

Best Practice

2

OF YESS PROGRAMME

PRAKTIK TERBAIK PROGRAM YESS 2



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PRAKTIK TERBAIK PROGRAM YESS 2

PERTANIAN PRESS

2025

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YESS PROGRAM BEST PRACTICES 2

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Katalog Dalam Terbitan (KDT)

PRAKTIK terbaik program YESS/ Tim
Penyusun, Miko Harjanti, Aminudin,
Ageng Hasanah Sulaiman, Hermawan,
Acep Hariri [dan 7 lainnya]. -- Jakarta:
Pertanian Press, 2025
xii, 200 hlm. : illus. ; 21 cm.

ISBN 978-979-582-412-1

E-ISBN 978-979-582-413-8 (PDF)

1. AGRICULTURE 2. ENTREPRENEURSHIP
3. YOUTH EMPLOYMENT 4. PROGRAMMES
5. AGRICULTURAL DEVELOPMENT

UDC 63:338.439.02

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Penerbit:

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

Alamat Redaksi:

Pusat Perpustakaan dan Literasi Pertanian
Jl. Ir. H. Juanda No. 20 Kota Bogor, 16112
<https://epublikasi.pertanian.go.id/pertanianpress>

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

Bekerja sama dengan :

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

Cetakan Pertama : Tahun 2025

BEST PRACTICES OF YESS PROGRAMME 2

PRAKTIK TERBAIK PROGRAM YESS

© Indonesian Center for Agricultural Education

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Cataloging in Publication (CIP)

BEST practices of YESS programme/
Drafting Team, Miko Harjanti, Aminudin,
Ageng Hasanah Sulaiman, Hermawan,
Acep Hariri [and 7 others]. -- Jakarta:
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Publisher :

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

Address :

Center for Library and Agricultural Literacy
Jl. Ir. H. Juanda No. 20 Kota Bogor, 16112
<https://epublikasi.pertanian.go.id/pertanianpress>

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

In Partnership with:

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

First Edition: 2025

PRAKATA

Pembangunan pertanian ke depan berada di tangan kaum 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, Program bertujuan untuk menyiapkan para pemuda di perdesaan untuk menjadi wirausahawan serta menyiapkan kemampuan yang sesuai dalam memasuki dunia kerja di sektor pertanian melalui peningkatan kapasitas, fasilitasi sekolah vokasi pertanian dan penyelenggaraan program pemagangan bersertifikat.

Sasaran Program YESS fokus kepada calon petani atau wirausahawan muda pertanian. Selain itu untuk meningkatkan minat para pemuda untuk termotivasi bekiprah di sektor pertanian, Program YESS juga menggerakkan para pemuda melalui forum kepemudaan dan pemilihan serta pelibatan *Young Ambassador Agriculture* sebagai *role model* bagi generasi muda.

Program YESS dilaksanakan di 4 provinsi dan 19 kabupaten yaitu: (1) Jawa Barat berlokasi di Kabupaten Bogor, Cianjur, Sukabumi, Subang dan Tasikmalaya; (2) Jawa Timur di Kabupaten Tulungagung, Pacitan, Pasuruan, Malang dan Bayuwangi; (3) Provinsi Kalimantan Selatan, di Kabupaten Hulu Sungai Selatan, Banjar, Tanah Laut dan Tanah Bumbu; dan (4) Provinsi Sulawesi Selatan di Kabupaten Gowa, Maros, Bone, Bulukumba, dan Bantaeng.

Penyelenggaraan Program YESS didukung oleh unit pengelola pada berbagai tingkatan. Di pusat, dilaksanakan oleh Pusat Pendidikan Pertanian, sedangkan di Provinsi Jawa Barat oleh Politeknik Pembangunan Pertanian (Polbangtan) Bogor, Provinsi Jawa Timur oleh Polbangtan Malang, Provinsi Sulawesi Selatan oleh Polbangtan Gowa, dan Provinsi Kalimantan Selatan oleh Sekolah Menengah Kejuruan Pembangunan Pertanian (SMKPP) Negeri Banjarbaru. Pelaksanaan program di tingkat kabupaten dilakukan oleh tim pelaksana kabupaten yang berada pada Dinas Pertanian Kabupaten lokasi Program YESS. Kehadiran Program YESS melalui berbagai kegiatan, baik pelatihan, pemagangan dan bantuan permodalan, telah menunjukkan hasil yang menggembirakan pada saat ini telah banyak kaum muda yang berhasil mengembangkan usahanya membangun kelembagaan usaha yang menguntungkan bahkan telah melakukan ekspor komoditi yang diusahakannya.

PREFACE

The future of agricultural development lies in the hands of the younger generation. Thus, the regeneration of farmers has become an urgent necessity. The Youth Entrepreneurship and Employment Support Services (YESS) Program, a collaboration between the Ministry of Agriculture and the International Fund for Agricultural Development (IFAD), serves as a strategic initiative to provide young people with opportunities for sustainable livelihoods in the agricultural sector—whether as entrepreneurs or as part of the workforce.

Beyond its role in ensuring generational continuity in agriculture, the YESS Programme also serves as a catalyst for the transformation of the sector into a modern and dynamic industry, with young people as the key drivers of change. The program aims to equip rural youth with the entrepreneurial mindset and skills necessary to succeed in agriculture while also preparing them for employment through capacity-building initiatives, the facilitation of vocational agricultural education, and the implementation of certified apprenticeship programs.

The YESS Programme targets aspiring young farmers or agricultural entrepreneurs. Furthermore, to increase the interest and motivation of young people to engage in the agricultural sector, the YESS Programme also mobilizes young people through youth forums, elections, and the involvement of Young

The YESS Programme was implemented in 4 provinces and 19 regencies, namely: (1) West Java in Bogor, Cianjur, Sukabumi, Subang, and Tasikmalaya Regencies; (2) East Java in Tulungagung, Pacitan, Pasuruan, Malang, and Banyuwangi Regencies; (3) South Kalimantan Province in Hulu Sungai Selatan, Banjar, Tanah Laut, and Tanah Bumbu Regencies; and (4) South

The YESS Programme is implemented by management units at various levels. At the central level, it is implemented by the Center for Agricultural Education, while in West Java Province it is implemented by Bogor Agricultural Polytechnic (Polbangtan), in East Java by Polbangtan Malang, in South Sulawesi by Polbangtan Gowa, and in South Kalimantan by the Banjarbaru State Agricultural Vocational School (SMKPP). The implementation of the program at the regency level is carried out by District Implementation Team (DIT) located in the YESS Programme regencies. Through various activities, such as training, internships, and capital assistance, the YESS Programme has shown encouraging results. Currently, many young people have successfully developed their businesses, built profitable business institutions, and even exported the commodities they produce.

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Kata Sambutan

Menteri Pertanian Republik Indonesia

FOREWORD

Minister of Agriculture

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)

The Ministry of Agriculture is committed to fostering a new generation of young entrepreneurs in the agricultural sector. Through the Youth Entrepreneurship and Employment Support Services (YESS) Program, supported by the International Fund for Agricultural Development (IFAD), we aspire to cultivate resilient and innovative young agripreneurs. At least three key drivers will propel Indonesia's economy toward its Golden Indonesia 2045 vision: a productive young generation, abundant land resources, and advanced technology utilization.

Young people hold immense potential to bring innovation to agriculture. Their active involvement in agricultural production enables them to contribute creatively and effectively. As Indonesia approaches its demographic bonus era, it is crucial to motivate and empower the younger generation to pursue careers in agriculture. History has shown that many global entrepreneurs started with limited resources yet achieved remarkable success. Therefore, we must educate young people on the vast opportunities within agriculture. By adopting modern agricultural practices in upstream production and ad-

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 M.P

vanced technology for processing and packaging in downstream activities, the added value of agricultural commodities can increase by 50-100%, or even up to 200%.

The Ministry of Agriculture is fully committed to supporting young people in becoming agricultural entrepreneurs. We provide various forms of facilitation, including access to technology, agricultural machinery assistance, free seeds, and continuous mentorship. If young farmers unite and work together, increasing agricultural production and positioning Indonesia as a global food hub by 2045 is not just a dream but an achievable goal. One of our key initiatives to nurture youth creativity and entrepreneurship in agriculture is the YESS Program, a six-year collaboration (2019-2025) between the Indonesian government and IFAD.

I highly appreciate the YESS Program as a strategic effort to develop high-quality young entrepreneurs in the agricultural sector. This program is expected to facilitate farmer regeneration, enhance the competence of human resources in rural areas, and increase the number of young agricultural entrepreneurs. Additionally, the YESS Program aligns with the government's efforts to achieve food self-sufficiency, particularly in rice production, by empowering young agripreneurs to cultivate rice as a key commodity.

Through various initiatives that provide rural youth with opportunities to build careers and businesses in agriculture, I am confident that the YESS Program contributes significantly to the vision of President Prabowo Subianto in realizing Golden Indonesia 2045, with Indonesia becoming a global food powerhouse.

Minister Of Agriculture

Dr. Ir. H. Andi Amran Sulaiman M.P

Kata Sambutan

Kepala Badan Penyuluhan dan Pengembangan SDM Pertanian

FOREWORD

*Director General of Indonesia Agency
For Agricultural Extension And Human
Resources Development (IAAEHRD)*

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 Kata 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

Young farmers play a crucial role in driving the transformation of agriculture towards a more modern and sustainable future. They do not merely continue traditional farming practices but also act as agents of change, bringing technology, creativity, and entrepreneurial spirit into every aspect of agriculture. By doing so, they have the opportunity to achieve greater productivity and efficiency in their work.

The Ministry of Agriculture, through the Youth Entrepreneurship and Employment Support Services (YESS) Program, is addressing the challenge of farmer regeneration. This program serves as a pilot initiative aimed at developing the younger generation and ensuring the continuity of farming communities in rural areas. Through facilities and mentorship, YESS empowers young individuals to become entrepreneurs or skilled professionals in the agricultural sector.

The YESS Program focuses on unlocking potential and enhancing

pemuda dan pemuda 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.

the skills of rural youth by providing capacity-building programs, access to facilities, and certified apprenticeships. These initiatives strengthen their preparedness to either enter the workforce or establish themselves as professional agripreneurs.

One of the greatest challenges today is encouraging young people to engage in agriculture, a field often perceived as difficult. Therefore, the YESS Program plays a vital role in accelerating farmer regeneration and fostering a new generation of young farmers. Additionally, the program seeks to cultivate agricultural entrepreneurs by supporting young individuals in pioneering various initiatives and enterprises within the sector.

Kepala Badan Penyuluhan dan Pengembangan SDM Pertanian

Dr. Idha Widi Arsanti SP., MP

**Director General of Indonesia Agency
For Agricultural Extension And
Human Resources Development
(IAAEHRD)**

Dr. Idha Widi Arsanti SP., MP

Salam Hangat

Plt. Kepala Pusat Pendidikan Pertanian, BPPSDMP

WARM REMARKS

AD INTERIM DIRECTOR OF INDONESIA CENTER FOR AGRICULTURAL EDUCATION (ICAEd), IAAEHRD

Di tengah tantangan global yang semakin beragam, sektor pertanian Indonesia dihadapkan pada dua kebutuhan mendesak, yaitu regenerasi petani untuk menjamin keberlanjutan produksi pangan, dan penciptaan wirausahawan muda yang inovatif guna mendukung program prioritas nasional dalam mencapai swasembada pangan. Dokumentasi strategi dan praktik terbaik yang relevan menjadi langkah strategis yang tak hanya penting dalam penyusunan kebijakan, tetapi juga dalam pelaksanaan langkah konkret yang efektif.

Setelah keberhasilan Buku Best Practices YESS yang pertama, yang menjadi dokumentasi penting atas pencapaian program YESS serta sumber inspirasi dan pembelajaran bagi para pemangku kepentingan, Kami sangat bersyukur dengan adanya Buku Best Practice Program YESS kedua ini seiring dengan implementasi proyek yang terus berkembang dan memberikan dampak yang lebih luas.

Seperti kita ketahui, Program YESS

Amid increasingly complex global challenges, Indonesia's agricultural sector faces two pressing needs: farmer regeneration to ensure the sustainability of food production and the creation of innovative young agripreneurs to support national priority programs in achieving food self-sufficiency. Documenting strategies and best practices is a crucial step—not only for policy formulation but also for implementing effective and tangible actions.

Following the success of the first YESS Best Practices Book, which served as a vital record of the program's achievements and a source of inspiration and learning for stakeholders, we are grateful to present the second edition of the YESS Best Practices Book. This publication reflects the continuous development of the YESS Program and its widening impact in empowering young agricultural entrepreneurs.

As we know, the YESS Program is

menjadikan salah satu program Kementerian Pertanian yang bekerjasama dengan International Fund for Agricultural Development (IFAD) untuk melahirkan wirausaha muda pertanian di daerah. Salah satu target utama Program YESS adalah terwujudnya pengusaha muda di bidang agribisnis sebanyak 60.000 orang. Sampai kini jumlah penerima manfaat terus bertambah dan melahirkan pengusaha muda pertanian. Tentunya hal itu bukanlah hal yang mudah dicapai. Kombinasi dari berbagai macam intervensi serta kolaborasi dari banyak stakeholder menjadi kunci sukses perjalanan YESS melahirkan ribuan wirausahawan baru.

Pada periode awal kegiatan YESS proses penumbuhan wirausaha tersebut dilakukan dengan mengidentifikasi 220.000 generasi muda berusia 19–39 tahun di pedesaan yang berpotensi menjadi wirausahawan. Lokasinya tersebar di 19 kabupaten di empat provinsi. Di Jawa Barat berlokasi di Subang, Cianjur, Sukabumi, Tasikmalaya dan Bogor, kemudian Jawa Timur berada di Malang, Pasuruan, Tulung Agung, Pacitan, dan Banyuwangi. Selanjutnya, Kalimantan Selatan di Banjar, Tanah Laut, Tanah Bumbu, dan Hulu Sungai Selatan, serta Sulawesi Selatan berlokasi di Bantaeng, Bulukumba, Maros, Bone, dan Gowa.

Dari empat provinsi yang menjadi sasaran Program YESS, Jawa Barat menghasilkan paling banyak wirausahawan baru sebanyak 31.083, tersebut disusul Jawa Timur, Kalimantan Selatan, dan Sulawesi Selatan. Angka tersebut akan terus bertambah seiring dengan berkembangnya usaha dari wirausaha muda pertanian tersebut. Pencapaian tersebut tidak lepas dari rangkaian upaya pendampingan dalam Program YESS pada penerima manfaat.

Kami harap dengan adanya Buku Best Practices Program YESS kedua ini, dapat menjadi pembelajaran bagi berbagai pihak dalam upaya pengembangan wirausaha muda di sektor pertanian, khususnya pemerintah

a flagship initiative of the Ministry of Agriculture in collaboration with the International Fund for Agricultural Development (IFAD), aimed at fostering young agripreneurs in rural areas. One of its key targets is to establish 60,000 young agribusiness entrepreneurs. To date, the number of beneficiaries has continued to grow, leading to the emergence of a new generation of young agricultural entrepreneurs. This achievement is far from easy—it is the result of a combination of diverse interventions and strong collaboration among multiple stakeholders, which has been the driving force behind YESS in nurturing thousands of new agripreneurs.

In the initial phase of the YESS program, the process of cultivating entrepreneurs was carried out by identifying 220,000 rural youth aged 19–39 with the potential to become entrepreneurs. These individuals were spread across 19 districts in four provinces: West Java (Subang, Cianjur, Sukabumi, Tasikmalaya, and Bogor), East Java (Malang, Pasuruan, Tulungagung, Pacitan, and Banyuwangi), South Kalimantan (Hulu Sungai Selatan, Banjar, Tanah Laut, and Tanah Bumbu), and South Sulawesi (Bantaeng, Bulukumba, Maros, Bone, and Gowa).

Of the four target provinces, West Java produced the highest number of new entrepreneurs at 31,083, followed by East Java, South Kalimantan, and South Sulawesi. This number is expected to continue to increase as the businesses of these young agricultural entrepreneurs grow. This achievement cannot be separated from the series of mentoring efforts within the YESS program for the beneficiaries.

With the publication of this second YESS Best Practices Book, we hope it can serve as a learning resource for various stakeholders in efforts to develop young entrepreneurs in the agricultural sector, especially for local governments that will develop similar

daerah yang akan mengembangkan program serupa di wilayah masing-masing sebagai upaya memperkuat ketahanan pangan dan meningkatkan perekonomian daerah. Kami yakin bahwa dokumentasi ini akan semakin memperkuat kolaborasi berbagai pihak dan memberikan kontribusi nyata bagi regenerasi petani dan pembangunan pertanian Indonesia dalam mencapai swasembada pangan secepat-cepatnya.

**Plt. Kepala Pusat
Pendidikan Pertanian, BPPSDMP**
Dr. Inneke Kusumawaty, S.TP., M.P

programs in their respective regions as an effort to strengthen food security and improve the regional economy. We believe that this documentation will further strengthen collaboration among various parties and make a real contribution to the regeneration of farmers and the development of Indonesian agriculture in achieving food self-sufficiency as soon as possible.

***Ad Interim Director of Indonesia
Center for Agricultural Education (ICAEd)***
Dr. Inneke Kusumawaty, S.TP. MP.

BAB I

PROGRAM YESS

Menarik Milenial Terjun Ke Pertanian

CHAPTER I YESS PROGRAMME

Attracting Millenials to Agriculture

Regenerasi petani saat ini tak bisa ditawar lagi. Jika tidak, maka pertanian Indonesia bakal tinggal kenangan. Sensus Pertanian 2023 mencatat umur petani di Indonesia semakin menua. Dalam 10 tahun terakhir proporsi petani yang berusia 55–64 tahun meningkat dari 20,01% menjadi 23,20 %. Demikian juga petani yang berusia 65 tahun ke atas, proporsinya meningkat dari 12,75% menjadi 16,15%.

Sementara itu, kondisi sebaliknya justru terjadi pada proporsi petani berusia muda. Petani berusia 25–34 tahun proporsinya menurun selama sepuluh tahun terakhir dari 11,97% menjadi 10,24%. Begitu juga petani berusia 35–44 tahun, proporsinya menurun dari 26,34% menjadi 22,08%.

Tantangan dan Jawabannya

Isu petani yang makin menua dan rendahnya minat generasi muda untuk berkiprah di sektor pertanian sesungguhnya sudah mengemuka lebih dari lima tahun yang lalu. Saat Program YESS (*Youth Entrepreneurship and Employment Support Service*) dirancang pada periode tahun 2017–2018. Sekurangnya ada delapan tantangan yang dihadapi sektor pertanian dalam kaitannya dengan generasi muda saat itu (lihat Boks 1).

Idealnya regenerasi petani dapat berlangsung secara normal. Artinya, jika ada sejumlah petani yang semakin menua dan kemudian tidak menjadi petani lagi, maka akan ada sejumlah petani muda yang menggantikannya.

The regeneration of farmers can no longer be postponed. Without it, Indonesian agriculture will become a thing of the past. The 2023 Agricultural Census shows that the average age of farmers in Indonesia continues to rise. Over the past decade, the proportion of farmers aged 55–64 has increased from 20.01% to 23.20%. Likewise, the proportion of farmers aged 65 and over has risen from 12.75% to 16.15%.

Conversely, the share of younger farmers has declined. The proportion of farmers aged 25–34 has decreased over the last ten years from 11.97% to 10.24%. Similarly, the proportion of those aged 35–44 has dropped from 26.34% to 22.08%.

Challenges and Responses

The issue of an aging farming population and the declining interest of younger generations in pursuing careers in agriculture has actually been highlighted for more than five years. This concern emerged when the Youth Entrepreneurship and Employment Support Service (YESS) Program was designed during the 2017–2018 period. At that time, at least eight key challenges facing the agricultural sector in relation to youth were identified (see Box 1).

Ideally, farmer regeneration would occur naturally. In other words, as older farmers age and eventually exit the sector, they would be replaced by a new generation of young farmers. In reality, however, this regeneration

Namun kenyataannya, regenerasi petani justru tersendat. Terbukti sebagaimana hasil yang ditunjukkan Sensus Pertanian 2023, umur petani semakin menua, sedangkan partisipasi kaum muda di sektor pertanian makin berkurang.

process has stagnated. This is evident from the findings of the 2023 Agricultural Census, which show that the average age of farmers continues to increase while youth participation in the agricultural sector continues to decline.



Gambar 1. Delapan tantangan sektor pertanian berkaitan dengan generasi muda

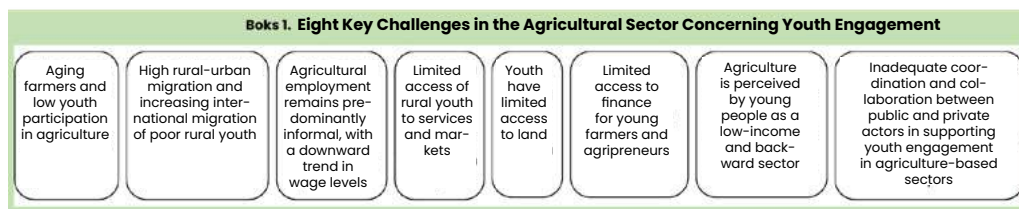


Figure 1. Eight key challenges in the agricultural sector concerning youth engagement

Program YESS dirancang sebagai upaya rintisan menjawab delapan tantangan yang dihadapi sektor pertanian berkenaan dengan keterlibatan generasi muda. Targetnya dapat menarik anak-anak muda pedesaan (laki-laki dan perempuan) berusia 17-39 tahun untuk berkiprah di sektor pertanian, baik sebagai pekerja (*job seeker*) maupun sebagai wirausaha (*job creator*).

Program ini didanai melalui pinjaman pemerintah Indonesia dari *International Fund for Agricultural Development* (IFAD) sebesar 55,3 juta dollar AS dan hibah dari IFAD senilai 2 juta dollar AS. Selama enam tahun (2019-2025) pelaksanaan, Program YESS diharapkan dapat memberikan manfaat kepada sekurangnya 220.000 pemuda (110.000 laki-laki dan 110.000 perempuan) yang tersebar di 19 kabupaten di empat provinsi.

The YESS Program was designed as a pioneering initiative to address the eight challenges faced by the agricultural sector in relation to youth engagement. Its objective is to attract rural youth—both male and female—aged 17 to 39 to participate in the agricultural sector, either as job seekers or as entrepreneurs (job creators).

This program is financed through a loan from the Government of Indonesia to the International Fund for Agricultural Development (IFAD) amounting to USD 55.3 million, along with a grant from IFAD valued at USD 2 million. Over its six-year implementation period (2019–2025), the YESS Program is expected to benefit at least 220,000 young people (110,000 male and 110,000 female) across 19 districts in four provinces.

Jawa Barat berlokasi di Subang, Cianjur, Sukabumi, Tasikmalaya dan Bogor, kemudian Jawa Timur berada di Malang, Pasuruan, Tulungagung, Pacitan, dan Banyuwangi. Lalu selanjutnya, Kalimantan Selatan di

Banjar, Tanah Laut, Tanah Bumbu, dan Hulu Sungai Selatan, serta Sulawesi Selatan berlokasi di Bantaeng, Bulukumba, Maros, Bone, dan Gowa.

Sampai saat ini 31 Desember 2024, Program YESS telah mampu menjangkau dan memberikan pelayanan kepada 301.151 orang pemuda di perdesaan (136% dari target), dengan komposisi 144.956 orang perempuan (48%) dan 156.195 orang laki-laki (52%).

Program YESS telah menyiapkan enam strategi untuk menjawab tantangan meningkatkan keterlibatan dan kontribusi generasi muda dalam pembangunan pertanian.

Fasilitasi Proses Transisi

Program YESS berupaya memfasilitasi proses transisi dari sekolah ke dunia kerja dan usaha di sektor pertanian, baik bagi siswa SMK Pertanian, mahasiswa Polbangtan maupun anak-anak muda yang putus sekolah. Strategi ini diarahkan agar kaum mudamemperoleh keterampilan kesiapan kerja yang memungkinkan mereka memanfaatkan peluang kerja dan usaha. Caranya dengan menghubungkan pendidikan dan pelatihan dengan dunia kerja.

Bentuk konkretnya adalah dengan membantu lembaga-lembaga pendidikan dan pelatihan kejuruan teknis pertanian (*Technical Vocational Education and Training*/TVET) dalam mempersiapkan kaum muda memasuki pasar tenaga kerja atau mengembangkan bisnis pertanian. Misalnya lembaga TVET tersebut adalah SMK Pembangunan Pertanian, Politeknik Pembangunan Pertanian, Balai Pelatihan Pertanian dan Pusat Pelatihan Pertanian dan Perdesaan Swadaya (P4S).

In West Java, the target districts are Subang, Cianjur, Sukabumi, Tasikmalaya, and Bogor. In East Java, the program is implemented in Malang, Pasuruan, Tulungagung, Pacitan, and Banyuwangi. In South Kalimantan, the program covers Banjar, Tanah Laut, Tanah Bumbu, and Hulu Sungai Selatan. Meanwhile, in South Sulawesi, the districts include Bantaeng, Bulukumba, Maros, Bone, and Gowa.

As of 31 December 2024, the YESS Program has reached and provided services to 301,151 rural youth (136% of the target), comprising 144,956 women (48%) and 156,195 men (52%).

The YESS Program has developed six strategies to address the challenge of increasing youth engagement and contribution to agricultural development.

Facilitating the Transition Process

The YESS Program seeks to facilitate the transition process from school to employment and entrepreneurship in the agricultural sector, targeting students of agricultural vocational high schools (SMK), agricultural polytechnic students (Polbangtan), as well as out-of-school rural youth. This strategy aims to equip young people with job readiness skills that enable them to seize employment and entrepreneurial opportunities by linking education and training with the world of work.

In practical terms, this is done by supporting agricultural Technical and Vocational Education and Training (TVET) institutions in preparing young people to enter the labor market or to develop agricultural businesses. Such TVET institutions include Agricultural Vocational High Schools (SMK Pembangunan Pertanian), Agricultural Development Polytechnics, Agricultural

Lembaga-lembaga TVET tersebut diharapkan melalui proses pendidikan dan pelatihan vokasi yang dijalankan dapat meningkatkan kemampuan dan keterampilan kaum muda untuk memanfaatkan peluang kerja dan bisnis di sektor pertanian.

Penguatan kapasitas lembaga-lembaga TVET tersebut ditempuh dengan beberapa kegiatan.

- a. Melatih guru dan pelatih agar dapat mengelola proses belajar-mengajar dan pelatihan berbasis kompetensi dan sensitif jender.
- b. Memfasilitasi studi penelusuran lulusan lembaga TVET untuk menyediakan data dan informasi yang berguna dalam penyempurnaan proses belajar-mengajar dan pelatihan serta peningkatan mutu layanan.
- c. Melengkapi sarana laboratorium TVET.
- d. Melatih para guru dan pelatih untuk meningkatkan kompetensi mereka dan mutu layanan dalam memberikan bimbingan dan konseling karir.
- e. Mendukung penyelenggaraan "open days" dan bursa kerja (job fair).

Program YESS juga mendukung lembaga-lembaga TVET dengan menyediakan hibah Penumbuhan Wirausaha Muda Pertanian (PWMP) yang dapat diakses secara kompetitif oleh para siswa SMKPP dan mahasiswa Polbangtan. Hibah PWMP tersebut disediakan untuk mendanai proyek bisnis mereka sebagai sarana belajar dan membangun pengalaman dalam berwirausaha di bidang pertanian. Selain itu, empat lembaga TVET yang juga merupakan Unit Pelaksana Proyek Provinsi (*Provincial Project Implementing Unit/PPIU*) mulai tahun 2023 telah diperkuat untuk mendirikan inkubator bisnis dan menyediakan hibah *tenant* yang dapat diakses secara kompetitif oleh para lulusan SMKPP dan Polbangtan.

Training Centers (Balai Pelatihan Pertanian), and Independent Rural Agricultural and Training Centers (Pusat Pelatihan Pertanian dan Perdesaan Swadaya/P4S).

These TVET institutions are expected, through their vocational education and training processes, to enhance young people's capacities and skills to access job and business opportunities in the agricultural sector.

The capacity strengthening of these TVET institutions is carried out through several activities:

- a. *Training teachers and instructors to manage competency-based and gender-sensitive teaching and training processes.*
- b. *Facilitating graduate tracer studies to provide data and information that can be used to improve teaching and training processes and enhance the quality of services.*
- c. *Equipping TVET institutions with laboratory facilities.*
- d. *Training teachers and instructors to improve their competencies and the quality of services in providing career guidance and counseling.*
- e. *Supporting the organization of "open days" and job fairs.*

The YESS Program also supports TVET institutions by providing Youth Agripreneurs Development Grants (PWMP), which can be competitively accessed by students of SMPKK and Polbangtan. These PWMP Grants are intended to finance their business projects as a means of experiential learning and to build entrepreneurial experience in the agricultural sector. In addition, starting in 2023, four TVET institutions that also serve as Provincial Project Implementing Units (PPIUs) have been strengthened to establish business incubators and to provide tenant grants that can be competitively accessed by SMKPP and Polbangtan graduates.

What about out-of-school youth or those who are unemployed? Or

Bagaimana dengan anak-anak muda yang putus sekolah atau mereka yang belum mempunyai pekerjaan? Atau bahkan siswa dan mahasiswa yang minatnya untuk bekerja, bukan berwirausaha? Program YESS menyediakan jalur magang bekerjasama dengan Kementerian Ketenagakerjaan.

Melalui program magang, mereka difasilitasi agar mempunyai kompetensi profesi yang sesuai dengan kebutuhan lapangan kerja di sektor pertanian di lokasi proyek. Selain program magang dalam negeri, Program YESS juga memfasilitasi anak-anak muda untuk mengikuti program magang luar negeri, antara lain ke Jepang dan Taiwan.

Sampai dengan 31 Desember 2024, Program YESS telah memperkuat kapasitas 43 lembaga TVET yang tersebar di 4 provinsi dan 19 kabupaten. Sebanyak 337 orang guru telah dilatih. Perbaikan kurikulum, proses belajar-mengajar dan layanan bimbingan serta konseling yang dilakukan oleh lembaga TVET mitra telah dinikmati oleh 20.408 orang alumni. Sebanyak 24 program magang bersertifikat telah dikembangkan dan diikuti 1.372 orang pemuda perdesaan. Pemuda yang telah mengikuti program magang ke luar negeri berjumlah 271 orang. Terdiri atas 200 orang magang ke Taiwan dan 71 orang magang ke Jepang.

Program YESS juga telah menyalurkan hibah PWMP kepada 2.176 orang pemuda dan hibah tenant inkubator bisnis kepada 112 orang. Melalui penerapan strategi ini, dari 20.408 orang pemuda yang telah menerima manfaat dari lembaga-lembaga TVET mitra, sebanyak 11.755 orang bekerja dan berusaha di bidang pertanian.

Dukungan Berbasis Kabupaten

Program YESS berupaya mengembangkan layanan dukungan berbasis kabupaten kepada petani muda dan pengusaha serta usaha-

students who are more interested in employment than entrepreneurship? The YESS Program provides an apprenticeship pathway in collaboration with the Ministry of Manpower.

Through the apprenticeship program, they are supported in developing professional competencies that match the needs of the agricultural labor market in the project areas. In addition to domestic apprenticeships, the YESS Program also facilitates opportunities for young people to participate in overseas apprenticeship programs, including placements in Japan and Taiwan.

As of 31 December 2024, the YESS Program has strengthened the capacity of 43 TVET institutions across 4 provinces and 19 districts. A total of 337 teachers have been trained. Improvements in curricula, teaching and learning processes, and career guidance and counseling services provided by partner TVET institutions have benefited 20,408 alumni. A total of 24 certified apprenticeship programs have been developed and have involved 1,372 rural youth. Furthermore, 271 young people have participated in overseas apprenticeship programs, comprising 200 participants in Taiwan and 71 participants in Japan.

The YESS Program has also distributed PWMP grants to 2,176 young people and provided business incubator tenant grants to 112 beneficiaries. Through the implementation of this strategy, out of the 20,408 youth who have benefited from partner TVET institutions, a total of 11,755 have secured employment or started businesses in the agricultural sector.

District-Based Support

The YESS Program seeks to develop district-based support services for young farmers, entrepreneurs, and micro, small, and medium enterprises (MSMEs) that create employment

usaha mikro, kecil dan menengah (UMKM) yang menciptakan lapangan kerja/pasar bagi kaum muda. Strategi ini diarahkan agar petani dan pengusaha muda mampu mengakses pasar dan layanannya dalam rantai nilai komoditas pertanian yang potensial di lokasi program.

Untuk itu, Program YESS sangat menaruh perhatian pada aspek kelembagaan dan penguatan kapasitasnya agar semua kelembagaan terkait dalam pengembangan kewirausahaan pemuda di sektor pertanian dapat memberikan dukungan dan layanan yang efektif. Melalui strategi ini, Program YESS mengembangkan jaringan penjangkauan (*outreach*) dan mobilisasi penerima manfaat program yang memenuhi prinsip-prinsip kesetaraan gender dan inklusi sosial.

Dalam program YESS direkrut mobilizer dan fasilitator pemuda di

opportunities and markets for youth. This strategy aims to enable young farmers and entrepreneurs to access markets and services within the value chains of potential agricultural commodities in the program areas.

To achieve this, the YESS Program places strong emphasis on institutional aspects and capacity building to ensure that all institutions involved in developing youth entrepreneurship in the agricultural sector are able to deliver effective support and services. Through this strategy, the YESS Program develops outreach networks and mobilizes program beneficiaries based on the principles of gender equality and social inclusion.

Under the YESS Program, youth mobilizers and facilitators are recruited in every sub-district and district within the program areas. Their capacity is continuously enhanced so they can work effectively and efficiently as the front line in identifying prospective



Gambar 2. BDSP (Beranda diversifikasi Sentrausaha Pertanian)
Figure 2. BDSP (Located in the diversification of agricultural business centers)

seluruh—kecamatan dan kabupaten lokasi program. Kemudian secara regular mereka ditingkatkan kemampuannya, sehingga dapat bekerja secara efektif dan efisien sebagai garda terdepan dalam menemukan calon penerima manfaat, mengomunikasikan tentang program dan mengawal mereka dalam mengakses layanan-layanan yang disediakan program.

Untuk memastikan tersedianya layanan pengembangan usaha yang bisa diakses penerima manfaat, Program YESS memperkuat kapasitas lembaga penyedia layanan pengembangan usaha (Beranda Diversifikasi Sentrausaha Pertanian/BDSP) yang ada di lokasi program. Meliputi, Balai Penyuluhan Pertanian (BPP), Pusat Pelatihan Pertanian Dan Perdesaan Swadaya (P4S), Pusat Layanan Usaha Terpadu (PLUT), Balai Latihan Kerja (BLK), dan lainnya.

Setiap BDSP yang diperkuat kapasitasnya didukung untuk merumuskan model bisnis di sektor pertanian yang mendasarkan pada

beneficiaries, communicating program objectives, and assisting them in accessing available services.

To ensure the availability of accessible enterprise development services for beneficiaries, the YESS Program strengthens the capacity of existing Business Development Service Providers (BDSPs) within the program areas. These include Agricultural Extension Centers (Balai Penyuluhan Pertanian/BPP), Independent Rural Agricultural and Training Centers (Pusat Pelatihan Pertanian dan Perdesaan Swadaya/P4S), Integrated Business Service Centers (Pusat Layanan Usaha Terpadu/PLUT), Vocational Training Centers (Balai Latihan Kerja/BLK), and other relevant institutions.

Each BDSP whose capacity has been strengthened is supported to develop an agricultural business model based on the findings of enterprise mapping studies conducted at the district and provincial levels within the program areas. This business model serves as a reference for program managers in guiding, facilitating, and



Gambar 3. BDSP (Beranda diversifikasi Sentrausaha Pertanian)
Figure 3. BDSP (Located in the diversification of agricultural business centers)

hasil studi pemetaan lapangan usaha di kabupaten dan provinsi lokasi program. Model bisnis ini menjadi acuan bagi pengelola program di dalam mengawal, memfasilitasi, mendampingi pengembangan usaha penerima manfaat program, termasuk merancang topik-topik pelatihan bagi penerima manfaat yang sejalan dengan model bisnis yang dirumuskan. Setiap BDSP yang berpartisipasi dalam pelaksanaan program secara regular difasilitasi dengan serangkaian pelatihan untuk meningkatkan kemampuan pengelola dan pelatihnya dalam mengelola BDSP dan melaksanakan kegiatan pelatihan yang dibiayai program.

Selain BDSP, Program YESS juga memfasilitasi terbentuk dan berfungsinya forum multi-stakeholder (FMS), baik di tingkat nasional maupun kabupaten. FMS ini sebagai wahana bagi pemangku kepentingan yang terlibat dalam mempromosikan peran serta pemuda dalam bidang pertanian. Melalui forum ini, pemangku kepentingan membangun kesepakatan arah dan tujuan pengembangan kewirausahaan pertanian bagi pemuda perdesaan, meninjau kemajuan dan upaya menjawab tantangan yang berkembang, termasuk rencana keberlanjutan setelah Program YESS berakhir.

Selain aspek kelembagaan layanan pengembangan usaha dan penguatan kapasitasnya, Program YESS juga menyediakan layanan yang bisa diakses kaum muda di perdesaan guna merintis dan mengembangkan usaha di bidang pertanian. Layanan ini terdiri atas penyediaan paket pelatihan motivasi bisnis, *start-up* bisnis, dan pelatihan lanjutan sesuai dengan kebutuhan pengembangan bisnis yang dikelola para penerima manfaat program.

Program YESS juga mengembangkan jaringan mentor yang menyediakan layanan

assisting the business development of program beneficiaries, including designing training topics that align with the established business model. Each BDSP participating in program implementation is regularly provided with a series of training sessions to enhance the capacity of its managers and trainers in managing the BDSP and delivering training activities funded by the program.

In addition to BDSPs, the YESS Program also facilitates the establishment and functioning of multi-stakeholder forums (FMS) at both the national and district levels. These forums serve as platforms for stakeholders engaged in promoting youth participation in the agricultural sector. Through these forums, stakeholders reach consensus on the direction and goals of agripreneurship development for rural youth, review progress and address emerging challenges, and plan for sustainability beyond the lifetime of the YESS Program.

Beyond institutional capacity building for enterprise development services, the YESS Program also provides services accessible to rural youth to help them start and grow agricultural businesses. These services include business motivation training packages, start-up business training, and advanced training tailored to the business development needs of program beneficiaries.

The YESS Program also develops a mentoring network that offers guidance and advisory services to YESS Program beneficiaries in managing their businesses to ensure sustainability and growth. To support business development, beneficiaries receive assistance designed to strengthen the sustainability and profitability of their enterprises.

The YESS Program promotes the development of alternative business relationships and partnerships between young farmers and entrepreneurs and

pendampingan dan memberikan saran/nasehat kepada penerima manfaat Program YESS dalam mengelola usaha, sehingga dapat berkelanjutan dan berkembang. Untuk mendukung pengembangan usaha, penerima manfaat yang menjamin keberlanjutan dan keuntungan usaha.

Program YESS mendorong terbangunnya alternatif hubungan dan kemitraan bisnis antara petani dan pengusaha muda dengan pelaku rantai nilai pertanian lainnya. Hal ini antara lain diwujudkan melalui pengembangan kluster komoditas pertanian dan penumbuhan korporasi petani muda di seluruh lokasi Program YESS.

Para penerima manfaat Program YESS yang sukses dan memiliki keunggulan, baik sebagai petani muda maupun pengusaha muda, difasilitasi dan diperkuat kapasitasnya sehingga dapat berkembang menjadi *Local Champion* (LC). Melalui jejaring LC ini diharapkan mereka dapat terus mempengaruhi lingkungan sekitarnya, sehingga perbaikan ekonomi dapat dinikmati masyarakat luas. Termasuk menarik kaum muda terlibat dalam pembangunan pertanian, sehingga dapat memperkuat kolaborasi, jejaring dan kemitraan di antara mereka, baik sebagai kelembagaan ekonomi petani, koperasi, maupun korporasi petani muda.

Sampai saat ini (31 Desember 2024), Program YESS telah memperkuat kapasitas 411 BDSP, terdiri atas 327 BPP, 63 P4S, 7 PLUT, 5 BLK, dan 9 lembaga penyedia layanan pengembangan bisnis lainnya. Sebanyak 411 BDSP tersebut telah melatih 231.451 orang pemuda di bidang manajemen usaha, meliputi topik-topik jalur motivasi bisnis (*business motivation pathway*), start-up training, literasi keuangan lanjutan, penyusunan proposal bisnis, dan pelatihan lanjutan (*advanced training*). Sebanyak 72.865 orang pemuda di antaranya telah berwirausaha, sebanyak 42.189 orang

other actors along the agricultural value chain. This is realized, among other means, through the development of agricultural commodity clusters and the establishment of young farmer corporations across all YESS Program locations.

YESS Program beneficiaries who are successful and demonstrate competitive advantages—whether as young farmers or young entrepreneurs—are facilitated and supported to strengthen their capacities so they can grow into Local Champions (LCs). Through this LC network, it is expected that they will continue to positively influence their surrounding communities, thereby extending economic benefits to a wider population. This approach also aims to attract more youth to engage in agricultural development, strengthening collaboration, networks, and partnerships among them, whether through farmer economic organizations, cooperatives, or young farmer corporations.

To date (31 December 2024), the YESS Program has strengthened the capacity of 411 BDSPs, consisting of 327 BPPs, 63 P4S, 7 PLUTs, 5 BLKs, and 9 other business development service providers. These 411 BDSPs have provided training to 231,451 young people in business management, covering topics such as the business motivation pathway, start-up training, advanced financial literacy, business proposal development, and advanced training. Out of these, 72,865 youth have started their own businesses, and 42,189 of these entrepreneurs have reported increased income.

Facilitation of Financial Service Providers

The YESS Program expands the capacity of Financial Service Providers to meet the capital needs of young farmers, young entrepreneurs, migrants, and their families. This strategy is implemented to promote

wirausaha diantaranya melaporkan pendapatannya meningkat.

Fasilitasi Lembaga Penyedia Jasa Finansial

Program YESS memperluas kapasitas lembaga penyedia jasa finansial (*Financial Service Provider*) untuk memenuhi kebutuhan modal petani muda, pengusaha muda, dan kaum migran serta keluarganya. Strategi ini dijalankan untuk mendorong terwujudnya pelayanan keuangan yang inklusif, sehingga kaum muda perdesaan pun dapat mengakses layanan keuangan secara memadai untuk mendukung pengembangan usahanya.

