaha pada tahun 2019.

Dalam menjalankan usahanya, peternak asal Desa Wonokerso, Kecamatan Pakisaji ini banyak menghadapi tantangan. Tanpa pengalaman sebelumnya dalam pengelolaan ayam, mereka belajar secara otodidak melalui platform YouTube.

Proses *trial and error* menjadi bagian dari perjalanan mereka, mulai

Fueled by a desire for independence, Sri Rahayu and her husband decided to start their own business. After resigning from her job at the cigarette company, where she had worked from 2004 to 2018, Sri ventured into free-range chicken farming.

This decision was not easy, but Sri was confident that raising local chickens was the right path to achieve their dreams. "We want to be independent and not rely on being employees anymore," Sri shared with determination.

With an initial investment of 100 chickens and a modest coop behind their house, they began developing their business in 2019.

In operating their business, the livestock farmers from Wonokerso Village, Pakisaji Subdistrict, faced numerous challenges. With no prior experience in poultry management, they taught themselves through YouTube tutorials.

The process of trial and error became an integral part of their journey, from marketing strategies to poultry care. With unwavering determination, Sri enthusiastically marketed their products to

dari pemasaran hingga perawatan ayam. Sri yang penuh semangat berusaha memasarkan produknya kepada tetangga, kerabat, dan di pasar terdekat.

"Awalnya kami hanya belajar dari video, mencoba berbagai cara, dan terus beradaptasi," ungkap Sri. Dia dan suaminya berfokus pada pemasaran hasil panen ayam mereka. Dengan ketekunan, mereka mengembangkan strategi pemasaran yang lebih efektif untuk menarik minat pelanggan.

Seiring berjalannya waktu, Sri mendengar tentang Program YESS yang menawarkan pelatihan bagi para peternak. Tertarik dengan peluang ini, Sri mengikuti pelatihan dasar dan kursus literasi keuangan. Ini menjadi titik balik bagi usahanya.

"Pelatihan ini memberikan saya banyak pengetahuan tentang manajemen usaha dan pencatatan keuangan," ujar Sri. Dengan pemahaman yang lebih baik tentang pengelolaan usaha, Sri merasa lebih percaya diri dalam mengembangkan budidaya ayamnya. Ia belajar pentingnya pencatatan keuangan dan cara memasarkan produk dengan lebih baik.

Dari belajar otodidak, Sri kini menjadi lebih inovatif. Dia yang awalnya hanya menjual ayam hidup di pasar terdekat mulai memperluas pasarnya. Dengan pengalaman yang didapat, ia kini mampu menyuplai ayam ke rumah makan dan supermarket. Usahnya semakin melesat, dan ia berhasil membangun jaringan pelanggan tetap, termasuk warung makan, restoran, dan tukang sayur.

"Kini, saya merasa bangga bisa menjadi supplier daging ayam yang dibutuhkan banyak orang," katanya. Melalui pemasaran yang lebih terencana, Sri tidak hanya meningkatkan penjualannya, tetapi juga menciptakan lapangan pekerjaan bagi masyarakat sekitar.

Kesuksesan Sri tidak terlepas dari kolaborasi yang dibangunnya.

neighbors, relatives, and nearby markets.

"At first, we only learned through videos, experimenting with different methods, and continuously adapting," Sri explained. She and her husband concentrated on marketing their poultry products. Through persistence, they developed more effective marketing strategies to attract customers.

Over time, Sri learned about the YESS Program, which offers training for livestock farmers. Motivated by this opportunity, she participated in foundational training and financial literacy courses. This marked a turning point for her business.

"This training provided me with extensive knowledge on business management and financial record-keeping," Sri explained. With a deeper understanding of business operations, she gained greater confidence in expanding her poultry farming. She learned the importance of maintaining financial records and strategies for effectively marketing her products.

Since becoming self-taught, Sri has now embraced a more innovative approach. Initially selling live chickens only at the local market, she gradually expanded her market reach. Drawing from her growing experience, she now supplies chickens to restaurants and supermarkets. Her business has flourished, and she has successfully built a network of loyal customers, including food stalls, restaurants, and vegetable vendors.

"Now, I take pride in being a supplier of chicken meat that many people rely on," Sri remarked. Through strategic marketing, she has not only boosted her sales but also created job opportunities for her local community.

Sri's success is closely tied to the collaborations she has nurtured. Through persistent marketing

Dengan pemasaran yang gencar, Sri kini memiliki pelanggan tetap setiap minggu. Hal ini menunjukkan bahwa usaha kerasnya membuahkan hasil.

"Saya merasa senang bisa membantu orang lain dengan menciptakan lapangan pekerjaan," tambahnya. Keberhasilan usahanya bahkan menarik perhatian tenaga pendidik, termasuk dosen peternakan dari Universitas Brawijaya. Mereka melihat usaha Sri sebagai tempat penelitian dan percontohan bagi mahasiswa.

Sri dan suaminya telah mencapai kemandirian finansial berkat prinsip berdikari yang mereka anut. Usahanya kini tidak hanya memberikan manfaat bagi keluarganya, tetapi juga bagi masyarakat sekitar. Dengan menciptakan lapangan pekerjaan, Sri berkontribusi positif terhadap lingkungan di sekitarnya.

"Saya ingin menunjukkan kepada orang lain bahwa menjadi peternak itu bisa sukses," tegas Sri. Semangatnya untuk membantu dan berbagi pengetahuan dengan orang lain sangat menginspirasi.

Berkat pelatihan dan pendampingan dari Program YESS, omset yang diperoleh Sri kini mencapai Rp 6 hingga 7 juta setiap bulan. Dari yang awalnya hanya mampu menjual 100-200 ekor ayam per panen, kini Sri mampu menjual 800-1.000 ekor dalam satu bulan.

"Rasa puas saat melihat usaha saya berkembang sangat membahagiakan. Ini semua berkat kerja keras dan semangat untuk terus belajar," ujar Sri.

Kesuksesannya tidak hanya terukur dari angka, tetapi juga dari pengalaman dan pelajaran berharga yang didapat sepanjang perjalanan.

Sri meyakini bahwa kegagalan adalah bagian dari proses menuju kesuksesan. "Kegagalan adalah salah satu kunci menuju kesuksesan," kata Sri.

Ia belajar dari setiap tantangan yang dihadapi dan terus berupaya



efforts, she has established a loyal customer base that places weekly orders. This achievement reflects the tangible results of her hard work.

"I am pleased to be able to help others by creating employment opportunities," she added. Her business success has even drawn the interest of academics, including lecturers from the Animal Husbandry Department at Universitas Brawijaya. They now consider Sri's business a valuable site for student research and practical learning.



memperbaiki diri. Dengan semangat untuk belajar dan berkembang, Sri Rahayu menjadi contoh bagi generasi muda bahwa menjadi petani sukses tidaklah sulit jika diiringi dengan tekad dan usaha yang keras.

Dengan harapan untuk terus berkembang dan berinovasi, Sri bertekad untuk mengajak lebih banyak orang untuk bergabung dalam dunia peternakan. "Saya ingin memberikan inspirasi kepada petani muda lainnya bahwa mereka juga bisa sukses jika mau berusaha," ujarnya tersenyum

Sri and her husband have achieved financial independence by adhering to the principle of self-reliance. Their business now benefits not only their family but also the local community. By creating job opportunities, Sri makes a meaningful contribution to the well-being of those around her.

"I want to show others that being a farmer can lead to success," Sri affirmed. Her passion for helping and sharing knowledge with others is truly inspiring.

As a result of the training and support from the YESS Program, Sri's business now generates a monthly revenue of IDR6 to 7 million. What started as selling 100 to 200 chickens per harvest has grown to 800 to 1,000 chickens sold each month.

"The sense of fulfillment from seeing my business grow is incredibly gratifying. This achievement is the result of hard work and a constant desire to learn," Sri explained.

Her success is not only measured by numbers but also by the valuable experiences and lessons learned throughout the journey.

Sri believes that failure is an integral part of the journey towards success. "Failure is one of the keys to success," she said.

She learned from every challenge she faced and continuously strived to improve herself. With a strong desire to learn and grow, Sri Rahayu serves as an example to the younger generation that becoming a successful farmer is not difficult when coupled with determination and hard work.

With the hope of continued growth and innovation, Sri is determined to encourage more people to join the world of farming. "I want to inspire other young farmers that they too can succeed if they are willing to put in the effort," she said with a smile.

Melon, Jerih Payah Sulistiono Berbuah Manis

Sulistiono's Melon Cultivation Reaps Sweet Rewards

Oleh/By : Erico Bernaldy Ardyansyah

Siapa sangka, seorang pemuda lulusan SMA seperti Sulistiono bisa menjadi pengusaha sukses yang menginspirasi banyak anak muda. Berawal dari modal nekat, ia meninggalkan usaha beternak ayam petelur, dan beralih ke budidaya melon yang menurutnya lebih menantang. "Saya percaya, keberanian untuk memulai adalah kunci kesuksesan," ujarnya dengan penuh semangat.

Namun, perjalanan Sulistiono tidak semudah yang dibayangkan. Tantangan terbesar yang dihadapi Sulistiono berasal dari dalam dirinya sendiri yaitu keraguan dan kurangnya motivasi. "Kadang, saya merasa ragu. Tapi, saya terus mencoba dan tidak menyerah," tambahnya.

Setelah mengenal Program YESS melalui ketua kelompok tani di desanya, ia mengambil langkah berani untuk bergabung. "Saya berharap program ini bisa menjadi sumber semangat dan relasi baru untuk menggeluti wirausaha di bidang pertanian," ungkapnya.