Strategi ini diwujudkan dengan mengidentifikasi lembaga-lembaga penyedia jasa keuangan yang ada di lokasi Program YESS untuk dipilih sebagai mitra potensial. Lembaga-lembaga tersebut akan dipilih terutama berdasarkan relevansi produk dan skema yang mereka miliki dengan tujuan Program YESS, khususnya dalam hal kesesuaian produk dan skema dengan kebutuhan kaum mudam, cakupan geografis, dan kinerja inklusi sosial.

Program YESS membangun kemitraan melalui MoU dengan lembaga-lembaga penyedia jasa keuangan yang memenuhi kriteria guna mempromosikan akses ke layanan keuangan bagi para petani dan pengusaha muda di perdesaan. Sejauh ini, melalui MoU antara BPPSDMP dengan berbagai lembaga keuangan, Program YESS telah menjalin kerjasama dengan 21 lembaga penyedia jasa keuangan, yang terdiri atas 6 lembaga perbankan milik pemerintah pusat, 9 lembaga perbankan daerah, 4 lembaga perbankan swasta, dan 3 lembaga keuangan non-bank.

Fasilitasi Akses Keuangan

Program YESS berupaya memfasilitasi akses keuangan kepada kaum muda yang pengalaman

inclusive financial services, ensuring that rural youth have adequate access to financial services to support the growth of their businesses.

This strategy is realized by identifying financial institutions operating within the YESS Program areas to be selected as potential partners. These institutions are chosen primarily based on the relevance of their products and schemes to the objectives of the YESS Program—particularly in terms of alignment with youth needs, geographic coverage, and performance in promoting social inclusion.

The YESS Program establishes partnerships through MoUs with financial service providers that meet these criteria, to facilitate access to financial services for young farmers and entrepreneurs in rural areas. To date, through MoUs between BPPSDMP and various financial institutions, the YESS Program has established partnerships with 21 financial service providers, comprising 6 state-owned banks, 9 regional banks, 4 private banks, and 3 non-bank financial institutions.

Facilitation of Financial Access

The YESS Program seeks to facilitate financial access for youth with limited professional experience. This strategy is implemented by improving the financial literacy of rural youth through basic and advanced financial literacy training, integrated with business management and development training delivered as part of the district-based support approach.

The YESS Program also aims to expand youth access to credit schemes for business development, including the People's Business Credit (KUR) scheme. To bridge this access—particularly for youth who are not yet considered creditworthy by banks and have limited business experience (categorized as aspiring or early-stage entrepreneurs)—the YESS Program



Gambar 4. Kegiatan Petani Milenial
Figure 4. Millennial Farmers Activity

profesionalnya terbatas. Strategi ini diimplementasikan dengan meningkatkan literasi keuangan pemuda perdesaan melalui pelatihan literasi keuangan dasar dan lanjutan. Dipadukan dengan pelatihan pengelolaan dan pengembangan bisnis yang tercakup dalam pelaksanaan dukungan berbasis kabupaten.

Program YESS juga berupaya meningkatkan akses pemuda ke skim kredit untuk pengembangan usaha, antara lain Kredit Usaha Rakyat (KUR). Untuk menjembatani akses tersebut, khususnya pemuda yang dinilai belum layak oleh lembaga perbankan dan mempunyai pengalaman berusaha yang masih terbatas (kategori pemula atau prausaha), Program YESS menyediakan fasilitas dana hibah yang bisa diakses oleh mereka secara kompetitif.

Sampai dengan 31 Desember 2024, sebanyak 153.502 orang pemuda telah mengakses produk keuangan dari lembaga-lembaga penyedia jasa keuangan. Di antara jumlah tersebut, sebanyak 72.896 pemuda telah memiliki tabungan untuk menampung dana usaha mereka, dan sebanyak 19.900 pemuda telah mengakses

provides grant facilities that can be accessed competitively.

As of 31 December 2024, a total of 153,502 youth have accessed financial products from financial service providers. Among them, 72,896 youth have opened savings accounts to manage their business funds, and 19,900 youth have independently accessed credit for business development purposes.

Enhancing Youth Perception

The YESS Program strives to improve young people's perception of agriculture. One of the challenges addressed by the YESS Program is the prevailing perception among the younger generation that agriculture is a backward sector with low income potential, making it unattractive as a career choice.

The YESS Program seeks to transform this perception through a series of activities. These include reshaping youth perceptions of agriculture to be more positive, providing information and knowledge that support youth engagement in agriculture-based sectors, connecting young farmers and agripreneurs with communities and supporting partners, and disseminating best practices

kredit secara mandiri untuk keperluan pengembangan usahanya.

Tingkatkan Persepsi Pemuda

Program YESS berupaya meningkatkan persepsi pemuda terhadap pertanian. Salah satu tantangan yang hendak direspon melalui Program YESS adalah adanya anggapan di benak generasi muda bahwa pertanian merupakan sektor yang terbelakang dan berpenghasilan rendah, sehingga tidak menarik bagi mereka untuk digeluti.

Program YESS berupaya mengubah kondisi tersebut melalui serangkaian kegiatan. Diantaranya, mengubah persepsi pemuda terhadap pertanian menjadi lebih positif. Kemudian, menyediakan informasi dan pengetahuan yang mendukung keterlibatan pemuda di sektor berbasis pertanian. Kegiatan lainnya, menghubungkan petani muda dan pengusaha pertanian dengan masyarakat dan mitra yang membantu. Selain itu, menyebarluaskan praktik-praktik baik dan model-model sukses, termasuk yang dikembangkan oleh penerima manfaat Program YESS.

Untuk mewujudkan perubahan tersebut, Program YESS setiap tahun mengukuhkan pengukuhan Duta Petani Muda (*Young Ambassador*). Melalui pengukuhan ini diharapkan mereka mampu memainkan peranan dalam diseminasi dan resonansi guna menumbuhkan wirausaha muda dan mengembangkan jejaring bisnis pertanian di kalangan generasi muda di seluruh wilayah Indonesia. Program YESS telah mengukuhkan 117 orang Duta Petani Muda yang tersebar di seluruh Indonesia.

Selain melalui pengukuhan Duta Petani Muda, Program YESS juga mengembangkan program Pemuda Pedesaan Digital. Upaya ini melibatkan generasi muda Indonesia, khususnya di daerah pedesaan,

and success stories, including those developed by YESS Program beneficiaries.

To help drive this change, the YESS Program annually appoints Young Agricultural Ambassadors. Through this appointment, it is expected that they will play a key role in disseminating information and amplifying impact to inspire more youth entrepreneurship and expand agricultural business networks among young people across Indonesia. To date, the YESS Program has appointed 117 Young Agricultural Ambassadors throughout the country.

In addition to appointing Young Agricultural Ambassadors, the YESS Program has also developed the Digital Rural Youth initiative. This effort engages Indonesia's young generation, particularly those in rural areas, by leveraging the internet and introducing the agricultural sector in an attractive and engaging way. Ultimately, this aims to foster a more positive image of the agricultural sector among youth.

This initiative consists of three main activities. First, the management of an online rural youth platform, which includes a Learning Management System (LMS) application and social media channels. Second, the packaging and dissemination of success stories and best practices. Third, digital marketing activities. To date, the digital rural youth platform developed by the YESS Program has been used regularly by 187,780 young people throughout 2024.

Participatory Policy Promotion

The YESS Program seeks to promote the development of participatory policies to enhance youth engagement in agriculture-based sectors. The program contributes to improving the policy and regulatory environment in key priority areas necessary to support inclusive youth participation in agriculture-based sectors.

melalui pemanfaatan internet dan memperkenalkan pada sektor pertanian dengan cara yang menarik. Pada akhirnya, mereka memiliki citra yang lebih positif terhadap sektor pertanian.

Upaya ini terdiri atas tiga kegiatan utama. Pertama, pengelolaan *platform* daring pemuda pedesaan, yaitu berupa aplikasi *Learning Management System* (LMS) dan media sosial. Kedua, pengemasan kisah-kisah sukses (*success story*) dan praktik-praktik terbaik (*best practices*). Ketiga, pemasaran digital. Sampai kini, *platform* pemuda pedesaan digital yang dikembangkan Program YESS telah dimanfaatkan secara regular oleh 187.780 orang pemuda selama tahun 2024.

Promosi Kebijakan Partisipatif

Program YESS berupaya mempromosikan pengembangan kebijakan partisipatif untuk keterlibatan pemuda di sektor berbasis pertanian. Program YESS berkontribusi meningkatkan lingkungan kebijakan dan peraturan di bidang-bidang prioritas utama yang diperlukan untuk mendorong keterlibatan pemuda secara inklusif di sektor berbasis pertanian.

Saat ini Program YESS sedang melaksanakan studi kebijakan melalui koordinasi Bappenas untuk menyusun naskah akademik guna merumuskan peraturan pemerintah tentang peta jalan (*roadmap*) regenerasi petani sesuai yang diamanatkan RPJMN 2025–2029. Hasil studi ini penting sebagai input dalam penyusunan peraturan pemerintah, sehingga setiap Kementerian/Lembaga terkait dengan regenerasi petani mempunyai landasan acuan dalam memberikan dukungan terhadap pelaksanaan amanat regenerasi petani yang tertuang dalam RPJMN 2025–2029.

The YESS Program is currently conducting a policy study, coordinated by Bappenas, to prepare an academic paper for formulating a government regulation on the roadmap for farmer regeneration as mandated by the National Medium-Term Development Plan (RPJMN) 2025–2029. The results of this study will serve as important input for drafting the government regulation, providing each relevant Ministry/Agency with a reference framework to support the implementation of the farmer regeneration mandate outlined in the RPJMN 2025–2029.

BAB II

PWMP DAN MBKM

Dua Jalur Cetak Wirausaha Muda Pertanian

CHAPTER II **PWMP AND MBKM**

Two Pathways for Developing Young Agripreneurs

Program *Youth Entrepreneurship and Employment Support Service (YESS)* Kementerian Pertanian menjadi program pengembangan kewirausahaan dan ketenagakerjaan pemuda di bidang pertanian. Tujuannya menciptakan kesempatan bagi kaum muda pedesaan melalui penumbuhan wirausaha di bidang pertanian.

Salah satu komponen Program YESS adalah Komponen 1 Transisi Pemuda Desa ke Pekerjaan (*Rural Youth Transition to Work*). Program ini bukan saja bertujuan meningkatkan kesempatan kerja, tapi juga membuka kesempatan berwirausaha bagi kaum muda, khususnya yang masih kuliah di pendidikan vokasi pertanian pada Politeknik Pembangunan Pertanian (Polbangtan) dan Sekolah Menengah Kejuruan Pertanian Pembangunan (SMK-PP).

Penumbuhan Wirausahawan Muda Pertanian

Penumbuhan Wirausahawan Muda Pertanian (PWMP) Peserta Didik adalah salah satu kegiatan dalam Program YESS dengan sasaran peserta didik pada Polbangtan/SMK-PP. Melalui kegiatan PWMP, peserta didik yang masih duduk di bangku pendidikan mendapat kesempatan menjalankan wirausaha bidang agribisnis pertanian, mulai dari sektor hulu sampai sektor hilir. Hasil kegiatan PWMP Peserta Didik ini diharapkan nantinya peserta menekuni dan memilih karir sesudah lulus dan menjadi alumni yang handal.

The *Youth Entrepreneurship and Employment Support Service (YESS)* Program of the Ministry of Agriculture serves as a youth entrepreneurship and employment development initiative in the agricultural sector. Its objective is to create opportunities for rural youth through the promotion and development of agripreneurship.

One of the key components of the YESS Program is Component 1: Rural Youth Transition to Work. This component not only aims to increase employment opportunities but also to open pathways for entrepreneurship for young people, particularly those currently studying at agricultural vocational education institutions, such as the Agricultural Development Polytechnic (Politeknik Pembangunan Pertanian/Polbangtan) and Agricultural Vocational High Schools (Sekolah Menengah Kejuruan Pertanian Pembangunan/SMK-PP).

Development of Young Agricultural Entrepreneurs

The *Development of Young Agripreneurs (PWMP) for Students* is one of the activities under the YESS Program, targeting students enrolled at Polbangtan/SMK-PP. Through the PWMP initiative, students are given the opportunity to engage in agribusiness entrepreneurship across the agricultural value chain, from upstream to downstream sectors. The outcomes of the PWMP for Students are expected to encourage participants to pursue and

Tabel 1. Jumlah penerima PWMP Program YESS

No	PPIU	2020	2021	2022	2023	2024	Jumlah
1	Jawa Barat	47	51	45	26	52	221
2	Jawa Timur	35	50	70	14	45	214
3	Kalimantan Selatan	35	25	33	27	24	144
4	Sulawesi Selatan	35	37	62	21	22	177
Jumlah		152	163	210	88	143	756

Table 1. Number of PWMP Beneficiaries under the YESS Program

No	PPIU	2020	2021	2022	2023	2024	Amount
1	West Java	47	51	45	26	52	221
2	East Java	35	50	70	14	45	214
3	South Kalimantan	35	25	33	27	24	144
4	South Sulawesi	35	37	62	21	22	177
Total		152	163	210	88	143	756

Setidaknya ada empat komponen pelaksana PWMP yakni pembimbing, mentor, pendamping dan *off taker*. Pembimbing PWMP peserta didik merupakan tenaga pendidik atau tenaga kependidikan aktif pada Polbangtan/SMK-PP.

Sedangkan Mentor PWMP peserta didik merupakan praktisi atau mitra usaha yang memiliki kemampuan dan usaha di bidang bisnis pertanian dan bersedia membimbing dan mendampingi penerima manfaat PWMP Peserta Didik.

Untuk pendamping PWMP Peserta Didik merupakan tenaga kependidikan pada Polbangtan/SMK-PP, diutamakan dari TEFA maupun inkubator bisnis. Sementara *offtaker* ada dua. Pertama, *offtaker* bagi penerima manfaat PWMP peserta didik dapat diidentifikasi pembimbing dan mentor. Kemudian dapat menjadi mitra kerjasama sekaligus sebagai penjamin pemasaran hasil-hasil produksi PWMP peserta didik. Kedua, *offtaker* dalam kegiatan PWMP peserta didik menggunakan skema kerjasama dalam bentuk nota kesepahaman,

commit to entrepreneurial careers after graduation, becoming capable and competitive alumni.

There are at least four key implementation components within the PWMP, namely supervisors, mentors, facilitators, and off-takers. PWMP student supervisors are active teaching or administrative staff at Polbangtan or SMK-PP. Meanwhile, PWMP student mentors are practitioners or business partners with proven expertise and businesses in the agricultural sector who are willing to guide and support PWMP student beneficiaries.

Facilitators for PWMP students are administrative staff at Polbangtan or SMK-PP, preferably drawn from TEFA units or business incubators. There are two types of off-takers. First, off-takers for PWMP student beneficiaries may be identified by supervisors and mentors and can serve as cooperation partners as well as guarantee the marketing of students' PWMP production outputs. Second, off-takers within the PWMP student activities may engage through cooperation schemes formalized by memorandums of understanding, co-

perjanjian kerjasama, dan/atau bentuk kesepakatan lainnya.

Selain komponen dalam PMWP tersebut, dalam kegiatan PWMP juga dipersyaratkan adanya Inkubator Bisnis sebagai lembaga yang dibentuk berdasarkan Keputusan Direktur Polbangtan/Kepala Sekolah SMK-PP. Lembaga Inkubator Bisnis ini nantinya melakukan pembinaan, pendampingan, dan pengembangan usaha Peserta PWMP Peserta Didik.

Selain inkubator bisnis, pelaksanaan usaha peserta PWMP akan dioptimalkan dengan adanya *Teaching Factory* (TEFA). TEFA melibatkan mahasiswa dan DUDI (dunia usaha dan dunia industri) dalam proses bisnis.

Tahapan Kegiatan dan Pelaksanaan

Program PWMP merupakan salah satu upaya dalam mencetak *agrisociopreneur*. Profil seorang *agrisociopreneur* setidaknya dapat digambarkan sebagai wirausaha muda yang lahir melalui proses pembelajaran yang terstruktur. Selain itu, mampu menjalankan usaha yang menguntungkan di sektor pertanian, termasuk peternakan, perkebunan, mesin pertanian dan jasa pertanian lainnya. Bukan hanya itu, profil seorang *agrisociopreneur* juga bisa dilihat dari memberikan manfaat sosial dari usaha yang dijalankannya.

Dalam pelaksanaan kegiatan PWMP ada beberapa tahapan dilakukan, dari mulai persiapan, penyadaran dan penumbuhan. Pada tahap persiapan melalui proses, penetapan penyelenggara, inkubator bisnis, dan TEFA; penetapan tim pembimbing dan pendamping; perekrutan mentor atas rekomendasi pembimbing dan penetapan tim mentor; identifikasi *offtaker* melalui koordinasi penyelenggara dan kerjasama dengan *offtaker*; dan pembekalan kepada penyelenggara.

Kemudian tahapan sosialisasi kepada seluruh pihak yang terlibat

operation agreements, and/or other forms of mutual agreements.

In addition to these PWMP components, the program also requires the presence of a Business Incubator established by a Decree of the Polbangtan Director or SMK-PP Principal. The Business Incubator serves as an institution that provides coaching, facilitation, and business development support for PWMP student participants.

In addition to the business incubator, the implementation of student PWMP businesses is further optimized through the presence of Teaching Factories (TEFA). TEFA engages students and the business and industrial sectors (DUDI) in the business process.

Activity Stages and Implementation

The PWMP is one of the key efforts to develop agrisociopreneurs. The profile of an agrisociopreneur can be described as a young entrepreneur nurtured through a structured learning process, who is capable of managing a profitable business in the agricultural sector, including livestock, plantations, agricultural machinery, and other agricultural services. Beyond profitability, an agrisociopreneur is also characterized by the ability to deliver social benefits through their business activities.

PWMP activities are carried out in several stages, beginning with preparation, awareness raising, and entrepreneurial development. During the preparation stage, the following processes are undertaken: designation of implementing institutions, business incubators, and TEFA; appointment of supervisory and facilitation teams; recruitment of mentors based on supervisor recommendations and appointment of the mentor team; identification of off-takers through coordination by the implementing institutions and agreements with off-takers; and capacity building for implementing institutions.

Subsequently, the next stages include outreach to all parties involved

dalam pelaksanaan PWMP peserta didik; pendaftaran Program PWMP peserta didik oleh calon peserta; seleksi calon peserta PWMP peserta didik melalui administrasi dan wawancara; peningkatan kapasitas peserta tentang kewirausahaan dan teknis; dan penyiapan rencana monitoring, evaluasi, dan tindak lanjut.

Sedangkan pada tahap penyadaran menjadi tahap awal kegiatan PWMP yang bertujuan menstimulasi minat, semangat, dan karakter berwirausaha dari petani muda baik secara individu atau kelompok agar memiliki kesadaran berwirausaha di bidang pertanian. Proses tahapan penyadaran dapat dilakukan pada lembaga pendidikan dan menjadi bagian dari pembelajaran, bimbingan teknis, seminar secara *offline* atau *online*, pelatihan dan pemagangan.

Selanjutnya tahap penumbuhan. Tahapan penumbuhan melalui serangkaian proses dalam mendorong individu atau kelompok agar memiliki kesadaran mengimplementasikan minat, semangat, dan karakter berwirausaha dan memulai berwirausaha di bidang pertanian. Tahap penumbuhan berada pada kelas dua atau tiga pada jenjang pendidikan SMK-PP dan tingkat 3 dan/atau 4 pada jenjang Pendidikan Diploma III dan IV.

Indikator Kinerja

Indikator capaian kinerja di setiap tahapan didasarkan pada aspek kinerja yang dapat menggambarkan profil seorang *agrisociopreneur*. Kinerja Peserta PWMP Peserta Didik dinilai dari kemampuan peserta dalam menghasilkan keuntungan usaha. Penilaian kinerja usaha ini didasarkan pada laporan yang disampaikan peserta sesuai tahapannya kepada pembimbing.

Bagi peserta PWMP peserta didik yang terpilih nantinya diberikan dana bantuan modal wirausaha PWMP sebesar maksimal Rp 10 juta. Peserta

in the implementation of the PWMP for students; registration for the PWMP by prospective participants; selection of prospective PWMP student participants through administrative screening and interviews; capacity building for participants on entrepreneurship and technical aspects; and the preparation of monitoring, evaluation, and follow-up plans.

The awareness stage serves as the initial phase of the PWMP, designed to stimulate the interest, motivation, and entrepreneurial mindset of young farmers, whether individually or in groups, to build awareness and readiness for entrepreneurship in the agricultural sector. This awareness process can be conducted within educational institutions and integrated into learning activities, technical guidance, offline or online seminars, training sessions, and apprenticeships.

Next is the entrepreneurial development stage. This stage involves a series of processes aimed at encouraging individuals or groups to consciously develop and implement their interest, motivation, and entrepreneurial character, and to begin establishing agricultural businesses. The development stage typically takes place in the second or third year for SMK-PP students and in the third and/or fourth year for students in Diploma III and IV programs.

Performance Indicators

The performance indicators at each stage are based on performance aspects that reflect the profile of an agrosociopreneur. The performance of PWMP student participants is assessed by evaluating their ability to generate business profit. This business performance assessment is based on reports submitted by the participants to their supervisors in accordance with each stage.

Selected PWMP student participants will be awarded entrepreneurial seed funding of up to IDR 10 million.



Gambar 5. Kegiatan Peningkatan Pengembangan Wirausaha Muda Pertanian
Figure 5. Young Agripreneur Empowerment Program

PWMP akan menggunakan dan memanfaatkan dana bantuan untuk melaksanakan praktik wirausaha sesuai proposal usaha yang diajukan.

Sebelum memulai praktik kegiatan wirausaha, peserta didik dibantu pendamping, termasuk dari penyedia untuk menyusun perkiraan arus kas (*cashflow*) usaha. Kemudian peserta dapat membuat proyeksi arus kas sebagai perkiraan penerimaan dan pengeluaran usaha dalam periode praktik wirausaha yang diintegrasikan kedalam kurikulum pembelajaran (Program MBKM).

Begitu juga saat praktik, peserta PWMP mendapatkan bimbingan, *mentoring*, pendampingan, serta dukungan inkubator bisnis dan TEFA Polbangtan/SMK-PP. Selama praktik wirausaha, peserta diminta menyusun dan dilakukan monitoring. Diantaranya, menyerahkan laporan penggunaan dana, laporan semester PWMP; laporan tahunan PWMP, serta monitoring dan evaluasi.

PWMP participants are required to use and manage these funds to implement their entrepreneurial activities in line with the approved business proposals they have submitted.

Before commencing entrepreneurial practice activities, students receive assistance from facilitators, including support from service providers, to develop a projected business cash flow. Participants then prepare cash flow projections estimating business income and expenditures for the duration of the entrepreneurial practice, which is integrated into the learning curriculum through the Independent Learning-Independent Campus (MBKM) Program.

During the practical phase, PWMP participants receive guidance, mentoring, and facilitation, as well as support from the business incubator and TEFA units at Polbangtan/SMK-PP. Throughout the entrepreneurial practice, participants are required to compile and submit regular reports for monitoring purposes. These include fund utilization reports, PWMP semester reports, annual PWMP reports, and monitoring and evaluation documentation.

Merdeka Belajar Kampus Merdeka

Sistem Merdeka Belajar Kampus Merdeka (MBKM) merupakan salah satu kebijakan Menteri Pendidikan dan Kebudayaan, melalui Permendikbud No. 3 Tahun 2020 tentang Standar Nasional Pendidikan Tinggi, Kegiatan MBKM di Polbangtan dan SMK-PP mendukung program prioritas Kementerian Pertanian yang disinergikan dengan MBKM, terutama berkaitan peningkatan ketahanan pangan, ekspor dan nilai tambah produk pertanian.

Polbangtan dan SMK-PP mempunyai berbagai program studi yang menerapkan Program MBKM. Sesuai Permendikbud No. 3 Tahun 2020 ada beberapa BKP MBKM antara lain, kegiatan wirausaha, studi/proyek independent, membangun desa/kuliah kerja nyata tematik, pertukaran pelajar, magang atau praktek kerja, asistensi mengajar disatuan pendidikan, penelitian/riset dan proyek kemanusiaan.

Dalam kegiatan MBKM, mahasiswa mendapat kesempatan selama 1 semester atau setara dengan 20 sks menempuh pembelajaran lapangan. Kegiatan wirausaha yang diwadahi dalam program PWMP merupakan kegiatan pembelajaran dalam bentuk pelaksanaan proyek usaha mahasiswa dibawah bimbingan dosen pembimbing dan mentor usaha oleh Wirausaha setempat.

Pada kegiatan wirausaha ini, para mahasiswa lebih fokus lagi berperan sebagai Manajer Agribisnis (Pengelola Agribisnis) yang dilakukan pada kegiatan MBKM BKP Kewirausahaan. Dengan kegiatan BKP, paling tidak dapat menumbuhkan iklim dan budaya kewirausahaan di kalangan mahasiswa Polbangtan/SMKPP dan tercipta jejaring unit bisnis baru atau pengembangan usaha yang dikelola mahasiswa dengan wirausaha/UKM/UMKM.

Dengan demikian memberikan pengalaman berwirausaha secara

Independent Learning-Independent Campus (MBKM)

The Independent Learning-Independent Campus (MBKM) system is a policy initiated by the Minister of Education and Culture under Ministerial Regulation No. 3 of 2020 on National Standards for Higher Education. MBKM activities implemented by Polbangtan and SMK-PP support the Ministry of Agriculture's priority programs aligned with MBKM objectives, particularly those related to strengthening food security, increasing exports, and adding value to agricultural products.

Polbangtan and SMK-PP offer various study programs that adopt the MBKM framework. In accordance with Ministerial Regulation No. 3 of 2020, several MBKM Activity Forms (BKP MBKM) include entrepreneurship activities, independent studies or projects, village development/thematic community service, student exchanges, apprenticeships or work placements, teaching assistantships in educational institutions, research projects, and humanitarian projects.

Under the MBKM program, students have the opportunity to undertake field-based learning for one semester, equivalent to 20 academic credits (SKS). The entrepreneurship activities facilitated through the PWMP program serve as a learning experience in the form of implementing student business projects under the guidance of academic supervisors and local business mentors.

In this entrepreneurship activity, students primarily take on the role of Agribusiness Managers within the framework of the MBKM – BKP Entrepreneurship BKP. Through this BKP initiative, an entrepreneurial mindset and culture are expected to be fostered among Polbangtan/SMKPP students, while also creating business networks and new business units or expanding enterprises managed by students in collaboration with entrepreneurs, SMEs/MSMEs.

nyata, khususnya dalam mengelola pemasaran dilokasi Wirausaha/UKM/UMKM sehingga dapat meningkatkan *soft skill* dan *hard skill*-nya. Mahasiswa juga bisa terlibat langsung dalam praktek dunia usaha UKM/UMKM, terutama pengelolaan pemasaran. Harapannya, mahasiswa akan tumbuh jiwa *entrepreneurship* dan mendorong keberanian mencoba suatu bidang usaha baik secara perorangan maupun kelompok.

Bagi Polbangtan/SMKPP bermanfaat untuk menyesuaikan dan mempertajam relevansi kurikulum dan pembelajarannya dengan perkembangan lapangan pekerjaan dan dunia usaha. Bahkan menguatkan program pendidikan kewirausahaan mahasiswa di lingkungan kampus atau sekolah.

Integrasi PWMP dengan MBKM

Pada tahap persiapan PWMP yang terintegrasi dengan Program MBKM, dilakukan sosialisasi program, pendataan mahasiswa, melengkapi administrasi, pembekalan peserta, pelaksanaan usaha, pendampingan, monev dan evaluasi keberlanjutan program. Pada tahap pelaksanaan dilakukan pembekalan dengan tujuan memberikan pengetahuan dan pemahaman tentang pelaksanaan program Kewirausahaan.

Adapun pola pendampingan usaha dilakukan secara bervariasi dan berkoordinasi antara dosen pembimbing dan pembimbing eksternal (mentor) dari wirausaha/UKM/UMKM. Pola pendampingannya dilakukan pada gambar sebagai berikut:

Beberapa Ketentuan

Kegiatan wirausaha difokuskan pada pengelolaan agribisnis mulai dari pengelolaan produksi, pengelolaan SDM, pengelolaan keuangan dan pengelolaan pemasaran dan penjualan. Namun diperbolehkan jika akan membuat produk baru (opsional).

This provides students with hands-on entrepreneurial experience, particularly in managing marketing activities directly at the sites of entrepreneurs, SMEs, or MSMEs, thereby strengthening both their soft skills and hard skills. Students are also able to engage directly in business practice within SMEs/MSMEs, especially in marketing management. It is expected that this will nurture an entrepreneurial spirit and encourage students to take the initiative to establish businesses, either individually or in groups.

For Polbangtan/SMK-PP, this initiative helps align and sharpen the relevance of the curriculum and learning process with developments in the labor market and business sector. It also reinforces the institutions' student entrepreneurship education programs within the campus or school environment.

Integration of PWMP with MBKM

At the preparation stage of the PWMP integrated with the MBKM Program, several activities are carried out, including program dissemination, student data collection, completion of administrative requirements, participant orientation, business implementation, mentoring, monitoring and evaluation, and program sustainability assessment. During the implementation stage, orientation and training are provided to equip participants with knowledge and understanding of how to run the entrepreneurship program.

The business mentoring model is applied in a flexible manner through coordination between academic supervisors and external mentors from entrepreneurs/SMEs/MSMEs. The mentoring framework is illustrated in the following diagram:

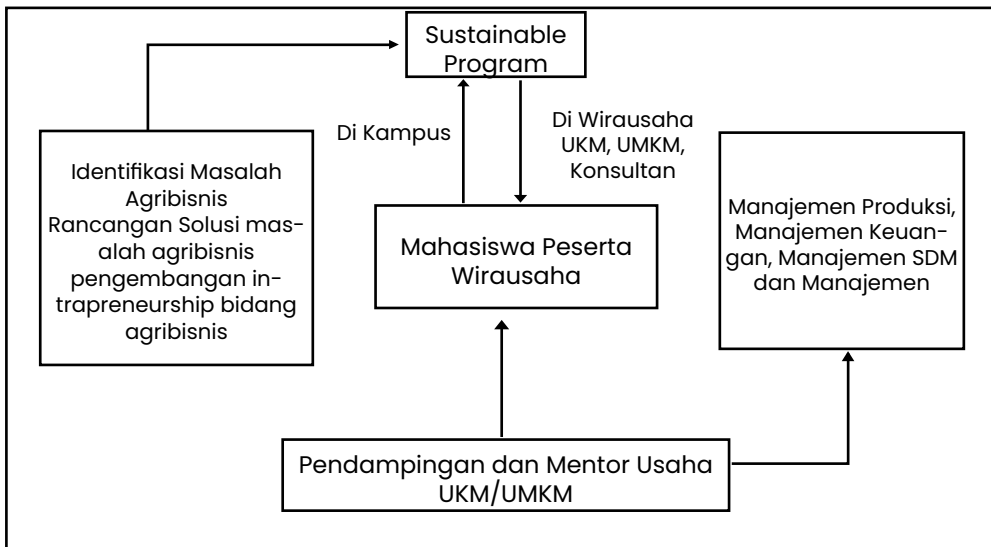
Some Terms

Entrepreneurial activities are primarily focused on agribusiness management, covering production management, human resource man-

Dalam kegiatan kewirausahaan pelaku utama adalah mahasiswa, bukan masyarakat maupun mitra. Jadi, mahasiswa tidak hanya melihat, tapi juga melakukan usaha bersama dengan dunia industri.

Dalam kegiatan wirausaha, mahasiswa mengelola agribisnis mulai dari mengidentifikasi peluang usaha dan pasar dari produk yang sudah dipilih, membuat perencanaan dan

agement, financial management, and marketing and sales management. However, the development of new products is permitted as an optional activity. Within the entrepreneurship program, the main actors are the students themselves, not the local community or partner businesses. Thus, students are expected not only to observe but also to engage directly in business operations in collaboration



Gambar 6. Alur pengembangan program PWMP

proses produksi, hingga pengelolaan keuangan dan SDM. Mahasiswa juga membuat perencanaan strategi pemasaran dan penjualan, evaluasi pemasaran, kemudian tindak lanjut dari hasil evaluasi usaha. Setelah itu, membuat pola atau model kemitraan, kerjasama bidang agribisnis, serta memperluas kemitraan dan jejaring usaha/jejaring pasar.

Pada kegiatan MBKM, mahasiswa ditarget omzet penjualan selama 3 bulan MBKM di lapangan pada setiap usaha atau produk yang dijalankan. Ini diluar target penjualan yang dilakukan perusahaan. Setiap peserta wirausaha juga wajib menyusun laporan secara periodik setiap bulan kepada dosen pembimbing dan menyampaikan kegiatan MBKM kepada program studi

with industry partners.

In these entrepreneurial activities, students manage agribusinesses from identifying business opportunities and markets for selected products, planning and implementing production processes, to managing finances and human resources. Students are also responsible for preparing marketing and sales strategies, conducting marketing evaluations, and implementing follow-up actions based on business performance reviews. Additionally, they are expected to design partnership models, establish agribusiness collaborations, and expand business and market networks.

During the MBKM activities, students are required to achieve a sales turnover target for each business or

setelah berakhirnya kegiatan. Jika wirausaha tersebut menghasilkan Hak Kekayaan Intelektual (HKI) dari pemerintah, maka wajib mencantumkan nama Polbangtan/SMKPP.

Pelaksanaan PWMP peserta didik pada Polbangtan diintegrasikan kedalam kurikulum melalui kegiatan MBKM. Skema ini dirancang untuk pemenuhan kompetensi peserta

product operated during the three-month field implementation period. This target is separate from the company's existing sales targets. Each student entrepreneur must also prepare and submit monthly progress reports to their academic supervisor and report their MBKM activities to their study program upon completion. Should the entrepreneurial activities result in any Intellectual Property Rights (IPR) grant-

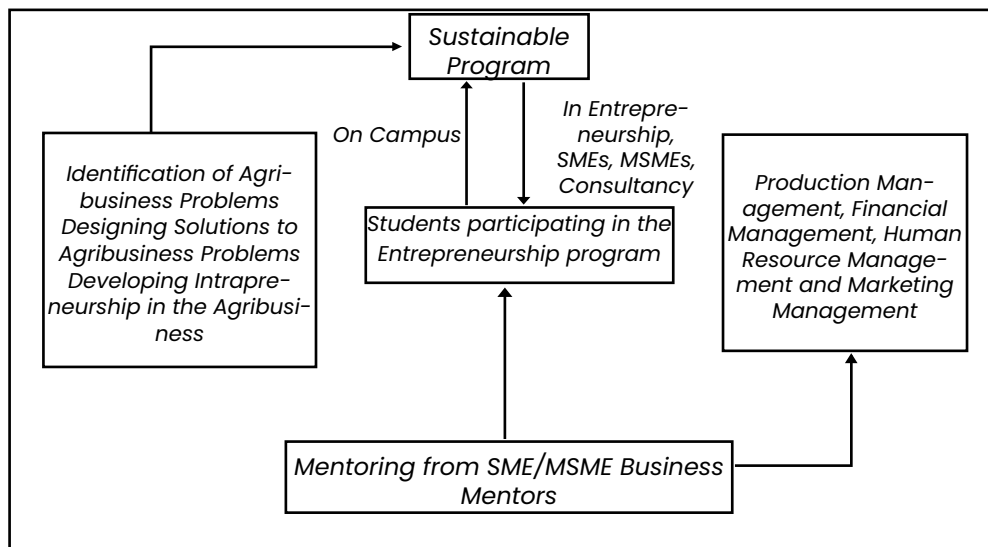


Figure 6. Flow of the PWMP Development Program

didik sesuai kebutuhan dunia usaha dan dunia industri. Integrasi PWMP kedalam kurikulum MBKM dapat dilakukan selama dua semester atau setara dengan 40 SKS. Proses pembelajaran dilaksanakan dibawah bimbingan tenaga pendidik dan penanggungjawab pembinaan PWMP peserta didik dilakukan Wakil Direktur 1 Polbangtan.

Sedangkan integrasi PWMP pada SMK-PP diintegrasikan dalam kurikulum. Proses pembelajarannya dilaksanakan di bawah bimbingan tenaga pendidik dan penanggungjawab pembinaan PWMP peserta didik dilakukan Wakil Kepala SMK-PP bidang Kurikulum. Guna memastikan pelaksanaan PWMP peserta didik terintegrasikan kedalam kurikulum, disiapkan mekanisme free

ed by the government, the name of Polbangtan/SMK-PP must be included in the IPR documentation.

The implementation of the PWMP for students at Polbangtan is integrated into the curriculum through the MBKM program. This scheme is designed to fulfill students' competencies in accordance with the needs of the business and industrial sectors. The integration of PWMP into the MBKM curriculum can be conducted over two semesters, equivalent to 40 credits (SKS). The learning process is carried out under the supervision of teaching staff, with the Vice Director I of Polbangtan responsible for overseeing the development and guidance of student PWMP implementation.

Meanwhile, the integration of PWMP

form melalui kartu kendali seminar kewirausahaan sebagai bagian dari prosedur integrasi.

Dalam program MBKM BKP Kewirausahaan nantinya memiliki bobot SKS setara dengan jumlah SKS semester berjalan yaitu 20 SKS. Dalam penilaiannya menggunakan instrumen

Tabel 2. Program MBKM terintegrasi dengan PWMP

PPIU	Bentuk MBKM
Jawa barat	Kewirausahaan, Penyuluhan, Proyek
Jawa Timur	Kewirausahaan, Magang, MSIB
Kalimantan Selatan	Kewirausahaan, Pengabdian
Sulawesi Selatan	Kewirausahaan, Magang

yang telah disiapkan Program studi Polbangtan/SMKPP yaitu mengacu pada panduan umum MBKM. Penilaian bersifat objektif, menyeluruh, membimbing dan berkelanjutan. Penilaian berfungsi untuk kepentingan perbaikan, pengembangan atau pengayaan atau untuk menetapkan layak tidaknya mahasiswa yang mengikuti kegiatan dinyatakan lulus dalam melaksanakan program kewirausahaan.

Dengan Program PWMP yang terintegrasi dengan MBKM diharapkan dapat membangun jiwa intrapreneurship mahasiswa sebagai manajer agribisnis. Sesuai pengertian dari intrapreneur yaitu seseorang dengan tujuan meningkatkan kekuatan kompetitif dan pengakuan pasar terhadap perusahaan tempatnya bekerja.

at SMK-PP is also embedded within the school curriculum. The learning process is supervised by teaching staff, with the Vice Principal for Curriculum Affairs at SMK-PP responsible for overseeing the development and implementation of PWMP for students. To ensure that the PWMP for students is

Table 2. Integrated MBKM Programme with PWMP

PPIU	Form of MBKM
West Java	Entrepreneurship, Extension, Projects
East Java	Entrepreneurship, Apprenticeship, MSIB
South Kalimantan	Entrepreneurship, Community Service
South Sulawesi	Entrepreneurship, Apprenticeship

effectively integrated into the curriculum, a free form mechanism is prepared through the use of an entrepreneurship seminar control card as part of the integration procedure.

Within the MBKM Entrepreneurship BKP program, the credit weight is equivalent to the total credits of the ongoing semester, which is 20 credits (SKS). The assessment uses instruments prepared by the relevant study program at Polbangtan/SMK-PP, referring to the general MBKM guidelines. The assessment process is objective, comprehensive, formative, and continuous. It functions as a basis for improvement, development, or enrichment, as well as for determining whether participating students have successfully completed and passed the entrepreneurship program.

Through the PWMP Program integrated with MBKM, it is expected that students will develop an intrapreneurial mindset as agribusiness managers. In line with the definition of an intrapreneur, this refers to an individual who works within an organization with the aim of enhancing the company's competitive strength and market recognition.

BAB III

INKUBATOR BISNIS

Bina Calon Wirausaha Muda Pertanian

CHAPTER III BUSINESS INCUBATOR

Fostering Young Agricultural Entrepreneurs

Program YESS menjadi program pengembangan kewirausahaan dan ketenagakerjaan di bidang pertanian yang bertujuan menciptakan kesempatan bagi kaum muda pedesaan melalui penumbuhan wirausaha atau pencarian kerja di bidang pertanian. Karena itu, dalam proyek YESS ada komponen Transisi Pemuda Desa ke Pekerjaan. Tujuannya meningkatkan kesempatan kerja kaum muda, termasuk mahasiswa Politeknik Pembangunan Pertanian (Polbangtan) dan siswa Sekolah Menengah Kejuruan Pertanian Pembangunan (SMK-PP).

Sejak tahun 2016, peserta didik pada institusi pendidikan vokasi tersebut didorong untuk merintis usaha dalam bidang pertanian dengan memberikan dukungan finansial melalui program Penumbuhan Wirausaha Muda Pertanian (PWMP). Melalui program YESS, keberadaan program PWMP menjadi perhatian khusus dan diupayakan menjadi program yang lebih efektif dan efisien dalam membentuk wirausaha muda pertanian.

Polbangtan dan SMKPP juga telah berinisiasi sendiri dengan berbagai macam upaya, termasuk memadukan dengan model pembelajaran *teaching factory/teaching farm* atau TEFA. Model pembelajaran atau TEFA merupakan realisasi Peraturan Pemerintah No. 41 Tahun 2015 tentang keharusan setiap sekolah kejuruan mempunyai “pabrik dalam sekolah (*teaching factory*)” dengan tujuan untuk meningkatkan kompetensi peserta didik.

The YESS Program serves as an entrepreneurship and employment development initiative in the agricultural sector, designed to create opportunities for rural youth through the promotion of agribusiness ventures or employment in agriculture. Accordingly, the YESS Project includes a component on Rural Youth Transition to Work, which aims to expand employment opportunities for young people, including students at the Agricultural Development Polytechnic (Polbangtan) and the Agricultural Vocational High Schools (Sekolah Menengah Kejuruan Pertanian Pembangunan/SMK-PP).

Since 2016, students at these vocational education institutions have been encouraged to initiate agribusiness ventures by providing financial support through the Young Agripreneur Development Program (Penumbuhan Wirausaha Muda Pertanian/PWMP). Within the YESS Program, the implementation of PWMP has received special attention and is continuously refined to be more effective and efficient in nurturing young agripreneurs.

Polbangtan and SMK-PP have also independently undertaken various initiatives, including integrating the teaching factory/teaching farm (TEFA) learning model. The TEFA model is a realization of Government Regulation No. 41 of 2015, which mandates that every vocational school must have an “in-school factory (teaching factory)” to enhance students’ competencies.



Gambar 7. Inkubator Bisnis Guna Percepatan Proses Pembentukan Wirausaha Dengan Alsintan
Figure 7. Business Incubator for Accelerating Agricultural Machinery-Based Entrepreneurship

Dalam Permentan No. 75 Tahun 2016 dan Surat Keputusan Kepala BPPSDMP No. 07 Tahun 2022 mengarahkan agar output TEFA pada Polbangtan, PEPI, dan SMKPP adalah lulusan yang siap membangun wirausaha baru pertanian.

Pencapaian tujuan YESS diukur dengan menggunakan beberapa indikator. *Pertama*, 32.500 kaum muda yang mendapatkan pekerjaan di sektor berbasis pertanian. *Kedua*, 33.800 petani muda/pengusaha pedesaan yang didukung YESS melaporkan keuntungan. *Ketiga*, 50.600 perempuan dan laki-laki muda mendapatkan pekerjaan di perusahaan baru. *Keempat*, tambahan 100.000 pemuda pedesaan menggunakan layanan keuangan, sekitar 4.300 rumah tangga migran muda. *Kelima*, tambahan 120.000 pemuda akan menerima pendidikan keuangan di tingkat komunitas.

Dalam pelaksanaan program YESS berpartner dengan Asosiasi Inkubator Bisnis Indonesia (AIBI) untuk menerapkan inkubator bisnis guna mempercepat proses pembentukan wirausaha.

Under Minister of Agriculture Regulation (Permentan) No. 75 of 2016 and the Decree of the Head of BPPSDMP No. 07 of 2022, the output of TEFA implemented at Polbangtan, PEPI, and SMK-PP is directed towards producing graduates who are ready to establish new agribusiness ventures.

The achievement of the YESS Program's objectives is measured by several key indicators. First, 32,500 young people securing employment in agriculture-based sectors. Second, 33,800 young farmers/rural entrepreneurs supported by YESS reporting profits. Third, 50,600 young women and men gaining employment in newly established businesses. Fourth, an additional 100,000 rural youth accessing financial services, including around 4,300 migrant youth households. Fifth, an additional 120,000 young people will receive financial education at the community level.

In implementing the YESS Program, collaboration is established with the Indonesian Business Incubator Association (AIBI) to operate business

saha pada Polbangtan dan SMK PP. Pengembangan wirausaha muda melalui Inkubator Bisnis (INKUBI) bertujuan mempercepat sasaran Program YESS agar menghasilkan dengan cepat wirausaha-wirausaha di bidang pertanian.

Pembentukan Inkubator Agribisnis untuk mendukung usaha pemula (*start-up*), yang berupa bimbingan dan penyediaan ruang untuk mengembangkan ide bisnisnya. Pembinaan *start-up* ini dilakukan selama satu sampai dua tahun. Jadi adanya INKUBI memberikan kesempatan bagi pemilik usaha pemula mencari peluang permodalan, mengatur finansial dengan baik, dan berinovasi bagi masyarakat.

Jadi fungsi INKUBI adalah membina usaha pemula tentang jaringan bisnis (*network investor*), menyediakan ruang untuk bantuan modal, mengenalkan manajemen investasi, memberikan dukungan dalam bentuk mentoring. Selain itu menjadi tempat tukar informasi seputar bisnis, mengembangkan ide dan strategi bisnis dan memberikan informasi sep-

incubators that accelerate the entrepreneurial development process at Polbangtan and SMK-PP. The development of young entrepreneurs through Business Incubators (INKUBI) aims to fast-track the YESS Program's targets to rapidly produce new agripreneurs.

The Establishment of Agribusiness Incubators aims to support start-up businesses by providing guidance and dedicated space to develop their business ideas. The incubation and coaching process for these start-ups is conducted over a period of one to two years. The presence of INKUBI offers early-stage entrepreneurs the opportunity to seek funding, manage their finances effectively, and innovate for the benefit of the community.

Accordingly, the function of INKUBI is to nurture start-ups by facilitating business networking with potential investors, providing access to capital support, introducing investment management practices, and delivering mentoring assistance. In addition, INKUBI serves as a hub for the exchange of business information, the



Gambar 8. Inkubator Bisnis Guna Percepatan Proses Pembentukan Wirausaha Dengan Alsintan
Figure 8. Business Incubator for Accelerating Agricultural Machinery-Based Entrepreneurship

utar kebijakan bisnis.

Siapa yang bisa menjadi calon *start-up* prospektif? Sasaran calon *start-up* INKUBI adalah pada Polbangtan dan SMK PP sasaran Program YESS. Selain itu, mereka adalah alumni peserta didik, baik siswa atau mahasiswa Polbangtan dan SMK PP dan penerima manfaat/calon penerima manfaat (PM/CPM) sasaran Program YESS.

Ada beberapa syarat *start-up* yang bisa menjadi *tenant* INKUBI. Selain mereka adalah alumni Polbangtan/SMK PP dan atau PM/CPM sasaran Program YESS, bisa juga yang telah berwirausaha selama minimal 6 bulan, berusia maksimal 39 tahun dan tidak sedang melunasi kredit untuk lembaga keuangan apapun. Pemilihan *tenant* diprioritas diberikan kepada yang bersedia menjadi *tenant* residen dalam INKUBI Polbangtan/SMKPP Program YESS, kemudian belum pernah menerima bantuan pendanaan dari Program YESS Kementan, kecuali program untuk

development of business ideas and strategies, and the dissemination of relevant business policy information.

Who can qualify as prospective start-ups? The target candidates for INKUBI incubation are students and graduates of Polbangtan and SMK-PP under the YESS Program. This includes current students, alumni, and beneficiaries or potential beneficiaries (PM/CPM) targeted by the YESS Program.

There are several eligibility requirements for start-ups to qualify as tenants of INKUBI. In addition to being alumni of Polbangtan/SMK-PP or beneficiaries/potential beneficiaries (PM/CPM) targeted by the YESS Program, applicants must have been operating a business for a minimum of six months, be no older than 39 years of age, and must not have any outstanding loans with any financial institution. Priority in tenant selection is given to candidates who are willing to become resident tenants at the Polbangtan/SMK-PP INKUBI under the YESS Program and who have not previously received financial support from the YESS Program of the Ministry of Agriculture, except for support provided under the PWMP scheme for students.

In addition, prospective tenants must successfully pass all selection stages organized by the YESS Program, in this case conducted by Polbangtan/SMK-PP together with the INKUBI Program Implementation Team. Applicants are also required to submit a letter of commitment declaring their willingness to participate in the incubation program and to implement an agreed-upon action plan in accordance with the guidelines set by the implementation team.

INKUBI Working System

The operational system of the INKUBI business development program consists of three stages. First, Pre-Incubation. At this stage, several



Gambar 9. Penerima Manfaat YESS
Figure 9. YESS Beneficiaries

peserta didik (PWMP).

Selain itu, calon *tenant* harus lulus semua tahap seleksi yang diselenggarakan Program YESS, dalam hal ini Polbangtan/SMKPP bersama Tim Pelaksana Program INKUBI. Kemudian, wajib membuat surat pernyataan bersedia mengikuti program inkubasi dan melaksanakan rencana aksi (*action plan*) yang telah disepakati tim pelaksana.

Sistem Kerja INKUBI

Cara kerja program pengembangan bisnis dari INKUBI ini terdiri dari tiga tahap. Pertama, Pra-Inkubasi. Pada tahap ini beberapa prosedur yang dilakukan INKUBI meliputi beberapa kegiatan yakni, proses seleksi. Setelah lembaga pelaksana/INKUBI menyosialisasi program INKUBI, selanjutnya beberapa pengusaha pemula (*start-up*) yang berminat sesuai kriteria akan mengikuti prosedur perekrutan. Selanjutnya *start-up* setelah direkrut, *tenant* akan mendapatkan pengetahuan dasar tentang memulai bisnis dengan materi dimulai dari teori bisnis, perencanaan, pemasaran, hingga pengelolaan sumber daya.

Tahap kedua, Inkubasi. Tahapan ini akan melanjutkan materi dari pra-inkubasi, yaitu bimbingan terarah mengenai manajemen, pemasaran, dan finansial usaha akan diberikan pada fase ini. Tahapan ini berlangsung selama 6 - 12 bulan. Ada tiga fase yang ada dalam tahap inkubasi bisnis adalah, fase awal yakni produksi dan penentuan penghasilan berdasar penjualan. Fase pengembangan yakni, produksi produk komersial dan penambahan keuntungan. Kemudian fase lanjutan untuk melebarkan target pemasaran guna menambah pendapatan.

Tahap ketiga, Pasca-Inkubasi. Tahap akhir dari program inkubasi bisnis adalah pasca inkubasi. Tahapan ini usaha pemula (*start-up*) sudah dianggap mampu menjalankan bisnis secara mandiri. Namun demikian,

procedures are carried out by INKUBI, beginning with the selection process. Following the dissemination of information about the INKUBI program by the implementing institution/INKUBI, prospective start-up entrepreneurs who meet the criteria will undergo the recruitment procedure. Once recruited, tenants will receive foundational knowledge on starting a business, covering topics from business theory, planning, and marketing to resource management.

Second, Incubation. This stage builds upon the pre-incubation material, providing targeted guidance on business management, marketing, and financial administration. This phase lasts between 6 to 12 months. There are three phases within the incubation stage: the initial phase, which focuses on production and revenue generation from sales; the development phase, which includes producing commercial products and increasing profit margins; and the advanced phase, which aims to expand market reach to boost revenue further.

Third, Post-Incubation. The final stage of the business incubation program is post-incubation, during which start-ups are expected to be capable of operating their businesses independently.

Nevertheless, innovation development and professional support from the INKUBI program may continue. Assistance and mentoring during this stage may extend for up to 3 years.

Start-up owners are expected to complete each stage professionally to ensure that the impact of the mentoring is clearly demonstrated at the conclusion of the INKUBI development program. Strengthening of the INKUBI under the YESS Program is carried out in collaboration with the Indonesian Business Incubator Association (AIBI), with preparatory work beginning in 2022 through the development of SOPs for establishing

pengembangan inovasi dan bantuan profesional dari program INKUBI ini masih bisa dilanjutkan. Pada tahapan ini diberikan pendampingan sampai 3 tahun.

Pemilik usaha pemula (*start-up*) diharapkan dapat menjalani setiap tahap dengan profesional agar hasil mentoring terlihat jelas pada akhir program pengembangan INKUBI. Penguatan INKUBI Program YESS dilakukan kerjasama dengan AIBI (Asosiasi Inkubator Bisnis Indonesia), persiapan telah dimulai tahun 2022 dengan melengkapi SOP pendirian INKUBI. Kemudian tahun 2023 mulai melaksanakan inkubasi *start-up* dengan jumlah di masing-masing PPIU Program YESS sebanyak tiga *tenant* di Polbangtan Bogor, Polbangtan Malang, Polbangtan Gowa dan SMK PP Banjarbaru. Jumlah *tenant* tahun 2023 sebanyak 12 *tenant*.

Penyiapan INKUBI

Ada beberapa persiapan pelaksanaan INKUBI pada Inkubator Polbangtan dan SMK PP. Di mulai dari identifikasi topik wirausaha yang sesuai kebutuhan peserta didik Polbangtan dan SMK PP Program YESS. Pada tahapan ini merupakan proses pendirian INKUBI masing yang mengikuti mekanisme dan prosedur AIBI dan tanda daftar – Sistem Pendaftaran Informasi dan Evaluasi Inkubator (SIPENSI) Kementerian Koperasi dan UKM.

Dalam pendirian INKUBI ada beberapa persyaratan yang harus dipenuhi. Syarat utama lembaga sebagai INKUBI adalah memiliki sertifikat keanggotaan AIBI. Untuk mendapatkan sertifikat harus mengikuti mekanisme dan prosedur yang berlaku. Hal ini diperlukan untuk pendampingan dan mentoring AIBI.

Selanjutnya memiliki tanda daftar inkubator (SIPENSI) di Kementerian Koperasi dan UKM (Kemenkop UKM) sebagai lembaga Inkubator Bisnis. Caranya dengan mendaftar ke Kemenkop UKM melalui mekanisme dan prosedur yang berlaku (*login* melengkapi data

INKUBIs. In 2023, the incubation of start-ups commenced, with each PPIU of the YESS Program hosting three tenants at Polbangtan Bogor, Polbangtan Malang, Polbangtan Gowa, and SMK-PP Banjarbaru—resulting in a total of 12 tenants in 2023.

Preparation of INKUBI

Several preparatory steps are required for implementing INKUBI at the Polbangtan and SMK-PP incubators. The process begins with identifying entrepreneurship topics that align with the needs of students at Polbangtan and SMK-PP under the YESS Program. This initial stage involves the establishment process for each INKUBI, which must follow the mechanisms and procedures set forth by the Indonesian Business Incubator Association (AIBI) as well as the registration requirements of the Business Incubator Information and Evaluation Registration System (SIPENSI) managed by the Ministry of Cooperatives and SMEs.

The establishment of an INKUBI requires compliance with several prerequisites. The primary requirement for an institution to qualify as an INKUBI is possession of a valid AIBI membership certificate. To obtain this certificate, the institution must adhere to the applicable mechanisms and procedures, as this serves as the basis for AIBI's guidance and mentoring support.

Additionally, the institution must hold an official incubator registration certificate (SIPENSI) issued by Ministry of Cooperatives and SMEs (Kemenkop SME), formally recognizing its status as a Business Incubator. Registration is completed by applying to Kemenkop SME in accordance with the required mechanisms and procedures, which include logging into the SIPENSI platform and completing the necessary data fields as specified in the system's instruments. This certification is essential to secure

sesuai instrumen pada aplikasi SIPENSI). Hal ini diperlukan untuk mendapatkan intervensi dan fasilitasi pengembangan program incubator selanjutnya. Setelah terdaftar, INKUBI mempunyai kewajiban melapor satu tahun dua kali, melalui SIPENSI, untuk melihat perkembangan incubator bisnisnya. Berikut bukti legalitas yang telah dimiliki oleh INKUBI Program YESS di masing-masing PPIU adalah:



Gambar 10. Sertifikat Keanggotaan AIBI
Figure 10. AIBI Membership Certificate



Gambar 10. Sertifikat Keanggotaan AIBI
Figure 10. AIBI Membership Certificate

Saat ini ada empat lembaga pendidikan vokasi Polbangtan dan SMKPP yang menjadi sasaran Program YESS telah diakui sebagai lembaga INKUBI sesuai topik kekhasan dan kekhususan INKUBI masing-masing. Keempatnya yakni, Polbangtan Bogor (Jawa Barat), Polbangtan Malang (Jawa Timur), Polbangtan Gowa (Sulawesi Selatan) dan SMK-PP Banjarbaru (Kalimantan Selatan).

Tahap selanjutnya dalam pendidikan INKUBI adalah sosialisasi kepada stakeholder terkait. Sosialisasi untuk

further interventions and facilitation for incubator program development. Once registered, each INKUBI is required to submit progress reports twice a year through the SIPENSI system, allowing for continuous monitoring of the business incubator's development. The following are the legal documents currently held by each YESS Program INKUBI at the respective PPIU units:

Currently, four vocational education institutions Polbangtan and SMK-PP targeted by the YESS Program have been officially recognized as INKUBI institutions, each with its own distinctive focus and specialization. These are Polbangtan Bogor (West Java), Polbangtan Malang (East Java), Polbangtan Gowa (South Sulawesi), and SMK-PP Banjarbaru (South Kalimantan).

The next stage in establishing an INKUBI involves conducting outreach to relevant stakeholders. This outreach aims to strengthen the presence and operations of INKUBI in each YESS Program location. Stakeholders include local government officials (Regents, Heads of Bappeda/DCT, Heads of Agricultural Services, Heads of Manpower Services, Heads of Cooperatives & SME Services, Heads of Trade & Industry Services, Heads of One-Stop Licensing Offices), the Chairperson of KADINDA, DUDI, prospective start-up candidates, other local incubators, and related stakeholders.

Following this, the process includes identifying the supporting resources needed to implement youth entrepreneurship development through INKUBI at Polbangtan and SMK-PP, such as human resources, infrastructure and facilities, and governance systems. It also involves strengthening the management capacity of INKUBI managers and tenant advisors through the development and application of INKUBI concepts (workshops, training, and/or study visits).

memperkuat INKUBI di masing-masing lokasi Program YESS. Diantaranya, Pemerintah Daerah (Bupati, Ketua Bappeda/DCT, Kepala Dinas lingkup Pertanian, Kepala Dinas Ketenagakerjaan, Kepala Dinas Koperasi & UKM, Kepala Dinas Perdagangan & Perindustrian, Kepala Perijinan Satu Atap), Kepala KADINDA, DUDI mitra usaha, calon *startup prospektif*, Inkubator lain di daerah dan *stakeholder* terkait.

Kemudian, identifikasi sumberdaya pendukung pelaksana pengembangan wirausaha muda melalui INKUBI pada Polbangtan dan SMK PP yakni SDM, prasarana dan sarana, serta tatakelola. Kemudian, penguatan kapasitas manajemen, pengelola dan pendamping *tenant* pada INKUBI dengan konsep dan penerapan INKUBI (*workshop*, pelatihan dan atau kunjungan/visitasi).

Kegiatan penguatan kapasitas atau pelatihan dilakukan untuk manajemen INKUBI dalam menyiapkan pengembangan INKUBI di Polbangtan dan SMKPP sasaran program YESS. Pelatihan juga diberikan kepada pengelola INKUBI dan pendamping *tenant* Polbangtan/SMKPP. Narasumbernya dari praktisi pengusaha, dan lembaga terkait (dari luar tim pelaksana), agar manfaat yang diterima peserta lebih tinggi.

Untuk menyiapkan INKUBI disusun pedoman pelaksanaan pengembangan wirausaha muda pada Polbangtan dan SMK-PP Program YESS. Pedoman diantaranya, syarat peserta administratif/teknis, seleksi dan penetapan peserta, monitoring dan evaluasi serta hal-hal terkait lainnya.

Pelaksanaan Inkubasi Bisnis

Dalam pelaksanaan INKUBI dilakukan melalui beberapa tahap. Dari mulai Pra Inkubasi, Inkubasi, Pasca Inkubasi dan Supervisi.

Capacity-building activities and training are conducted for INKUBI management teams to prepare them for the development of INKUBI within the Polbangtan and SMK-PP institutions targeted by the YESS Program. Additional training is provided to INKUBI managers and tenant advisors at Polbangtan and SMK-PP, delivered by experienced business practitioners and relevant external institutions to maximize the benefits received by participants.

To support the establishment of INKUBI, implementation guidelines for youth entrepreneurship development at Polbangtan and SMK-PP under the YESS Program have been developed. These guidelines cover, among other aspects, administrative and technical requirements for participants, selection and appointment procedures, monitoring and evaluation mechanisms, and other relevant provisions.

Business Incubation Implementation

The implementation of the Business Incubator (INKUBI) is carried out through several stages: Pre-Incubation, Incubation, Post-Incubation, and Supervision.

1. Pre-Incubation

The selection process consists of several stages, as follows:

- a) *The implementing institution/ INKUBI conducts socialization of the INKUBI program;*
- b) *Prospective start-up entrepreneurs who meet the criteria register as potential tenants by following the recruitment procedures established by INKUBI;*
- c) *Administrative Selection – verifying the required documents of prospective tenants;*
- d) *Bootcamp (Selection I & Selection II). The first stage of selection involves screening*

1. Pra-inkubasi

Proses seleksi melalui beberapa tahap yakni:

- a) Lembaga pelaksana/INKUBI melakukan sosialisasi program INKUBI;
- b) Selanjutnya beberapa pengusaha pemula (*start-up*) yang berminat sesuai kriteria melakukan pendaftaran calon *tenant* dengan mengikuti prosedur perekrutan yang ditetapkan Inkubi.
- c) Seleksi Administrasi - mengecek dokumen persyaratan calon *tenant*;
- d) *Bootcamp* (Seleksi I & Seleksi II). Seleksi tahap pertama adalah proses penyaringan melalui *desk evaluation bisnis plan* calon *tenant* dan *bootcamp* (pelatihan peserta). Kemudian seleksi tahap kedua adalah presentasi dan wawancara calon *start-up* dengan tim seleksi;
- e) Seleksi tahap ketiga adalah validasi lapangan. Seleksi dilakukan melalui visitasi atau validasi ke tempat usaha atau alamat domisili *start-up* calon *tenant* untuk memastikan kejujuran dan integrasi calon *tenant*.
- f) Penetapan dan pengumuman *tenant* INKUBI terpilih hasil seleksi.
- g) Penyempurnaan proposal bisnis dan perbaikan RAB (Persetujuan PPK dan Tim Pengadaan)
- h) Penandatanganan kontrak *tenant* INKUBI dan pencairan bantuan wirausaha dengan INKUBI masing-masing Polbangtan/SMK PP.
- i) Masa inkubasi (AIBI).

2. Inkubasi

Tahap inkubasi ini akan melanjutkan materi dari pra-inkubasi, yaitu bimbingan terarah mengenai manajemen, pemasaran, dan finansial usa-

through a desk evaluation of the business plans submitted by potential tenants, combined with a bootcamp (participant training). The second stage of selection includes presentations and interviews with the selection team;

- e) *The third stage of selection is a field validation. This stage involves a site visit or validation at the business location or domicile address of the prospective start-up tenant to verify the accuracy and integrity of the information provided;*
- f) *Determination and announcement of the selected INKUBI tenants;*
- g) *Refinement of the business proposal and revision of the budget plan (with approval from the Commitment Making Officer and Procurement Team);*
- h) *Signing of the INKUBI tenant contract and disbursement of entrepreneurship support funds through each Polbangtan/SMK PP INKUBI;*
- i) *Incubation Period (in accordance with AIBI standards).*
1. *Subsequently, tenants (start-ups) who have been recruited will receive fundamental knowledge on starting a business, covering topics from business theory, planning, and marketing to resource management.*

2. Incubation

This incubation stage continues the materials covered during the pre-incubation phase, providing targeted guidance on business management, marketing, and financial administration. The business incubation stage consists of three distinct phases:

- a) *Initial Phase: Production and determination of revenue based on sales outcomes;*

ha akan diberikan pada fase ini. Adapun tiga fase yang ada dalam tahap inkubasi bisnis adalah:

- a) Fase awal: produksi dan penentuan penghasilan berdasar penjualan
- b) Fase pengembangan: produksi produk komersial dan penambahan keuntungan
- c) Fase lanjutan: melebarkan target pemasaran guna menambah pendapatan
- d) Pendampingan proses inkubasi *start-up tenant* oleh TPPL terhadap proses inkubasi *start-up tenant* INKUBI meliputi dan tidak terbatas pada hal berikut:
 - e) Pembentukan tim usaha yang solid
 - f) Penyusunan *Business Plan*, *Action Plan*, dan IKK sesuai hibah anggaran yang diterima
 - g) Penerapan teknologi proses produksi dan penataan ruang produksi
 - h) Konsultasi kewirausahaan
 - i) Branding dan kemasan
 - j) Promosi dan akses pemasaran
 - k) Pengurusan legal dan standarisasi
 - l) *Monev* – *supervise* oleh TPPL AIBI (minimal 4 jam/bulan)

3. Pasca Inkubasi

Tahap akhir dari program inkubasi bisnis adalah pasca inkubasi. Tahapan ini usaha pemula (*start-up*) sudah dianggap mampu menjalankan bisnis secara mandiri. Namun demikian, pengembangan inovasi dan bantuan profesional dari program INKUBI ini masih bisa dilanjutkan.

4. Supervisi/monitoring dan evaluasi pelaksanaan program Pengembangan Wirausaha Muda Pertanian (PWMP) melalui INKUBI pada Polbangtan dan SMK PP sasaran program YESS.

Pelaksanaan kegiatan ini setelah 3–4 bulan proses inkubasi, berkeliling ke lokasi YESS, baik untuk *tenant resident* (*in-wall*) maupun *tenant out-*

- b) *Development Phase: Production of commercial products and increase of profit margins;*
- c) *Advanced Phase: Expansion of marketing targets to increase revenue;*
- d) *Guidance and support for start-up tenant incubation by TPPL shall include, but is not limited to, the following activities:*
 - e) *Formation of a solid and cohesive business team;*
 - f) *Preparation of a comprehensive Business Plan, Action Plan, and Performance Indicators in line with the allocated grant funding;*
 - g) *Implementation of appropriate production process technologies and organization of production spaces;*
 - h) *Provision of entrepreneurship consulting services;*
 - i) *Branding development and packaging design;*
 - j) *Promotion strategies and facilitation of market access;*
 - k) *Assistance with legal compliance and standardization processes;*
 - l) *Monitoring and evaluation – supervision by the AIBI TPPL (minimum 4 hours per month)*

3. Post Incubation

The final stage of the business incubation program is the post-incubation phase. At this stage, start-up businesses are considered capable of operating independently. Nevertheless, innovation development and professional assistance through the INKUBI program may continue to be provided as needed.

4. Supervision, monitoring, and evaluation of the implementation of the Youth Agripreneurship Development Program (PWMP) through INKUBI at Polbangtan and SMK PP targeted under the YESS Program .

These activities are conducted 3–4 months after the incubation process, including on-site visits to YESS locations for both resident (*in-wall*)



Gambar 11. Hasil Pelaksanaan Inkubi Budidaya Hidroponik
Figure 11. Result From The Hydroponic Cultivation Incubation Process

wall. Monitoring dan evaluasi terdiri atas bulanan (laporan periodik tenant) dan kunjungan lapangan yang disesuaikan jadwal yang disepakati INKUBI.

Hasil Pelaksanaan

Pengembangan INKUBI yang dihasilkan Program YESS pada tahun 2023 sebanyak 12 tenant. Masing-masing tiga tenant di setiap INKUBI Polbangtan dan SMKPP yang lulus seleksi tahap ketiga dan telah menandatangani kontrak dengan INKUBI di lembaga terkait. Sebanyak lima tenant menyewa/menggunakan tempat usaha dalam INKUBI atau menjadi tenant residen (tenant inwall). Kemudian em-

and non-resident (out-wall) tenants. Monitoring and evaluation include the submission of monthly periodic tenant reports and on-site visits scheduled in accordance with the agreed INKUBI timeline.

Implementation Result

The development of INKUBI under the YESS Program in 2023 resulted in a total of 12 tenants. Each INKUBI unit at Polbangtan and SMKPP successfully selected three tenants who passed the third selection stage and signed contracts with the respective INKUBI institution. Of these, five tenants rent or utilize business premises within the incubator and thus act as resident tenants (in-wall tenants). Four tenants are engaged in food processing businesses, while the remaining three have established ventures in vegetable and fruit cultivation, as well as sheep and cattle farming.

The incubation process began on 1 September 2023, following the signing of the contract between the tenants and INKUBI. During the 2.5 to 3.5-month incubation period, all tenants successfully obtained their business legal documents with the assistance of INKUBI management and tenant mentors. The legal documents acquired include the Business Identification Number (NIB), Taxpayer Identification Number (NPWP), and Sole Proprietorship (PT Perorangan),



Gambar 12. Implementasi Kegiatan Inkubi
Figure 12. Implementation Of Inkubi Activity

pat tenant memproduksi olahan pangan, sedangkan tiga *tenant* lainnya menciptakan usaha budidaya sayuran, buah-buahan, ternak domba dan sapi.

Proses inkubasi sejak kontrak antara *tenant* dengan INKUBI, dimulai 1 September 2023. Dalam masa inkubasi 2,5 – 3,5 bulan, semua *tenant* telah berhasil mengurus legal usaha dengan bantuan pengelola INKUBI dan pendamping *tenant*. Dokumen legal yang dimiliki *tenant* meliputi NIB, NPWP dan PT Perorangan, kecuali seorang masih mengurus NIB. Sedangkan Sertifikat Halal baru dimiliki seorang *tenant* dari empat *tenant* yang membutuhkan dokumen ini. Sisanya masih sedang proses dengan tingkat kemajuan yang berbeda.

Jumlah total omset dari 12 usaha *tenant* adalah Rp 330,1 juta (42 %) dari total hibah awal yang berjumlah Rp 780 juta. Hal ini dinilai masih kondisi wajar, karena omset baru berasal dari satu siklus usaha. Sedangkan beberapa siklus usaha satu *tenant* belum selesai. Jumlah siklus usaha *tenant* sampai Juni 2024 diperkirakan 2–3 kali.

Skala produksi setiap usaha *tenant* meningkat dengan terjadinya perluasan ruang produksi, penganekaragaman jenis produk, penambahan *greenhouse* pertanaman, perluasan lahan pertanaman terbuka, serta penambahan jumlah ternak domba dan usaha sapi.

Dengan capaian tersebut, citra Polbangtan dan SMKPP meningkat. Budaya dan ekosistem kewirausahaan yang terpusat di INKUBI dan wirausaha muda pertanian *tenant* inkubator bisnis mulai terbangun. Dengan hasil nyata pilot program INKUBI tahun 2023 – 2024 ini diharapkan INKUBI semakin kuat, sehingga bisa mengembangkan calon *tenant* lebih banyak yang akan menambah capaian sasaran program YESS.

except for one tenant who is still in the process of obtaining their NIB. As for the Halal Certificate, only one of the four tenants requiring this document has obtained it, while the others are still in progress, each at varying stages of completion.

Total turnover generated by the 12 tenant enterprises amounted to IDR 330.1 million, representing 42% of the initial grant funding of IDR 780 million. This figure is considered within a reasonable range, as the turnover was generated from only one business cycle. Several business cycles for some tenants are still ongoing. The number of business cycles per tenant is estimated to reach 2–3 by June 2024.

The production scale of each tenant enterprise has increased, evidenced by the expansion of production space, product diversification, the addition of greenhouses for cultivation, the expansion of open cultivation areas, as well as an increase in the number of sheep and cattle.

These achievements have contributed to enhancing the public image of Polbangtan and SMKPP. An entrepreneurial culture and ecosystem centered around the Business Incubator (INKUBI) and the young agripreneurs within the incubator have begun to take shape. The tangible results of the INKUBI pilot program for 2023–2024 are expected to strengthen the incubator further, enabling it to develop more prospective tenants, thereby contributing to the achievement of the YESS program targets.

Tabel 3. Data Tenant INKUBI Program YESS tahun 2023– 2024

No	PPIU	Nama	JK	Jenis Usaha	Tahun mulai Usaha	Lokasi Usaha
1	Jawa Barat	Fajar Arifin	L	Budidaya Ternak Domba	2021	Balitri Parungkuda Sukabumi
		Tedi Hidayatulloh	L	Budidaya Ternak Domba	2019	Kampus Cinagara Pol. Bogor
		Nahi Tua Giri	P	Budidaya dan Pemasaran Hortikultura	2018	Tasikmalaya
2	Jawa Timur	Muchamad Aziz	L	Budidaya Melon dan Sayuran Organik	2021	Kampus 2 Polbangtan Malang
		Miranda Putri Ramadani	P	Sayuran Slada Hidroponik	2022	Kampus 2 Polbangtan Malang
		Lailatul Titining Wahyuni	P	Peternakan Sapi Perah	2022	Dsn. Princi RT/RW 21/03 – Ds Gad-ingkulon Kec. Dau Kab. Malang
3	Kalimantan Selatan	M. Achditia An-bahar	L	Budidaya Cabai	2021	Desa Takuti Kab. Banjar
		Mokamat Pudin	L	Budidaya Sayur Segar	2021	Desa Banyu Irang Tala
		Nur Hikmah	P	Sayur Potong	2021	Inwall TEFA SMKPP Banjarbaru
4	Sulawesi Selatan	Elvira	P	Olahan Biji Kakao	2021	TEFA Kampus 1 Polbangtan Gowa
		Muhammad Faiz	L	Budidaya Tanaman Sistem Hidroponik	2020	TEFA Kampus 1 Polbangtan Gowa
		Syahrul Gunawan	L	Penggemukan Sapi	2021	Desa Buakkang, Kec. Bungaya Kab. Gowa

Table 3. INKUBI Tenant Data – YESS Program 2023–2024

No	PPIU	Name	Gender	Type of Business	Year of Business Start	Business Location
1	West Java	Fajar Arifin	M	Sheep Farming	2021	Balitri Parungkuda Sukabumi
		Tedi Hidayat-ulloh	M	Sheep Farming	2019	Cinagara Pol. Bogor Campus
		Nahi Tua Giri	F	Organic Melon and Vegetable Cultivation	2018	Tasikmalaya
2	East Java	Muchamad Aziz	M	Organic Melon and Vegetable Cultivation	2021	Campus 2 of Polbangtan Malang
		Miranda Putri Ramadani	F	Hydroponic Letucce Vegetables	2022	Campus 2 of Polbangtan Malang
		Lailatul Titining Wahyuni	F	Dairy Farming	2022	Princi Hamlet RT/RW 21/03 – Gadingkulon Village, Dau District, Malang Regency
3	South Kalimantan	M. Achditia Anbahr	M	Chili Cultivation	2021	Desa Takuti Kab. Banjar
		Mokamat Pudir	M	Fresh Vegetable Cultivation	2021	Desa Banyu Irang Tala
		Nur Hikmah	F	Cut Vegetables	2021	Inwall TEFA SMKPP Banjarbaru
4	Sulawesi Selatan	Elvira	F	Cocoa Bean Processing	2021	TEFA Campus 1 of Polbangtan Gowa
		Muhammad Faiz	M	Hydroponic Letucce Vegetables	2020	TEFA Campus 1 of Polbangtan Gowa
		Syahrul Gunawan	M	Cattle Fatening	2021	Buakkang Village, Bungaya District, Gowa Regency

Tabel 4. Modul Pelatihan bagi Pengelola INKUBI dan Pendamping *Tenant*

No.	Judul Modul	Uraian	Narasumber yang disarankan
1	Konsep Inkubasi Bisnis bagi Pendamping <i>Start-up</i> Berbasis Teknologi	Konsep dan <i>Best-practices</i> inkubasi bisnis untuk start-up berbasis teknologi	Praktisi Pengelola Inkubator yang berpengalaman lebih dari 15 tahun
2	Strategi <i>Coaching</i> Dalam Proses Pendampingan <i>Start-up</i>	Perbedaan konsep <i>coaching</i> dan mentoring. Cara melakukan <i>coaching</i> dan mentoring. Praktik <i>coaching</i> dan mentoring <i>start-up</i> .	Praktisi komunikasi berpengalaman lebih dari 10 tahun.
3	Praktik Menyusun Laporan Keuangan bagi <i>Start-up</i>	Menyusun Kas Harian, Neras Keuangan, Laporan Rugi/Laba dan <i>Cashflow</i> dari <i>spreadsheet</i> yang telah disediakan.	Praktisi Keuangan UMKM berpengalaman lebih dari 5 tahun.
4	Membangun Tim Pengusaha Pemula Yang Kuat dan Berkelanjutan	Tantangan dan cara mengatasi masalah dari aspek tim pengusaha start-up.	Praktisi Pengelola Inkubator yang berpengalaman lebih dari 10 tahun
5	Pengembangan Bisnis dan <i>Scaling-up</i>	Berfikir tahap pengembangan produk dan bisnis. Penentuan saat <i>scaling-up</i> usaha.	Praktisi <i>Design</i> dan pengembangan produk yang berpengalaman lebih dari 15 tahun
6	<i>Digital Marketing Trend</i> 2023	Karakteristik <i>digital marketing</i> 2023. Kapan sebaiknya memanfaatkan <i>digital marketing</i> .	Praktisi Bisnis yang berpengalaman lebih dari 10 tahun
7	Pengurusan Legal Usaha	Jenis legal usaha PIRT, CV, PT. Tahapan pengurusan legal usaha.	Praktisi Bisnis yang menangani legal usaha.
8	Perlindungan dan Pendaftaran Merek bagi <i>Start-up</i>	Tahapan cara mengajukan Merek secara online. Mendeteksi duplikasi nama, logo dan merek usaha dengan yang telah dimiliki usaha lain.	Direktorat Perlindungan HKI Kemenkumham
9	Prosedur Pengajuan MD Secara <i>Online</i> untuk <i>Start-up</i> Pangan Olahan	Jenis pangan yang membutuhkan dan tidak membutuhkan MD. Tahapan pengajuan ijin MD secara online.	Direktorat Registrasi Pangan Olahan BPOM
10	Prosedur Pengajuan Sertifikat Halal	Jenis usaha dan persyaratan usaha yang membutuhkan sertifikat halal. Tahapan pengajuan sertifikat halal.	Praktisi Bisnis yang menangani sertifikat halal.

Table 4. Training Module for INKUBI Managers and Tenant Assistants

No.	Modul Title	Description	Suggested Sources
1	Business Incubation Concept for Technology-Based Start-up Mentors	Business incubation concepts and best practices for technology-based start-ups	Incubator Management Practitioner with more than 15 years of experience
2	Coaching Strategies in the Start-up Mentoring Process	The difference between coaching and mentoring. How to coach and mentor. Startup coaching and mentoring practices..	Communication practitioner with more than 10 years of experience.
3	Practice of Preparing Financial Reports for Start-ups	Prepare Daily Cash, Financial Balance Sheet, Profit/Loss Report and Cashflow from the spreadsheet provided.	MSME Financial Practitioner with more than 5 years of experience.
4	Building a Strong and Sustainable Startup Entrepreneur Team	Challenges and how to overcome problems from the aspect of a start-up entrepreneur team.	Incubator Management Practitioner with more than 10 years of experience
5	Business Development and Scaling-up	Thinking about product and business development stages. Determining when to scale up a business.	Product design and development practitioner with over 15 years of experience
6	Digital Marketing Trends 2023	Characteristics of digital marketing 2023. When is the best time to use digital marketing?	Business Practitioner with more than 10 years of experience
7	Legal Business Management	Legal types of PIRT, CV, PT businesses. Stages of legal business management.	Business practitioners who handle business legal matters.
8	Trademark Protection and Registration for Start-ups	Steps for applying for a trademark online. Detecting duplication of a business name, logo, and brand with those already owned by another business.	Directorate of Intellectual Property Rights Protection, Ministry of Law and Human Rights
9	Online MD Submission Procedures for Processed Food Start-ups	Types of business that do and do not require an MD. Stages of applying for an MD permit online.	Directorate of Processed Food Registration BPOM
10	Halal Certificate Application Procedure	Types of businesses and business requirements that require halal certification. Stages of applying for halal certification.	Business Practitioner who handles halal certificates.

Tabel 5. Modul *Bootcamp* bagi calon *tenant*.

No.	Judul Modul	Uraian	Narasumber yang disarankan
1	Konsep Inkubasi <i>Start-up</i> melalui INKUBI	Prinsip Inkubasi dan INKUBI, fasilitas yang diberikan INKUBI, kesiapan <i>start-up</i> sebagai <i>Tenant</i> INKUBI	Praktisi Inkubator
2	Membangun Tim Usaha Yang Kuat	Motivasi, solidaritas tim, membangun jiwa kewirausahaan	Praktisi Bisnis
3	Pengembangan Produk	Contoh praktis pengembangan produk sebuah usaha yang berhasil	<i>Start-up incubator</i> yang berhasil
4	Pengantar Legal dan Ijin Usaha	Pedoman mengurus legal dan ijin usaha	Praktisi Bisnis
5	Pemasaran, <i>branding</i> dan kemasan	Contoh praktis memilih merek, kemasan dan cara memasarkan produk	Praktisi Bisnis
6	Panduan Penyusunan <i>Business Plan</i> Lengkap dan <i>Action Plan</i>	Penyusunan BMC, BPL dan Action Plan untuk <i>Start-up</i>	Praktisi Inkubator
7	Pemilihan dan Penerapan Teknologi Produksi	Jenis teknologi untuk produksi dan cara memilih teknologi	Pakar Teknologi
8	Membangun Jejaring Usaha	Bahan baku, rantai pasok bahan baku	Praktisi Bisnis
9	Fasilitasi INKUBI dan Administrasi Hibah Pendanaan	Peraturan hibah pendanaan serta hak & kewajiban <i>tenant</i> INKUBI	Kepala/Manager INKUBI
10	Penyusunan BPL dan AP	BPL dan AP yang akan dievaluasi Tim Seleksi	Pengelola INKUBI dan TPPL dibagi untuk masing-masing Tim
11	Paparan BPL dan AP	Paparan setiap <i>start-up</i> 10 menit, Tanya-jawab 20 menit	Tim Seleksi

Table 5. Bootcamp module for prospective tenants.

No.	Modul Title	Description	Suggested Sources
1	<i>Start-up Incubation Concept through INCUBATION</i>	<i>Incubation Principles and INKUBI, facilities provided by INKUBI, start-up readiness as INKUBI Tenant</i>	<i>Incubator Practitioner</i>
2	<i>Building a Strong Business Team</i>	<i>Motivation, team solidarity, building entrepreneurial spirit</i>	<i>Businnes Practitioner</i>
3	<i>Product Development</i>	<i>A practical example of product development for a successful business</i>	<i>Successful start-up incubator</i>
4	<i>Introduction to Legal and Business Permits</i>	<i>Guidelines for managing legal matters and business permits</i>	<i>Businnes Practitioner</i>
5	<i>Marketing, branding and packaging</i>	<i>Practical examples of choosing brands, packaging and how to market products</i>	<i>Businnes Practitioner</i>
6	<i>Complete Business Plan and Action Plan Preparation Guide</i>	<i>Preparation of BMC, BPL and Action Plan for Start-ups</i>	<i>Incubator Practitioner</i>
7	<i>Selection and Implementation of Production Technology</i>	<i>Types of technology for production and how to choose technology</i>	<i>Technology Expert</i>
8	<i>Building a Business Network</i>	<i>Raw materials, raw material supply chain</i>	<i>Businnes Practitioner</i>
9	<i>INKUBI Facilitation and Funding Grant Administration</i>	<i>Funding grant regulations and the rights & obligations of INKUBI tenants</i>	<i>Head/Manager of INKUBI</i>
10	<i>Preparation of BPL and AP</i>	<i>BPL and AP will be evaluated by the Selection Team</i>	<i>NKUBI and TPPL managers are divided among each team. Selection Team</i>
11	<i>BPL and AP exposure</i>	<i>Each start-up presentation is 10 minutes, Q&A is 20 minutes</i>	

BAB IV

MAGANG LUAR NEGERI

Perkuat Keterampilan dengan Pengalaman di Negeri Orang

CHAPTER IV OVERSEAS INTERNSHIPS

Strengthen your skills with work experience in a foreign country

Magang luar negeri menjadi salah satu kegiatan yang dilaksanakan Program YESS mulai tahun 2023 dengan sasaran Taiwan dan Jepang. Kegiatan ini dikembangkan dari kegiatan utama magang (*apprenticeship*) Program YESS yang sejak awal pelaksanaannya masih terkonsentrasi magang dalam negeri.