Mengikuti tiga pelatihan dari Program YESS yaitu motivasi bisnis, manajemen bisnis, dan literasi

It's hard to believe that a young man like Sulistiono, a senior high school graduate, could become a successful entrepreneur who inspires many young people. Starting with nothing but courage, he left his chicken farming business behind and switched to melon cultivation, which he found more challenging. "I believe that the courage to start is the key to success," he said passionately.

However, Sulistiono's journey was not as easy as it may seem. The biggest challenge he faced came from within himself—self-doubt and a lack of motivation. "At times, I felt uncertain. But I kept trying and never gave up," he added.

After learning about the YESS Program through the head of the farmer group in his village, he took the bold step of joining. "I hope this program will serve as a source of motivation and new connections to pursue entrepreneurship in agriculture," he said.

Participating in three training sessions from the YESS Program—business motivation, business management, and financial literacy—provided Sulistiono with a wealth of new knowledge. "YESS motivated me

keuangan memberikan Sulistiono banyak ilmu baru. "YESS memotivasi saya untuk terus fokus di bidang usaha pertanian," katanya.

Kepercayaan dirinya meningkat berkat relasi yang diperoleh melalui program ini, baik dari sesama peserta maupun dari fasilitator dan *mobilizer*. "Jaringan bisnis yang saya bangun sangat berharga," tambahnya.

Salah satu langkah berani Sulistiono adalah menginvestasikan hasil pertama dari budidaya melon untuk membeli bahan baku pembuatan *greenhouse*. Ia belajar tentang pembuatan *greenhouse* dari pamannya dengan tekun. "Setiap langkah yang saya ambil adalah hasil dari pelajaran yang saya dapatkan," ujarnya.

Dengan keberanian berinovasi, ia kini mengembangkan sistem pengairan otomatis menggunakan pompa air dengan timer. "Ini meningkatkan produktivitas dan efisiensi di *greenhouse* saya," terangnya.

Keberhasilan Sulistiono berkat relasi yang dibangunnya. Ia berkenalan dengan seorang pengusaha asal Blitar yang memintanya untuk memasok melon ke wilayahnya. Kini, Sulistiono menjadi mitra salah satu perusahaan besar di Blitar yang memasok melon ke seluruh Indonesia. "Kolaborasi ini membuka banyak peluang baru untuk saya," kata Sulistiono.

Setelah bangkit dan mencoba peruntungan di budidaya melon, Sulistiono berkomitmen untuk terus berinovasi. Ia juga mengajak pemuda di daerahnya untuk mengikuti jejaknya atau berkolaborasi dengannya. "Saya ingin mereka tahu bahwa dunia pertanian bisa jadi menguntungkan dan menarik," tegasnya.

Selain itu, ia memperhatikan lingkungan dengan membeli

to stay focused on the agricultural business," he said.

His confidence grew through the relationships he built within the program, both with fellow participants and with facilitators and mobilizers. "The business network I have built is invaluable," he shared.

One of Sulistiono's bold steps was investing his first earnings from melon cultivation to purchase materials for building a greenhouse. He diligently learned about greenhouse construction from his uncle. "Every step I take is the result of the lessons I have learned," he said.

Through his innovative approach, he has developed an automatic irrigation system using a water pump with a timer. "This has boosted productivity and efficiency in my greenhouse," he explained.

Sulistiono's success is a result of the relationships he has built. He met an entrepreneur from Blitar who asked him to supply melons to the area. Now, Sulistiono has become a partner with a major company in Blitar, supplying melons across Indonesia. "This collaboration has opened many new opportunities for me," said Sulistiono.

After rising and venturing into melon cultivation, Sulistiono is committed to continuous innovation. He also encourages the youth in his area to follow in his footsteps or collaborate with him. "I want them to know that the agricultural sector can be both profitable and fascinating," he emphasized.

In addition, he pays attention to the environment by purchasing animal manure from local farmers to be used as organic fertilizer in his greenhouse. "We must contribute to the surrounding environment," he said.

Since Sulistiono saw the opportunity in melon cultivation, his business has continued to grow, both in terms of revenue and assets.

kotoran hewan dari peternak lokal untuk dijadikan pupuk organik di *greenhouse*-nya. "Kami harus berkontribusi pada lingkungan sekitar," ujarnya.

Sejak Sulistiono melihat peluang dalam budidaya melon, usahanya terus berkembang, baik dari segi omset maupun aset. Saat ini, ia memiliki 30 *greenhouse* yang ditanami berbagai jenis melon, seperti Sakata, Rangipo, Intanon, dan Sweetnet.

Setelah mengikuti Program YESS, Sulistiono menjadi sorotan di kalangan petani muda di Kecamatan Donomulyo. Banyak penerima manfaat Program YESS yang ingin belajar darinya. "Saya senang bisa berbagi ilmu dengan teman-teman petani lainnya," ungkapnya.

Sulistiono ingin mematahkan stigma negatif mengenai pertanian, khususnya di kalangan anak muda. "Pertanian itu kotor dan kurang menguntungkan? Itu mitos!" tegasnya. Ia bertekad untuk mengajarkan ilmunya kepada wirausahawan muda yang tertarik berbudidaya melon.