Kegiatan magang luar negeri mengacu Surat Keputusan (SK) Kepala Badan Penyuluhan dan Pengembangan Sumber Daya Manusia Pertanian (BPPSDMP) Kementerian Pertanian Nomor 23/Kpts/SM.220/I/02/2023 tentang Petunjuk Pelaksanaan Peningkatan Kesiapan Kerja Pemuda Di Sektor Pertanian Ke Luar Negeri. Keputusan Kepala BPPSDMP tersebut disusun dengan mengacu Peraturan Menteri Tenaga Kerja dan Transmigrasi Nomor PER.08/MEN/V/2008 tentang Tata Cara Perizinan dan Penyelenggaraan Pemagangan di Luar Negeri untuk di lingkungan BPPSDMP Kementerian Pertanian.

Pertimbangan utama kegiatan magang luar negeri yaitu meningkatkan pengalaman kerja, memiliki keahlian teknis pertanian mulai dari hulu sampai hilir berikut teknologi tepat guna, meningkatkan pendapatan, serta memiliki keahlian bahasa asing yang berguna untuk menambah jejaring dengan mitra bisa sektor pertanian luar negeri. Sedangkan sasaran utama pelaksana

International apprenticeships became one of the activities implemented under the YESS Programme starting in 2023, targeting Taiwan and Japan. This initiative was developed as an extension of the YESS Programme's core apprenticeship component, which had initially been focused on domestic apprenticeships.

The implementation of the international apprenticeship program is guided by the Decree of the Head of the Agricultural Extension and Human Resources Development Agency (BPPSDMP) of the Ministry of Agriculture No. 23/Kpts/SM.220/I/02/2023 concerning the Guidelines for Enhancing Youth Work Readiness in the Agricultural Sector Abroad. This Decree was prepared in reference to the Minister of Manpower and Transmigration Regulation No. PER.08/MEN/V/2008 regarding Procedures for Licensing and Implementation of international Apprenticeships within the Ministry of Agriculture's BPPSDMP.

The primary rationale for the international apprenticeship initiative includes improving participants' work experience; equipping them with technical agricultural skills spanning upstream to downstream operations including appropriate technology; increasing their income; and developing foreign language proficiency to expand networks with international partners in the agricultural sector. The main target of this activity is rural youth—either

kegiatan ini adalah petani muda baik bekerja atau wirausaha di bidang pertanian, khususnya di perdesaan, agar setelah mengikuti magang luar negeri dapat meningkatkan etos kerja atau omset wirausaha dengan penerapan teknik dan teknologi pertanian yang sudah diadopsi dari luar negeri dan diadaptasi untuk diterapkan di daerah masing-masing.

Kegiatan magang luar negeri yang dilaksanakan Program YESS terdiri atas magang ke Taiwan serta magang dan *Specified Skilled Worker* (SSW) ke Jepang.

Magang Taiwan

Kegiatan magang (*internship*) ke Taiwan, dilaksanakan mengacu SK Kepala BPPSDMP Nomor 23/Kpts/SM.220/I/02/2023 diatas, serta berada dibawah payung perjanjian kerjasama teknis berupa *Technical Arrangement between Indonesia Economic and Trade Office to Taipei (IETO) and the Taipei Economic and Trade Office in Indonesia (TETO) on Young Farmer Internship Program on Farming and Agricultural Business in Taiwan*.

IETO sebagai representasi Indonesia dan berkedudukan di Taipei, sementara TETO sebagai representasi Taiwan dan berkedudukan di Jakarta. *Technical Arrangement* yang ditandatangani oleh IETO dan TETO pada tanggal 12 Mei 2016 sepakat merintis pemberangkatan sebanyak 450 peserta magang ke Taiwan mulai 2019. Program YESS mulai berpartisipasi dalam pengiriman Magang ke Taiwan pada tahun 2023 sebagai *batch-3* sebanyak 99 orang, kemudian pada tahun 2024 sebagai *batch-4* sebanyak 61 orang dan sebagai *batch-5* sebanyak 33 orang. Dengan demikian total pengiriman Program YESS untuk magang ke Taiwan sebanyak 193 orang.

employed or self-employed in agriculture—so that upon completing the international apprenticeship, they are able to enhance their work ethic or increase their agribusiness turnover by applying the techniques and technologies they have adopted abroad and adapting them to their local contexts.

The international apprenticeship component under the YESS Programme consists of apprenticeships in Taiwan, as well as apprenticeships and participation in the Specified Skilled Worker (SSW) scheme in Japan.

Taiwan Apprenticeship

The apprenticeship program in Taiwan is implemented in accordance with the Decree of the Head of the Agricultural Extension and Human Resources Development Agency (BPPSDMP) No. 23/Kpts/SM.220/I/02/2023, and is conducted under the framework of a technical cooperation agreement titled the Technical Arrangement between the Indonesia Economic and Trade Office to Taipei (IETO) and the Taipei Economic and Trade Office in Indonesia (TETO) on the Young Farmer Apprenticeship Program on Farming and Agricultural Business in Taiwan.

IETO serves as Indonesia's representative office based in Taipei, while TETO represents Taiwan and is based in Jakarta. Under the Technical Arrangement signed by IETO and TETO on 12 May 2016, both parties agreed to initiate the placement of 450 young Indonesian interns to Taiwan starting in 2019. The YESS Programme began its participation in the Taiwan Apprenticeship Program in 2023 by sending 99 participants as part of the third cohort. This was followed by 61 participants in the fourth cohort in 2024, and 33 participants in the fifth cohort. Accordingly, the total number of participants sent by the YESS Programme to Taiwan apprenticeships amounts to 193 individuals.

Proses Seleksi

Persiapan yang dilakukan sebelum pemberangkatan peserta magang ke luar negeri diawali dengan sosialisasi yang sarannya adalah penerima manfaat dari 19 kabupaten lokasi Program YESS, termasuk penerima manfaat dari unsur alumni sekolah vokasi pertanian. Sosialisasi dilakukan melalui berbagai media, khususnya melalui media sosial yang dapat diakses sasaran termasuk menggunakan platform zoom meeting.

Sosialisasi bertujuan untuk mengenalkan program magang luar negeri dan memberikan peluang atau kesempatan kepada calon peserta mengikuti seleksi. Materi utama sosialisasi memuat pesan tentang persyaratan calon peserta, prosedur seleksi peserta serta gambaran manfaat kegiatan pemagangan di luar negeri.

Persyaratan magang mengikuti kebijakan dan peraturan yang ditetapkan Program YESS. Persyaratan utama pendaftar yaitu berusia 20-35 tahun, pendidikan minimal SMK/SMA sederajat diutamakan pendidikan bidang pertanian, memiliki pengalaman bekerja atau wirausaha bidang pertanian 2 tahun, memiliki motivasi dan etos kerja tinggi di bidang pertanian, sehat jasmani dan rohani, bersedia ditempatkan magang/SSW, serta terdaftar di *Management Information System* (MIS) Program YESS.

Seleksi pendaftar secara umum terdiri atas dua bagian. Seleksi pertama yaitu seleksi administrasi, seleksi wawancara dan psikotes. Seleksi administrasi meliputi kelengkapan dan keabsahan dokumen pendaftaran. Seleksi wawancara dan psikotes untuk mengukur motivasi etos kerja tinggi, wawasan dan pikiran terbuka,

Selection Process

Preparations prior to the departure of apprenticeship participants abroad begin with an outreach campaign targeting beneficiaries from 19 districts covered by the YESS Programme, including beneficiaries who are alumni of agricultural vocational schools. This outreach is conducted through various media channels, with a particular focus on social media platforms accessible to the target audience, including Zoom meetings.

The objective of the outreach is to introduce the international apprenticeship programme and offer potential candidates the opportunity to participate in the selection process. The core content of the outreach includes information on eligibility criteria, participant selection procedures, and an overview of the benefits of participating in international apprenticeships.

Apprenticeship eligibility is aligned with the policies and regulations set by the YESS Programme. The key requirements for applicants include: being between 20 and 35 years of age; holding at least a senior secondary school diploma (SMK/SMA or equivalent), preferably in an agriculture-related field; having a minimum of two years' experience in agricultural employment or agribusiness; demonstrating high motivation and a strong work ethic in agriculture; being physically and mentally fit; being willing to be placed for apprenticeship/SSW assignments; and being registered in the YESS Programme's Management Information System (MIS).

The selection process generally consists of two stages. The first stage includes administrative screening, interviews, and psychological testing. Administrative screening verifies the completeness and validity of application documents. The interview and psychometric tests assess participants' motivation, work ethic,

kesehatan jasmani dan rohani serta kesiapan mental, kemandirian, dukungan keluarga, kedisiplinan, karakter baik, motivasi, komunikasi verbal, kemampuan teknis pertanian, serta pengalaman kegiatan bidang pertanian. Pendaftar yang lolos seleksi administrasi serta seleksi wawancara dan psikotes, diundang untuk mengikuti pelatihan *pre-departure*.

Pelatihan Pre-Departure

Pelatihan *pre-departure* terdiri atas pelatihan bahasa Mandarin dan budaya Taiwan serta pelatihan fisik, mental, dan disiplin (FMD). Pelatihan bahasa dan budaya Taiwan dilakukan berdasarkan kurikulum atau materi pelatihan yang disusun dalam 30 sesi pertemuan setara dengan 136 jam pelajaran (JP) dan dilaksanakan selama tiga bulan. Kurikulum atau materi pelatihan disusun dengan masukan dari *local teacher* yang pernah tinggal dan bekerja di Taiwan serta dapat berkomunikasi lancar dalam bahasa Taiwan.

Pelatihan FMD dilakukan guna membentuk kesiapan fisik serta mental dan disiplin baik secara umum maupun praktik pertanian yang pelaksanaannya dilakukan dengan melibatkan unsur TNI/Polri serta perwakilan Ikatan Alumni Magang Taiwan (IKAMATA). Pembentukan IKAMATA sendiri dipelopori oleh alumni

open-mindedness, physical and mental health, mental preparedness, independence, family support, discipline, character, motivation, verbal communication skills, technical agricultural competencies, and relevant experience. Applicants who pass both the administrative and interview/psychological stages are invited to attend pre-departure training.

Pre-Departure Training

The pre-departure training consists of two main components: Mandarin language and Taiwanese cultural training, as well as physical, mental, and discipline (FMD) training. The language and cultural training is conducted based on a curriculum comprising 30 instructional sessions equivalent to 136 instructional hours, delivered over a three-month period. The curriculum is developed with input from local instructors who have lived and worked in Taiwan and possess fluency in the Taiwanese language.

The FMD training is designed to enhance participants' physical and mental preparedness, as well as instill discipline, both in general life and in agricultural practice. This training is conducted with the involvement of personnel from the Indonesian National Armed Forces (TNI) and National Police (Polri), as well as representatives from



Gambar 13. Pelatihan Bahasa dan Budaya Taiwan (kiri) serta Pelatihan FMD (kanan)
Figure 13. Mandarin Language and Taiwanese Cultural Training (left) and Physical, Mental, and Discipline (FMD) Training (right)

**印尼籍在學生於駐印尼代表處申請
實習停留簽證應備文件**

Dokumen yang diperlukan untuk permohonan visa **magang** siswa WNI

	應繳文件	說明
☐	簽證申請表 Formulir aplikasi	➤ 填妥列印並親簽之簽證申請表（請於外交部領事事務局線上系統填妥申請表列印並親簽）https://visawebapp.boca.gov.tw ➤ Formulir aplikasi (Mohon diisi melalui website https://visawebapp.boca.gov.tw kemudian di print keluar dan ditandatangani oleh yang bersangkutan).
☐	印尼身分證明文件 Dokumen identitas	➤ 印尼戶口名簿影本 1 份、印尼身分證影本 1 份、印尼出生證明影本 1 份。 ➤ 1 fotokopi KK Indonesia, 1 fotokopi KTP Indonesia, dan 1 fotokopi Akta Lahir

Gambar 14. Daftar dokumen persyaratan pembuatan visa magang ke Taiwan

**印尼籍在學生於駐印尼代表處申請
實習停留簽證應備文件**

Required Documents for the Visa Application of Indonesian Citizen Student Apprentice

	應繳文件	說明
☐	簽證申請表 Application Form	➤ 填妥列印並親簽之簽證申請表（請於外交部領事事務局線上系統填妥申請表列印並親簽）https://visawebapp.boca.gov.tw ➤ Application Form ((Please complete the form via the website https://visawebapp.boca.gov.tw, then print and sign it personally.)
☐	印尼身分證明文件 Identity Documents	➤ 印尼戶口名簿影本 1 份、印尼身分證影本 1 份、印尼出生證明影本 1 份。 ➤ 1 copy of each Indonesian KK, Indonesia ID Card, Birth Certificate

Figure 14. List of documents required for making an internship visa to Taiwan



Gambar 15. Pelepasan keberangkatan peserta magang ke Taiwan
Figure 15. Departure Ceremony for Apprenticeship Participants to Taiwan

magang Taiwan *batch-1* dan *batch-2*, yang sudah lebih dulu ada sebelum Program YESS melaksanakan program magang Taiwan. Pelatihan Fisik Mental Disiplin (FMD) serta Teknis Pertanian disesuaikan dengan kebutuhan disusun selama 81 JP.

Dokumen Keberangkatan Magang

Peserta pelatihan yang dinyatakan lolos, baik pelatihan bahasa dan budaya Taiwan maupun pelatihan FMD, selanjutnya mengurus dokumen keberangkatan magang ke Taiwan. Dokumen yang harus disiapkan yaitu paspor dan hasil *medical check-up* (MCU) dari rumah sakit secara umum dan hasil dari tes atau vaksin MMR (measles, mumps, rubella). Paspor dan hasil MCU lengkap, beserta dokumen persyaratan pendaftaran sebelumnya seperti KTP, kartu keluarga, akte kelahiran, ijazah, dan pas foto 4x6 menjadi syarat pengajuan visa keberangkatan magang ke Taiwan.

the Taiwan Apprenticeship Alumni Association (IKAMATA). IKAMATA was established by alumni from the first and second batches of Taiwan apprenticeships, predating YESS Programme's participation in the Taiwan apprenticeship initiative. The FMD and Agricultural Technical Training components are tailored to programme needs and structured into a total of 81 instructional hours.

Apprenticeship Departure Documents

Trainees who successfully complete both the Mandarin language and Taiwanese cultural training, as well as the FMD training, are subsequently required to prepare the necessary documents for their apprenticeship departure to Taiwan. The required documents include a valid passport and results from a general medical check-up (MCU) conducted at a hospital, including MMR (measles, mumps, and rubella) test or vaccination results. In addition to the completed passport and MCU results, other required documents previously submitted during the registration process—such as the National Identity Card (KTP), Family Card (Kartu Keluarga), birth certificate, diploma, and a 4x6 cm passport photo—must also be provided. These documents constitute the mandatory requirements for the visa application process for the Taiwan apprenticeship.



Gambar 16. Pemeriksaan MCU calon peserta magang di rumah sakit di Taiwan
Figure 16. Medical Check-Up (MCU) of Apprenticeship Candidates at a Hospital in Taiwan

Permohonan visa dilakukan setiap calon peserta magang dengan mengisi formulir aplikasi visa secara *online*. Formulir yang sudah diisi kemudian dicetak, dilampirkan dokumen asli dan fotokopi meliputi hasil MCU lengkap, paspor, KTP, kartu keluarga, akte kelahiran, ijazah, serta pas foto, diajukan secara kolektif ke TETO. Selain memproses permohonan visa, TETO berkomunikasi ke pengelola magang di Taiwan untuk pemesanan tiket pesawat. Visa dan tiket pesawat yang sudah tersedia menjadi dasar pemberangkatan calon peserta menjadi peserta magang ke Taiwan.

Each prospective apprentice is required to submit an individual visa application by completing the online visa application form. Once completed, the form must be printed and submitted together with original and photocopied supporting documents, including a complete MCU report, passport, national identity card (KTP), family card (Kartu Keluarga), birth certificate, diploma, and a passport-sized photograph. These documents are then submitted collectively to the Taipei Economic and Trade Office (TETO). In addition to processing the visa applications, TETO coordinates with the apprenticeship organizers in Taiwan to arrange flight bookings. The issuance of the visa and flight ticket serves as the basis for officially dispatching the selected candidates to commence their apprenticeships in Taiwan.



Gambar 17. Pembekalan peserta magang di ATRI Tainan City, Taiwan
Figure 17. Orientation for Apprenticeship Participants at ATRI, Tainan City, Taiwan



Gambar 18. Penerimaan peserta magang di host-farmer Chang Chih Farm, perusahaan packing house
Figure 18. Reception of Apprenticeship Participants at Host-Farmer Chang Chih Farm, a Packing House Company

Dilokasi Magang

Tiba di Taiwan, pihak berwenang di Taiwan yaitu Ministry of Agriculture (MoA) dan *Agricultural Technology Research Institute* (ATRI) menerima dan mengurus proses pemagangan. Kegiatan pertama yang dijalani setiap peserta magang melakukan tes kesehatan kembali/MCU di rumah sakit. Selanjutnya ATRI memfasilitasi pembuatan ARC atau KTP sementara dan pembukaan rekening tabungan di bank untuk menerima transfer honor atau *internship allowance*.

Peserta magang melakukan proses MCU kembali di Taiwan untuk memastikan kesehatan peserta, selain itu peserta juga membuka rekening tabungan di bank lokal. Pembekalan teknis dilakukan selama 3-4 hari oleh ATRI kepada peserta magang yang bertujuan untuk mendukung kecakapan dan adaptasi peserta magang dalam melaksanakan proses magang di Taiwan. Materi yang diberikan selama pembekalan teknis berupa petunjuk kehidupan magang, kesetaraan gender, praktis bahasa Taiwan, perjanjian kontrak magang atau *internship agreement*,

At the Location of Apprenticeship

Upon arrival in Taiwan, the relevant authorities—namely the Ministry of Agriculture (MoA) and the *Agricultural Technology Research Institute* (ATRI)—receive and oversee the apprenticeship process. The first activity undertaken by each apprentice is undergoing a medical check-up (MCU) at a designated hospital. Subsequently, ATRI facilitates the issuance of the *Alien Resident Certificate* (ARC), which serves as a temporary identification card, as well as the opening of a bank account for the transfer of remuneration or *internship allowance*.

Apprenticeship participants undergo another round of MCU in Taiwan to ensure their health status. In addition, they open savings accounts at local banks. Technical orientation is conducted over 3-4 days by ATRI to enhance the skills and adaptation of interns for their placement in Taiwan. The orientation covers several topics, including apprenticeship life guidelines, gender equality, practical Taiwanese language, the apprenticeship agreement, an introduction to Taiwan's agricultural and livestock systems, and

pengenalan sistem pertanian dan peternakan di Taiwan, pengetahuan hukum Taiwan, dan dilanjutkan pada hari terakhir yaitu penandatanganan *internship agreement* dan serah terima peserta magang ke *host farmer* (petani yang menjadi induk semang/pimpinan perusahaan di lokasi tempat magang peserta). Sesudah itu *host-farm* dan peserta magang menuju ke lokasi magang.

Proses magang dilakukan oleh peserta magang di *host-farm* selama 1 tahun. Lingkup magang mengacu pada *Learning Objective* (LO) yang menjelaskan dan memberikan arahan kepada peserta tentang apa yang perlu mereka pahami, kuasai dan terapkan sehingga peserta dapat mendapatkan pengetahuan, keterampilan dan dapat menerapkannya di dunia kerja atau usahanya nanti setelah magang selesai yang menjadi *appendix-1* dari *internship agreement*. ATRI melakukan *monitoring* secara langsung ke peserta magang dan *host-farmer* dalam kurun waktu tertentu dan ketika terjadi konflik. *Mentoring* magang dilakukan pimpinan/pemilik *host-farm* dibawah supervisi ATRI. Menjelang selesai magang enam bulan pertama, ATRI melakukan evaluasi melalui kegiatan *field trip* selama 2-3 hari ke salah satu *host-farm* yang berhasil. Di hari terakhir *field trip*, ATRI melakukan tes dan wawancara kepada peserta magang. Sesudah masa 6 bulan magang, peserta magang juga memiliki kesempatan untuk pindah ke *host-farm* lain.

Peserta magang kembali ke Indonesia setelah menyelesaikan magang selama 1 tahun. Terdapat peluang peserta magang melanjutkan magang selama 1 tahun lagi baik kepada *host-farm* yang lama atau yang baru. Peserta magang yang telah kembali ke Indonesia diharapkan dapat melakukan dua hal, pertama mempraktekkan hasil-hasil magang di Taiwan dengan menjadi wirausaha atau bekerja di bidang pertanian.

basic legal knowledge about Taiwan. On the final day, the session concludes with the signing of the apprenticeship agreement and the formal handover of interns to their respective host farmers (farmers or company managers serving as mentors at the apprenticeship sites). Following this, host farmers and interns proceed to their assigned apprenticeship locations.

The apprenticeship is carried out by participants at host farms for a duration of one year. The scope of the apprenticeship refers to the Learning Objective (LO), which outlines and guides participants on the knowledge, skills, and practices they are expected to understand, master, and apply. This enables participants to gain technical competencies and apply them in their future employment or entrepreneurial endeavors. The LO is attached as Appendix-1 to the Apprenticeship Agreement. ATRI conducts regular monitoring visits to both the participants and their host farmers during the apprenticeship period and in response to any conflict that may arise. Mentorship during the apprenticeship is provided by the owner or manager of the host farm under ATRI's supervision. As the first six-month period of the apprenticeship nears completion, ATRI conducts an evaluation through a two-to-three-day field trip to one of the successful host farms. On the final day of the field trip, participants undergo a test and interview administered by ATRI. After completing the initial six months of the apprenticeship, participants are also given the opportunity to transfer to another host farm.

Participants return to Indonesia after completing the one-year apprenticeship program. There is an opportunity for them to extend the apprenticeship for another year, either with the same host farm or a new one. Upon their return, participants are expected to do two things, first, apply

Kedua, dapat bergabung dengan organisasi alumni magang Taiwan yang sudah dibentuk yaitu Ikatan Alumni Magang Taiwan (IKAMATA) agar dapat berbagi pengalaman kepada para petani muda mengenai bagaimana pertanian dan proses bertani di Taiwan.

Selama proses pelaksanaan magang Taiwan mulai dari persiapan, pelaksanaan magang di Taiwan sampai dengan kepulangan peserta magang, BPPSDMP selalu berkomunikasi dan berkoordinasi kepada IETO di Taipei. Hal ini dimaksudkan agar IETO memantau dan terlibat pada kegiatan magang Taiwan karena kegiatan ini dilaksanakan sebagai implementasi dari *Technical Arrangement* antara IETO di Taipei dengan TETO di Jakarta.

MAGANG DAN SPECIFIED SKILLED WORKER (SSW) JEPANG

Berbeda dengan magang Taiwan yang jenis kegiatannya hanya magang, untuk ke Jepang jenis kegiatannya bisa magang seperti pada magang di Taiwan serta dapat juga berupa *specified skilled worker* (SSW). SSW artinya sudah bekerja profesional dan memperoleh fasilitas dan perlakuan seperti halnya pekerja profesional warga negara Jepang.

Proses magang ke Jepang ditempuh melalui dua jalur yaitu jalur yang langsung dibawah koordinasi Pusat Pendidikan Pertanian (Pusdiktan), BPPSDMP Kementerian Pertanian serta jalur yang melibatkan lembaga *Sending Organization* (SO) di Indonesia. Baik jalur Pusdiktan maupun jalur SO, keduanya memerlukan mitra lembaga *Registered Support Organization* (RSO) yang terdaftar di Pemerintah Jepang.

Pengiriman melalui jalur Pusdiktan dilaksanakan dengan *Memorandum of Mutual Understanding* antara Pusdiktan

the knowledge and skills gained from the Taiwan apprenticeship by starting agribusiness ventures or working in the agriculture sector; and second, join the alumni network known as Ikatan Alumni Magang Taiwan (IKAMATA), which serves as a platform for sharing experiences with other young farmers about agricultural practices and farming systems in Taiwan. Throughout the Taiwan apprenticeship process—from pre-departure preparation to apprenticeship implementation in Taiwan, and the return of the participants—the BPPSDMP maintains close communication and coordination with IETO in Taipei. This coordination ensures that IETO can monitor and remain actively involved in the apprenticeship activities, as they form part of the implementation of the Technical Arrangement between IETO in Taipei and TETO in Jakarta.

APPRENTICESHIP AND SPECIFIED SKILLED WORKER (SSW) PROGRAM IN JAPAN

Unlike the apprenticeship program in Taiwan, which solely involves apprenticeship activities, the program in Japan encompasses both apprenticeship placements and Specified Skilled Worker (SSW) opportunities. The SSW scheme refers to professional employment in Japan, where participants receive benefits and treatment equivalent to those of Japanese professional workers.

The pathway to Japan is available through two channels, namely the direct pathway coordinated by the Agricultural Education Center (Pusdiktan), under BPPSDMP, Ministry of Agriculture of Indonesia, and pathway involving Sending Organizations (SO) in Indonesia. Both channels—whether through Pusdiktan or SO—require a partnership with a Registered Support Organization (RSO) that is accredited by the Government of Japan.

Placements via the Pusdiktan channel are implemented under a Memorandum of Mutual Understanding



Gambar 19. Uji kelayakan Bahasa Jepang bagi pendaftar asal Polbangtan Bogor
Image 19. Japanese language proficiency test for applicants from Polbangtan Bogor

dengan mitra lembaga RSO di Jepang untuk peluang *Specified Skilled Worker* (SSW). Sementara pengiriman melalui jalur lembaga RO-RSO dilaksanakan dengan skema *business to business* (B to B) baik untuk peluang magang maupun SSW. Pelaksanaan kegiatan magang dan SSW, baik melalui jalur Pusdiktan maupun jalur RO-RSO mengacu SK Kepala BPPSDMP Kementerian Pertanian Nomor 208/Kpts/SM.120/I/09/2021 tentang Petunjuk Teknis Pelatihan Intensif Calon Magang Jepang.

Berbeda dengan magang Taiwan yang sudah memberangkatkan sebanyak 193 orang petani muda, pemberangkatan ke Jepang sudah dilakukan sebanyak dua orang sebagai SSW dan sampai akhir 2024 akan bertambah 36 orang sebagai SSW orang dan 1 orang sebagai magang. Pada awal 2025 dilakukan pemberangkatan sebanyak 33 orang sebagai SSW. Dengan demikian sampai awal 2025 total pemberangkatan ke Jepang dilakukan sebanyak 71 orang sebagai SSW dan satu orang sebagai magang. Pemberangkatan ke Jepang lebih selektif karena harus peserta magang dan SSW harus mengikuti dan lulus Japan Foundation Test (JFT) dan Agriculture Skill Assessment Test (ASAT).

between Pusdiktan and its RSO partners in Japan to provide *Specified Skilled Worker* (SSW) opportunities. Meanwhile, placements via the RO-RSO channel follow a *Business-to-Business* (B-to-B) scheme, applicable for both apprenticeship and SSW placements. All apprenticeship and SSW activities—whether through Pusdiktan or RO-RSO—refer to the Decree of the Head of BPPSDMP, Ministry of Agriculture Number 208/Kpts/SM.120/I/09/2021 on Technical Guidelines for Intensive Training of Japanese Apprenticeship Candidates.

In contrast to the Taiwan apprenticeship program, which has successfully dispatched 193 young farmers, the Japan program has so far sent two individuals under the SSW scheme. By the end of 2024, it is projected to add another 36 SSW participants and 1 intern. In early 2025, an additional 33 individuals are scheduled for departure under the SSW scheme. Consequently, by early 2025, a total of 71 SSW participants and 1 apprentice will have been deployed to Japan. Deployment to Japan is more selective, as both SSW and apprenticeship participants are required to pass the Japan Foundation Test (JFT) and the Agriculture Skill Assessment Test (ASAT) as prerequisites.



Gambar 20. Pelatihan Bahasa Jepang bagi di Polbangtan Bogor
Figure 20. Japanese Language Proficiency Test for Applicants from Polbangtan Bogor

Proses Seleksi

Persiapan yang dilakukan sebelum pemberangkatan peserta magang/SSW ke Jepang diawali dengan sosialisasi yang persiapan, proses, dan medianya sama dengan pada kegiatan magang Taiwan. Perbedaannya terdapat pada sasaran dan syarat usia. Sasaran magang dan SSW Jepang adalah petani muda dan peserta didik sekolah tinggi vokasi pertanian. Sedangkan syarat usia bagi peserta didik sekolah tinggi vokasi pertanian harus masih tercatat sebagai peserta didik aktif pada program diploma IV di semester 7 atau 8 dan program diploma III di semester 5 atau 6.

Seleksi atas pendaftar magang dan SSW Jepang juga terdiri atas dua bagian. Seleksi pertama yaitu seleksi administrasi meliputi kelengkapan dan keabsahan dokumen pendaftaran. Sedangkan seleksi kedua dilakukan secara bertahap, dimulai dengan orientasi dan pembekalan Bahasa Jepang oleh *local teacher* dibawah supervisi langsung *native teacher* dari lembaga RSO di Jepang.

Di akhir pembekalan, dilakukan uji kelayakan dengan metode wawancara kepada pendaftar secara *online* langsung oleh *native teacher* untuk

Selection Process

The preparatory stage prior to the departure of apprenticeship/SSW participants to Japan begins with a socialization process, with preparations, procedures, and communication media similar to those used in the Taiwan apprenticeship program. The main differences lie in the target participants and age requirements. The target group for the Japan apprenticeship and SSW programs includes young farmers and students from agricultural vocational higher education institutions. As for age and enrollment requirements, students must still be actively enrolled in their academic programs—specifically in the 7th or 8th semester of a Diploma IV program, or the 5th or 6th semester of a Diploma III program.

The selection process for applicants for the Japan apprenticeship and SSW programs consists of two stages. The first stage is an administrative selection that evaluates the completeness and authenticity of the required application documents. The second stage is conducted in phases, starting with an orientation and Japanese language preparatory course delivered by local instructors under the direct supervision

menguji kemampuan dasar bahasa, disamping untuk menggali motivasi, etos kerja, wawasan dan pikiran terbuka, serta kesiapan mental, kemandirian, disiplin, karakter baik. Hasil dari uji kelayakan adalah pemberian nilai dan pendaftar yang dinyatakan lolos adalah yang memiliki nilai sama atau diatas standar *passing grade* yang digunakan *native teacher*.

Kepada pendaftar yang lolos *passing grade* dilakukan verifikasi guna memastikan kesediaan dan persetujuan dari keluarga untuk melakukan magang/SSW ke Jepang. Pendaftar yang lolos seleksi pada bagian pertama dan pada bagian kedua ditetapkan sebagai calon peserta dan siap mengikuti pelatihan *pre-departure*.

Pelatihan Pre-Departure

Pelatihan *pre-departure* untuk magang dan SSW ke Jepang dilakukan secara *online*, *offline*, dan *hidbrid*. Pelatihan dilakukan oleh *local teacher* dan *native teacher* dengan kurikulum atau materi pelatihan mengacu bahan ajar Bahasa Jepang yang dikenal sebagai *Minna No Nihongo* dan *Irodori*, selama kurun waktu selama 4-6 bulan. Disela-sela pelatihan bahasa tersebut juga dilakukan pelatihan fisik, mental, dan disiplin (FMD) untuk memelihara kondisi fisik, mental, dan disiplin peserta pelatihan.

Tahapan selanjutnya setelah pelatihan Bahasa Jepang, semua peserta pelatihan mengikuti ujian *Japan Foundation Test (JFT)* dan *Agriculture Skill Assessment Test (ASAT)*. Hanya peserta lulus JFT dan ASAT saja yang diberangkatkan ke Jepang sebagai magang atau SSW. Penempatan baik sebagai magang maupun SSW dilakukan berdasarkan wawancara dilakukan sebelum keberangkatan.

of native teachers from RSO in Japan.

At the end of the preparatory course, an eligibility assessment is conducted through an online interview by the native teacher to evaluate the applicant's basic language skills, as well as to explore their motivation, work ethic, open-mindedness, mental readiness, independence, discipline, and personal character. The outcome of the assessment is a score, and only applicants who meet or exceed the passing grade standard set by the native teacher are deemed eligible.

Applicants who pass the assessment undergo a verification process to confirm their willingness and obtain consent from their families to participate in the apprenticeship/SSW program in Japan. Those who pass both stages of the selection process are designated as prospective participants and proceed to the pre-departure training phase.

Pre-Departure Training

Pre-departure training for apprenticeships and SSW placements in Japan is conducted in online, offline, and hybrid formats. Training is delivered by both local and native Japanese instructors, using a curriculum based on Japanese language textbooks such as Minna no Nihongo and Irodori. The training duration spans approximately four to six months. In addition to language instruction, participants also undergo physical, mental, and discipline (FMD) training to strengthen their physical endurance, mental resilience, and personal discipline throughout the training period.

The next stage after the Japanese language training is for all participants to take the Japan Foundation Test (JFT) and the Agriculture Skill Assessment Test (ASAT). Only participants who pass both the JFT and ASAT are eligible for deployment to Japan as interns or SSW. Placement—either as an apprentice or SSW—is determined based on interviews conducted prior to departure.

BAB V

PERMODALAN Ramah Pemuda

CHAPTER V YOUTH FRIENDLY **Capital**



Gambar 21. Penerima manfaat membudidayakan bunga krisan Figure 21. A program beneficiary cultivating chrysanthemum flowers

Petani muda sering menghadapi tantangan yang signifikan dalam mengakses permodalan untuk memulai atau mengembangkan usaha pertanian. Beberapa hambatan membuat mereka sulit mendapatkan pinjaman dari lembaga keuangan formal. Salah satu tantangan utamanya adalah kurangnya jaminan yang cukup atau aset yang dapat dijaminkan sebagai syarat untuk mendapatkan

Young farmers often face significant challenges in accessing capital to start or expand their agricultural ventures. Several obstacles make it difficult for them to secure loans from formal financial institutions. One of the main challenges is the lack of sufficient collateral or assets that can be pledged as a requirement for obtaining loans.

pinjaman.

Banyak petani muda belum memiliki kepemilikan tanah atau properti lain yang dapat dijadikan jaminan, sehingga sering kali dianggap berisiko tinggi oleh perbankan. Selain itu, kurangnya pengalaman dalam mengelola persyaratan administratif yang kompleks, seperti pembuatan rencana bisnis atau laporan keuangan yang diperlukan, juga menjadi kendala serius.

Biaya pinjaman yang tinggi dan kebijakan yang kurang mendukung dari pemerintah juga menambah kesulitan bagi petani muda dalam mendapatkan akses permodalan yang diperlukan untuk mengembangkan usaha mereka. Untuk mengatasi tantangan ini, dibutuhkan pendekatan yang holistik, termasuk peningkatan akses terhadap pendidikan keuangan dan teknis, pembentukan kemitraan dengan lembaga keuangan dan organisasi pertanian.

Dengan cara ini, diharapkan petani muda dapat lebih mudah mengakses modal yang dibutuhkan untuk memulai dan mengembangkan usaha pertanian, serta berkontribusi lebih besar terhadap ketahanan pangan dan pertumbuhan ekonomi di komunitas mereka. Program YESS yang berfokus kepada petani muda memiliki program akses pemodalannya yang dirancang untuk memberikan dukungan modal kepada petani muda dalam mendorong kewirausahaan pertanian.

Salah satu tujuan utama Program YESS adalah membantu tantangan akses modal bagi petani muda. Mereka diberikan kesempatan mendapatkan pinjaman dengan syarat yang lebih fleksibel dan suku bunga yang lebih rendah melalui kerjasama dan kemitraan yang dibangun dengan lembaga keuangan, baik secara skala nasional maupun skala daerah. Hal ini membantu mengurangi risiko dan memperluas akses terhadap sumber daya finansial yang diperlukan untuk memulai atau mengembangkan usaha

Many young farmers do not yet have ownership of land or other property that can be used as collateral, which often leads banks to consider them high-risk borrowers. In addition, their limited experience in managing complex administrative requirements—such as preparing business plans or financial statements—also poses a serious barrier.

High borrowing costs and insufficiently supportive government policies further exacerbate the difficulties young farmers face in obtaining the capital they need to grow their enterprises. To address these challenges, a holistic approach is required, including improved access to financial and technical education, and the establishment of partnerships with financial institutions and agricultural organizations.

In this way, it is expected that young farmers will have greater ease in accessing the capital they need to start and expand their agricultural businesses, thereby contributing more significantly to food security and economic growth within their communities. The YESS Program, which focuses on young farmers, has developed a dedicated financing access scheme designed to provide capital support to young farmers in promoting agripreneurship.

One of the primary objectives of the YESS Program is to address the challenge of limited access to financing for young farmers. The program provides opportunities for them to obtain loans with more flexible requirements and lower interest rates through partnerships and collaborations established with financial institutions at both national and regional levels. This helps mitigate risks and broaden access to the financial resources necessary to start or grow their agricultural enterprises.

Accordingly, the YESS Program offers training and mentoring for loan recipients. This includes

pertanian mereka.

Karena itu, Program YESS menyediakan pelatihan dan pendampingan kepada penerima pinjaman. Ini mencakup pelatihan dalam manajemen keuangan, teknik pertanian modern, pemasaran produk pertanian, dan pengelolaan risiko. Dengan cara ini, petani muda tidak hanya mendapatkan akses terhadap modal, tetapi juga pengetahuan dan keterampilan yang diperlukan untuk mengelola usaha mereka secara efektif dan berkelanjutan.

Hingga kini Program YESS telah menjalin kerjasama akses permodalan dengan lembaga keuangan, baik bank maupun non bank. Kerjasama tersebut terjalin dengan berbagai lembaga keuangan. Diantaranya, Bank BRI, Bank Mandiri, Bank BNI, BCA, Bank Bukopin, Bank Sinarmas, BPD Kalbar, BPD Jatim, Kospin Jasa dan Era Tani.

Selain dengan lembaga keuangan, Program YESS juga menjalin kerjasama dengan berbagai pihak yang menyediakan fasilitas permodalan baik berupa pinjaman maupun hibah atau bantuan. Misalnya, Pusat Investasi Pemerintah, LPDB KUKM, Dompot Dhuafa dan Baznas.

Semua Kerjasama ini dilakukan program YESS mengingat akses permodalan petani muda memiliki keberagaman yang sangat besar. Dengan demikian, ketersediaan berbagai jenis akses permodalan menjadi hal penting dalam menyiapkan sumber permodalan yang nantinya akan dapat diakses petani muda.

Dalam prakteknya Program YESS bekerjasama dengan berbagai elemen untuk memastikan akses permodalan berjalan dengan baik. Ditingkat nasional, YESS memiliki bekerjasama dengan Otoritas Jasa Keuangan terkait penyediaan literasi keuangan yang memadai sesuai standar OJK. Ditingkat daerah Program YESS bekerjasama dengan Tim Percepatan Akses Keuangan Daerah (TPAKD) dan forum CSR. Dengan Kerjasama erat, program

training in financial management, modern agricultural techniques, agricultural product marketing, and risk management. In this way, young farmers gain not only access to capital but also the knowledge and skills required to manage their businesses effectively and sustainably.

To date, the YESS Program has established financing partnerships with various financial institutions, including both banks and non-bank institutions. These partnerships have been formed with several institutions, such as Bank BRI, Bank Mandiri, Bank BNI, BCA, Bank Bukopin, Bank Sinarmas, BPD Kalbar, BPD Jatim, Kospin Jasa, and Era Tani.

In addition to partnering with financial institutions, the YESS Program also collaborates with various stakeholders that provide capital facilities in the form of loans, grants, or financial assistance. For example, the program has partnerships with the Government Investment Center, LPDB KUKM, Dompot Dhuafa, and Baznas.

All of these partnerships are established by the YESS Program in recognition of the highly diverse capital needs of young farmers. Therefore, ensuring the availability of various types of financing access is essential for preparing funding sources that young farmers can utilize.

In practice, the YESS Program collaborates with multiple stakeholders to ensure that financing access is effectively facilitated. At the national level, YESS works closely with the Financial Services Authority (OJK) to provide adequate financial literacy programs in accordance with OJK standards. At the regional level, the YESS Program partners with the Regional Financial Access Acceleration Teams (TPAKD) and CSR forums.

YESS memastikan ketersediaan akses permodalan menjadi hal utama.

Ragam Jenis Permodalan

Meski dalam program YESS, penerima manfaat ada yang mendapatkan hibah kompetitif, tapi kemudahan akses permodalan juga diberikan bagi yang ingin mengembangkan usaha. Selain Kredit Usaha Rakyat (KUR) yang sudah menjadi program pemerintah dengan skema yang sudah umum, mekanisme pemberian permodalan juga dikembangkan di daerah.

Provinsi Kalimantan Selatan

Di Kabupaten Tanah Laut, Kalimantan Selatan, penerima manfaat Program YESS bisa mengakses KUR dari BPD Kalsel, BRI, Bank Mandiri dan BSI. Skema pembiayaan permodalan melalui lembaga perbankan, untuk pinjaman maksimal Rp 10 juta terkena bunga 3 % pertahun dengan jangka waktu pinjaman maksimal 3 tahun tanpa jaminan tambahan. Sedangkan bunga 6% pertahun untuk pinjaman sampai Rp 100 juta dengan jangka waktu 5 tahun tanpa jaminan tambahan. Untuk

Through these strong collaborations, the YESS Program ensures that access to capital remains a top priority.

Variety of Financing Options

Although within the YESS Program some beneficiaries receive competitive grants, ease of access to financing is also provided for those seeking to grow their businesses. In addition to the Kredit Usaha Rakyat (KUR) scheme—an established government program with a well-known mechanism—local financing schemes have also been developed at the regional level.

South Kalimantan Province

In Tanah Laut District, South Kalimantan, beneficiaries of the YESS Program can access KUR through BPD Kalsel, BRI, Bank Mandiri, and BSI. Under the financing schemes offered by these banking institutions, loans of up to IDR 10 million are available at an annual interest rate of 3% with a maximum loan term of three years and no additional collateral required. Meanwhile, loans of up to IDR 100 million are available at an annual interest rate of 6% with a maximum loan term of five



Gambar 22. Produk Kripik Penerima Manfaat Program YESS
Figure 22. YESS Program Beneficiaries, Chip Products

pembayaran angsuran bisa dilakukan secara perbulan dan sistem musiman/yarnen (BRI dan BPD Kalsel).

Selain KUR, petani muda juga bisa mengakses permodalan dari lembaga non perbankan seperti PT. BPR Tala, Pegadaian, PNM UlaMM dan Baznas *Microfinance*. Pemda Tanah Laut juga mengembangkan program Gapura Karomah dengan bunga 0 % untuk maksimal pinjaman Rp 5 juta. Jangka waktu pinjaman maksimal 12 bulan tanpa jaminan tambahan. Jika pinjaman Rp 5-15 Juta dan bunga 0 % jangka waktu pinjaman maksimal 36 bulan dengan jaminan tambahan.

Skema permodalan lainnya adalah KUR Syariah Super Mikro. Jika bunga 3 % per tahun, maksimal pinjaman Rp 10 juta dengan jangka waktu maksimal 3 tahun tanpa jaminan tambahan. Untuk coverage area yang bisa dibiayai saat ini adalah 10 Kilometer dari kantor cabang terdekat. (PT. BPR Tala, PNM UlaMM, Pegadaian)

Untuk lembaga non perbankan seperti Baznas *Microfinance* program akses permodalan yang disediakan yaitu pinjaman tanpa bunga maksimal Rp 3 juta dengan jaminan tambahan. Sistem pembayaran bisa dilakukan dengan bayar perbulan dan bisa juga dengan bayar musiman (yarnen) dalam rentang jangka waktu maksimal 12 bulan.

Pemda Tanah Laut juga mengembangkan Program Asuransi Usaha Tani Padi (AUTP) dan Asuransi Usaha Ternak Sapi (AUTS) yang pemerintah pusat subsidi preminya. Untuk petani 80% dan 20 % sisanya yang seharusnya dibebankan kepada petani akan disubsidi untuk dibayarkan pemerintah daerah melalui dana

years, also without requiring additional collateral. Installment payments can be made on a monthly basis or through a seasonal/yarnen payment system (available through BRI and BPD Kalsel).

In addition to KUR, young farmers can also access financing from non-bank institutions such as PT. BPR Tala, Pegadaian, PNM ULaMM, and Baznas Microfinance. The Tanah Laut Regency Government has also developed the Gapura Karomah program, which offers zero-interest loans of up to IDR 5 million, with a maximum loan term of 12 months and no additional collateral required. For loans ranging from IDR 5 million to IDR 15 million, the zero-interest scheme is available for a maximum term of 36 months, subject to additional collateral.

Another financing scheme available is the KUR Syariah Super Mikro. Under this scheme, loans of up to IDR 10 million are offered at an annual interest rate of 3%, with a maximum repayment term of three years and no additional collateral required. The current coverage area for this financing is within a 10-kilometer radius from the nearest branch office (PT. BPR Tala, PNM ULaMM, Pegadaian).

For non-bank institutions such as Baznas Microfinance, the financing program provides interest-free loans of up to IDR 3 million, with additional collateral required. The repayment system can be arranged either through monthly installments or seasonal (yarnen) payments within a maximum loan term of 12 months.

The Tanah Laut Regency Government has also developed the Rice Farming Insurance Program (AUTP) and the Cattle Farming Insurance Program (AUTS), for which the central government subsidizes the premiums. For farmers, 80% of the premium is covered by the central government, while the remaining 20%, which would normally be the farmers' responsibility, is subsidized by the

APBD Kabupaten Tanah Laut. Dengan demikian, petani bisa mendapatkan AUP dan AUP dengan gratis.

Program lainnya adalah Ketapel (Komunitas edukasi tabungan pelajar) yaitu tabungan gratis untuk pelajar supaya sejak dini mengenal tabungan yang ada di perbankan. Hal ini juga bisa dikolaborasikan dengan para CPM/PM dari program YESS yang masih statusnya pelajar (usia di atas 17 tahun).

Di Kabupaten Hulu Sungai Selatan, Pemda memfasilitasi pemodal melalui lembaga non perbankan seperti PNM Mekar. Skema pembiayaan pemodal yang diberikan mulai dari Rp 3-10 juta dengan jangka waktu 1 tahun dengan suku bunga 2,75% perbulan. Tanpa jaminan tambahan dan tanpa proses SLIK. Angsuran dibayar per minggu. Dengan syarat pengajuan berkelompok 10-30 orang dengan jarak lokasi domisili berdekatan antar anggotanya.

Untuk lembaga non perbankan seperti Baznas *Microfinance* program akses pemodal yang disediakan yaitu pinjaman tanpa bunga maksimal Rp 3 juta dengan jaminan tambahan. Sistem pembayaran bisa dilakukan dengan bayar perbulan dan bisa juga dengan bayar waktu panen (yarnen) dalam rentang jangka waktu maksimal 1 tahun.

Di Kabupaten Banjar, Pemerintah Daerah Banjar melalui Program KURMA MANIS yang dikelola BPR Martapura, menyediakan kredit untuk masyarakat, termasuk penerima manfaat YESS dengan bunga 0 %. Pada Tahun 2024 dianggarkan sejumlah Rp 2,25 miliar. Target sasaran untuk sektor pertanian dengan menyasar petani muda yang tergabung dalam Program YESS. Pemda melalui Forum CSR/TSP mendorong perusahaan mengalokasikan untuk pertanian sesuai kawasan.

local government through the fund originated from APBD of Tanah Laut District. As a result, farmers are able to obtain AUP and AUP coverage free of charge.

Another initiative is the Ketapel (Komunitas Edukasi Tabungan Pelajar) Program, which provides free savings accounts for students to introduce them to banking and savings practices from an early age. This initiative can also be integrated with the CPM/PM participants of the YESS Program who are still students (aged 17 and above).

In Hulu Sungai Selatan District, the local government facilitates financing through non-bank institutions such as PNM Mekaar. The financing scheme offered ranges from IDR 3 million to IDR 10 million, with a loan term of one year and an interest rate of 2.75% per month. No additional collateral or SLIK credit history check is required. Repayments are made on a weekly basis. Loan applications must be submitted in groups of 10 to 30 people whose residences are located in close proximity to one another.

For non-bank institutions such as Baznas Microfinance, the financing program provides interest-free loans of up to IDR 3 million, with additional collateral required. The repayment system can be arranged through monthly installments or seasonal (yarnen) payments within a maximum loan term of one year.

In Banjar District, the Banjar Regional Government, through the KURMA MANIS Program managed by BPR Martapura, provides zero-interest loans for the community, including beneficiaries of the YESS Program. For 2024, a budget allocation of IDR 2.25 billion has been designated for this initiative. The program specifically targets the agricultural sector, with a focus on young farmers participating in the YESS Program. The regional government, through the CSR/TSP

Provinsi Sulawesi Selatan

Dalam upaya membantu permodalan petani muda, program YESS di Sulawesi Selatan, khususnya Kabupaten Bantaeng mengajak penerima manfaat bergabung dengan koperasi pertanian melalui skema bagi hasil, program investasi bersama, atau akses terhadap pasar yang lebih luas. Koperasi juga memungkinkan pertukaran pengetahuan dan pengalaman antar petani, sehingga membantu dalam meningkatkan produktivitas dan keberlanjutan usaha pertanian.

Melalui Dinas Koperasi dan UMKM telah mensosialisasikan kepada petani muda di BDSP dan P4S membentuk Koperasi Pertanian YESS untuk komoditi kakao. Hingga kini anggota petani petani muda sekitar 20 orang. Mereka merupakan penerima manfaat Program YESS yang telah mengikuti pelatihan di PT Mars Cocoa Research Centre. Sedangkan Koperasi YESS

Forum, also encourages companies to allocate funding to support agriculture in designated areas.

South Sulawesi Province

As part of its efforts to support young farmers in accessing capital, the YESS Program in South Sulawesi—specifically in Bantaeng District—encourages beneficiaries to join agricultural cooperatives through profit-sharing schemes, joint investment programs, or by providing access to broader markets. Cooperatives also facilitate the exchange of knowledge and experience among farmers, thereby helping to enhance productivity and the sustainability of agricultural enterprises.

Through the Office of Cooperatives and MSMEs, young farmers in BDSP and P4S have been encouraged to establish the YESS Agricultural Cooperative for cocoa commodities. To date, around 20 young farmers have joined as members. They are beneficiaries of the YESS Program



Gambar 23. Produk Telur Penerima Manfaat Program YESS
Figure 23. YESS Program Beneficiaries, Eggs Product

untuk komoditi peternakan kambing merupakan kluster kambing dan komunitas peternak kambing di Kecamatan Toppobulu.

Pendanaan juga melalui teknologi digital. Di era digital ini, terdapat platform *crowdfunding* dan *peer-to-peer lending* yang dapat memberikan akses permodalan kepada petani muda. Mereka dapat menggunakan teknologi ini untuk mendapatkan dana dari investor atau masyarakat secara langsung, tanpa melalui lembaga keuangan konvensional seperti Shopee PayLater, Aplikasi Dana, Gopay, Tokopedia dan lainnya.

Jenis permodalan lainnya melalui Program CSR Bank Sulselbar. Bank daerah atau perusahaan daerah dapat mendukung pengembangan ekonomi lokal melalui program kemitraan dengan pelaku usaha lokal, pelatihan kewirausahaan, atau pemberian modal usaha (dana bergulir) bagi pelaku usaha kecil dan menengah. Bank Sulselbar sudah memberikan bimbingan dan modal usaha melalui program Pusaka dengan bunga 0 % kepada petani muda dengan pinjaman Rp 10 juta.

Di Kabupaten Gowa, selain KUR, petani muda juga bisa mengakses kemudahan permodalan melalui PNM Membina ekonomi keluarga sejahtera (PNM Mekaar). Program ini merupakan layanan permodalan berbasis kelompok untuk perempuan pra-sejahtera pelaku usaha ultra mikro.

Selain itu permodalan dari Program CSR Pusaka dari Bank BPD Sulselbar merupakan program tanggung jawab sosial perusahaan yang mendukung pengembangan usaha di daerah. Pemberian bantuan modal usaha dengan skema bunga 0% dalam bentuk dana bergulir dengan plafond Rp 5 juta.

Pemberian fasilitas kredit melalui perusahaan aktif yaitu PT. Mayora Group melalui Bank BPD Sulselbar yang mengakses permodalan bantuan usaha ke petani muda komoditi unggulan ubi kayu. Sistem penyaluran

who have participated in training at PT Mars Cocoa Research Centre. Meanwhile, the YESS Cooperative for goat farming focuses on the goat cluster and the community of goat farmers in Toppobulu Subdistrict.

Funding is also facilitated through digital technology. In this digital era, crowdfunding and peer-to-peer lending platforms provide young farmers with alternative access to capital. They can leverage these technologies to secure funds directly from investors or the general public, bypassing conventional financial institutions, through platforms such as Shopee PayLater, Dana, Gopay, Tokopedia, and others.

Another financing option is available through the CSR Program of Bank Sulselbar. Regional banks or local government-owned companies can support local economic development through partnership programs with local entrepreneurs, entrepreneurship training, or the provision of working capital (revolving funds) for small and medium enterprises. Bank Sulselbar has already provided guidance and business capital through the Pusaka program, offering zero-interest loans of IDR 10 million to young farmers.

In Gowa District, in addition to KUR, young farmers can also access financing through PNM Mekaar (Membina Ekonomi Keluarga Sejahtera). This program is a group-based financing service specifically targeting underprivileged women engaged in ultra-micro enterprises.

Furthermore, the Pusaka CSR Program from Bank BPD Sulselbar is a corporate social responsibility initiative that supports local business development. It provides working capital assistance under a zero-interest revolving fund scheme with a ceiling of IDR 5 million.

Credit facilities are also extended through active corporate partnerships such as PT. Mayora Group, in collaboration with Bank BPD

bantuan oleh PT. Mayora Group yang sekaligus menjadi offtaker untuk hasil panen petani muda.

Petani muda penerima manfaat di Kabupaten Maros juga bisa mengakses permodalan, CSR Pusaka dari Bank BPD Sulselbar. Selain itu, permodalan dana bergulir BAZNAS untuk usaha kecil di tingkat desa. Pemberian bantuan modal usaha dengan skema bunga 0% dalam bentuk dana bergulir dengan plafond Rp 3 juta.

Di Kabupaten Bone, petani muda juga bisa mengakses permodalan BAZNAS,. Di Kabupaten tersebut sebanyak 910 penerima manfaat sudah menikmati layanan permodalan KUR dan 49 non KUR beragam, diantaranya ada yang baru mengakses dan ada juga yang sudah melakukan top up.

Provinsi Jawa Timur

Model pembiayaan di Jawa Timur juga tetap mengandalkan KUR. Bahkan Kantor Bank Jatim melakukan strategi jemput bola bekerjasama bersama FA (*financial advisor*) dan fasilitator pemuda di setiap kecamatan. Dengan demikian, setiap pengajuan dari FA dan Fasilitator Pemuda dapat terorganisir dengan mudah, tidak hanya akses kredit, petani dan peternak juga bisa mendapatkan tabungan serta ATM untuk dapat lebih mempermudah akses mereka terhadap perbankan di daerah.

Untuk model pembiayaan yang diterapkan di Kabupaten Pasuruan menggunakan sistem kerjasama dengan perbankan. Jadi, jika penerima manfaat ingin mengajukan akses permodalan, maka tinggal menghubungi FA agar ditindaklanjuti ke pihak perbankan, sehingga sistem akses permodalan berjalan satu pintu.

Selain KUR, CSR juga menjadi bentuk kemudahan permodalan untuk petani muda. Di Kabupaten Pasuruan, CSR bisa dibilang mudah untuk mendapatkan, karena posisi dan letak kabupaten yang berada di wilayah Tapal Kuda

Sulselbar, which provides working capital assistance to young farmers cultivating priority commodities such as cassava. PT. Mayora Group also acts as the offtaker for the farmers' harvests, ensuring market access and stable income.

In Maros District, young farmer beneficiaries can also access capital through the Pusaka CSR Program from Bank BPD Sulselbar, as well as revolving funds from BAZNAS for small-scale village enterprises. This assistance is provided under a zero-interest revolving fund scheme with a maximum ceiling of IDR 3 million.

In Bone District, young farmers can likewise benefit from BAZNAS financing. In this district, a total of 910 beneficiaries have already received KUR financing services, while 49 others have accessed various non-KUR financing schemes, including both first-time loans and top-up facilities.

East Java Province

In East Java, the financing model still primarily relies on the KUR scheme. In fact, Bank Jatim branches have adopted a proactive outreach strategy by collaborating with Financial Advisors (FAs) and youth facilitators in each sub-district. This approach ensures that applications submitted through FAs and youth facilitators are well-organized and streamlined. In addition to credit access, farmers and livestock breeders are also provided with savings accounts and ATM cards to further facilitate their access to banking services in their local areas.

In Pasuruan District, the financing model involves a cooperative system with banking institutions. Beneficiaries seeking access to capital simply need to contact their FA, who will then coordinate with the partnering banks, thereby ensuring a one-stop financing access system.

Apart from KUR, CSR programs also serve as a source of accessible financing for young farmers. In



Gambar 24. Produk Kripik Jamur Penerima Manfaat Program YESS
Image 24. YESS Program beneficiaries, Mushroom Chips Product

ini merupakan daerah industri besar. Misalnya, PT Cheil Jedang Indonesia, PT Jatim Autocomp Indonesia,, PT Bank BRI YBM Brilian yang sangat berkontribusi dalam pemberian CSR kepada penduduk sekitar lingkungan kerja.

Jenis CSR di Kabupaten Pasuruan biasanya menjadi modal usaha, seperti dalam bentuk bibit sampai pengadaan alat untuk petani dan peternak. Contoh penerima CSE adalah Siti Aisyah yang mendapatkan bantuan CSR dari PT Bank BRI YBM Brilian berupa bantuan kompor dan alat olahan untuk per orang dalam kelompok tape singkong. Jika dinominalkan senilai Rp 3 juta.

Ada juga Kelompok Petani Kopi Tosari yang mendapat bantuan CSR dari PT JAI Jatim Autocomp Indonesia dalam bentuk 5 ribu bibit pohon yang terdiri dari 3 bibit pohon kopi, bibit pohon alpukat dan bibit pohon cemara. Sedangkan PT Cheil Jedang Indonesia memberikan 15 ribu bibit pohon, terdiri dari 2 bibit pohon kopi dan bibit pohon

Pasuruan District, CSR funding is relatively easy to obtain due to the district's strategic location within the Tapal Kuda area, which is home to major industries. Companies such as PT Cheil Jedang Indonesia, PT Jatim Autocomp Indonesia, and PT Bank BRI YBM Brilian have made significant contributions through their CSR initiatives to communities surrounding their operations.

CSR contributions in Pasuruan District typically take the form of working capital, ranging from seed provision to the procurement of tools and equipment for farmers and livestock breeders. For example, Siti Aisyah received CSR assistance from PT Bank BRI YBM Brilian in the form of a stove and processing equipment for each individual in her cassava tape production group, with a nominal value of approximately IDR 3 million.

Another example is the Tosari Coffee Farmers Group, which received

cemara gunung, sekaligus dengan biaya acir tanam dan perawatan dari dua PT tersebut.

Provinsi Jawa Barat

Di Jawa Barat, penerima manfaat telah mengakses layanan keuangan, yang terdiri dari tabungan usaha, asuransi, pegadaian, kredit konsumsi maupun dompet digital. Namun peranan bank daerah maupun Bank BUMN sangat berperan penting dalam penyaluran kredit permodalan dan layanan keuangan.

Di Kabupaten Sukabumi peranan penyaluran kredit khususnya KUR masih didominasi Bank BRI. Pasalnya Bank BRI terdapat unit di setiap kecamatan. Sedangkan penyaluran CSR di Kabupaten Sukabumi telah masukan dalam Forum CSR melalui BAPPEDA Kabupaten Sukabumi.

Penyerapan CSR di Kabupaten Sukabumi terdapat dua perusahaan yang menyalurkan kepada penerima manfaat program YESS yakni PT SCG dan PT Indonesia Power yang tersalurkan kepada tiga penerima manfaat. Saat ini sedang di jajaki bantuan permodalan atau bantuan lainnya dari PT. AQUA Golden Missipi di Kecamatan Cicurug.

Mengingat akses permodalan petani muda memiliki keberagaman yang sangat besar, sehingga ketersediaan berbagai jenis akses permodalan menjadi hal penting dalam menyiapkan sumber pembiayaan yang dapat diakses petani muda. Karena itu, dengan kerjasama tersebut, Program YESS memastikan ketersediaan akses permodalan untuk mendorong kewirusahaan petani muda.

CSR support from PT JAI Jatim Autocomp Indonesia in the form of 5,000 seedlings consisting of coffee plants, avocado trees, and pine trees. PT Cheil Jedang Indonesia has also provided 15,000 seedlings comprising coffee and mountain pine trees, along with funding for planting and maintenance costs, supported by both companies.

West Java Province

In West Java, beneficiaries have gained access to various financial services, including business savings accounts, insurance, pawn services, consumer credit, and digital wallets. However, the role of regional banks and state-owned banks remains crucial in providing capital loans and other financial services.

In Sukabumi District, the disbursement of credit—particularly KUR—is still predominantly facilitated by Bank BRI, as BRI has branch units in every sub-district. Meanwhile, the distribution of CSR in Sukabumi District has been integrated into the CSR Forum coordinated by the BAPPEDA of Sukabumi District.

In Sukabumi District, CSR funding has been distributed to YESS Program beneficiaries by two companies: PT SCG and PT Indonesia Power, benefiting three recipients so far. Additionally, discussions are underway for potential capital assistance or other forms of support from PT AQUA Golden Mississippi in Cicurug District.

Given the highly diverse financing needs of young farmers, the availability of various forms of capital access is essential for ensuring adequate funding sources that young farmers can utilize. Through such partnerships, the YESS Program is committed to securing accessible financing opportunities to foster young farmers' entrepreneurial initiatives.

BAB VI

LAHIRNYA

Pengusaha Muda Pertanian

CHAPTER VI THE BIRTH OF

YOUNG AGRICULTURAL ENTREPRENEURS

Bagi Sakifa Siti Akila, mengikuti program YESS menjadi jalan baginya untuk meraih sukses. Wanita yang tinggal di Kabupaten Cianjur mengenal program tersebut dari petugas penyuluh lapangan di Balai Penyuluhan Pertanian (BPP) Kecamatan Warung Kondang. Setelah mengikuti berbagai pelatihan, usaha Sakifa yang menekuni bisnis gula merah dan turunannya kian berkembang.

Sebelumnya, ia hanya memasok gula dalam jumlah kecil ke pengepul. Namun, setelah bergabung dengan Program YESS dengan belajar branding, pengemasan, pemasaran, dan legalitas, kini usahanya telah memiliki legalitas dan berhasil memasok kebutuhan pasar di Cianjur, Jakarta, hingga Padang dengan kapasitas 3 ton per bulan.

Hal yang sama dirasakan Sulfadli Marda. Penerima manfaat YESS yang tinggal di Kabupaten Bone Sulawesi Selatan usahanya kini terus berkembang usai mendapatkan berbagai pelatihan seperti smart farming dan instalasi otomatisasi irigasi tetes dari Program YESS. Mengembangkan produk selada, melon, dan jagung dengan sistem budidaya hidroponik, Sul, sapaan akrabnya pendapatan kotornya lebih dari Rp 100 juta per tahun.

Sakifa dan Sulfadli, hanya dua dari ribuan penerima manfaat Program YESS yang telah menuai hasil. Program YESS sendiri telah dilakukan sejak tahun 2019 berlokasi di Propinsi Jawa Barat, Jawa Timur, Kalimantan Selatan dan Sulawesi Selatan. Pada kurun wak-

For Sakifa Siti Akila, participating in the YESS Program has been a pathway to success. A resident of Cianjur District, she first learned about the program from a field extension officer at the Agricultural Extension Center (BPP) in Warung Kondang Subdistrict. After attending various training sessions, Sakifa—who runs a palm sugar and derivative products business—has seen significant growth in her enterprise.

Previously, she supplied only small quantities of sugar to local aggregators. However, after joining the YESS Program and receiving training in branding, packaging, marketing, and legal compliance, her business is now legally registered and capable of supplying markets in Cianjur, Jakarta, and even Padang, with a production capacity of 3 tons per month.

A similar experience was shared by Sulfadli Marda, a YESS Program beneficiary from Bone District, South Sulawesi. His agribusiness has continued to expand after receiving training in smart farming techniques and drip irrigation automation systems through the YESS Program. Known as “Sul,” he cultivates lettuce, melons, and corn using hydroponic farming methods, and currently generates a gross income of over IDR 100 million per year.

Sakifa and Sulfadli are just two among thousands of beneficiaries who have reaped the benefits of the YESS Program. Launched in 2019, the YESS Program operates in the

tu 2019–2025, pelaksanaan Program YESS mempunyai sasaran sebanyak 220.000 generasi muda di pedesaan.

Salah satu target utama adalah terwujudnya pengusaha muda di bidang agribisnis sebanyak 60.000 orang. Sampai kini jumlah penerima manfaat terus bertambah dan melahirkan pengusaha muda pertanian. Tentunya hal itu bukanlah hal yang mudah dicapai. Kombinasi dari berbagai macam intervensi serta kolaborasi dari banyak *stakeholder* menjadi kunci sukses perjalanan YESS melahirkan ribuan wirausahawan baru.

Pada periode awal kegiatan YESS proses penumbuhan wirausaha tersebut dilakukan dengan mengidentifikasi 220.000 generasi muda berusia 19–39 tahun di pedesaan yang berpotensi menjadi wirausahawan. Kegiatan identifikasi dilakukan langsung petugas *Provincial Programme Implementation Unit* (PPIU) bekerjasama dengan *Business District Service Provider* (BDSP), *Mobilizer*, dan *Fasilitator Muda*.

Data para penerima manfaat tersebut diinput dalam system online Manajemen Information System (MIS) oleh Fasilitator Muda. Setiap kegiatan YESS yang diikuti Penerima Manfaat tercatat dalam MIS, sehingga status intervensi YESS untuk setiap individu dapat terpantau.

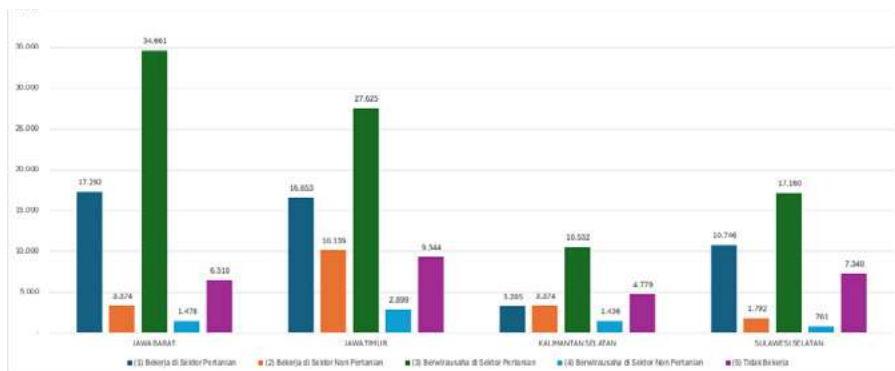
Dari empat provinsi yang menja-si sasaran Program YESS, Jawa Barat menghasilkan paling banyak wiraus-

provinces of West Java, East Java, South Kalimantan, and South Sulawesi. Between 2019 and 2025, the program aims to reach 220,000 rural youth across Indonesia.

One of the primary targets of the YESS Program is to develop 60,000 young agripreneurs. To date, the number of beneficiaries continues to grow, resulting in the emergence of a new generation of youth-led agricultural enterprises. Achieving this goal, however, is no easy feat. A combination of diverse interventions and strong collaboration among multiple stakeholders has been key to the program's success in cultivating thousands of new entrepreneurs.

In the initial phase of the YESS Program, the process of nurturing entrepreneurship began with the identification of 220,000 rural youth aged 19–39 who demonstrated potential to become agripreneurs. This identification process was carried out directly by officers from the Provincial Program Implementation Units (PPIUs), in collaboration with Business District Service Providers (BDSPs), Mobilizers, and Youth Facilitators.

The data of all beneficiaries were entered into the online Management Information System (MIS) by the Youth Facilitators. Every activity attended by beneficiaries under the YESS Program is recorded in the MIS, enabling real-time monitoring of YESS interventions



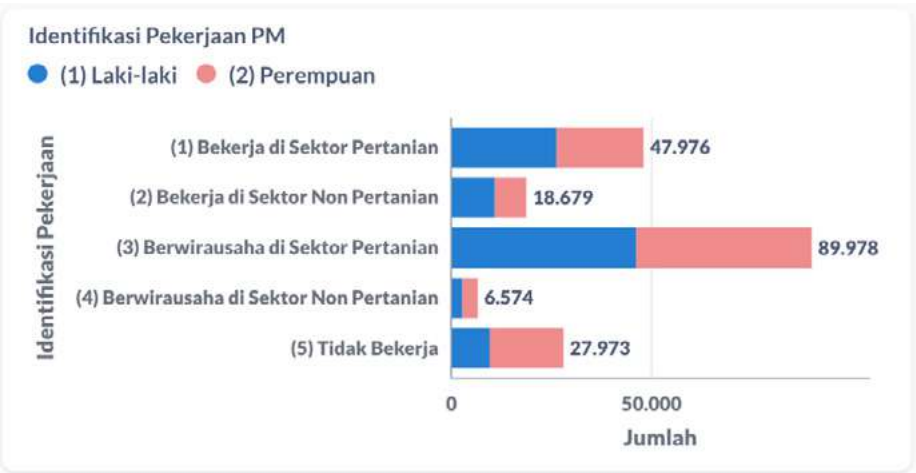
Gambar 25. Identifikasi Pekerjaan Penerima Manfaat berbasis Provinsi
Figure 25. Identification of Beneficiary Occupations by Province

ahawan baru dibidang pertanian sebanyak 34.661. Angka tersebut disusul Jawa Timur, Sulawesi Selatan, dan Kalimantan Selatan. Pencapaian tersebut tidak lepas dari rangkaian upaya pendampingan program YESS pada penerima manfaat

Management Information System (MIS) Program YESS mencatat sejak

for each individual.

Among the four target provinces of the YESS Program, West Java has produced the highest number of new agripreneurs, totaling 34,661. This figure is followed by East Java, South Sulawesi, and South Kalimantan.



Gambar 26. Identifikasi Pekerjaan Penerima Manfaat

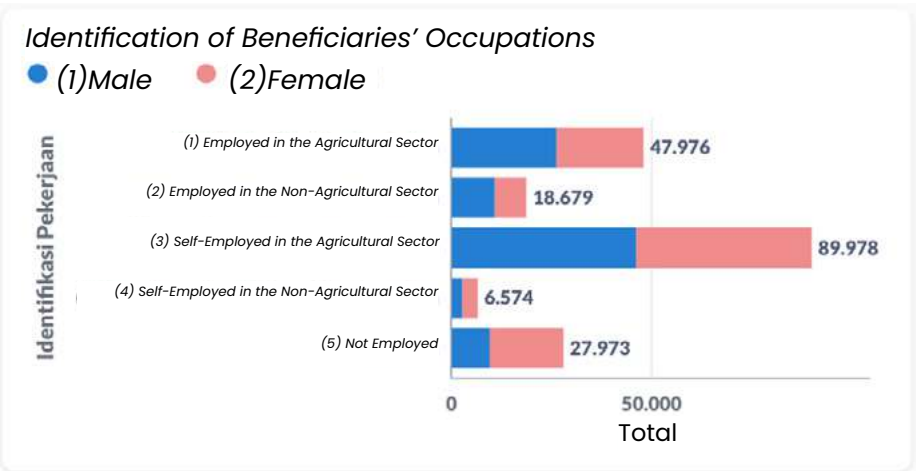
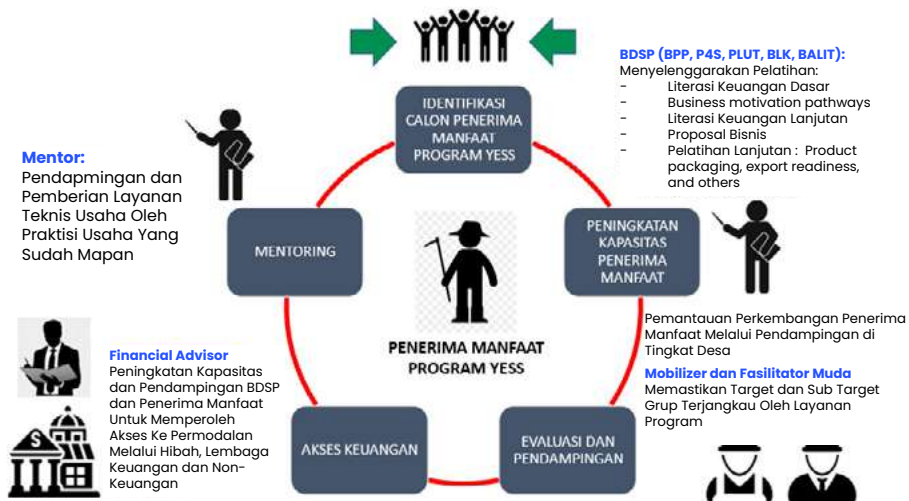


Figure 26. Identification of Beneficiary Occupation



Gambar 27. Intervensi Penerima Manfaat

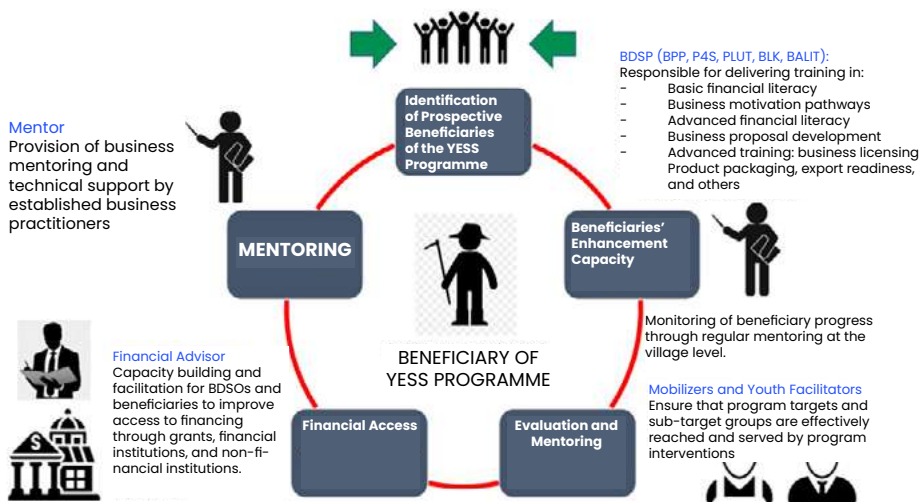
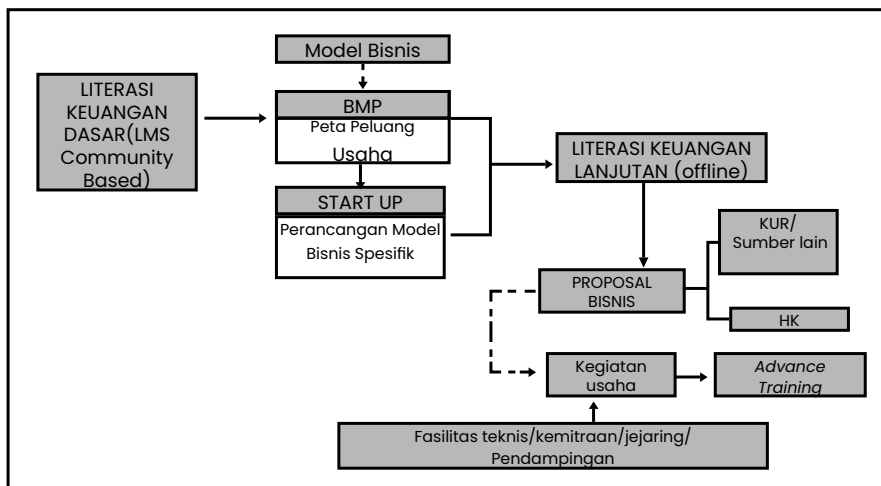


Figure 27. Beneficiary Intervention

2021 hingga pertengahan 2024 secara kumulatif telah melahirkan ribuan pengusaha baru. Angka tertinggi dicapai tahun 2024 sebanyak 89.647.

Such achievements are closely linked to the comprehensive support and mentoring provided through the YESS Program to its beneficiaries.

The YESS Program's Management Information System (MIS) recorded the cumulative birth of thousands of new entrepreneurs from 2021 to mid-2024. The highest number was 89,647 in 2024.



Gambar 28. Pelatihan Literasi Keuangan untuk Penerima Manfaat

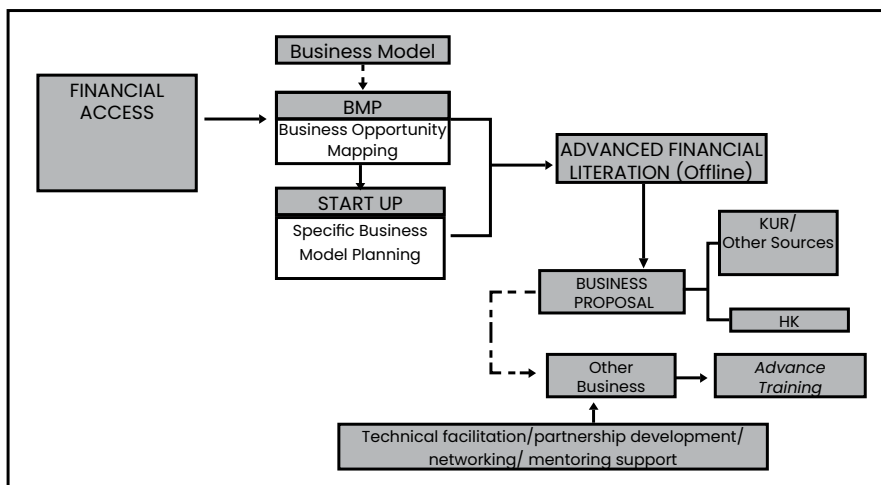


Figure 28. Financial Literacy Training for Beneficiaries

Rangkaian Pelatihan

Pasca perekrutan, penerima manfaat akan mendapatkan intervensi berupa peningkatan kapasitas berupa rangkaian pelatihan. Setelah melalui tahap identifikasi, penerima manfaat kemudian menerima intervensi berikutnya yaitu peningkatan kapasitas berupa pelatihan dasar.

Rangkaian pelatihan dasar yang disediakan program YESS bagi penerima manfaat.

Training Series

Following the recruitment phase, beneficiaries receive capacity-building interventions in the form of a series of training programs. After the identification stage, beneficiaries proceed to the next intervention phase, which includes foundational training aimed at enhancing their skills and competencies.

A Series of Basic Training Provided by the YESS Program for Beneficiaries



Gambar 29. Pelatihan Program Kewirausahaan
Figure 29. Entrepreneurship training program

1. Literasi Keuangan Dasar. Pelatihan ini diperlukan sebagai langkah memberikan gambaran terhadap berbagai layanan keuangan yang dapat diakses yang dapat menjadi motivasi untuk ide berusaha. Kegiatan ini melalui pendekatan basis komunitas (*community based*) oleh Fasilitator Pemuda yang akan dilatih PPIU. Selain itu pelaksanaan Pelatihan Literasi Keuangan Dasar dapat dilakukan secara daring pada aplikasi Learning Management Sistem (LMS).
 2. Lokakarya Jalur Motivasi Berusaha (*Business Motivation Pathway*) dengan tujuan memaparkan berbagai model bisnis yang tersedia di kecamatan tempat tinggal, termasuk potensi keuntungan dalam hal keuangan, keterampilan teknis dan manajemen yang diperlukan.
1. *Basic Financial Literacy.* This training is essential to provide an overview of various accessible financial services that can serve as motivation for developing business ideas. This activity is conducted through a community-based approach by Youth Facilitators who will be trained by the PPIU. In addition, the Basic Financial Literacy Training can also be delivered online through the Learning Management System (LMS) application.
 2. *Business Motivation Pathway Workshop.* The purpose of this workshop is to present various business models available in the beneficiaries' local sub-districts, including potential financial gains, technical skills, and management competencies required. After completing the BMP, beneficiaries

Setelah mengikuti BMP, penerima manfaat di harapkan mampu memutuskan model bisnis maupun jenis komoditas yang akan mereka jalankan.

3. Pelatihan *start-up* diikuti penerima manfaat yang telah mengikuti BMP dan telah memilih model bisnis yang akan diterapkan. Dalam kegiatan ini petani dan wirau-sahawan muda memperoleh pengetahuan dan keterampilan dalam menerapkan prinsip manajemen untuk memulai, mengelola dan mengembangkan usaha secara mandiri atau berkelompok berbasis kluster komoditas/subsektor pertanian yang sama. Selain itu juga keterampilan menyusun perencanaan dan pengembangan usaha yang menguntungkan.
4. Pelatihan Literasi Keuangan Lanjutan. Pelatihan ini bertujuan membangun kemampuan keuangan penerima manfaat. Penerima manfaat akan mendapatkan pengetahuan tentang produk lembaga keuangan, manajemen keuangan untuk kegiatan berbasis pertanian, dan pembukuan dasar.
5. Pelatihan Proposal Bisnis. Mengingat penerima manfaat belum memiliki pengalaman dalam permodalan usaha, dalam pelatihan proposal bisnis ini penerima manfaat akan dibekali materi penyusunan proposal untuk mengakses fasilitas permodalan dari Lembaga keuangan. Akses tersebut berbentuk skim Kredit Usaha Rakyat (KUR) maupun fasilitas pembiayaan lainnya.
6. Pelatihan Lanjutan (*Advance Training*). Pelatihan ini disediakan bagi penerima manfaat yang telah berusaha, namun memerlukan keterampilan lanjutan untuk kelancaran usahanya. Materi menyesuaikan dengan kebutuhan, misalnya smart farming, pemasaran ekspor, pemasaran digital, branding, pemasaran, sertifikasi dan diversifikasi

are expected to be able to decide on a suitable business model and the type of commodities they wish to pursue.

3. *Start-up Training is attended by beneficiaries who have completed the BMP and selected their preferred business model. Through this training, young farmers and entrepreneurs gain knowledge and skills to apply management principles for starting, managing, and developing businesses independently or in groups, based on commodity or agricultural sub-sector clusters. Additionally, they will acquire skills in planning and developing profitable businesses.*
4. *Advanced Financial Literacy Training. This training aims to build the beneficiaries' financial capacity. They will gain knowledge about financial institution products, financial management for agriculture-based activities, and basic bookkeeping.*
5. *Business Proposal Development Training. Considering that most beneficiaries lack experience in business financing, this training equips them with the necessary knowledge and skills to prepare proposals to access financing facilities from financial institutions. These facilities may include schemes such as the People's Business Credit (KUR) or other available financing mechanisms.*
6. *Advanced Training. This training is provided for beneficiaries who have already started their businesses but require advanced skills to ensure smooth operations. The content is tailored to their specific needs, such as smart farming, export marketing, digital marketing, branding, packaging, product certification and diversification, climate-smart*

produk, produksi pertanian cerdas iklim dan pengolahan limbah.

Berbagai pelatihan ini diberikan karena selama ini kebanyakan program kewirausahaan belum memadukan pelatihan dengan bantuan akses permodalan dan pendampingan usaha. Akibatnya peserta pelatihan tidak mampu memulai usahanya. Program YESS menyadari hal tersebut, sehingga memadukan pelatihan dengan intervensi lain dalam rangka menyediakan ekosistem berusaha yang memadai bagi penerima manfaat untuk memulai usaha. Kombinasi tersebut diyakini menjadi kunci sukses melahirkan puluhan ribu wirausahawan baru.

Dalam rangka membantu akses modal intervensi berikutnya adalah Hibah kompetitif, yaitu bantuan dalam bentuk modal usaha melalui proses seleksi dengan memenuhi persyaratan dan kesepakatan. Sasaran Program Hibah Kompetitif adalah pemuda perdesaan peserta Program YESS yang memiliki usaha di bidang pertanian dan telah mengikuti pelatihan. Kegiatan hibah kompetitif ini diharapkan mendorong penerima bantuan dana, untuk menjadi *agrosociopreneur*, agar mampu menjalankan usaha nya sendiri.

Pendampingan

Selain mendapatkan berbagai pelatihan, penerima manfaat Program YESS juga akan diberikan pendampingan. Jadi penerima manfaat tidak berhenti hanya pada peningkatan keahlian dan kapasitas pemuda maupun fasilitasi permodalan. Program YESS juga memahami bahwa penguatan kapasitas dan pendampingan yang berkelanjutan dan akses ke permodalan menjadi faktor kunci yang dapat mendorong suksesnya penumbuhan dan pengembangan usaha di sektor pertanian para pemuda perdesaan.