Saat ini, ia mempekerjakan sekitar 50 orang, sebagian besar adalah anak muda dari daerahnya. "Saya ingin mereka tahu bahwa dengan ketekunan dan tekad yang kuat, kesuksesan bukanlah hal yang mustahil," tutupnya.

Dengan segala pencapaiannya, Sulistiono bukan hanya menjadi contoh sukses, tetapi juga sumber inspirasi bagi banyak orang, terutama generasi muda. "Jika saya bisa, Anda juga pasti bisa!" adalah kalimat yang sering ia ucapkan kepada mereka yang ragu untuk memulai usaha di bidang pertanian. Dan dengan semangat itu, ia terus berusaha memajukan pertanian di daerahnya.



Currently, he owns 30 greenhouses planted with various types of melon, including Sakata, Rangipo, Intanon, and Sweetnet.

After joining the YESS Program, Sulistiono became a prominent figure among young farmers in Donomulyo Subdistrict. Many YESS beneficiaries are eager to learn from him. "I'm happy to be able to share knowledge with other farmers," he said.

Sulistiono aims to break the negative stigma surrounding agriculture, especially among young people. "Agriculture is dirty and unprofitable? That's a myth!" he firmly stated. He is determined to share his knowledge with young entrepreneurs interested in melon cultivation.

Currently, he employs around 50 people, most of whom are young people from his area. "I want them to know that with perseverance and strong determination, success is not impossible," he concluded.

With all of his achievements, Sulistiono has become not only a successful role model but also a source of inspiration for many, especially the younger generation. "If I can do it, you can definitely do it too!" is a phrase he often shares with those hesitant to start a business in the agricultural sector. Driven by that spirit, he continues to work tirelessly to advance agriculture in his community.

Beternak Kambing, Dunia Baru Suprihati

How Goat Farming Became Suprihati's Whole New World

Oleh/By : Heni Rahmawati



Suprihati Dwi Astuti lahir dari keluarga petani tradisional yang mengandalkan metode bercocok tanam konvensional. Namun, ia menyadari bahwa cara lama tidak lagi efektif di era modern ini.

Mencari informasi melalui internet, Suprihati menemukan dunia baru di bidang peternakan. Dengan tekad yang bulat, ia memulai usaha ternak kambing dengan dua ekor, satu betina dan satu pejantan. "Saya memilih kambing Sumbawa karena lahan saya memiliki banyak pakan hijauan," katanya.

Namun, perjalanan menuju sukses tidak selalu mulus. Musim kemarau panjang menjadi tantangan tersendiri bagi Suprihati. "Mencari pakan hijauan saat musim kemarau sangat sulit. Itu menguras waktu dan tenaga," kenangnya. Rintangan ini membuatnya bertekad untuk belajar lebih banyak tentang pakan fermentasi sebagai solusi.

Kehidupan Suprihati berubah ketika ia bertemu dengan Ibu Heni Rahmawati, fasilitator dari Program YESS. "Ibu Heni mengenalkan saya ke pelatihan yang membuka wawasan saya tentang budidaya kambing yang benar," jelasnya.

Suprihati Dwi Astuti was born into a traditional farming family that relied on conventional farming methods. However, she realized the old ways were no longer effective in the modern era.

While searching the Internet for information, Suprihati discovered a whole new world in animal husbandry. With strong determination, she started a goat farming business with two goats: one female and one male. "I chose Sumbawa goats because my land has plenty of forage," she explained.

However, her journey was not without challenges. The long dry season posed significant difficulties for Suprihati. "Finding forage during the dry season was very challenging. It drained both time and energy," she recalled. This obstacle motivated her to learn about fermented feed as a sustainable solution.

Suprihati's life changed when she met Heni Rahmawati, a facilitator from the YESS Program. "Heni introduced me to a training that broadened my understanding of proper goat farming," she explained.

Pelatihan tersebut membantu Suprihati memahami teknik pembuatan pakan fermentasi dan cara mengelola limbah kotoran kambing menjadi pupuk organik yang bermanfaat.

"Setelah mengikuti pelatihan, saya merasa percaya diri. Masalah pakan mulai teratasi, dan penggunaan pupuk kimia di kebun saya berkurang," kata Suprihati, tampak bangga. Ia mulai berkolaborasi dengan peternak kambing lainnya dan penyedia pakan fermentasi, menciptakan jaringan yang saling menguntungkan.

Berkat keberaniannya berinovasi, Suprihati pun menambah lahan penghijauan untuk persiapan musim kemarau. "Sekarang, saya tidak khawatir lagi saat musim kemarau karena saya sudah punya stok pakan hijauan," ungkapnya.

Ia juga merasakan dampak positif dari pengurangan penggunaan pupuk kimia, yang membuat pengeluaran untuk membeli pupuk berkurang dan memberi kesempatan untuk menabung.