Kegiatan pendampingan tersebut dilakukan *Business Development Service Provider (BDSP)* yang menjadi pu-

agricultural production, and waste processing.

These various training programs are provided because, to date, most entrepreneurship initiatives have not integrated training with access to financing and business mentoring. As a result, training participants are often unable to start their businesses. The YESS Program acknowledges this issue and therefore combines training with other interventions to create an enabling business ecosystem for beneficiaries to start their enterprises. This integrated approach is believed to be the key to successfully fostering tens of thousands of new entrepreneurs.

To facilitate access to capital, the next intervention is the Competitive Grant, which provides business capital assistance through a selection process based on specific requirements and agreements. The target of the Competitive Grant Program is rural youth participating in the YESS Program who have businesses in the agricultural sector and have completed relevant training. This competitive grant activity is expected to encourage grant recipients to become agrosociopreneurs capable of running their own businesses.

Mentoring

In addition to various training opportunities, YESS Program beneficiaries also receive business mentoring. Beneficiaries are therefore not limited to merely improving their skills and capacities or receiving financial facilitation. The YESS Program understands that continuous capacity building, sustained mentoring, and access to financing are key factors that drive the successful establishment and growth of youth-led businesses in the agricultural sector in rural areas.

This mentoring is provided by Business Development Service Providers (BDSPs), which serve as business development service centers



Gambar 30. Beranda diversifikasi Sentrausaha Pertanian di Sinoa
Figure 30. Located in the diversification of agricultural business centers Sinoa

sat pelayanan pengembangan usaha di sektor pertanian terhadap penerima manfaat Program YESS. BDSP dapat berasal dari lembaga milik pemerintah pusat atau daerah maupun milik swasta misalnya Balai Penyuluhan Pertanian (BPP), Pusat Pelatihan Pertanian dan Perdesaan Swadaya (P4S), dan Pusat Layanan Usaha Terpadu (PLUT).

Pada tahap awal, BDSP mengidentifikasi model usaha berisi komoditas yang diusahakan, kegiatan yang tercakup dalam model usaha, teknologi yang di gunakan, pasar, aset/persyaratan awal, biaya dan pendapatan yang diharapkan, proyeksi keuangan dan arus kas, pertumbuhan usaha yang ada, pelaku pasar dan keterkaitannya antar *stakeholder*. Selanjutnya BDSP menjadi tempat penyelenggaraan pelatihan YESS bagi penerima manfaat.

Tidak hanya itu, BDSP memberikan pelayanan konsultasi pengembangan usaha terhadap setiap penerima manfaat. Kegiatan ini termasuk penyusunan proposal usaha untuk

for YESS Program beneficiaries in the agricultural sector. BDSPs may originate from public or private institutions, such as Agricultural Extension Centers (BPP), Independent Agricultural and Rural Training Centers (P4S), or Integrated Business Service Centers (PLUT).

In the initial stage, BDSP identifies business models, including the commodities involved, the activities covered within the model, the technologies applied, target markets, initial assets and requirements, estimated costs and revenues, financial and cash flow projections, existing business growth, market actors, and interlinkages among stakeholders. The BDSP also serves as the venue for implementing YESS training programs for beneficiaries.

In addition, the BDSP provides business development consulting services to each beneficiary. These services include the preparation of business proposals for accessing capital to initiate agricultural enterprises. The BDSP also offers

akses permodalan yang akan digunakan dalam memulai usaha pertanian. BDSP juga memberikan pelayanan informasi dan konsultasi keuangan dan akses pembiayaan terhadap penerima manfaat yang membutuhkan permodalan usaha. Kemudian menghubungkan sumber-sumber permodalan yang sesuai.

Dalam kegiatannya, BDSP dibantu seorang *financial advisor*. BDSP juga membangun kemitraan usaha dan intermediasi untuk menghubungkan penerima manfaat dengan stakeholder lain dan penyedia jasa keuangan, baik perbankan maupun non-perbankan dalam upaya menunjang akses pasar dan pembiayaan bagi penerima manfaat.

Selain pendampingan BDSP, fasilitator pemuda merupakan pihak yang memberikan pendampingan secara langsung kepada penerima manfaat, serta menyampaikan informasi kegiatan YESS. Ada juga *mobilizer* atau *business advisor* yang bertugas menghubungkan penerima manfaat dengan pelaku pasar dan *stakeholder* lain. Wilayah kerja *mobilizer* mencakup area kabupaten, dan bertanggung jawab membangun jejaring kerja antara pemangku kepentingan Program YESS.

Rangkaian intervensi yang disediakan YESS tersebut dilakukan pada skala individu. Tujuannya agar setiap individu penerima manfaat memiliki motivasi, kemampuan, dan permodalan yang memadai untuk memulai usahanya sendiri. Kebanyakan program kewirausahaan lain hanya terbatas pada skala individu, tapi program YESS menyadari hal tersebut belum cukup. Pasalnya, banyak individu berkompeten gagal memulai usaha karena lingkungan tidak mendukung usaha. Selain level individu, intervensi ekosistem juga perlu dilakukan.

information services and financial advisory support, including access to financing options for beneficiaries requiring business capital. It further facilitates linkages to appropriate sources of financing.

In its operations, BDSPs are supported by a financial advisor. BDSPs also establish business partnerships and act as intermediaries to connect beneficiaries with other stakeholders and financial service providers, both banking and non-banking, to facilitate access to markets and financing for beneficiaries.

In addition to BDSP support, youth facilitators provide direct assistance to beneficiaries and deliver information on YESS activities. There are also mobilizers or business advisors whose role is to connect beneficiaries with market actors and other stakeholders. The mobilizers operate at the district level and are responsible for building networks among YESS Program stakeholders.

The series of interventions provided by the YESS Program is implemented at the individual level. The objective is to ensure that each beneficiary has sufficient motivation, capacity, and capital to start their own business. While most other entrepreneurship programs remain limited to individual-level interventions, the YESS Program recognizes that this alone is not enough. Many competent individuals still fail to start businesses due to an unsupportive environment. Therefore, in addition to individual-level interventions, ecosystem-level interventions are also necessary.

Ekosistem Berbasis Klaster

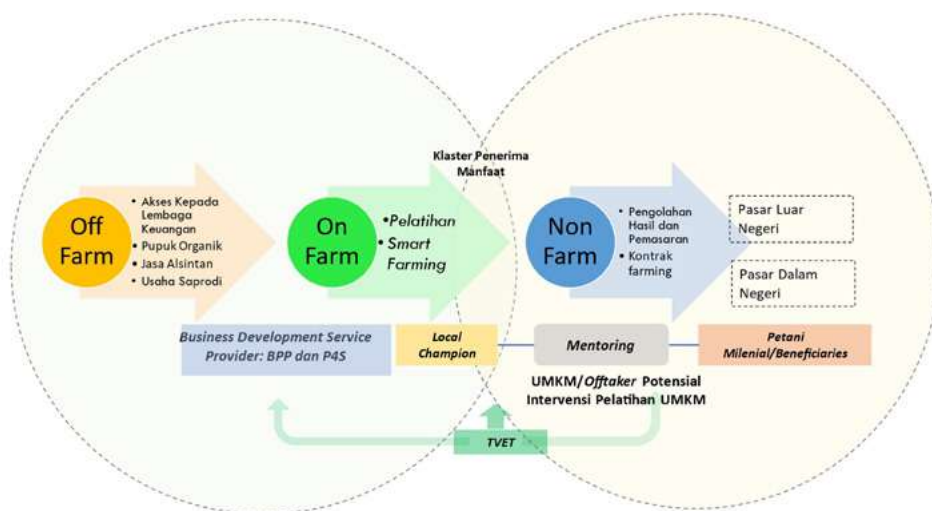
Kunci sukses YESS melahirkan ribuan wirausaha baru adalah intervensi menyeluruh dari level individu sampai dengan level ekosistem. Strategi ekosistem kewirausahaan YESS dilakukan dengan membangun jejaring pemangku kepentingan yang kuat untuk mendukung para wirausahawan baru. Ciri khas ekosistem yang mendukung adalah hubungan simbiosis antara pemangku kepentingan.

Secara umum suatu ekosistem kewirausahaan dapat terbangun apabila terdiri dari beberapa aktor meliputi pelaku bisnis, mitra bisnis, konsumen dan masyarakat, pemasok, pesaing dan kelembagaan pembiayaan. Selain itu juga dukungan budaya yang kondusif, organisasi/ stakeholder pendukung, kelembagaan dan tenaga fasilitator bisnis, kebijakan dan pengambil kebijakan yang progresif. Berdasarkan basis bisnis dan geografisnya setiap ekosistem kewirausahaan dapat memiliki perbedaan jumlah pemangku kepentingan.

Cluster-Based Ecosystem

The key to the YESS Program's success in generating thousands of new entrepreneurs lies in its comprehensive interventions that extend from the individual level to the ecosystem level. The YESS entrepreneurial ecosystem strategy focuses on building strong stakeholder networks to support emerging entrepreneurs. A defining characteristic of a supportive ecosystem is the symbiotic relationship among stakeholders.

In general, an entrepreneurial ecosystem can be established when it consists of multiple actors, including business owners, business partners, consumers and communities, suppliers, competitors, and financial institutions. In addition, it requires a conducive cultural environment, supporting organizations and stakeholders, business support institutions and facilitators, and progressive policies and policymakers. Depending on the business base and geographical context, each entrepreneurial ecosystem may vary in the number and composition of stakeholders.



Gambar 31. Ekosistem Kewirausahaan Berbasis Klaster

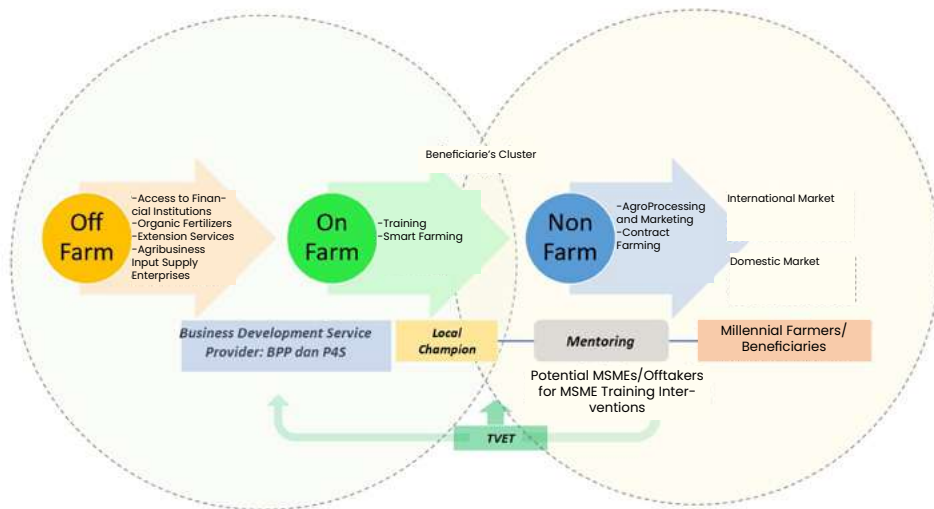


Figure 31: Cluster-Based Entrepreneurship Ecosystem

Pengembangan dan pertumbuhan usaha para penerima manfaat Program YESS telah menunjukkan adanya penguatan usaha, bukan hanya secara individual, tapi juga telah membangun jejaring dan komunitas usaha yang saling menguntungkan diantara para penerima manfaat, khususnya komoditas yang sama ataupun pada rantai nilai basis komoditasnya.

Intervensi pada level ekosistem diwujudkan dengan mendorong kerjasama antar penerima manfaat dalam satu bentuk klaster usaha. Klaster merupakan bagian dari kawasan pertanian yang berhubungan sangat erat dan saling terkait. Ada dua aspek kunci yang menjadi penciri dari satu klaster. Pertama, usaha/komunitas bisnis yang harus saling berhubungan dalam satu rantai nilai bisnis. Kedua, usaha/komunitas bisnis pembangun klaster berlokasi di suatu tempat yang saling berdekatan.

Program YESS mendorong petani muda minimal lima orang yang melakukan jejaring dalam satu bentuk klaster usaha yang berbasis komoditas potensial, baik yang bersifat homogen (satu basis komoditas yang sama) dan atau usaha yang bergerak

The development and growth of businesses owned by YESS Program beneficiaries have demonstrated not only individual enterprise strengthening but also the formation of mutually beneficial business networks and communities among beneficiaries, particularly those engaged in the same commodities or within the same commodity-based value chains.

Ecosystem-level interventions are realized by encouraging collaboration among beneficiaries through the formation of business clusters. A cluster is part of an agricultural area characterized by close interconnections and strong linkages among its members. There are two key aspects that define a cluster. First, the enterprises or business communities must be interconnected within a single business value chain. Second, the enterprises or communities forming the cluster must be located in close geographical proximity.

The YESS Program encourages groups of at least five young farmers to network within a business cluster based on high-potential commodities, whether homogeneous (focused on the same commodity) or integrated

dari hulu ke hilir (on farm dan off farm) dalam satu rantai nilai basis komoditas. Disinilah peran *mobilizer* membantu menghubungkan individu tersebut menjadi satu kluster usaha.

Pendampingan YESS bagi kluster terdiri dari pendampingan penguatan kapasitas kelembagaan kluster, pendampingan proses penumbuhan/rintisan kluster agribisnis, pendampingan pemasaran produk dan akses pembiayaan hibah kompetitif kluster.

Salah satu contoh kluster kewirausahaan yang masuk dalam Program YESS adalah Kluster Padi Kurau Bungas, di Kecamatan Kurau Kabupaten Tanah Laut, Kalimantan Selatan. Kluster ini beranggotakan petani muda yang memproduksi dan menjual beras dengan *branding* Beras Kurau. Menariknya beras ini dijual berdasarkan varietas benih padi yang ditanam.

Meskipun baru satu kali panen, pengurus kluster berharap dapat menjual beras Kurau tidak hanya untuk memenuhi kebutuhan masyarakat di sekitar Kabupaten Tanah Laut, tapi juga masyarakat di Kalimantan Selatan, bahkan keluar dari provinsi tersebut. Dengan inisiatif pemasaran yang luas tersebut, menunjukan petani muda bisa memperlihatkan semangat kewirausahaan dan kemampuan beradaptasi pada kebutuhan pasar yang terus berkembang. Petani muda di kluster Kurau bisa menjadi contoh inspiratif bagi petani muda lainnya untuk terus berinovasi memenuhi kebutuhan pangan pokok masyarakat Indonesia.

Contoh lain petani muda yang mengembangkan Kopi Bunar di Kampung Bunihurip, Desa Sukapada, Kecamatan Pagerageung, Tasikmalaya, Jawa Barat.udidaya kopi di kluster Kopi Bunar dilakukan pada lahan Perhutani dengan total luas lahan sebanyak 25 ha dengan rata-rata penguasaan masing-masing petani 1-1,4 ha.

Kluster Kopi Bunar mengintegrasikan berbagai sektor usaha yang dijalankan.

along the value chain (covering both upstream and downstream activities, on-farm and off-farm). In this process, mobilizers play a crucial role in connecting individual beneficiaries and facilitating the formation of such business clusters.

YESS mentoring for clusters consists of mentoring to strengthen cluster institutional capacity, mentoring the process of growing/starting agribusiness clusters, mentoring product marketing and access to competitive cluster grant financing.

One example of an entrepreneurship cluster supported under the YESS Program is the Kurau Bungas Rice Cluster, located in Kurau Subdistrict, Tanah Laut District, South Kalimantan. This cluster consists of young farmers who produce and market rice under the Beras Kurau brand. Notably, the rice is marketed based on the specific rice seed varieties cultivated by the farmers.

Although they have only completed one harvest, the cluster's management aims to expand the distribution of Kurau rice beyond the local community in Tanah Laut District to the wider South Kalimantan area, and eventually to markets outside the province. This broad marketing initiative demonstrates that young farmers can embody entrepreneurial spirit and adapt to the evolving demands of the market. The young farmers of the Kurau Cluster serve as an inspiring example for other young farmers to continue innovating to meet the staple food needs of communities across Indonesia.

Another example is a group of young farmers developing Kopi Bunar in Kampung Bunihurip, Sukapada Village, Pagerageung Subdistrict, Tasikmalaya, West Java. Coffee cultivation in the Kopi Bunar Cluster takes place on Perhutani-managed land, covering a total area of 25 hectares, with each farmer typically cultivating 1 to 1.4 hectares.

Pengintegrasian tersebut dilakukan di bawah naungan Koperasi Dwi Mitra Tani yang berdiri sejak Agustus 2022 dan beranggotakan 65 orang. Anggotanya, terdiri dari petani milenial maupun petani "kolonial". Selain koperasi tersebut, *Muezza Coffee and Roastery* yang dikelola penerima manfaat Program YESS juga menjadi "hub" pemasaran klaster Kopi Bunar.

Pengembangan usaha sudah dilakukan, baik melalui koperasi maupun *Muezza Coffee and Roastery*. Saat ini, klaster Kopi Bunar sudah memasok ke beberapa *coffee shop* di Tasikmalaya dan memasarkan ke beberapa wilayah seperti Bandung dan Jakarta. Bahkan saat ini sudah mulai merintis sebagai bahan baku untuk ekspor. Salah satu pelanggan di luar negeri yang saat ini mulai dijangkau dan sudah mulai bertransaksi dengan pelanggan di Australia walaupun dalam skala kecil dan terbatas.

Beberapa *stakeholders* yang saat ini sudah mulai terlibat antara lain Kementerian Pertanian (melalui Program YESS), Pemerintah Daerah Kabupaten Tasikmalaya, Perhutani, dan beberapa tokoh daerah lainnya. Selain itu, adanya *interest* dari Bank Indonesia untuk melakukan pendampingan pada klaster Kopi Bunar juga sedang dijangkau.

Pemuda-pemuda desa yang terlibat dalam program YESS telah membuktikan bahwa kehidupan di pedesaan dapat berkembang lebih sejahtera tanpa harus merantau ke kota besar untuk mencari pekerjaan. Program ini tidak hanya membuka peluang ekonomi baru, tetapi juga mengubah cara pandang generasi muda terhadap sektor pertanian, menjadikannya lebih menarik dan menjanjikan sebagai bidang usaha yang berkelanjutan.

Melalui berbagai aktivitas yang dirancang, program YESS berhasil melahirkan wirausahawan muda yang inovatif, sekaligus menciptakan dampak ekonomi yang lebih luas.

The Kopi Bunar Cluster integrates multiple business sectors under the umbrella of Koperasi Dwi Mitra Tani, which was established in August 2022 and now has 65 members, consisting of both millennial and older-generation farmers. In addition to the cooperative, Muezza Coffee and Roastery, which is managed by a YESS Program beneficiary, also serves as a marketing hub for the Kopi Bunar Cluster.

Business development has already progressed through both the cooperative and Muezza Coffee and Roastery. Currently, the Kopi Bunar Cluster supplies several coffee shops in Tasikmalaya and markets its products to other regions such as Bandung and Jakarta. The cluster has even begun pioneering its coffee as a raw material for export. One international customer currently being developed is in Australia, with initial transactions already taking place, albeit on a small and limited scale.

Several stakeholders are now engaged with the cluster, including the Ministry of Agriculture (through the YESS Program), the Tasikmalaya District Government, Perhutani, and several local community leaders. In addition, Bank Indonesia has also expressed interest in providing support and mentoring to the Kopi Bunar Cluster, and discussions are currently underway.

The young villagers involved in the YESS Program have demonstrated that rural life can thrive and become more prosperous without the need to migrate to major cities in search of employment. This program not only creates new economic opportunities but also transforms the perspective of the younger generation towards the agricultural sector, making it more attractive and promising as a sustainable business field.

Through its various planned activities, the YESS Program has succeeded in producing innovative

Salah satu dampak tersebut adalah peningkatan signifikan jumlah tenaga kerja di lapangan selama periode 2021 hingga 2024. Perkembangan ini menunjukkan bahwa investasi dalam pengembangan kewirausahaan pemuda desa dapat memberikan kontribusi nyata terhadap pembangunan ekonomi lokal, seperti yang tergambar dalam grafik berikut.

Jumlah tenaga kerja dari penerima manfaat pelatihan manajemen bisnis yang berwirausaha di sektor pertanian pada tahun 2021 sebanyak 14.985 tenaga kerja dan mengalami kenaikan sebanyak 77.268 tenaga kerja pada tahun 2024 menjadi 92.253 dengan jumlah kumulatif tenaga kerja sebesar 40.555

Faktor utama yang berkaitan den-

young entrepreneurs while generating broader economic impacts. One notable impact is the significant increase in local employment during the 2021–2024 period. This development shows that investing in rural youth entrepreneurship can deliver tangible contributions to local economic development, as illustrated in the following chart.

The number of workers generated by beneficiaries of business management training engaged in agricultural entrepreneurship in 2021 was 14,985. This figure increased by 77,268 workers in 2024, reaching a total of 92,253 workers, with a cumulative workforce of 40,555.

Key factors contributing to the success of the YESS Program and the



Gambar 32. Jumlah tenaga kerja dari PM pelatihan manajemen bisnis berwirausaha



Figure 32. Number of workers generated by beneficiaries of business management and entrepreneurship training

gan keberhasilan program YESS dan perkembangan sektor pertanian di pedesaan:

1. Munculnya Wirausaha Baru

Program YESS telah berhasil melahirkan banyak wirausahawan muda yang mendirikan usaha di sektor pertanian dan agribisnis. Usaha-usaha ini membutuhkan tenaga kerja tambahan, baik untuk aktivitas produksi, pengolahan, distribusi, maupun pemasaran, sehingga menciptakan lapangan pekerjaan baru.

2. Peningkatan Produktivitas Sektor Pertanian

Dengan adanya pelatihan, pendampingan, dan akses ke teknologi modern yang diberikan melalui program YESS, produktivitas sektor pertanian meningkat. Peningkatan ini mendorong kebutuhan tenaga kerja untuk mengelola proses pertanian yang lebih kompleks dan beragam.

3. Dukungan Akses Modal

Dukungan berupa kebijakan, insentif, serta akses pembiayaan yang lebih mudah melalui program ini memberikan peluang bagi wirausahawan muda untuk mengembangkan usaha mereka. Pertumbuhan usaha ini secara langsung membutuhkan lebih banyak tenaga kerja untuk mendukung operasionalnya.

Kombinasi dari faktor-faktor tersebut menjadi pendorong utama peningkatan jumlah tenaga kerja secara konsisten selama periode 2021 hingga 2024, menciptakan dampak positif bagi ekonomi lokal dan kesejahteraan masyarakat desa.

development of the rural agricultural sector include:

1. Emergence of New Entrepreneurs

The YESS Program has successfully produced numerous young entrepreneurs who have established businesses in the agricultural and agribusiness sectors. These enterprises require additional labor for production, processing, distribution, and marketing activities, thereby creating new employment opportunities.

2. Increased Productivity in the Agricultural Sector

Through training, mentoring, and access to modern technology provided by the YESS Program, the productivity of the agricultural sector has improved. This increase in productivity drives the demand for labor to manage more complex and diverse agricultural processes.

3. Improved Access to Capital

Policy support, incentives, and improved access to financing offered through the program create opportunities for young entrepreneurs to expand their businesses. This business growth directly translates into increased labor needs to support operational activities.

The combination of these factors has been a key driver of the consistent increase in employment from 2021 to 2024, generating positive impacts on local economies and improving the welfare of rural communities.

BAB VII

KEADILAN JENDER DAN INKLUSI SOSIAL

CHAPTER VII GENDER EQUITY AND SOCIAL INCLUSION

Perkembangan *Gender Equality and Social Inclusion* (GESI) di dunia telah berkembang pesat, dimulai dengan fokus pada kesetaraan jender dan kemudian meluas untuk mencakup inklusi sosial bagi kelompok-kelompok terpinggirkan, seperti difabel dan etnis minoritas. Organisasi seperti IFAD mendukung penerapan GESI, khususnya di sektor pertanian, untuk memastikan perempuan dan kelompok marginal memiliki kesempatan yang setara.

Di Indonesia, Kementerian Pertanian juga mulai mengintegrasikan prinsip GESI dalam program-program mereka. Meskipun sudah ada kemajuan, tantangan seperti kekerasan berbasis jender dan kesenjangan sosial-ekonomi masih menjadi hambatan besar, sehingga diperlukan kerjasama antara pemerintah, sektor swasta, dan masyarakat untuk mewujudkan kesetaraan yang lebih inklusif.

Karena itulah, *Gender Equality and Social Inclusion* (GESI) menjadi perhatian dalam Program YESS. Terdapat dua prinsip utama dalam GESI yakni, keadilan jender dan inklusi sosial. Keadilan jender dalam program YESS merupakan prinsip yang mendorong upaya dapat memberikan perlakuan dan distribusi sumberdaya dengan adil kepada laki-laki dan perempuan. Inklusi sosial merupakan upaya khusus untuk memberikan akses dan fasilitasi pada kelompok marginal dalam masyarakat. Keadilan jender dan inklusi sosial berarti upaya khusus untuk memfasilitasi partisipasi

The development of *Gender Equality and Social Inclusion* (GESI) globally has progressed significantly, beginning with a focus on gender equality and gradually expanding to encompass the inclusion of marginalized groups such as persons with disabilities and ethnic minorities. Organizations such as IFAD actively support the implementation of GESI, particularly in the agricultural sector, to ensure that women and other marginalized groups have equal opportunities.

In Indonesia, the Ministry of Agriculture has also begun to integrate GESI principles into its programs. Although there has been progress, challenges such as gender-based violence and socio-economic disparities remain significant barriers. As such, collaboration among government institutions, the private sector, and civil society is essential to achieving more inclusive equality.

For this reason, *Gender Equality and Social Inclusion* (GESI) is a key focus of the YESS Programme. GESI is anchored on two core principles: gender equity and social inclusion. Gender equity within the YESS Programme refers to the commitment to ensure fair treatment and equitable distribution of resources between men and women. Social inclusion entails targeted efforts to provide access and support for marginalized groups in society. Together, gender equity and social inclusion involve deliberate measures to facilitate the participation of specific groups in the YESS Programme, thereby ensuring

kelompok-kelompok tertentu dalam Program YESS untuk menghasilkan perhatian yang konsisten dan sistematis terhadap perbedaan antara laki-laki, perempuan, dan kelompok marginal lain dalam masyarakat.

Prinsip GESI sejak awal sudah terdapat dalam penentuan kelompok target program YESS. Kelompok target utama program adalah masyarakat miskin dan rentan. Secara khusus, Program YESS menetapkan dua kelompok masyarakat. Pertama, secara spesifik mengacu pada pelibatan perempuan. Kedua, pada laki-laki dan perempuan di kelompok marginal dalam masyarakat—yaitu difabel, migran, *remote area*, dan masyarakat adat.

Penerapan Prinsip GESI

Penerapan prinsip GESI dalam Program YESS dilakukan pada tahap perencanaan, pelaksanaan, monitoring, dan evaluasi program. Karena itu dalam pelaksanaan GESI ada beberapa strategi yang diterapkan. *Pertama*, perencanaan meliputi strategi sensitif jender memperhatikan profil sosio-ekonomi target, kendala potensial dan penetapan tujuan inklusi dan langkah mitigasi kendala, serta identifikasi kebutuhan peningkatan kapasitas staf program dan mitra kunci dalam peningkatan kapasitas pelaksanaan GESI.

Kedua, *Terms of reference* (TOR) mendukung pengarusutamaan responsibilitas untuk inklusi. *Ketiga*, pelaksanaan program dilakukan dalam kerangka *multi-stakeholders* inklusif untuk kelompok masyarakat marginal dan isu GESI ditekankan dalam agenda sehari-hari. *Keempat*, penyajian data di MIS, monitoring dan evaluasi, produk pengetahuan, dan penerapan sistem informasi, termasuk studi *good practice* dan inovasi dalam pelaksanaan program seluruhnya terpilah jenis kelamin dan usia.

Program YESS mensyaratkan pelaksanaan prinsip GESI pada seluruh pelaksana program. Karena itu, pema-

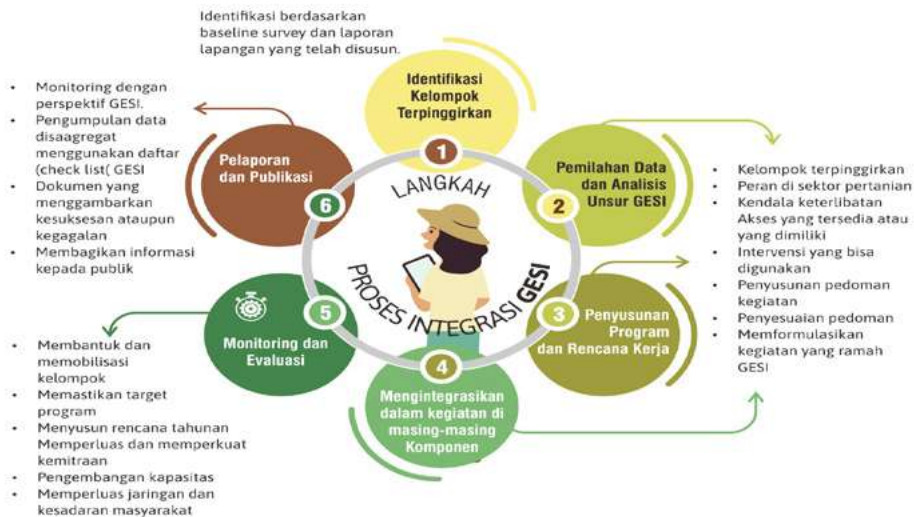
a consistent and systematic approach to addressing the differences and inequalities between men, women, and other socially excluded groups.

GESI principles have been embedded in the YESS Programme from the outset, particularly in the identification of target groups. The primary target group of the programme consists of poor and vulnerable communities. Specifically, the YESS Programme identifies two key groups: first, women as a distinct target for inclusion, and second, both men and women belonging to marginalized populations, including persons with disabilities, migrants, remote communities, and Indigenous Peoples.

Application of GESI principles

The application of GESI principles in the YESS Programme is integrated across all stages of programme design, implementation, monitoring, and evaluation. Accordingly, several strategic approaches have been adopted. First, the planning stage incorporates gender-sensitive strategies that take into account the socio-economic profiles of target groups, potential barriers to inclusion, the establishment of inclusion objectives, mitigation measures, and the identification of capacity development needs for programme staff and key partners to strengthen GESI implementation.

Second, terms of reference (TORs) are designed to support the mainstreaming of responsibilities for social inclusion. Third, programme implementation is carried out within an inclusive multi-stakeholder framework that ensures the participation of marginalized groups, with GESI issues embedded in daily operational agendas. Fourth, data presentation within the Management Information System (MIS), monitoring and evaluation processes, knowledge products, and the use of information systems—including good practice documentation and innovation studies in programme deliv-



Gambar 33. Strategi Implementasi GESI
Sumber: Panduan GESI dalam Program YESS, 2022

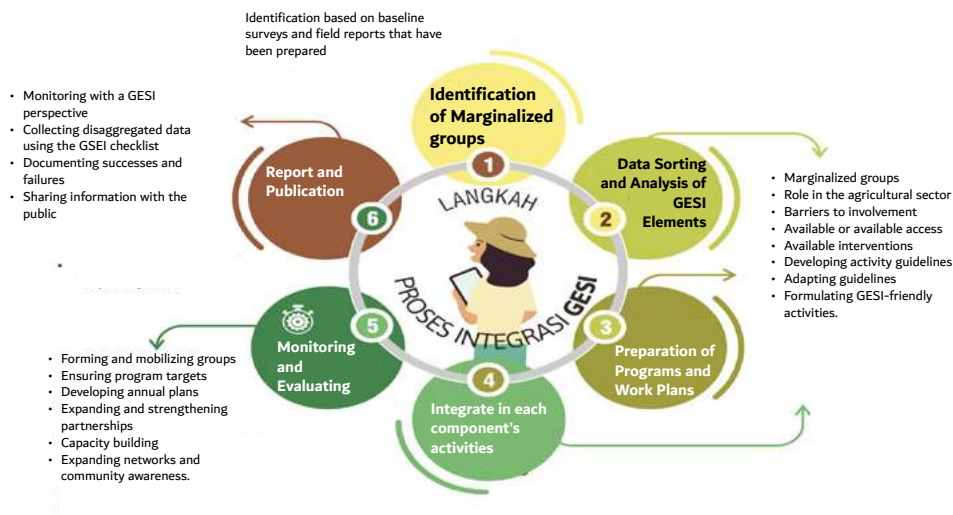


Figure 33. GESI Implementation Strategy
Source: GESI Guidelines in the YESS Programme, 2022

haman prinsip GESI ditunjukkan dalam dua hal. *Pertama*, penyedia layanan yang direkrut untuk mendukung program memiliki pengalaman mengenai prinsip dan praktik jender dan inklusi sosial. *Kedua*, penyedia layanan dan konsultan internasional yang dikontrak untuk memetakan program. Mereka diharapkan dapat menunjukkan kemampuan tinggi dalam analisis inklusi dan kesetaraan untuk dapat men-

ery—are all disaggregated by sex and age.

The YESS Programme mandates the implementation of GESI principles across all implementing entities. This commitment is demonstrated in two key ways. First, service providers recruited to support the programme must possess experience in gender and social inclusion principles and practices. Second, service providers

yampaikan layanan sensitif jender dan inklusi.

Untuk kelompok perempuan, ada empat indikator dalam mengukur pengarus-utamaan jender. Pertama, pelaksanaan program mendukung perempuan. Kedua, pelatihan dan penyuluhan memenuhi kebutuhan perempuan. Ketiga, mendorong perempuan untuk menjadi pemimpin dan mengambil keputusan. Keempat, mempromosikan layanan panduan karir sensitif jender.

Perempuan memperoleh proporsi khusus yaitu 50% sebagai penerima manfaat program, 50% fasilitator pemuda, dan 30% mobilizer. Selain perempuan, masyarakat adat juga memperoleh perhatian khusus dalam program YESS. Program YESS melibatkan pemuda dari masyarakat adat dalam bentuk dua aktivitas. *Pertama*, melibatkan perwakilan masyarakat adat dalam *platform* program provinsi, forum tahunan, dan kampanye program. *Kedua*, memastikan kerugian sosial masyarakat adat dipertimbangkan dalam identifikasi investasi untuk kewirausahaan, pekerjaan, dan pengembangan kapasitas.

Program YESS juga memperhatikan secara spesifik terhadap migran antar daerah di Indonesia dan migran internasional. Salah satu dari empat target strategis Program YESS adalah memfasilitasi akses pemuda terhadap layanan keuangan dan menolong migran yang telah kembali, termasuk keluarga migran penerima dana kiriman untuk menginvestasikan dananya tersebut pada usaha pedesaan.

Terkait dengan migran, Program YESS memiliki dua tujuan. *Pertama*, meningkatkan peluang bagi pemuda perempuan dan laki-laki untuk mendapatkan pekerjaan atau usaha di pertanian atau pedesaan sebagai alternatif melakukan migrasi. *Kedua*, mengoptimalkan penggunaan *remittances* (dana kiriman) dari migran untuk investasi di sektor pedesaan oleh purna migran atau keluarga migran.

and international consultants contracted to support programme mapping are expected to demonstrate advanced analytical capacities in inclusion and equity to deliver gender- and inclusion-sensitive services.

For women, four indicators are used to measure the mainstreaming of gender equality. First, programme implementation must support women's participation. Second, training and extension services must address women's needs. Third, the programme must promote women's leadership and decision-making. Fourth, it must provide gender-sensitive career counselling services.

Women are accorded specific quotas within the programme, including 50% of total beneficiaries, 50% of youth facilitators, and 30% of mobilizers. In addition to women, Indigenous Peoples also receive special attention under the YESS Programme. The programme engages Indigenous youth through two primary activities. First, involving representatives of Indigenous communities in provincial platforms, annual forums, and programme campaigns. Second, ensuring that the social disadvantages experienced by Indigenous Peoples are taken into account in identifying investments for entrepreneurship, employment, and capacity building.

The YESS Programme also addresses the specific needs of internal and international migrants. One of its four strategic objectives is to facilitate youth access to financial services and support returning migrants—including remittance-receiving households—in investing their remittances in rural enterprises.

In relation to migrants, the programme has two main objectives. First, to increase employment and entrepreneurial opportunities for young women and men in agriculture and rural areas as an alternative to migration. Second, to optimise the use of remittances by returnees or re-



Gambar 34. Penerima manfaat Program YESS
Figure 34. YESS Programme Beneficiaries

Program YESS menargetkan 8.600 orang migran, purna migran atau keluarga migran memperoleh pelatihan keuangan dan akses terhadap lembaga keuangan.

Program YESS memperhatikan masyarakat petani di *remote area* atau kawasan yang memiliki kapasitas lokal, infrastruktur, pasar, peluang kemitraan yang masih lemah, dan isu mahalnnya logistik. *Remote area* seringkali lemah terhadap akses saluran keuangan formal dan literasi keuangan. Fokus pada masyarakat di *remote area* ini terkait dengan lokasi geografis, tidak memiliki akses pada lembaga keuangan formal, tidak memiliki kapasitas atau kelembagaan pemerintah yang memadai.

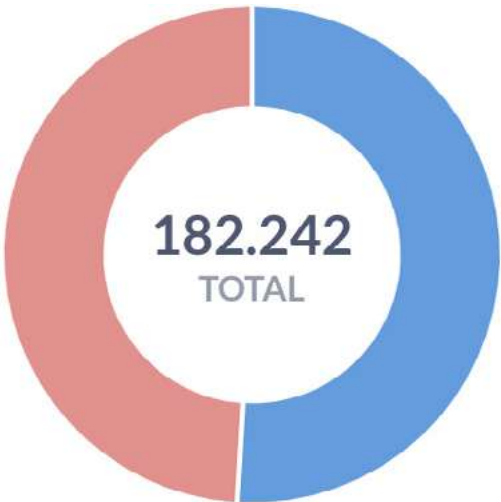
Kelompok masyarakat lain yang menjadi perhatian dalam program YESS adalah difabel. Difabel diperhatikan dalam program karena sering kali tereklusi dalam program pembangunan. Kelompok masyarakat difabel memiliki kelemahan dalam ketersediaan data dan keterlibatan dalam pekerjaan. Dua hal dalam program

mittance-receiving families for rural investments. YESS targets 8,600 migrants, returnees, or remittance-receiving households to receive financial literacy training and improve access to financial institutions.

The programme also focuses on rural farming communities in remote areas—characterised by limited local capacity, weak infrastructure, restricted access to markets and partnerships, and high logistical costs. These communities typically have limited access to formal financial services and low levels of financial literacy. The programme's focus on remote areas is defined by geographic isolation, lack of access to formal financial institutions, and insufficient government capacity or institutions.

Another community group prioritized in the YESS Programme is persons with disabilities. This group is given particular attention due to their frequent exclusion from development initiatives. Persons with disabilities often face challenges related to the lack of reliable data and limited access to

Jumlah PM per Jenis Kelamin



Gambar 35. Persentase Jumlah Penerima Manfaat Perempuan
Sumber: MIS, 8 November 2024

Total PM by Gender

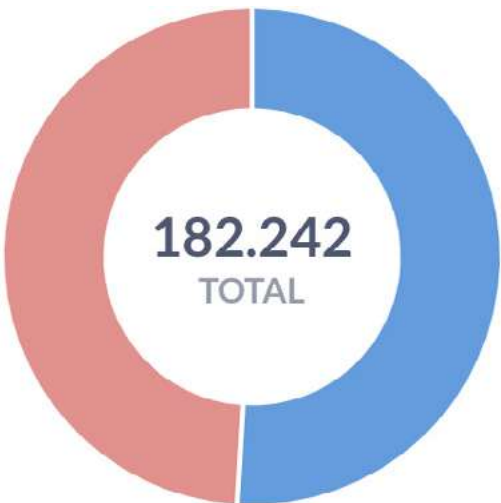


Figure 35. Percentage of Female Beneficiaries
Source: MIS, 8 November 2024

terkait dengan difabel adalah pemberdayaan dalam konteks norma sosial-budaya dan penyediaan pilihan untuk perbaikan kehidupan bagi difabel.

Capaian Kesetaraan Jender dalam YESS

Sampai dengan 31 Desember 2024, jumlah PM Outreach total 194.126 dengan persentase penerima manfaat perempuan 50,5%. Peningkatan PM perempuan terbanyak terjadi pada tahun 2024. Capaian 2024 terjadi kare-

employment opportunities. The YESS Programme addresses two key aspects concerning persons with disabilities: first, empowerment within the context of prevailing socio-cultural norms, and second, the provision of viable livelihood options to support improved quality of life for persons with disabilities.

Gender Equality Achievements in the YESS Programme

As of 31 December 2024, the total number of Outreach PM reached



Gambar 36. Pemuda penggerak dan fasilitator Program YESS.
Image 36. Youth mobilisers and facilitators of the YESS Programme

na strategi fokus pada peningkatan CPM dan PM perempuan. Seluruh PPIU dan DIT bekerjasama dalam meningkatkan jumlah PM perempuan. Strategi ini dilaksanakan di bawah pimpinan langsung Direktur Program YESS yang memimpin rapat koordinasi NPMU dan PPIU setiap minggu.

194,126, with female PM accounting for 50.5%. The highest increase in female beneficiaries occurred in 2024. This achievement was driven by a targeted strategy focusing on increasing the number of CPM and actual PM among women. All Provincial PPIUs and DITs collaborated in boosting female par-

Tabel 7. Jumlah Mobilizer di Setiap PPIU. Sumber: MIS, 8 November 2024

No	PPIU	Jumlah Mobilizer	Laki-Laki	Perempuan
1	JAWA BARAT	24	14	10
2	JAWA TIMUR	25	16	9
3	KALIMANTAN SELATAN	16	8	8
4	SULAWESI SELATAN	22	12	10

Table 7. Number of Mobilisers in Each PPIU. Source: MIS, 8 November 2024

No	PPIU	Numbers of Mobilizer	Male	Female
1	WEST JAVA	24	14	10
2	EAST JAVA	25	16	9
3	SOUTH KALIMANTAN	16	8	8
4	SOUTH SULAWESI	22	12	10

Sosialisasi dan koordinasi yang dipimpin langsung oleh Direktur Program YESS. Sosialisasi dilakukan direktur program, project manager, dan spesialis GESI pada PPIU, DIT, mobilizer, dan fasilitator pemuda dalam *workshop*, dan kunjungan ke lokasi dari provinsi hingga desa. Sosialisasi juga dilakukan pelaksana program lain seperti spesialis monitoring dan evaluasi, inklusi keuangan, kewirausahaan, dan spesialis lain dari NPMU dan PPIU. Hasil sosialisasi seluruh

participation. This strategy was implemented under the direct leadership of the YESS Programme Director, who chaired weekly coordination meetings between the NPMU and the PPIUs.