Keberhasilan demi keberhasilan mulai menghampiri Suprihati. Dengan menyisihkan uang dari hasil ternak, ia berhasil membeli empat indukan kambing baru. "Banyak tetangga yang melihat kesuksesan saya dan mulai memelihara kambing juga," ujarnya.

Tidak hanya itu, ia menjalin kerja sama dengan petani lain untuk memelihara kambingnya dengan sistem bagi hasil. "Sekarang, petani yang tidak memiliki indukan bisa memulai usaha ternak berkat kerjasama ini," tambahnya.

Suprihati merasa bahagia ketika melihat hasil fermentasi pupuk organik yang dihasilkan diminati petani lainnya. "Pupuk organik dari limbah kotoran kambing saya sangat bermanfaat. Ini menunjukkan bahwa setiap limbah bisa menjadi sumber daya yang berharga," katanya.

The training taught Suprihati how to make fermented feed and manage goat manure waste into valuable organic fertilizer.

"After attending the training, I felt confident. The feed problem was being resolved, and the use of chemical fertilizers in my garden decreased," Suprihati said proudly. She began collaborating with other goat farmers and fermented feed providers, creating a mutually beneficial network.

Her courage to innovate also led her to expand green areas to prepare for the dry season. "Now, I am no longer worried during the dry season because I have a stock of fodder," she said.

Suprihati also noticed the positive impact of reducing the use of chemical fertilizers, which significantly cut her expenses and allowed her to save more.

Success after success began to follow Suprihati's efforts. By setting aside money from the livestock earnings, she managed to purchase four breeding goats. "Many neighbors saw my success and started raising goats as well," she said.

In addition, Suprihati collaborated with other farmers to raise their goats using a profit-sharing system. "Now, farmers who do not have breeding goats can start livestock businesses thanks to this collaboration," she added.

Suprihati was especially pleased with the results of the organic fertilizer fermentation, which became popular among other farmers. "The organic fertilizer made from my goat manure is very beneficial. This proves that waste products can become a valuable resource," she said.



Dengan tekad yang kuat, Suprihati ingin menginspirasi generasi muda agar tidak merasa malu untuk terjun ke dunia pertanian. "Sering kali, orang memandang rendah pertanian, menganggapnya pekerjaan kotor dan kurang menguntungkan. Padahal, pertanian memberikan banyak kelebihan," jelasnya.

Ia menekankan bahwa menjadi petani memberi fleksibilitas waktu yang tidak dimiliki oleh mereka yang bekerja untuk orang lain. "Saya bisa mengatur waktu sesuai keinginan saya. Itu adalah kebebasan yang tidak bisa dibeli," tuturnya dengan senyum. Dengan semangat dan tekad, Suprihati berharap bisa memotivasi generasi muda untuk berwirausaha di bidang pertanian, khususnya dalam ternak kambing.

With strong determination, Suprihati aims to inspire young people not to feel embarrassed about pursuing careers in agriculture. "People often look down on agriculture, seeing it as a dirty and unprofitable job. However, agriculture provides many advantages," she explained.

She highlighted that being a farmer provides time flexibility that is unavailable to those working for others. "I can manage my time as I wish. That freedom is priceless," she said with a smile. With unwavering spirit, Suprihati hopes to motivate young people to become entrepreneurs in the agriculture sector, especially in goat farming.

Udin Miftachul, Panen Untung dari Cabai

***Udin Miftachul: Harvesting Success
from Chili Farming***

Oleh/By : Aditia Putra Pratama

Kecintaan Udin Miftachul terhadap dunia pertanian tidak diragukan. Sejak kecil, ia telah terjun langsung ke sawah bersama orang tuanya demi untuk mencukupi kebutuhan keluarga. Karean itu tidak bila usaha bertani cabai yang dijalankannya saat ini bisa terus berkembang dan menjadi inspirasi banyak orang.

Baginya, pertanian bukan hanya sekedar profesi, melainkan panggilan hidup. "Setiap hari, kita mengandalkan hasil pertanian untuk bertahan hidup, jadi saya melihat ini sebagai ladang untuk meraih kesejahteraan," tambahnya.

Namun, perjalanan pemuda Dusun Jaraan, Desa Donowarih, Kecamatan Karangploso, di dunia pertanian bukanlah tanpa rintangan. Cuaca yang sering berubah-ubah menjadi tantangan utama yang harus dihadapi. "Kegagalan bukanlah akhir dari segalanya. Saya memandangnya sebagai kesempatan untuk belajar dan menemukan jalan menuju sukses," ujarnya.

Dalam usaha menanam cabai, Udin seringkali berhadapan dengan masalah hama dan fluktuasi harga yang tak menentu. "Tantangan terbesar adalah bagaimana menjaga

Udin Miftachul's passion for agriculture is undeniable. Since childhood, he has worked alongside his parents in the rice fields to help provide for their family. Today, his chili farming business continues to thrive and inspire others.

For Udin, agriculture is not just a profession but a calling in life. "Every day, we rely on agricultural products to survive, so I see this as a path to achieve prosperity," he said.