Outreach and coordination efforts were led directly by the YESS Programme Director. Outreach activities were carried out by the Programme Director, Project Manager, and GESI Specialist, targeting PPIUs, DITs, mobilizers, and youth facilitators through

Tabel 8. Jumlah Fasilitator Pemuda. Source: MIS, 8 November 2024

No	PPIU	Jumlah Fasilitator	Laki-Laki	Perempuan
1	JAWA BARAT	178	98	80
2	JAWA TIMUR	184	92	92
3	KALIMANTAN SELATAN	83	32	51
4	SULAWESI SELATAN	78	36	42

Table 8. Number of Youth Facilitator. Sumber: MIS, 8 November 2024

No	PPIU	Number Of Facilitator	Male	Female
1	WEST JAVA	178	98	80
2	EAST JAVA	184	92	92
3	SOUTH KALIMANTAN	83	32	51
4	SOUTH SULAWESI	78	36	42

pelaksana program secara masif telah menghasilkan kesepahaman yang menyeluruh dari seluruh pelaksana program mengenai pencapaian target 50% penerima manfaat perempuan, persentase mobilizer dan fasilitator pemuda. Koordinasi yang dipimpin langsung oleh Direktur Program YESS dilakukan setiap minggu dengan salah satu agenda adalah pemantauan pencapaian target penerima manfaat perempuan.

Data persentase jumlah mobilizer dan fasilitator pemuda menunjukkan strategi pencapaian target untuk kelompok khusus perempuan telah tercapai. Target jumlah mobilizer dan fasilitator pemuda telah mencapai target nasional. Jumlah mobilizer di 19 Kabupaten/

workshops and site visits from the provincial to village level. Additional outreach was conducted by other programme implementers, including specialists in monitoring and evaluation, financial inclusion, entrepreneurship, and other experts from the NPMU and PPIUs. These wide-ranging outreach activities resulted in a comprehensive and shared understanding among all programme implementers regarding the achievement of the 50% target for female beneficiaries, as well as the proportion of female mobilizers and youth facilitators. Weekly coordination meetings, chaired directly by the YESS Programme Director, included regular agenda items to monitor prog-

DIT adalah 86 orang dengan presentase jumlah mobilizer perempuan 43%. Di PPIU Jawa Barat, mobilizer perempuan mencapai 41,67%, Jawa Timur 36%, Kalimantan Selatan 53,33%, dan Sulawesi Selatan 45,45%. Jumlah mobilizer kurang dari 30% hanya di Hulu Sungai Selatan (0%), Tasikmalaya (25%), dan Banyuwangi (25%).

Jumlah fasilitator pemuda dari 19 kabupaten/DIT adalah 524 orang, dengan persentase jumlah fasilitator pemuda perempuan 50,2%. Jumlah ini menunjukkan target program telah tercapai. Jumlah fasilitator pemuda di setiap PPIU tidak sama. Target jumlah fasilitator pemuda 50% tercapai di PPIU Sulawesi Selatan, bahkan PPIU Kalimantan Selatan memiliki 56,63% fasilitator pemuda perempuan.

Program YESS juga memberikan perhatian khusus kepada perempuan dalam penerimaan hibah kompetitif dan keikutsertaan dalam *Young Ambassador*. Hibah kompetitif tahun 2024 bahkan membuka kuota khusus pengaju penerima manfaat perempuan.

Inklusi untuk Difabel

Program YESS memberikan alokasi khusus untuk penerima manfaat, termasuk hibah kompetitif dari kelompok masyarakat difabel. Hingga November 2024, terdapat 910 penerima manfaat difabel.

Strategi peningkatan jumlah penerima manfaat difabel masih terus ditingkatkan, termasuk pendataan calon penerima manfaat difabel. Setiap penerima manfaat yang memiliki keterangan sebagai difabel dari kepala desa dapat mengajukan proposal untuk kategori penerima manfaat difabel. Bentuk kemudahan yang diberikan adalah diperbolehkan pendamping, tidak diwajibkan memiliki kontribusi modal *in-kind* atau tunai, dan tidak diwajibkan memiliki Nomor Induk Berusaha (NIB) atau Surat Keterangan Usaha (SKU).

ress towards these gender targets.

The data on the percentage of youth mobilizers and facilitators indicates that the strategy to achieve the target for the specific group of women has been successfully met. The national targets for the number of mobilizers and youth facilitators have been achieved. The total number of mobilizers across 19 districts/DITs is 86, with women mobilizers accounting for 43%. In West Java PPIU, women mobilizers represent 41.67%, in East Java 36%, in South Kalimantan 53.33%, and in South Sulawesi 45.45%. The proportion of women mobilizers falls below 30% only in Hulu Sungai Selatan (0%), Tasikmalaya (25%), and Banyuwangi (25%).

The total number of youth facilitators across 19 districts/DITs is 524, with women youth facilitators accounting for 50.2%. This figure indicates that the program's target has been achieved. The number of youth facilitators varies across each PPIU. The 50% target for women youth facilitators has been achieved in South Sulawesi PPIU, while South Kalimantan PPIU even exceeds the target, with 56.63% of youth facilitators being women."

The YESS Programme also places special emphasis on the inclusion of women in competitive grant selection and participation in the Young Ambassador initiative. The 2024 competitive grant cycle has even allocated a dedicated quota for female beneficiaries.

Inclusion of Persons with Disabilities

The YESS Programme allocates a specific quota for beneficiaries with disabilities, including access to competitive grants. As of November 2024, a total of 910 beneficiaries with disabilities have been recorded.

Efforts to increase the number of beneficiaries with disabilities are ongoing, including targeted data collection of prospective recipients. Any beneficiary who obtains a formal declaration of disability from the village head is eligible to submit a grant proposal un-

Perhatian Khusus kepada Migran

Migran menjadi bagian target dalam Program YESS. Hingga November 2024 terdapat 2.882 orang migran yang telah mendapatkan manfaat program. Jumlah tersebut paling banyak disumbang PPIU Jawa Barat, yakni Sukabumi, Cianjur dan Subang yang menjadi kantong migran di Indonesia.

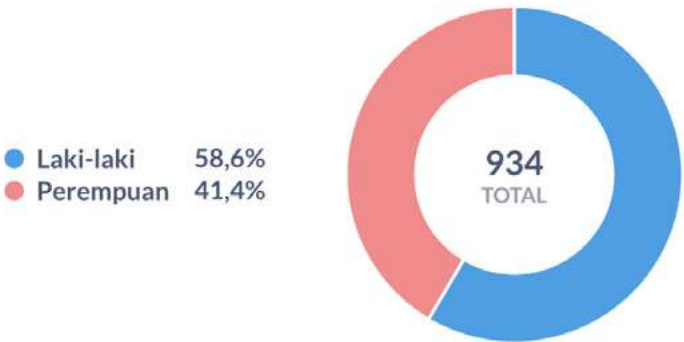
Penerima manfaat dari kelompok PMI (Pekerja Migran Indonesia), purna PMI, dan keluarga PMI mendapatkan pelatihan literasi keuangan dan akses terhadap lembaga keuangan. Terdapat 2.940 penerima manfaat

der the disability beneficiary category. To ensure greater accessibility, several flexibilities are applied: beneficiaries with disabilities may be accompanied by an assistant; they are not required to provide in-kind or cash co-contributions; and they are not obligated to possess a Business Reistration Number (NIB) or Certificate of Business Registration (SKU).

Special Attention to Migrants

Migrants constitute one of the key target groups of the YESS Programme. As of November 2024, a total of 2,882 migrants have benefited from the pro-

Jumlah PM Disabilitas



Gambar 37. Jumlah Penerima Manfaat Migran Perempuan Berdasarkan PPIU dan DIT
Sumber: MIS, 31 Desember 2024

Total PM by Persons With Disabilities

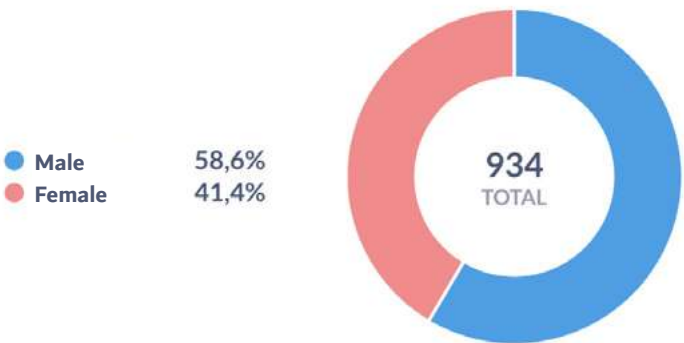


Figure 37. Number of Female Migrant Beneficiaries according to PPIU and DIT
Sumber: MIS, 31 Desember 2024



Gambar 38. Jumlah Penerima Manfaat Migran Laki-laki Berdasarkan PPIU dan DIT
Sumber: MIS, 31 Desember 2024

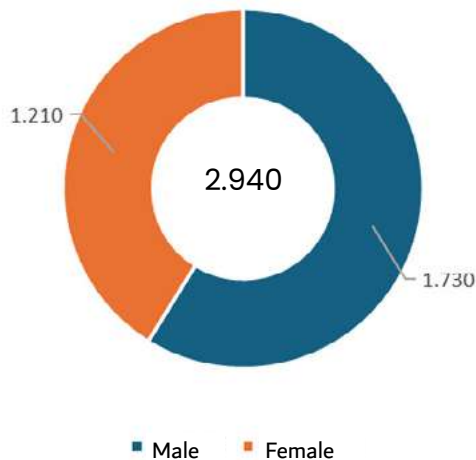


Figure 38. Number of Male Migrant Beneficiaries by PPIU and DIT
Source: MIS, 31 December 2024

migran yang memperoleh pelatihan literasi keuangan sampai Desember 2024. Dari jumlah tersebut 41,1% adalah perempuan.

Migran memperoleh perhatian khusus dalam program hibah kompetitif. Terdapat tambahan pengaturan dan tata laksana bagi segmen Purna PMI dan keluarga PMI untuk

gramme. The majority of these beneficiaries are concentrated in the West Java PPIU, particularly in the districts of Sukabumi, Cianjur, and Subang—recognized as major migrant-sending areas in Indonesia.

Indonesian migrant workers (PMI), returned migrants, and their families have received financial literacy train-

Tabel 9. Masyarakat Adat dan Penerima Manfaat di Setiap PPIU dan DIT

No	PPIU/DIT	MASYARAKAT ADAT	JUMLAH PENERIMA MANFAAT
1	JAWA BARAT 1. BOGOR 2. SUKABUMI 3. CIANJUR 4. TASIKMALAYA 5. SUBANG	Kampung Adat Urag Kesepuhan Sinar Resmi Suku Adat Miduana Masyarakat Adat Kampung Naga	12 111 84 51
2	JAWA TIMUR 1. MALANG 2. PACITAN 3. PASURUAN 4. TULUNGAGUNG	Masyarakat Adat Tengger	576
3	KALIMANTAN SELATAN 1. BANJAR 2. TANAH LAUT 3. TANAH BUMBU 5. HULU SUNGAI SELATAN	Desa Aangkipih - Wilayah Adat Temunih - Wilayah Adat Karya Sepakat Dayak Meratus/Balai Adat Karya Sepakat	32 13 8 25
4	SULAWESI SELATAN 1. BANTAENG 2. BULUKUMBA 3. GOWA 4. MAROS	- Kayu Loe - Bonto Saluang Masyarakat Adat Kajang Kawasan Adat Bulutana Kampung Palatassang Kampung Adat Matekko Kawasan Adat Bululewang	102 93 282 56 33 59

Sumber: Olah data MIS dan informasi dari PPIU, Juli 2024

kategori pra-usaha, pemula, berkembang, dan maju. Perbedaan dengan pengaju hibah kompetitif lainnya adalah purna PMI dan keluarga PMI, modal *in-kind* atau tunai dapat berupa tabungan untuk purna PMI atau *remittance* untuk keluarga PMI.

Kelompok Masyarakat Adat dan Remote Area

Program tidak menetapkan jumlah khusus penerima manfaat masyarakat adat. Karenanya, target capaian untuk penerima manfaat masyarakat adat ditentukan keterwakilan penerima manfaat dari setiap lokasi yang memiliki masyarakat adat.

Kelompok masyarakat adat di setiap PPIU telah didata dari brwa.or.id dan data Komunitas Adat Tertinggal Kementerian Sosial Republik Indonesia.

ing and gained access to financial institutions. A total of 2,940 migrant beneficiaries had received financial literacy training as of December 2024, 41.1% of whom were women.

Migrants are also given special attention in the competitive grant program. Specific regulations and operational procedures have been developed for the returned PMI and PMI family segments, which cover the categories of pre-business, start-up, growth, and advanced stages. Unlike other competitive grant applicants, returned PMI and PMI families may use in-kind or cash contributions in the form of personal savings (for returned MPI) or remittances (for PMI families).

Indigenous Peoples and Remote Areas

The program does not set a specific

Table 9. Indigenous Communities and Beneficiaries in Each PPIU and DIT

No	PPIU/DIT	INDIGENOUS COMMUNITIES	TOTAL PM
1	WEST JAVA 1. BOGOR 2. SUKABUMI 3. CIANJUR 4. TASIKMALAYA 5. SUBANG	Urag Indigenous Hamlet Kesepuhan Sinar Resmi Customary Miduana Indigenous Group Kampung Naga Indigenous Community	12 111 84 51
2	EAST JAVA 1. MALANG 2. PACITAN 3. PASURUAN 4. TULUNGAGUNG	Tengger Indigenous Community	576
3	SOUTH KALIMANTAN 1. BANJAR 2. TANAH LAUT 3. TANAH BUMBU 5. HULU SUNGAI SELATAN	Aangkipih Village - Temunih Indigenous - Karya Sepakat Indigenous Dayak Meratus/ Karya Sepakat Indigenous Community Hall	32 13 8 25
4	SOUTH SULAWESI 1. BANTAENG 2. BULUKUMBA 3. GOWA 4. MAROS	- Kayu Loe - Bonto Saluang Kajang Indigenous Community Bulutana Indigenous Territory Kampung Palatassang Mateko Indigenous Hamlet Bululewang Indigenous Territory	102 93 282 56 33 59

Source: Processed data from MIS and information from PPIU, July 2024

Berdasarkan kedua sumber tersebut, masyarakat adat di setiap PPIU terdapat pada tabel yang sudah mewakili untuk mendapatkan manfaat Program YESS.

Penerima manfaat dari *remote area* merupakan bentuk perhatian Program YESS terhadap masyarakat petani di *remote area* atau kawasan terpencil, sangat terpencil dan daerah khusus berdasarkan kondisi geografis. Penentuan *remote area* dilakukan PPIU dan DIT mengacu pada kesepakatan dalam rapat koordinasi penyusunan Juklak *Remote Area*.

Jumlah penerima manfaat masyarakat adat dan *remote area* disajikan dalam satu kelompok dalam MIS. Terdapat 5,385 orang penerima manfaat masyarakat adat dan *remote area*. Jumlah laki-laki masih lebih banyak dari perempuan. Ini karena lokasi

numerical target for Indigenous beneficiaries. Accordingly, the achievement target is based on the representation of beneficiaries from locations inhabited by Indigenous communities.

The Indigenous communities in each PPIU have been identified based on data from brwa.or.id and the Ministry of Social Affairs of the Republic of Indonesia's Database of Marginalized Indigenous Communities. Based on these sources, Indigenous communities in each PPIU have been mapped and are represented among those benefiting from the YESS Programme.

The inclusion of beneficiaries from remote areas reflects the YESS Programme's commitment to supporting farming communities located in remote, very remote, and special areas, as classified based on geographic conditions. The designation of these

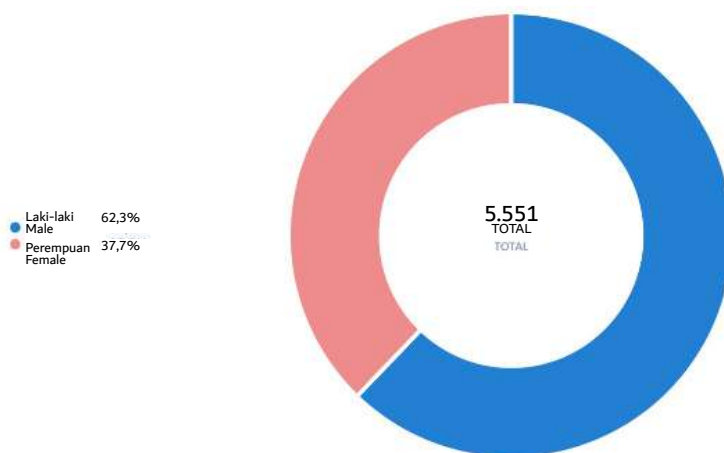
remote area yang terpencil menyulitkan pelibatan penerima manfaat perempuan dan norma sosial budaya di masyarakat adat tertentu lebih mendukung pelibatan penerima manfaat laki-laki daripada perempuan.

Pendekatan integrasi GESI dalam Program YESS yang juga memprioritaskan perempuan, difabel, masyarakat adat serta pemuda di wilayah *remote area* dilakukan untuk memberikan manfaat program pada kelompok marjinal. Mereka kemudian akan menjadi aktor kunci dan agen perubahan pembangunan pertanian.

remote areas is determined by PPIU and DIT, in accordance with agreements established during coordination meetings for the development of the Remote Area Technical Guidelines (Juklak Remote Area).

In the MIS, the number of beneficiaries from indigenous communities and remote areas is presented as a single group. A total of 5,385 individuals from these communities have been identified as beneficiaries. The number of male beneficiaries remains higher than that of females. This disparity is largely due to the isolated nature of remote areas, which poses challenges to engaging female beneficiaries. Additionally, certain socio-cultural norms within indigenous communities tend to be more supportive of male participation than female involvement.

The GESI integration approach in the YESS Programme, which also prioritizes women, persons with disabilities, indigenous communities, and youth in remote areas, is implemented to ensure that the programme benefits reach marginalized groups. These groups are then expected to become key actors and agents of change in agricultural development.



Gambar 39. Penerima Manfaat Masyarakat Adat dan Remote Area
Sumber: MIS, 31 Desember 2024
Figure 39. Beneficiaries from Indigenous Communities and Remote Areas
Source: MIS, 31 December 2024

BAB VIII

KEBERLANJUTAN SOSIAL, LINGKUNGAN DAN IKLIM

CHAPTER VIII SOCIAL, ENVIRONMENTAL, AND CLIMATE SUSTAINABILITY



Gambar 40. Lahan Budidaya Tanaman Kentang
Figure 40. Potato Cultivation Area

Pengelolaan lingkungan, sosial dan iklim dalam pada proyek/program pertanian tidak bisa diabaikan karena saling berkaitan dan mempengaruhi keberhasilan jangka panjang sektor pertanian. Studi sosial, lingkungan, dan prosedur penilaian iklim (*Social, Environmental, and Climate Assessment Procedure/SECAP*) adalah sebuah pendekatan dalam perencanaan dan pelaksanaan proyek maupun program pertanian dengan mengintegrasikan berbagai aspek sosial, lingkungan, dan iklim ke dalam proyek/program, sehingga

Environmental, social, and climate management in agricultural projects/programmes cannot be overlooked, as these aspects are interconnected and significantly influence the long-term success of the agricultural sector. The Social, Environmental, and Climate Assessment Procedure (SECAP) is an approach to planning and implementing agricultural projects and programmes by integrating various social, environmental, and climate aspects into the project/programme design. This ensures that the impacts

memastikan bahwa dampak yang ditimbulkan oleh proyek/program tersebut dapat diminimalisir atau dikelola dengan baik. Prosedur ini tidak hanya berfokus pada aspek lingkungan, seperti pengelolaan sumber daya alam dan keanekaragaman hayati, tetapi juga memperhatikan dampak sosial terhadap masyarakat setempat dan perubahan iklim yang mungkin terjadi.

Pendekatan ini membantu dalam mengidentifikasi potensi risiko dan dampak negatif sejak tahap awal perencanaan program. Pengelola program dapat mengambil tindakan pencegahan yang diperlukan untuk mengurangi dampak negatif tersebut. SECAP juga membantu dalam memastikan bahwa suatu proyek pertanian dapat berkontribusi pada keberlanjutan lingkungan dan kesejahteraan sosial. Prosedur ini mendorong pengelola proyek atau program untuk mempertimbangkan praktik pertanian yang ramah lingkungan dan inklusif terhadap komunitas lokal. Hal ini tidak hanya meningkatkan keberlanjutan program tetapi juga memperkuat hubungan antara program dengan komunitas lokal.

Pengelolaan lingkungan yang baik memastikan bahwa sumber daya alam, seperti tanah, air, dan keanekaragaman hayati, dapat terus mendukung kegiatan pertanian tanpa merusak ekosistem. Pengelolaan sosial dalam pembangunan pertanian juga memiliki peran yang krusial. Pengelolaan sosial dalam pembangunan pertanian juga memiliki peran yang krusial. Menjaga keseimbangan sosial dalam pembangunan pertanian juga berarti memperhatikan hak-hak pekerja, kesetaraan gender, dan kesejahteraan umum masyarakat pedesaan.

SECAP diimplementasikan pada program *Youth Entrepreneurship and Employment Support Services (YESS)* melalui pendekatan partisipatif dan

arising from the project/programme are minimized or effectively managed. The procedure not only focuses on environmental aspects, such as natural resource management and biodiversity conservation, but also considers social impacts on local communities as well as potential climate change effects.

This approach assists in identifying potential risks and negative impacts from the early stages of programme planning. Programme managers can then take the necessary preventive measures to mitigate those adverse effects. SECAP also supports ensuring that an agricultural project contributes to environmental sustainability and social welfare. The procedure encourages project or programme managers to adopt environmentally friendly agricultural practices that are inclusive of local communities. This not only enhances programme sustainability but also strengthens the relationship between the programme and the local communities.

Proper environmental management ensures that natural resources, such as soil, water, and biodiversity, can continue to support agricultural activities without damaging ecosystems. Social management in agricultural development also plays a crucial role. Maintaining social balance in agricultural development involves paying attention to workers' rights, gender equality, and the overall welfare of rural communities.

SECAP is implemented in the Youth Entrepreneurship and Employment Support Services (YESS) programme through a participatory and community-based approach to ensure the active involvement of youth at every stage of the process. Evidence shows that community-based programmes involving youth in social and environmental impact analyses are more successful in achieving sustainability goals.

berbasis komunitas untuk memastikan keterlibatan aktif para pemuda dalam setiap tahapan proses. Fakta menunjukkan bahwa program-program berbasis komunitas yang melibatkan pemuda dalam analisis dampak sosial dan lingkungan lebih berhasil dalam mencapai tujuan keberlanjutan.

Penggunaan SECAP terbukti mampu meningkatkan kesadaran peserta program/proyek terhadap praktik pertanian berkelanjutan, mengurangi risiko lingkungan, dan memastikan bahwa manfaat ekonomi yang dihasilkan tidak merugikan komunitas lokal. Bahkan yang terjadi justru kegiatan kalangan pemuda tani dalam Program YESS mampu menggerakkan ekonomi di pedesaan.

Standar Penilaian SECAP

IFAD (*International Fund for Agricultural Development*) mensyaratkan penerapan *Sustainable Environmental and Climate Assessment Procedures* (SECAP) pada berbagai program yang didanai untuk memastikan bahwa setiap program berjalan selaras dengan prinsip-prinsip keberlanjutan dan tidak menimbulkan dampak negatif pada lingkungan maupun masyarakat.

Dengan SECAP, dapat dinilai risiko lingkungan dan iklim sejak tahap perencanaan proyek, memungkinkan identifikasi dini terhadap potensi dampak negatif seperti degradasi tanah, hilangnya keanekaragaman hayati, atau emisi gas rumah kaca. Penilaian ini juga bertujuan untuk mendukung pengembangan praktik-praktik yang ramah lingkungan, meningkatkan ketahanan iklim, dan melibatkan masyarakat setempat dalam pelestarian lingkungan.

Terdapat sembilan standar SECAP yang harus dipenuhi semua pemangku kepentingan yaitu peminjam/penerima/mitra dan proyek melalui siklus hidup proyek. Standar tersebut yakni, konservasi keanekaragaman

The application of SECAP has proven effective in raising awareness among programme/project participants regarding sustainable agricultural practices, reducing environmental risks, and ensuring that the economic benefits generated do not harm local communities. In fact, youth farming activities within the YESS programme have succeeded in stimulating rural economic development.

SECAP Assessment Standards

The International Fund for Agricultural Development (IFAD) requires the implementation of Sustainable Environmental and Climate Assessment Procedures (SECAP) in various funded programmes to ensure that each programme operates in alignment with sustainability principles and does not cause adverse impacts on the environment or communities.

Through SECAP, environmental and climate risks can be assessed from the project planning stage, allowing early identification of potential negative impacts such as soil degradation, loss of biodiversity, or greenhouse gas emissions. This assessment also aims to support the development of environmentally friendly practices, enhance climate resilience, and engage local communities in environmental conservation.

There are nine SECAP standards that must be met by all stakeholders—including borrowers/recipients/partners and projects—throughout the project lifecycle. These standards encompass biodiversity conservation, resource efficiency and pollution prevention, cultural heritage, indigenous peoples and historically underserved local communities, labor and working conditions, community health and safety, physical and economic resettlement, financial intermediaries and direct investments, and climate change.

Regarding the target beneficiaries from indigenous communities,

hayati, efisiensi sumber daya dan pencegahan polusi, warisan budaya, masyarakat adat dan komunitas lokal yang secara historis kurang terlayani, enaga kerja dan kondisi kerja, kesehatan dan keselamatan masyarakat, pemukiman kembali secara fisik dan ekonomi, perantara keuangan dan investasi langsung serta perubahan iklim.

Terkait dengan target penerima manfaat dari masyarakat adat maka diperlukan persetujuan secara terdokumentasi yang diperoleh dengan cara yang benar. Proses perolehan persetujuan dari kelompok masyarakat adat tersebut dikenal dengan FPIC atau *Free, Prior and Informed Consent* atau persetujuan tanpa paksaan. Selain itu terkait area dampak yang bersinggungan dan bisa timbul dengan adanya kegiatan program YESS yaitu dampak sosial, lingkungan dan iklim maka IFAD telah menetapkan prosedur identifikasi yang disebut dengan SECAP.

Keberadaan Masyarakat Adat

Masyarakat adat adalah kelompok masyarakat yang memiliki asal-usul leluhur (secara turun-tumurun) yang menempati atau hidup dalam lingkungan alam dan lingkungan sosial budayanya yang tertentu (Satriadi, 2008). Lingkungan alam dan suasana budaya mempengaruhi pola struktur kehidupan masyarakat bersangkutan. Lingkungan alam dan suasana sosial budaya tersebut merupakan batas identitas dari kelompok etnik.

Lingkungan alam yang bersifat geografis meliputi tanah kelahiran, tempat tinggal nenek moyang, tempat asal dan tempat pencarian hidup. Sedangkan lingkungan sosial budaya meliputi kategori pengelompokan sosial (fam/keret, marga, keluarga luas dan sebagainya) dan pola perilaku nilai budaya yang mendasarinya. Batas identitas ini merupakan perbedaan yang alami yang patut dipahami dalam membina kehidupan

documented consent obtained through proper procedures is required. This consent process is known as Free, Prior, and Informed Consent (FPIC). Furthermore, with respect to impact areas related to the social, environmental, and climate effects potentially arising from the YESS programme activities, IFAD has established an identification procedure called SECAP.

The Existence of Indigenous Communities

Indigenous peoples are groups of communities with ancestral origins (inherited through generations) who inhabit or live within particular natural and socio-cultural environments (Satriadi, 2008). The natural environment and cultural atmosphere influence the pattern and structure of life of the respective communities. These natural and socio-cultural environments constitute the boundaries of identity for the ethnic group.

The natural environment, which is geographical in nature, includes birthplaces, ancestral dwellings, places of origin, and areas for livelihood. Meanwhile, the socio-cultural environment encompasses categories of social grouping (such as clans/families, lineages, extended families, etc.) and the underlying cultural values and behavioral patterns. These identity boundaries represent natural distinctions that should be understood to foster harmonious coexistence within society or nation, especially in multi-ethnic societies and nations (Hijang et al., 2018).

Clans and language groups have the right to occupy certain territories. Traditional rights are held by clans or sub-clans (which are interconnected extended families), protected through agreements with neighboring clans. The rights of indigenous land-owning groups are based on mutually agreed historical accounts that describe

yang harmonis dalam bermasyarakat atau berbangsa, terutama dalam masyarakat dan bangsa yang multi etnis (Hijiang, dkk. 2018).

Klan dan kelompok bahasa berhak menduduki wilayah tertentu. Hak-hak secara tradisional dipegang oleh marga atau oleh sub-marga (yang merupakan keluarga besar yang saling terkait), yang dilindungi melalui perjanjian dengan marga-marga tetangga. Hak-hak kelompok pemilik tanah adat didasarkan pada sejarah yang disepakati bersama yang menggambarkan bagaimana marga muncul dan menempati tanah tersebut.

Saat ini di Indonesia terdapat 20,7 juta ha wilayah adat telah terdaftar (BRWA, 2024). Jadi total wilayah adat yang telah diregistrasi ke BRWA ada sebanyak 1.119 (peta wilayah) dan luasnya sekitar 20,7 juta hektare yang tersebar di 29 provinsi dan 142 kabupaten.

Free, Prior, Inform, Consent (FPIC)

Dalam proyek dan program yang didanai *International Fund for Agricultural Development* (IFAD), entitas penerima hibah atau peminjam bertanggung jawab untuk mencari dan memperoleh FPIC. Proyek dan program yang didanai IFAD lebih berpusat pada sumberdaya manusia dan jarang membiayai infrastruktur berskala besar. FPIC bukanlah prinsip perlindungan melainkan pendekatan proaktif untuk mengidentifikasi jalur pembangunan dengan masyarakat lokal.

Beberapa persyaratan FPIC tercakup dalam kebijakan IFAD dan Pemerintah Indonesia terkait dengan program YESS sebagai berikut:

1. *Policy on Improving Access to Land and Tenure Security* (2008)
2. Konvensi Internasional tentang Hak-Hak Sipil dan Politik, Konvensi ILO No. 169 tentang Hak-Hak Masyarakat Adat dan Pribumi

how the clans emerged and came to occupy the land.

Currently, in Indonesia, 20.7 million hectares of indigenous territories have been registered (BRWA, 2024). The total registered indigenous territories recorded by BRWA amount to 1,119 territorial maps, covering approximately 20.7 million hectares spread across 29 provinces and 142 districts.

Free, Prior, Inform, Consent (FPIC)

In projects and programmes funded by the International Fund for Agricultural Development (IFAD), the grant recipient or borrower entity is responsible for seeking and obtaining Free, Prior, and Informed Consent (FPIC). IFAD-funded projects and programmes are primarily focused on human resources and rarely finance large-scale infrastructure. FPIC is not merely a protection principle but a proactive approach to identifying development pathways with local communities.

Several FPIC requirements are encompassed within the policies of IFAD and the Government of Indonesia related to the YESS programme, as follows:

1. *Policy on Improving Access to Land and Tenure Security* (2008)
2. *International Covenant on Civil and Political Rights, ILO Convention No. 169 concerning Indigenous and Tribal Peoples' Rights*
3. *Policy on Engagement with Indigenous Peoples* (2009)
4. *Framework for Operational Feedback from Stakeholders: Enhancing Transparency, Governance and Accountability* (2019)

3. *Policy on Engagement with Indigenous Peoples* (2009)
4. *Framework for Operational Feedback from Stakeholders: Enhancing Transparency, Governance and Accountability* (2019)
5. *United National Declaration on the Right of Indigenous Peoples* (UNDRIP)
6. UU No. 05 Tahun 1960 tentang Peraturan Dasar Pokok –Pokok Agraria (UUPA)
7. UU No. 32 Tahun 2009 tentang Perlindungan dan Pengelolaan Lingkungan Hidup
8. UU No. 41 Tahun 1999 tentang Kehutanan
9. Peraturan Menteri Lingkungan Hidup dan Kehutanan No. 9 Tahun 2021 tentang Pengelolaan Perhutanan Sosial
10. P. 26 / MENLHK / SETJEN / KUM.1/7/2018 tentang Pedoman Penyusunan dan Penilaian serta Pemeriksaan Dokumen Lingkungan Hidup dalam Pelaksanaan Pelayanan Perizinan Berusaha Terintegrasi.
5. *United Nations Declaration on the Rights of Indigenous Peoples* (UNDRIP)
6. *Law No. 5 of 1960 concerning the Basic Agrarian Principles* (UUPA)
7. *Law No. 32 of 2009 on Environmental Protection and Management*
8. *Law No. 41 of 1999 on Forestry*
9. *Minister of Environment and Forestry Regulation No. 9 of 2021 on Social Forestry Management*
10. *Regulation P.26/MENLHK/SETJEN/KUM.1/7/2018 on Guidelines for the Preparation, Evaluation, and Inspection of Environmental Documents in the Implementation of Integrated Business Licensing Services*

Lesson Learn: Implementasi SECAP dalam Program YESS

The implementation of the SECAP within the YESS Programme demonstrates the government's commitment to developing agricultural programmes that are

Lesson Learn: Implementasi SECAP dalam Program YESS

Penerapan SECAP Program YESS menunjukkan komitmen pemerintah dalam menciptakan program pertanian yang tidak hanya menguntungkan secara ekonomi, tapi juga berkelanjutan secara sosial dan lingkungan. Melalui tindakan yang komprehensif, Program YESS berusaha menciptakan model pertanian yang adaptif terhadap perubahan iklim, ramah lingkungan, dan inklusif secara sosial. Hasil implementasi SECAP di berbagai daerah memberikan bukti pendekatan ini efektif dalam meningkatkan kesejahteraan petani muda, sambil menjaga kelestarian lingkungan dan menghadapi tantangan perubahan iklim.

Aspek Sosial



Gambar 41. Penerapan SECAP Program YESS
Figure 41. Implementation of the YESS Program's SECAP

Implementasi SECAP dimulai dengan penilaian dampak sosial dari setiap proyek yang dijalankan. Hal ini melibatkan pengumpulan data tentang kondisi sosial masyarakat setempat, termasuk struktur sosial, ekonomi, dan budaya. Proses ini penting untuk memahami bagaimana program dapat mempengaruhi kehidupan masyarakat, terutama kelompok rentan seperti perempuan, anak-anak, dan kaum miskin.

Praktik baik dari hasil asesmen SECAP pada aspek program YESS di Kabupaten Subang, Jawa Barat, menunjukkan sebagian besar pemuda di daerah tersebut terlibat dalam pekerjaan informal dan tidak memiliki akses ke pendidikan pertanian yang memadai. Berdasarkan temuan ini, program YESS mengembangkan pelatihan khusus untuk keterampilan pertanian modern dan wirausaha bagi pemuda setempat.

Komponen sosial dalam SECAP juga mencakup partisipasi masyarakat dalam proses pengambilan keputusan terkait iklim dan lingkungan. Pelibatan komunitas lokal secara aktif dalam tahap perencanaan, pelaksanaan, dan evaluasi program lingkungan membantu memastikan bahwa intervensi yang dilakukan relevan dan berkelanjutan. Partisipasi ini mendorong keterlibatan dan pemberdayaan masyarakat, dan memungkinkan mereka berkontribusi pada solusi dan adaptasi yang sesuai dengan kondisi lokal.

Program YESS juga telah berkontribusi pada pemberdayaan ekonomi perempuan. Petani perempuan dan pengolah pasca panen melaporkan adanya pertumbuhan dalam bisnis mereka.

not only economically beneficial but also socially and environmentally sustainable. Through comprehensive measures, the YESS Programme strives to establish an agricultural model that is climate-adaptive, environmentally friendly, and socially inclusive. The outcomes of SECAP implementation across various regions provide evidence that this approach is effective in improving the welfare of young farmers, while preserving environmental sustainability and addressing the challenges of climate change.

Social Aspect

The implementation of SECAP begins with a social impact assessment of each project undertaken. This involves collecting data on the social conditions of the local community, including social, economic, and cultural structures. This process is essential to understanding how the programme may affect community life, especially vulnerable groups such as women, children, and the poor.

Good practices from the SECAP assessment within the YESS programme in Subang District, West Java, revealed that the majority of youth in the area are engaged in informal employment and lack adequate access to agricultural education. Based on these findings, the YESS programme developed specialized training in modern agricultural skills and entrepreneurship for the local youth.

The social component of SECAP also includes community participation in decision-making processes related to climate and environmental issues. Active involvement of local communities in the planning, implementation, and evaluation stages of environmental programmes helps ensure that interventions are relevant and sustainable. This participation promotes community engagement and empowerment, enabling them



Gambar 42. Produk on farm Penerima Manfaat Program YESS
Figure 42. YESS Beneficiaries, On Farm Product

Hal itu tak lepas dari adanya pelatihan kewirausahaan, hibah kompetitif dan pelatihan teknis yang telah membantu meningkatkan produksi, meningkatkan akses ke pasar dan masuk ke bidang non-tradisional seperti budidaya sayuran hidroponik, peternakan sapi, dan lain sebagainya.

Hasil survei tahunan (2023) mencatat 38% perempuan melaporkan peningkatan pendapatan. 34% penerima manfaat YESS yang telah mengakses pinjaman adalah perempuan. Bukan hanya itu, perempuan yang diwawancarai di lapangan melaporkan peningkatan tingkat kepercayaan diri, pengetahuan, dan keterampilan melalui pelatihan bisnis.

Aspek Lingkungan

Aspek lingkungan juga menjadi fokus utama dalam SECAP. Penilaian ini melibatkan analisis dampak berbagai aktivitas dalam program YESS terhadap ekosistem lokal, termasuk kualitas tanah, air, dan

to contribute to locally appropriate solutions and adaptations.

The YESS programme has also contributed to the economic empowerment of women. Female farmers and post-harvest processors have reported growth in their businesses. This progress is attributed to entrepreneurship training, competitive grants, and technical training that have helped increase production, improve market access, and facilitate entry into non-traditional sectors such as hydroponic vegetable cultivation, cattle farming, and others.

Annual survey results (2023) recorded that 38% of women reported increased income. Additionally, 34% of YESS beneficiaries who have accessed loans are women. Moreover, women interviewed in the field reported improvements in self-confidence, knowledge, and skills through business training.

Environmental Aspect

The environmental aspect is also a primary focus within SECAP. This assessment involves analyzing the impacts of various activities under the YESS programme on local ecosystems, including soil quality, water resources, and biodiversity. This step is crucial to ensure that agricultural activities carried out do not damage the environment and remain sustainable in the long term.

Evaluation results indicate that no agricultural practices have caused significant harm. The YESS programme supports small-scale enterprises, whether individually run or operated by small business groups. High environmental standards and good agricultural practices promoted by the FAO have been introduced in most programme activities and training modules.

As is known, businesses in Indonesia are required to comply with environmental permits through the Environmental Management

keanekaragaman hayati. Langkah ini penting untuk memastikan bahwa aktivitas pertanian yang dijalankan tidak merusak lingkungan dan dapat berkelanjutan dalam jangka panjang.

Hasil evaluasi menunjukkan tidak ada praktik pertanian yang merugikan secara signifikan. Program YESS ternyata mendukung usaha skala kecil yang dijalankan secara individu atau kelompok usaha skala kecil. Norma lingkungan berstandar tinggi dan praktik pertanian yang baik dari FAO diperkenalkan pada sebagian besar kegiatan program dan modul pelatihan.

Seperti diketahui, dunia usaha di Indonesia wajib mematuhi izin lingkungan melalui Surat Pernyataan Pengelolaan Lingkungan (SPPL) yang mengidentifikasi sumber dampak, jenis dampak, dan tindakan mitigasi/manajemen risiko. Penerima manfaat telah mematuhi SPPL. Misalnya, pada Lokakarya SECAP/GESI November 2023 memberikan orientasi kepada peserta pelatihan mengenai standar SECAP 2021, yaitu Konservasi Keanekaragaman Hayati, Efisiensi Sumber Daya dan Pencegahan Polusi, dan Masyarakat Adat.

Ada beberapa *lesson learn* Program YESS terkait penilaian dampak lingkungan. Misalnya, implementasi penilaian lingkungan pada kawasan konservasi/dilindungi dan sumber primer dapat dilihat pada penerima manfaat yang melakukan bisnis anggrek dan jamur di wilayah Malang yang dikelilingi pegunungan termasuk Gunung Bromo, sebuah gunung berapi aktif. Penerima manfaat mematuhi SPPL, izin lingkungan yang diwajibkan pemerintah kabupaten.

Lesson learn lainnya dapat ditemui pada Kelompok Masyarakat Adat Tengger yang berada pada ekosistem sensitif, dengan ketinggian berkisar antara 900–2000 meter di atas permukaan laut (mdpl), kemiringan

Statement Letter (Surat Pernyataan Pengelolaan Lingkungan, SPPL), which identifies sources of impact, types of impacts, and mitigation/risk management measures. Beneficiaries have complied with the SPPL requirements. For instance, the SECAP/GESI Workshop held in November 2023 oriented training participants on the 2021 SECAP standards, namely Biodiversity Conservation, Resource Efficiency and Pollution Prevention, and Indigenous Peoples.

Several lessons learned from



Gambar 43. Penerima Manfaat Program YESS
Figure 43. YESS Programme Beneficiaries

lebih dari 30% di tengah vegetasi pinus dan curah hujan ekstrem yang terjadi antara Januari hingga Maret. Masyarakat melakukan praktek pembuatan terasering yang mengikuti sistem drainase yang melekat pada lahan. Mereka juga menanam jenis pohon hutan di sepanjang batas lahan pertanian yang berfungsi sebagai tindakan konservasi tanah dan penahan angin.

Dalam budaya, masyarakat adat menggunakan abu vulkanik dan pupuk kandang untuk penyubur lahan, serta mengaplikasikan pestisida organik hasil formulasi sendiri. Lahan pertanian telah mengalami perluasan sejak bergabung dengan YESS. Namun dalam kegiatan pertanian, kontrol sosial diterapkan. Misalnya, lahan untuk pertanian dibatasi hanya pada pemilik tanah Tengger yang sah dan di dalam tanah adat bersertifikat yang terletak di zona penyangga Taman Nasional Bromo Tengger Semeru.