However, this young man's journey in agriculture from Jaraan Subvillage, Donowarih Village, Karangploso Subdistrict, has not been without obstacles. The frequently changing weather became the main challenge he faced. "Failure is not the end of everything. I see it as an opportunity to learn and find the path to success," he said.

In his efforts to grow chilies, Udin often encounters pests and unpredictable price fluctuations. "The biggest challenge is how to maintain consistency in this business so that it continues to grow," he shared.

Joining the YESS Program

konsistensi dalam usaha ini agar tetap berkembang," kata Udin.

Bergabung dengan Program YESS menjadi titik balik dalam hidupnya. Melalui pelatihan yang diikutinya, seperti motivasi bisnis, manajemen, dan literasi keuangan, Udin merasakan dampak positif yang signifikan. "Dukungan dari program ini sangat berarti bagi saya. Saya tidak hanya belajar teori, tetapi juga mendapatkan jaringan yang luas dengan petani lain," jelasnya.

Dengan adanya relasi tersebut, ia dapat berbagi pengalaman dan mencari solusi atas kendala yang dihadapinya.

Inovasi adalah kunci sukses dalam usaha pertanian Udin. Ia membuka lahan budidaya baru yang tidak hanya meningkatkan produksinya tetapi juga berkontribusi dalam mengangkat perekonomian masyarakat sekitar. "Keberanian untuk berinovasi dan terus belajar adalah langkah penting untuk memajukan pertanian hortikultura," ujarnya.

Kolaborasi juga menjadi bagian tak terpisahkan dari kesuksesannya. "Saya bekerja sama dengan kelompok tani di desa untuk saling mendukung dan berbagi pengetahuan dalam menghadapi tantangan," kata Udin,

Pertemuan rutin dengan rekan-rekannya menjadi momen berharga untuk bertukar pengalaman dan memecahkan masalah bersama.

Dampak positif dari usaha Udin mulai terasa. "Saya bisa membantu perekonomian masyarakat dan menjalin relasi yang lebih akrab," ungkapnya.

Dengan omset panen mencapai Rp 2 juta dan keuntungan sekitar Rp 1 juta dari lahan kurang dari 0,25 hektar, Udin berhasil menciptakan peluang baru. "Saya berharap budidaya hortikultura ini bisa menjadi inspirasi bagi petani muda untuk bergabung dengan Program YESS," tambahnya.

Keberhasilan Udin dalam menerapkan pertanian semi organik

marked a turning point in his life. Through training sessions he attended, such as business motivation, management, and financial literacy, Udin experienced a significant positive impact. "The support from this program means a lot to me. I didn't just study the theory; I also built a wide network with other farmers," he explained.

These connections allowed him to share experiences and find solutions to the challenges he encounters.

Innovation has been the key to Udin's success in agriculture. By opening a new cultivation area, he not only increased production but also contributed to uplifting the local economy. "The courage to innovate and keep learning is essential for advancing horticultural agriculture," he said.

Collaboration has also been an integral part of his achievements. "I work with a group of farmers in the village to support each other and share knowledge in overcoming challenges," he explained.

Regular meetings with his peers provide valuable opportunities to exchange experiences and find solutions to problems.

Udin's efforts are beginning to yield positive results. "I'm proud to help improve the community's economy and strengthen relationships," he said.

With a harvest turnover of IDR2 million and a profit of approximately IDR1 million from less than 0.25 hectares of land, Udin has successfully created new opportunities. "I hope this horticultural cultivation inspires young farmers to join the YESS Program," he added.

Udin's adoption of semi-organic farming highlights his commitment to environmental sustainability. "By using environmentally friendly



menunjukkan komitmennya terhadap lingkungan. "Dengan menggunakan metode yang ramah lingkungan, saya tidak hanya memenuhi kebutuhan pangan, tetapi juga berkontribusi pada kelestarian tanah dan ekosistem," jelasnya.

Dengan meningkatnya kebutuhan pangan akibat pertumbuhan populasi, Udin menyadari bahwa generasi muda memiliki peran penting. "Jika bukan kita yang muda, siapa lagi yang akan meneruskan pertanian ini?" tegasnya dengan semangat membara.

Melihat ke depan, Udin berharap untuk memperluas usaha dan membuka lebih banyak lowongan pekerjaan bagi warga sekitar. "Pertanian bukan hanya tentang menanam dan memanen. Ini tentang membangun masa depan yang lebih baik untuk kita semua," ungkapnya.

Udin Miftachul bukan sekadar petani, ia adalah pahlawan kecil yang berjuang untuk masa depan pertanian yang lebih cerah. Dengan keberanian, inovasi, dan semangat kolaborasi, ia telah membuktikan bahwa dari ladang kecil bisa tumbuh harapan yang besar.

methods, I am not only meeting food needs but also contributing to the preservation of soil health and ecosystems," he explained.

Recognizing the growing demand for food due to population increases, Udin emphasizes the crucial role of the younger generation in agriculture. "If not us, the youth, who else will carry this responsibility?" he said passionately.

Udin envisions expanding his business and creating more job opportunities for the local community. "Agriculture is not just about planting and harvesting; it's about building a better future for all of us," he added.

Udin Miftachul is more than just a farmer; he is a catalyst for change and a champion for the future of agriculture. Through courage, innovation, and collaboration, he has proven that great aspirations can flourish, even from a small field.

Inovasi Kambing dan Kopi, Sukses Anis di Lereng Kawi

From Goats to Coffee: How Anis Innovated Two Industries on the Slopes of Mount Kawi

Oleh/By : Roni Wahyu Widodo

Anis Wijayanti, seorang wanita tangguh asal Dusun Kampung Baru, Desa Wonosari, Kecamatan Wonosari, Kabupaten Malang, berhasil mengembangkan usaha peternakan kambing dan pertanian kopi di lereng Gunung Kawi. Terkenal sebagai daerah penghasil kopi berkualitas, Wonosari juga menyimpan potensi besar di sektor peternakan, terutama kambing.

Melihat peluang ini, Anis berhasil memadukan kedua sektor tersebut dalam usahanya, dengan memanfaatkan limbah dari satu usaha untuk menunjang yang lain.

"Awalnya saya hanya punya tiga ekor kambing. Saya berpikir, kenapa tidak memanfaatkan kotoran kambing sebagai pupuk organik untuk tanaman kopi? Sebaliknya, kulit kopi bisa dijadikan pakan kambing. Ide ini membantu saya memaksimalkan hasil dari dua komoditas sekaligus," ujar Anis.

Seiring berjalannya waktu, kambing yang ia pelihara berkembang dari tiga ekor menjadi 13 ekor. Anis terus mengembangkan usahanya meski berbagai tantangan harus dihadapi. Salah satu kendala terbesar adalah kurangnya pakan

Anis Wijayanti, a resilient entrepreneur from Kampung Baru Subvillage, Wonosari Village, Wonosari Subdistrict, Malang Regency, has successfully developed a thriving goat and coffee farming business on the slopes of Mount Kawi. Known for its high-quality coffee, Wonosari also offers immense potential in goat farming.

Recognizing this opportunity, Anis combined the strengths of both sectors by creating a mutually beneficial system in which waste from one sector supports the other.

"I started with just three goats. Then I thought, why not use goat manure as organic fertilizer for coffee plants? At the same time, coffee husks can serve as feed for the goats. This approach allows me to maximize the potential of both commodities simultaneously," Anis explained.

Over time, the number of goats Anis raised increased from three to thirteen. Despite this growth, she faced various challenges in developing her business. One of the biggest obstacles was the lack of fodder during the dry season,

hijauan pada musim kemarau, serta tingginya angka kematian pada anak kambing atau cembe.

Tidak hanya itu, fluktuasi harga di pasar yang tidak memiliki standar jelas juga menjadi tantangan tersendiri.

"Pada musim kemarau, pakan hijauan sangat sulit didapatkan. Kami harus berinovasi agar kambing tetap mendapatkan nutrisi yang cukup. Salah satunya dengan menggunakan pakan kering," jelas Anis.

Namun, perjuangan Anis tidak sia-sia. Usahanya mendapatkan dukungan dari Program YESS (*Youth Entrepreneurship and Employment Support Services*).

Melalui program ini, Anis tidak hanya mendapatkan pelatihan dasar tentang motivasi usaha, manajemen bisnis, literasi keuangan, dan pembuatan proposal bisnis, tetapi juga pelatihan lanjutan yang membantunya lebih percaya diri dalam mengelola usahanya.

"Program YESS membuka wawasan saya. Saya belajar banyak tentang bagaimana mengelola bisnis dengan baik, dari sisi keuangan hingga manajemen. Saya juga bisa bertukar pengalaman dengan petani muda lainnya yang tergabung dalam program ini," tambahnya.

Program YESS juga menjadi sarana penting bagi Anis untuk memperluas jaringan usahanya. Salah satu langkah inovatif yang ia lakukan adalah dengan berkolaborasi bersama blantik (penjual kambing) dan menjual ternaknya langsung ke pasar.

Selain itu, permintaan kambing di hari-hari besar seperti Hari Raya Kurban dan acara aqiqah menjadi peluang besar yang turut meningkatkan pendapatannya.

Sebelum mengikuti Program YESS, aset usaha Anis terdiri dari kandang, pakan, dan enam ekor kambing dengan total nilai sekitar Rp 30

along with the high mortality rate of kids.

Additionally, market price fluctuations without clear standards posed significant challenges.

"During the dry season, it becomes extremely difficult to find fodder. We have to innovate to ensure the goats receive adequate nutrition, such as using dry feed," Anis explained.

Her perseverance paid off when her business gained support from the YESS (Youth Entrepreneurship and Employment Support Services) Program.

Through the program, Anis participated in foundational training on business motivation, management, financial literacy, and business proposal writing. She also attended advanced training sessions that boosted her confidence in managing her business.

"The YESS program broadened my horizons," Anis shared. "I learned a lot about managing a business, from financial planning to operational management. I also had the opportunity to exchange experiences with other young farmers involved in the program.

The YESS program has also been instrumental in helping Anis expand her business network. One of her innovative strategies was collaborating with middlemen and selling her livestock directly to the market.

Additionally, the demand for goats during major occasions, such as Eid al-Adha and aqiqah (celebrations for newborns), presents a significant opportunity to boost her income.

Before participating in the YESS Program, Anis's business assets included a pen, feed, and six goats, totaling approximately IDR30



juta. Namun, setelah mendapatkan bimbingan dan pelatihan, usahanya berkembang pesat.

Kini, populasi kambingnya bertambah menjadi 13 ekor dengan nilai aset yang melonjak menjadi Rp 25 juta hanya dari kambing saja.

Tidak hanya berdampak pada perekonomian, Anis juga berhasil menciptakan keseimbangan ekologi melalui usahanya. Dengan memanfaatkan kotoran kambing sebagai pupuk organik, ia membantu menjaga kesuburan tanah di perkebunan kopi, sekaligus mengurangi ketergantungan pada pupuk anorganik yang berdampak buruk bagi lingkungan.

million. However, after receiving guidance and training, her business grew significantly.

Today, her goat population has increased to 13, and the value of her livestock alone has soared to IDR75 million.

Beyond the economic impact, Anis has also contributed to ecological balance through innovative practices. By utilizing goat manure as organic fertilizer, she helps maintain soil fertility in coffee plantations while reducing reliance on inorganic fertilizers, which can harm the environment.

"The success of my business is not just about financial profit. It's

"Keberhasilan usaha saya tidak hanya soal keuntungan ekonomi, tetapi juga bagaimana kita bisa menjaga keberlanjutan pertanian. Kotoran kambing yang saya gunakan sebagai pupuk organik terbukti baik untuk jangka panjang. Hal ini membantu tanah tetap subur dan produktif," kata Anis.

Anis juga melihat tantangan besar dalam regenerasi petani di daerahnya. Banyak generasi muda yang enggan terjun ke dunia pertanian karena dianggap kurang menarik atau tidak menguntungkan. Menurutnya, dengan dukungan program seperti YESS, generasi muda dapat menemukan potensi besar dalam pertanian dan peternakan, serta memiliki kesempatan untuk menciptakan lapangan kerja mandiri.

"Saat ini, banyak anak muda lebih memilih bekerja di perusahaan atau instansi pemerintah. Padahal, sektor pertanian memiliki peluang besar untuk mereka kembangkan. Saya berharap generasi muda dapat terinspirasi untuk menciptakan usaha sendiri, tidak hanya bergantung pada pekerjaan formal. Kita bisa menciptakan lapangan kerja untuk diri sendiri dan orang lain," tuturnya dengan penuh semangat.

Ke depan, Anis berencana untuk terus mengembangkan usahanya dengan memperluas lahan pakan dan menambah pengetahuan tentang pembuatan pakan nutrisi. Ia juga berharap dapat memberikan pelatihan bagi petani muda lainnya di wilayah Wonosari, sehingga regenerasi petani dapat berlangsung dengan baik dan sektor pertanian di daerahnya bisa terus berkembang.

"Kunci kesuksesan adalah tidak berhenti belajar dan terus berinovasi. Saya ingin berbagi ilmu dengan petani lain, terutama anak-anak muda, agar mereka bisa melihat bahwa pertanian dan peternakan bukanlah profesi yang ketinggalan zaman. Justru ini adalah sektor yang menjanjikan jika dikelola dengan baik," ujar Anis.

also about sustaining agriculture for the long term. The goat manure I use as an organic fertilizer has proven highly effective, keeping the soil fertile and productive," Anis explained.

Anis recognizes a significant challenge in the lack of younger generations pursuing careers in agriculture. Many young people perceive the sector as unappealing or unprofitable. However, she believes that with the support of programs like YESS, young people can uncover the vast potential in agriculture and animal husbandry while creating opportunities for self-employment.

"Currently, many young people prefer to work in companies or government agencies. Yet, the agricultural sector holds tremendous opportunities for growth. I hope young people are inspired to establish their own businesses instead of relying solely on formal jobs. We can create jobs not only for ourselves but also for others," she said enthusiastically.

Looking ahead, Anis plans to expand her business by increasing feed cultivation areas and enhancing her knowledge of nutritious feed production. She also aims to provide training for other young farmers in Wonosari, ensuring smooth regeneration within the farming community and fostering the agricultural sector's continued growth.

"The key to success is to never stop learning and innovating. I want to share my knowledge with other farmers, especially young people, to show them that agriculture and animal husbandry are far from outdated. These fields can be incredibly promising if managed effectively," Anis 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 pedesaan 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 MALANG

SUCCESS STORIES OF YESS YOUNG FARMERS MALANG

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
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