Aspek Perubahan Iklim

Pemanasan global yang dikaitkan dengan meningkatnya gas rumah kaca (terutama CO₂) membawa masalah yang serius bagi kelangsungan hidup manusia. Meningkatnya gas rumah kaca akan diikuti kejadian meningkatnya suhu secara global, perubahan pola curah hujan dan semakin seringnya kejadian seperti banjir, kekeringan yang berkepanjangan, badai dan naiknya permukaan air laut. Berdasarkan ICDX Group (2024), sektor pertanian menjadi penyumbang emisi gas rumah kaca terbesar kedua setelah energi.

Adanya perubahan iklim yang semakin nyata menjadikan SECAP semakin relevan dalam konteks pertanian. Prosedur ini membantu mengidentifikasi bagaimana perubahan iklim dapat mempengaruhi proyek dan bagaimana proyek dapat berkontribusi terhadap adaptasi dan

the YESS programme relate to environmental impact assessments. For example, environmental assessment implementation in conservation/protected areas and primary sources can be observed among beneficiaries engaged in orchid and mushroom businesses in the Malang region, which is surrounded by mountains including Mount Bromo, an active volcano. Beneficiaries comply with the SPPL and environmental permits mandated by the district government.

Another lesson learned can be found within the Tengger Indigenous Community Group located in a sensitive ecosystem, with elevations ranging from 900 to 2,000 meters above sea level (masi), slopes exceeding 30%, pine vegetation, and extreme rainfall occurring between January and March. The community practices terracing that follows the natural drainage system inherent to the land. They also plant forest tree species along agricultural land boundaries as soil conservation and windbreak measures.

In cultivation, the indigenous community uses volcanic ash and manure as soil fertilizers, and applies self-formulated organic pesticides. Agricultural land has expanded since joining the YESS programme. However, social controls are applied in agricultural activities. For example, farming land is restricted to legitimate Tengger landowners and located within certified customary land situated in the buffer zone of Bromo Tengger Semeru National Park.

Climate Change Aspect

Global warming, associated with the increase in greenhouse gases (particularly CO₂), poses a serious threat to human survival. The rise in greenhouse gas emissions is followed by global temperature increases, shifts in rainfall patterns, and the

mitigasi perubahan iklim. Misalnya, pemilihan varietas tanaman yang tahan terhadap perubahan iklim dan penerapan praktik pengelolaan lahan yang berkelanjutan dapat menjadi bagian dari strategi sejalan dengan SECAP.

Pelatihan pada Program YESS memang tidak secara langsung diarahkan untuk mengatasi masalah perubahan iklim. Intervensi program YESS ditujukan untuk membantu penerima manfaat beradaptasi terhadap perubahan iklim. Implementasi dapat dilihat pada salah satu penerima manfaat, yang merupakan bagian dari Masyarakat Adat Tengger (*indigenous people*) yang menanam kentang tiga kali dalam setahun. Jika hujan terlalu deras, maka masyarakat Adat Tengger beralih dari kentang ke kubis.

Kegiatan dalam Program YESS menghormati dan mendukung pengetahuan dan praktik masyarakat adat, terutama varietas yang tahan terhadap iklim dan hama, serta meningkatkan produksi dan pendapatan. Beberapa penerima manfaat menggunakan rumah kaca untuk mengatur suhu dan melindungi bibit dari penyakit akibat hujan serta sistem kincir angin untuk menyiram tanaman secara efisien. Pengetahuan masyarakat adat diakui dalam desain untuk melengkapi upaya Program YESS meningkatkan sistem pertanian dan mekanisme penanggulangan kejadian iklim ekstrem seperti curah hujan yang melebihi normal selama periode Januari-Maret.

Dalam program YESS isu perubahan iklim telah menjadi bagian materi pelatihan pada Motivasi Bisnis, Start Up, dan dengan cara memperkenalkan *Good Agriculture Practice* (GAP). Modul khusus tentang perubahan iklim

growing frequency of events such as flooding, prolonged droughts, storms, and sea-level rise. According to ICDX Group (2024), the agricultural sector is the second-largest contributor to greenhouse gas emissions after the energy sector.

In light of the increasingly evident impacts of climate change, the relevance of SECAP in the agricultural context continues to grow. This procedure supports the identification of how climate change may affect projects and how projects can contribute to climate adaptation and mitigation. For instance, selecting climate-resilient crop varieties and implementing sustainable land management practices can form part of strategies aligned with SECAP.

Although training under the YESS Programme is not explicitly designed to address climate change, its interventions aim to help beneficiaries adapt to climate variability. One example of this can be observed in a beneficiary from the Tengger Indigenous Community who cultivates potatoes three times a year. When rainfall becomes excessively intense, the community shifts from planting potatoes to cabbage as an adaptive measure.

YESS Programme activities respect and support indigenous knowledge and practices, particularly the use of climate- and pest-resistant crop varieties that improve yields and income. Some beneficiaries have adopted greenhouses to regulate temperature and protect seedlings from rain-induced diseases, as well as windmill-powered irrigation systems to water crops more efficiently. Indigenous knowledge is integrated into programme design to complement YESS efforts in improving agricultural systems and addressing extreme climate events, such as above-normal rainfall occurring during the January–March period.

akan dimasukkan dalam pelatihan Lanjutan sehingga makin memperkuat pemahaman peserta program sehingga dapat melakukan langkah-langkah antisipasi dan mitigasi.

Within the YESS Programme, climate change issues have been incorporated into training content under the Business Motivation and Start-Up modules, alongside the introduction of Good Agricultural Practices (GAP). A dedicated training module on climate change will be included in the Advanced Training sessions to further strengthen participants' understanding, enabling them to undertake anticipatory and mitigation actions.



BAB IX

DARI PEMERINTAH PUSAT KE DAERAH

CHAPTER IX FROM THE CENTRAL GOVERNMENT TO THE REGIONS

Bagi pemuda di pedesaan, Program YESS menjadi angin segar untuk bisa membangun dunia usaha atau berwirausaha. Apalagi program ini memang bertujuan untuk menarik anak muda masuk ke sektor pertanian. Agar anak muda tertarik masuk ke sektor yang selama ini dianggap kotor dan bau lumpur, Program YESS membangun sebuah ekosistem yang ketika anak muda terjun membangun usaha pertanian bisa sukses.

Namun keberhasilan pelaksanaan ekosistem perlu dukungan dari

For rural youth, the YESS Programme offers a breath of fresh air, providing opportunities to develop entrepreneurial ventures and engage in agribusiness. The programme is specifically designed to attract young people into the agricultural sector. To overcome the perception that agriculture is dirty and muddy, YESS builds an ecosystem that supports youth in successfully establishing agricultural enterprises.

However, the successful implementation of this entrepreneurial



Gambar 44. Kunjungan ke salah satu lokasi penerima manfaat program yess
Figure 44. Field Visit to a Location of a YESS Program Beneficiary

berbagai pihak. Dukungan bisa melalui pemerintah pusat dan daerah. Untuk itu, internalisasi baik melalui pemerintah pusat dan daerah sangat diperlukan untuk mendukung ekosistem wirausaha generasi muda tersebut.

Internalisasi Pemerintah Pusat

Internalisasi pemerintah pusat melalui dukungan kementerian lain, lembaga keuangan dan stakeholder yang lain dalam menyukseskan ekosistem wirausaha muda pertanian. Dukungan dari berbagai lembaga sangat diharapkan karena akan membantu dari berbagai sektor yang tidak bisa diselesaikan sendiri. Koordinasi dilakukan pemerintah pusat didalam menyamakan langkah untuk pendampingan pada pemuda tani dalam mengembangkan usaha tani.

Konsolidasi pemerintah pusat dilakukan Kementerian Pertanian melalui Badan penyuluhan Pengembangan Sumber Daya Manusia Pertanian Pusat Pendidikan Pertanian yang dilakukan *National Project Managemen Unit* (NPMU) yang berposisi di Jakarta. NPMU berkoordinasi dan kerjasama dengan berbagai lembaga dan stakeholder dalam mendukung pelaksanaan program YESS.

Kerjasama dengan berbagai kementerian lainnya seperti Kemenko Ekonomi, Bappenas, Kementerian Keuangan, Kementerian Koperasi dan UKM, Kementerian Tenaga Kerja, Kementerian Desa PDT dan Kementerian Transmigrasi, serta kementerian lainnya. Kerjasama dengan kementerian lain menjadi upaya integrasi program yang ada dalam kegiatan YESS.

Misalnya, kerjasama dengan Kemenko Perekonomian terkait pembangunan close loop yang mengintegrasikan koperasi dan stakeholder lainnya di lokasi Program Yess. Adapun dengan Bapenas dalam merancang kegiatan penumbuhan

ecosystem requires support from multiple stakeholders, particularly both central and local governments. Therefore, mainstreaming the programme into government systems at both levels is essential to strengthen and sustain the youth agripreneurship ecosystem.

Mainstreaming at the Central Government Level

Mainstreaming at the central government level is pursued through collaboration with various ministries, financial institutions, and other relevant stakeholders to support the success of the youth agripreneurship ecosystem. Inter-agency support is vital, especially in addressing cross-sectoral issues that cannot be resolved independently. The central government coordinates efforts to harmonize interventions for supporting young farmers in developing their agribusinesses.

Such coordination is led by the Ministry of Agriculture through the Agricultural Human Resources Development and Extension Agency, specifically the Agricultural Education Centre, under the National Project Management Unit (NPMU) based in Jakarta. The NPMU works in coordination and partnership with multiple institutions and stakeholders to ensure effective implementation of the YESS Programme.

Collaboration is established with various ministries, including the Coordinating Ministry for Economic Affairs, Bappenas (the National Development Planning Agency), the Ministry of Finance, the Ministry of Cooperatives and SMEs, the Ministry of Manpower, the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration, among others. These partnerships serve to integrate existing government programmes with YESS interventions.

For example, cooperation with the Coordinating Ministry for Economic

wirausaha muda dalam jangka pendek dan panjang. Bapenas secara intensif memastikan Program YESS sesuai tujuan dan memberikan dampak pada masyarakat.

Integrasi program juga dilakukan melalui Kementerian Koperasi dan Kementerian UKM dalam pendampingan petani untuk membangun korporasi dalam bentuk koperasi dan pendampingan UMKM. Saat ini penerima manfaat program YESS banyak UMKM dan UKM, sehingga perlu pendampingan untuk pengembangan usaha agar naik kelas. Adapun pendampingan koperasi dalam pembentukan, pelaksanaan dan pengembangan usaha koperasi. Pendampingan dilakukan untuk memastikan koperasi yang dibangun dapat menjadi wadah dalam pengembangan bisnis petani.

Sedangkan kolaborasi dengan Kementerian Tenaga Kerja terkait penyusunan standar kurikulum dan pengembangan jejaring dalam melaksanakan magang. Pelaksanaan magang didampingi Kemenaker agar peserta dapat langsung bisa diterima bekerja pasca magang. Kolaborasi juga dilakukan dalam pendampingan pelaksanaan job fair bagi pemuda tani yang memiliki minat untuk bekerja disektor pertanian.

Internalisasi Pemerintah Daerah

Setelah internalisasi pemerintah pusat, dilakukan internalisasi di daerah melalui kegiatan *District Multi Stakeholder Forum (DMSF)* dan kerjasama provinsi. Kegiatan DMSF mengundang pemerintah dan stakeholder yang ada di daerah untuk mengintegrasikan pengawalan dan pendampingan di daerah. Lembaga

Affairs involves the development of a “close loop” model that integrates cooperatives and other stakeholders in YESS implementation areas. Bappenas contributes by designing both short- and long-term strategies to foster youth entrepreneurship, ensuring that the YESS Programme aligns with national development goals and delivers measurable impact to local communities.

Programme integration is also pursued through partnerships with the Ministry of Cooperatives and SMEs to support farmers in forming agricultural corporations, particularly cooperatives, and to assist MSMEs in scaling up their businesses. Currently, a significant proportion of YESS Programme beneficiaries are MSMEs and SMEs, which require continued mentorship and support to scale up their businesses. In addition, cooperatives are being provided with assistance in their establishment, operations, and business development. This support aims to ensure that cooperatives serve as effective platforms for advancing and expanding farmers’ agribusiness ventures.

Furthermore, collaboration with the Ministry of Manpower focuses on developing standardised training curricula and strengthening apprenticeship networks. Apprenticeships are implemented with the support of the Ministry to facilitate participants’ employment upon completion. Joint efforts are also made to organise job fairs targeted at young farmers interested in pursuing careers in the agricultural sector.

Mainstreaming at the Regional Government Level

Following mainstreaming at the central government level, regional mainstreaming is carried out through District Multi-Stakeholder Forums (DMSFs) and collaboration with provincial governments. The DMSFs bring together local government



Gambar 45. Kunjungan Tim IFAD ke Lokasi Program YESS
Figure 45. Visit by the IFAD Team to a YESS Programme Location

pemerintah daerah yang diundang diantaranya, Bappeda, Dinas dan lembaga pemerintah lainnya. Adapun stakeholder yang diundang adalah lembaga keuangan, pelaku usaha, asosiasi, P4S dan stakeholder swasta lainnya.

Banyak program daerah yang memberikan dukungan dan integrasi pada program YESS. Diantaranya dengan adanya replikasi, subsidi bunga pinjaman dan program lainnya yang mendukung terhadap pelaksanaan usaha petani muda. Adapun kerjasama provinsi dilakukan untuk membangun kerjasama pada level provinsi.

Provinsi Jawa Barat

Di Jawa Barat, Program YESS berlokasi di lima kabupaten yakni

institutions and stakeholders to integrate programme monitoring and mentoring efforts at the regional level. Government institutions invited to participate include regional development planning agencies (Bappeda), technical offices (dinas), and other relevant local government bodies. Stakeholders invited include financial institutions, business actors, associations, P4S (Independent Agricultural and Rural Training Centres), and other private sector entities.

Numerous regional programmes provide support and integration with the YESS Programme, including the replication of activities, interest rate subsidies on loans, and other initiatives that facilitate the development of young farmers' enterprises. In addition,

Bogor, Cianjur, Sukabumi, Subang dan Tasikmalaya. Di Kabupaten Bogor, dilakukan pengembangan agribisnis melalui BPP di wilayah Kabupaten Bogor. Pemda Kabupaten Bogor melalui, Distanhorbun melakukan pengawalan dan pendampingan petani milenial. Sedangkan Dinas Perikanan dan Peternakan menyediakan layanan konsultasi seputar pengelolaan peternakan, konsultasi kesehatan ternak, sampai pada manajemen penjualan. Sementara Bappelitbangda mengedukasikan ragam informasi potensi daerah, seperti pertumbuhan ekonomi, komoditas unggulan, dan potensi sumber daya manusia.

Sementara itu, Cianjur menjadi salah satu kabupaten yang memberikan kontribusi paling besar dalam capaian Calon Penerima Manfaat (CPM) dan Penerima Manfaat (PM), khususnya target capaian CPM atau PM gender perempuan yang ditargetkan IFAD. Persentase capaian cpm Kabupaten Cianjur sampai saat ini sudah mencapai yaitu 42% laki-laki dan 58% perempuan dengan persentase capaian pm sebesar 45% laki-laki dan 55% perempuan.

Prestasi yang dicapai tentunya tidak lepas dari dukungan berbagai pihak, khususnya Pemerintah Daerah. Salah satunya, subsidi pinjaman KUR, sehingga petani mendapatkan pinjaman 0%. Subsidi tersebut dalam mendorong pengembangan usaha akibat keterbatasan modal. Petani tinggal mengajukan pinjaman dan melaporkan ke dinas terkait untuk mendapatkan subsidi bunga pinjaman 0%. Kegiatan lainnya adalah pengawalan dan pendampingan petani milenial terintegrasi di program pemerintah daerah dan sudah mendapat dukungan dari pemerintah daerah.

Sementara itu Pemda Kabupaten Sukabumi memberikan dukungan yang cukup signifikan terhadap Program YESS dengan meningkatnya minat pemuda untuk terjun ke dunia

collaboration at the provincial level is being established to strengthen cooperation and coordination within the broader provincial framework.

West Java Province

In West Java, the YESS Programme is implemented in five districts: Bogor, Cianjur, Sukabumi, Subang, and Tasikmalaya. In Bogor District, agribusiness development is supported through BPP across the region. The Bogor District Government, through the Department of Agriculture, Horticulture, and Plantation (Distanhorbun), provides technical assistance and mentoring for millennial farmers. Meanwhile, the Department of Fisheries and Livestock offers consultation services related to livestock management, animal health, and sales management. In addition, the Regional Development Planning, Research, and Innovation Agency (Bappelitbangda) promotes awareness of regional potential, including economic growth trends, key commodities, and human resource development opportunities.

Meanwhile, Cianjur District has emerged as one of the top contributors to the achievement of both Prospective Beneficiaries (CPMs) and Confirmed Beneficiaries (PMs), particularly in terms of gender targets set by IFAD. As of now, Cianjur District has achieved a beneficiary composition of 42% male and 58% female for CPMs, and 45% male and 55% female for PMs.

These accomplishments have been made possible through the strong support of various stakeholders, especially the local government. One of the key initiatives is the provision of subsidised KUR (People's Business Credit) loans, allowing young farmers to access financing with zero interest. This subsidy helps overcome capital constraints in business development. Farmers simply apply for the loan and report to the relevant local department to receive the 0% interest



Gambar 46. Penerima manfaat yang mengembangkan produk nanas
Figure 46. A beneficiary engaged in pineapple product development

pertanian. Misalnya, membentuk kluster singkong. Terbentuknya kluster ini tidak lepas dari dukungan lembaga dan pihak terkait di daerah yaitu Dinas Pertanian, Dinas Peternakan dan lembaga pemerintah lainnya.

Sistem kluster yang diterapkan melalui program YESS ternyata memberikan dampak yang cukup baik untuk memajukan perekonomian dan mempermudah perputaran roda bisnis petani muda di wilayah Subang. Salah satu kluster yang berhasil di Kabupaten Subang adalah Kluster Nanas yang terletak di Kecamatan Cijambe.

Kluster Nanas ini terdiri dari usaha budidaya buah nanas, olahan buah nanas, hingga olahan limbah daun nanas yang diubah menjadi serat. Kualitas buah nanas dari Subang juga sudah tidak diragukan lagi karena nanas ini sudah menjadi ikon Subang. Hasil budidayanya pun sudah dikirim ke seluruh penjuru kota.

Selain Kalster Nanas, di kabupaten Subang juga terdapat kluster padi

subsidy. Additional support includes integrated mentoring and assistance for millennial farmers, which has been incorporated into local government programmes and fully endorsed by the regional authorities.

The Sukabumi District Government has also demonstrated significant support for the YESS Programme by stimulating greater interest among young people to enter the agricultural sector. One example is the formation of a cassava cluster, which was established with the backing of local agencies such as the Department of Agriculture, the Department of Livestock, and other government bodies.

The cluster-based system introduced under the YESS Programme has proven effective in advancing the local economy and facilitating agribusiness growth for young farmers in Subang District. One of the most successful clusters in Subang district is the Pineapple Cluster located in Cijambe Subdistrict.

ketan yang cukup menjanjikan. Kluster komoditas padi ketan Mitra Tani Binong ini dibentuk untuk mempermudah petani dalam budidaya. Adanya keterkaitan antara pembudidaya, pengepul atau *off taker* dan pengolah beras ketan ini menjadikan terbentuknya Kalster Mitra Usaha Tani.

Kabupaten Tasikmalaya juga memperlihatkan hasil positifnya terhadap Program YESS sampai menginjak akhir project, baik dari jumlah penerima manfaat maupun perkembangan usaha para penerima manfaatnya. Salah satu penerima manfaat tahun 2021 sukses menjadi pengusaha kopi dengan omset yang menjanjikan dengan brand Kopi Bunar.

Penerima manfaat Program YESS tidak hanya mengembangkan di sektor hilir, tapi kini sudah memiliki 30 ha lahan kopi. Selain kopi Bunar juga potensial untuk komoditas teh, dan gula aren. Hal ini tentu menjadi hal yang sangat positif dan perlu disupport lebih maju lagi, khususnya dalam marketingnya agar bisa merambah ke pasar yang lebih luas. Keberhasilan tersebut tentu tidak lepas dari dukungan pihak di daerah yang membantu mempermudah dan memajukan para petani muda.

Provinsi Jawa Timur

Berbagai upaya dilakukan pemerintah dDaerah dalam upaya menginternalisasi Program YESS. Di Kabupaten Pasuruan, salah satu langkah konkrit yang diambil adalah mengintegrasikan Replikasi Program Penumbuhan Petani Muda ke dalam Rencana Kerja Pemerintah Daerah tahun 2025. Bahkan Pemda Pasuruan mengalokasikan anggaran sebesar Rp 1 miliar. Ini merupakan bukti nyata komitmen pemerintah daerah dalam menciptakan generasi petani muda yang berdaya saing.

Bahkan untuk mendukung keberhasilan program ini, Badan Perencanaan dan Pembangunan Daerah (BAPPEDA) telah menginisiasi

This Pineapple Cluster encompasses the entire value chain—from pineapple cultivation and processing to waste management, including the transformation of pineapple leaves into fibre. The quality of Subang pineapples is well recognised, and the fruit has become an iconic commodity of the district. Pineapples produced in this area are now distributed to cities across the country.

In addition to the Pineapple Cluster, Subang District also hosts a promising glutinous rice cluster.

The Mitra Tani Binong glutinous rice commodity cluster was established to facilitate cultivation practices among farmers. The integration of producers, aggregators (off-takers), and glutinous rice processors led to the formation of the Mitra Usaha Tani Cluster—a collaborative agricultural enterprise designed to strengthen the value chain and improve market access.

Tasikmalaya District has also demonstrated significant progress under the YESS Programme—both in terms of the number of beneficiaries reached and the development of their business ventures. One beneficiary from the 2021 cohort successfully built a thriving coffee enterprise under the brand Kopi Bunar, achieving promising revenue figures.

YESS Programme beneficiaries are not only engaged in downstream processing, but have also expanded into upstream production, with 30 hectares of coffee plantations currently under cultivation. In addition to Kopi Bunar, there is considerable potential for commodities such as tea and palm sugar (gula aren). These developments represent major achievements and warrant further support, particularly in the area of marketing, to enable broader market access. This success has been made possible by the active support of local stakeholders, who continue to facilitate and promote the growth of young farmers.



Gambar 47. Replikasi Program YESS di Kabupaten Pasuruan
Figure 47. Replication of the YESS Programme in Pasuruan District

dan menghimpun forum *Corporate Social Responsibility* (CSR) yang bertujuan untuk membantu memfasilitasi Penerima Manfaat program YESS (*Youth Entrepreneurship and Employment Support Services*). Melalui forum ini, berbagai pihak dapat berkolaborasi untuk memberikan dukungan yang diperlukan bagi petani muda.

Dinas Pertanian Kabupaten Pasuruan juga berperan aktif dalam mendorong keterlibatan Penerima Manfaat program YESS di berbagai organisasi pertanian, seperti kelompok tani, asosiasi petani, dan himpunan komoditas tingkat kecamatan dan kabupaten. Langkah ini bertujuan untuk memastikan petani muda tidak hanya menjadi penerima manfaat, tapi juga berperan aktif dalam pengambilan keputusan dan pengembangan sektor pertanian di daerah mereka.

Bukan hanya itu, dinas pertanian juga mendorong penerima manfaat

East Java Province

Local governments in East Java have undertaken various efforts to mainstream the YESS Programme. In Pasuruan District, one concrete step was the integration of the Young Farmers Development Programme replication into the 2025 Local Government Work Plan (RKPD). The Pasuruan District Government has even allocated a budget of IDR 1 billion, demonstrating a strong commitment to nurturing a competitive generation of young farmers.

To further enhance the programme's success, the Regional Development Planning Agency (BAPPEDA) initiated and convened a Corporate Social Responsibility (CSR) forum aimed at supporting beneficiaries of the YESS Programme (*Youth Entrepreneurship and Employment Support Services*). Through this forum, multiple stakeholders can collaborate to

program YESS yang aktif menjadi penyuluh swadaya di tingkat kabupaten. Penyuluh swadaya memiliki peran penting dalam menyebarkan pengetahuan dan teknologi pertanian yang modern kepada petani lainnya, sehingga dapat meningkatkan produktivitas dan kesejahteraan petani secara keseluruhan.

Sama halnya dengan Pemda Pasuruan, Pemda Kabupaten Malang juga memfasilitasi penguatan sarana dan prasarana bagi para champion petani milenial untuk memastikan anggaran tersedia guna mendukung kegiatan ini. BAPPEDA Kabupaten Malang juga telah mengambil inisiatif dengan menginisiasi dan menghimpun Forum *Corporate Social Responsibility* (CSR) untuk membantu memfasilitasi penerima manfaat Program YESS. Forum ini bertujuan untuk menggalang dukungan dari berbagai perusahaan dan lembaga untuk memperkuat ekosistem kewirausahaan di sektor pertanian.

Untuk meningkatkan kesadaran publik dan partisipasi masyarakat, *talkshow* YESS juga disiarkan di acara nasional radio pemerintah daerah. Hal ini membantu menyebarkan informasi mengenai program dan kesuksesan yang telah dicapai kepada *audiens* yang lebih luas. Komitmen kepala daerah dalam keberlanjutan dan replikasi Program YESS di Kabupaten Malang sangat kuat.

Pemerintah Kabupaten Tulungagung juga mengakomodir berbagai kegiatan petani muda dalam Kamus Usulan Musyawarah Perencanaan Pembangunan (Musrenbang) tahun 2025. Badan Bappeda Kabupaten Tulungagung juga memfasilitasi forum *Corporate Social Responsibility* (CSR) untuk penerima manfaat Program YESS pada tahun 2024. Forum ini bertujuan untuk menjembatani kolaborasi antara sektor swasta dan penerima manfaat Program YESS, sehingga tercipta

provide the necessary support for young farmers.

The Pasuruan District Agriculture Office has also taken an active role in promoting beneficiary participation in various agricultural organisations, including farmer groups, farmer associations, and commodity-based organisations at both subdistrict and district levels. This initiative ensures that young farmers are not only programme recipients but also engaged stakeholders in agricultural decision-making and development within their communities.

In addition, the Agriculture Office encourages YESS beneficiaries to take on roles as volunteer extension workers (penyuluh swadaya) at the district level. These volunteer extension workers play a key role in disseminating modern agricultural knowledge and technology to fellow farmers, thereby contributing to increased productivity and improved livelihoods across the farming community.

Similar to the Pasuruan District Government, the Malang District Government has also facilitated the strengthening of infrastructure and facilities for millennial farmer champions to ensure the availability of funding to support their activities. The Malang District BAPPEDA has taken the initiative to establish and convene a Corporate Social Responsibility (CSR) Forum aimed at supporting YESS Programme beneficiaries. This forum seeks to mobilize support from various companies and institutions to strengthen the entrepreneurship ecosystem in the agricultural sector.

To raise public awareness and increase community participation, YESS talk shows have been broadcast on national programmes aired by local government radio stations. These broadcasts help disseminate information on the programme and its successes to a wider audience. The commitment of local leaders to

sinergi yang kuat dalam mendukung pengembangan kewirausahaan dan ketenagakerjaan di kalangan pemuda.

Pendataan petani milenial merupakan langkah penting dalam program YESS, yang dilakukan Pemda Tulungagung melalui Peta Geospasial pada tahun 2025. Pendataan ini bertujuan untuk memetakan secara akurat keberadaan dan potensi para petani milenial di Tulungagung. Dengan data yang akurat, pemerintah daerah dapat merancang kebijakan dan program yang lebih efektif dan tepat sasaran, sehingga dapat meningkatkan produktivitas dan kesejahteraan para petani milenial.

Pemerintah daerah juga aktif mendorong penerima manfaat program YESS untuk bergabung atau membentuk Kelompok Taruna Tani. Kelompok ini berfungsi sebagai wadah petani muda saling bertukar pengetahuan, pengalaman, dan teknologi pertanian. Selain itu, kelompok ini juga dapat menjadi sarana untuk mengakses berbagai bantuan dan fasilitas yang disediakan pemerintah maupun pihak swasta.

Dukungan Pemerintah Daerah Tulungagung tidak berhenti sampai di situ. Mereka juga mendorong dan memfasilitasi pembentukan Pusat Pelatihan Pertanian dan Pedesaan Swadaya (P4S) bagi penerima manfaat program YESS. P4S berfungsi sebagai pusat pelatihan dan pengembangan kapasitas bagi petani muda, sehingga dapat meningkatkan keterampilan dan pengetahuan. P4S yang sudah terbentuk antara lain P4S Benthung Mulyo yang fokus pada ternak sapi potong dan P4S Sido Marem bergerak di bidang ternak kambing.

Sementara itu, Pemerintah Daerah Kabupaten Pacitan bekerja sama dengan Program YESS telah mengambil langkah penting dalam jangka pendek untuk mengembangkan kewirausahaan dan ketenagakerjaan pemuda di sektor pertanian. Salah satu inisiatif utamanya adalah membentuk kelembagaan

sustaining and replicating the YESS Programme in Malang District remains strong.

The Tulungagung District Government has also integrated a variety of youth farmer activities into the 2025 Regional Development Planning Forum (Musrenbang) proposal list. In 2024, the Tulungagung District BAPPEDA facilitated a Corporate Social Responsibility (CSR) forum for YESS beneficiaries. The forum aims to build collaboration between the private sector and programme beneficiaries, creating strong synergies to support youth entrepreneurship and employment.

A key initiative undertaken by the Tulungagung District Government is the mapping of millennial farmers through a geospatial survey in 2025. This data collection effort is intended to accurately identify the distribution and potential of young farmers across the district. With accurate data, the local government can design more effective and targeted policies and programmes to improve the productivity and welfare of millennial farmers.

The government also actively encourages YESS beneficiaries to join or establish Taruna Tani youth farmer groups. These groups serve as platforms for peer learning, sharing agricultural knowledge, and exchanging experiences and technologies. They also serve as access points for various forms of government or private sector support.

In addition, the support provided by the Tulungagung District Government does not stop there. The government has also encouraged and facilitated the establishment of Independent Agricultural and Rural Training Centres (P4S) for YESS Programme beneficiaries. These centres function as hubs for training and capacity building for young farmers, aimed at enhancing their skills and knowledge. Established P4S centres include P4S

ekonomi petani yang berbadan hukum, seperti koperasi.

Saat ini, banyak lembaga kelompok tani di Kabupaten Pacitan telah terbentuk, meskipun belum semuanya memiliki badan hukum. Namun, koperasi milenial telah terbentuk pada tahun 2022 dan mendapatkan status badan hukum pada tahun 2023, dengan jumlah anggota mencapai 278 orang.

Regulasi program kewirausahaan bagi pemuda di sektor pertanian di Kabupaten Pacitan masih dalam tahap perencanaan. Meskipun belum ada regulasi yang dibuat, rencana untuk menyusun regulasi dalam bentuk Peraturan Bupati sedang dipertimbangkan. Selain itu, SK dinas penunjukan penyuluh sebagai PIC pemberdayaan petani milenial telah diterbitkan. Dengan penempatan penyuluh sesuai wilayah binaan untuk meningkatkan efektivitas pemberdayaan petani, termasuk petani milenial.

Kegiatan temu bisnis dan business matching telah sering diselenggarakan, melibatkan praktisi usaha dari dalam dan luar daerah. Kabupaten Pacitan juga telah membentuk asosiasi, forum, dan komunitas yang berfokus pada pengembangan kewirausahaan, seperti asosiasi kakao, komunitas petani organik, dan kluster ternak kambing.

Dalam jangka panjang, Pemerintah Kabupaten Pacitan berkomitmen mendukung kebijakan kewirausahaan pemuda dengan mengupayakan pembuatan regulasi, terkait regenerasi petani dan pengembangan kewirausahaan dalam bentuk Peraturan Bupati. Dukungan fasilitasi APBD akan diperkuat dengan melakukan pengecekan data penerima manfaat untuk mengetahui kebutuhan dalam pengembangan usaha serta memastikan penerima manfaat terdaftar sebagai anggota kelompok tani dalam aplikasi SIMLUHTAN. Peningkatan kapasitas penerima manfaat akan dilakukan sesuai dengan

Benthung Mulyo, which focuses on beef cattle farming, and P4S Sido Marem, which specializes in goat farming.

Meanwhile, the Pacitan District Government, in collaboration with the YESS Programme, has taken short-term strategic steps to promote youth entrepreneurship and employment in agriculture. One key initiative is the establishment of legally recognized farmer economic institutions, such as cooperatives.

Currently, many farmer groups have already been formed across Pacitan District, not all have obtained legal status. However, a youth farmers' cooperative was established in 2022 and gained legal recognition in 2023, with a membership of 278 individuals.

A formal regulation to govern youth agripreneurship in agriculture is currently under discussion in Pacitan district. Although a formal regulation has not yet been issued, the drafting of a Regent Regulation (Peraturan Bupati) is currently under consideration. In addition, an official decree has been issued by the relevant local authority to appoint agricultural extension workers as focal points for the empowerment of millennial farmers. These extension workers are assigned to specific service areas to enhance the effectiveness of farmer empowerment efforts, including those targeting young farmers.

Business forums and business matching events have been held regularly, involving entrepreneurs from within and outside the region. The Pacitan District Government has also supported the formation of associations, forums, and communities focused on youth entrepreneurship, such as cocoa associations, organic farmer communities, and goat farming clusters.

In the long term, the Pacitan District Government is committed to formulating regulations that promote youth entrepreneurship and farmer

kebutuhan dan kekuatan anggaran daerah.

Pendampingan usaha melalui penyuluh pertanian di tingkat kecamatan akan terus dilakukan dengan mengidentifikasi potensi dan masalah yang terjadi dalam pengembangan usaha. Selain itu, pendampingan inklusi keuangan terus ditingkatkan melalui kerjasama dengan perbankan terkait akses Kredit Usaha Rakyat (KUR) untuk meningkatkan permodalan usaha penerima manfaat.

Untuk Kabupaten Banyuwangi, sejak tahun 2017, Pemerintah Daerah Kabupaten Banyuwangi telah menginisiasi program “Jagoan Tani”. Tujuannya untuk menumbuhkan dan mengembangkan wirausaha muda di sektor pertanian. BAPPEDA Kabupaten Banyuwangi mendorong perangkat pemerintah desa mengalokasikan Alokasi Dana Desa (ADD) dalam penumbuhan dan pengembangan wirausaha muda di sektor pertanian. Langkah ini menunjukkan dukungan penuh pemerintah daerah terhadap inisiatif lokal dalam meningkatkan ekonomi pedesaan melalui pengembangan wirausaha muda yang berbasis pertanian.

Business Development Service Provider (BDSP) menggelar pelatihan untuk meningkatkan keterampilan dan pengetahuan pemuda dalam mengelola bisnis pertanian. Dinas Pertanian Kabupaten Banyuwangi juga mendorong penerima manfaat Program YESS terlibat aktif sebagai pengurus kelompok tani, asosiasi petani, dan himpunan komoditas di tingkat kecamatan dan kabupaten.

Dinas Pertanian juga mendorong penerima manfaat program YESS yang aktif untuk menjadi penyuluh swadaya di tingkat Kabupaten Banyuwangi. Peran ini memungkinkan pemuda memberikan penyuluhan dan pendampingan ke petani lainnya, sehingga tercipta transfer ilmu dan peningkatan kapasitas secara menyeluruh di kalangan petani.

regeneration through a dedicated Regent Regulation. This will be supported by budget allocations from APBD, combined with updated data verification of programme beneficiaries to assess business development needs and ensure proper registration through the SIMLUHTAN application. Capacity building for beneficiaries will be aligned with identified needs and local budget capacity.

Agribusiness mentoring will continue through subdistrict-level agricultural extension workers who identify potentials and address challenges faced in business development. Financial inclusion support will also be strengthened through collaboration with banks to improve beneficiary access to the People's Business Credit (KUR) scheme, thereby enhancing their capital base.

In Banyuwangi District, since 2017, the local government of Banyuwangi district has implemented the “Jagoan Tani” programme, aimed at cultivating and supporting young agripreneurs. The Banyuwangi District BAPPEDA has encouraged village governments to allocate Village Fund Allocations (Alokasi Dana Desa, ADD) to support the development of youth agripreneurs. This initiative demonstrates the local government's strong commitment to advancing rural economies through youth-driven agripreneurship.

Business Development Service Providers (BDSPs) have conducted training sessions to enhance youth skills and knowledge in agribusiness management. The Agriculture Office of Banyuwangi district also promotes active involvement of YESS beneficiaries in farmer groups, associations, and commodity-based organisations at both subdistrict and district levels.

In addition, the Agriculture Office encourages active YESS beneficiaries to serve as volunteer extension agents (penyuluh swadaya) at the Banyuwangi district level. This role

Pemerintah daerah juga melibatkan penerima manfaat dalam berbagai kegiatan B-Feest seperti sepekan di AWT, festival kopi, festival ternak, dan Jagoan Tani. Kegiatan ini memberikan kesempatan bagi pemuda untuk mempromosikan produk, memperluas jaringan, dan mendapatkan inspirasi dari kegiatan pertanian lainnya.

Pemda Pacitan juga mendorong penumbuhan dan pengembangan korporasi petani muda dalam bentuk koperasi. Salah satunya Koperasi Jetawangi Nusantara. Koperasi ini berfungsi sebagai wadah bagi petani muda untuk bersatu, saling mendukung, dan mengembangkan usaha bersama. Dengan adanya koperasi, diharapkan para petani muda dapat lebih mudah mengakses pasar, modal, dan teknologi.

Provinsi Kalimantan Selatan

Ada empat lokasi Program YESS di Kalimantan Selatan yakni, Kabupaten Banjar, Tanah Bumbu, Tanah Laut dan Hulu Sungai Selatan. Di Kabupaten Banjar, Pemda melalui Program Batumbang Tani Manis (Banjar Tumbuh dan Kembangkan Petani yang Maju, Mandiri, dan Agamis) memberikan pelatihan kepada penerima manfaat Program YESS. Dengan sasaran pelatihan untuk petani muda, kegiatan ini diharapkan dapat menambah lapangan pekerjaan bagi anak-anak muda di Banjar. Kegiatan ini telah dimulai pada Tahun 2023 hingga sekarang dengan target peserta lebih dari 1000 orang.

Kegiatan lainnya adalah sarasehan petani muda yang difasilitasi Dinas Pertanian Kabupaten Banjar. Pada kegiatan ini dihadirkan petani sukses untuk memotivasi para petani. Dukungan lainnya dari Pemda Banjar adalah membentuk Forum CSR (Corporate Social Responsibility). Kegiatan ini pertama kali digagas pada tahun 2023 dari hasil pertemuan

enables youth to provide peer-to-peer agricultural advisory services, contributing to widespread knowledge transfer and capacity enhancement among farmers.

The local government also involves beneficiaries in various B-Feest activities, such as "A Week at AWT", coffee festivals, livestock festivals, and the Jagoan Tani programme. These activities provide youth with opportunities to promote their products, expand their networks, and gain inspiration from other agricultural initiatives.

The Pacitan District Government also supports the formation and development of youth-led farmer enterprises in the form of cooperatives. One example is the Jetawangi Nusantara Cooperative, which serves as a platform for young farmers to unite, support one another, and grow their businesses collectively. Through this cooperative model, young farmers are expected to gain better access to markets, capital, and technology.

South Kalimantan Province

The YESS Programme operates in four districts in South Kalimantan: Banjar, Tanah Bumbu, Tanah Laut, and Hulu Sungai Selatan. In Banjar District, the local government, through the Batumbang Tani Manis (Banjar Tumbuh dan Kembangkan Petani yang Maju, Mandiri, dan Agamis) programme, has provided training for YESS beneficiaries. Targeting young farmers, the training aims to expand employment opportunities for youth in the region. This initiative began in 2023 and continues to date, with a target of more than 1,000 participants.

Another notable initiative is the Sarasehan Petani Muda (Young Farmers Dialogue) facilitated by the Banjar District Agriculture Office, where successful farmers are invited to inspire and motivate young participants. In addition, the Banjar

multipihak (*District Multistake Holder Forum*) yang mendorong pemerintah untuk mengoptimalkan peran CSR.

Bappedalitbangda sebagai koordinator DCT (*District Coordination Team*) menginisiasi pertemuan dengan perusahaan yang berada di wilayah Kabupaten Banjar, terutama yang memiliki CSR. Pada pertemuan awal tahun 2022 Bappedalitbangda memfasilitasi perusahaan untuk melaksanakan sekolah lapang bagi petani. Sampai akhirnya sekolah lapang memberi bantuan modal usaha untuk petani yang sudah selesai mengikuti sekolah lapang tersebut. Bermula dari fasilitasi ini kemudian Bappedalitbangda membentuk Forum CSR untuk dioptimalkan dalam kebermanfaatannya terhadap Masyarakat terutama para petani muda.

Kurma Manis (Kredit Usaha Rakyat Martapura Maju Mandiri Agamis) menjadi program pemberian modal dengan tanpa bunga bagi masyarakat yang dapat diakses petani muda untuk memulai usaha. Saat ini telah banyak penerima manfaat program YESS yang memanfaatkan kredit tersebut. Pemda Banjar juga memfasilitasi dan mengawal peningkatan akses permodalan melalui Kredit Usaha Rakyat (KUR), peningkatan skala usaha BUMDes untuk menuju hilirisasi usaha sector pertanian dan perikanan.

Di Kabupaten Tanah Bumbu, Program MASS BIMA (*Milenial Agropreneur Support Services Serambi Madinah*) menjadi inisiasi Pemerintah Daerah melalui Dinas Ketahanan Pangan dan Pertanian (DKPP) Kabupaten Tanah Bumbu dalam pelatihan dan pendampingan pemuda tani. Kegiatan ini sejalan dengan program Bupati Tanah Bumbu saat ini yakni Satu Desa Satu Masjid (SDSM).

Dinas Ketahanan Pangan dan Pertanian Kabupaten Tanah Bumbu melalui Bidang Ketahanan Pangan juga turut mengintegrasikan Program

District Government has established a Corporate Social Responsibility (CSR) Forum, first initiated in 2023 as an outcome of a District Multi-Stakeholder Forum (DMSF), to promote the effective utilization of CSR contributions.

Bappedalitbangda, as the coordinator of the District Coordination Team (DCT), has initiated engagements with companies operating in Banjar District, especially those with active CSR programmes. At the beginning of 2022, Bappedalitbangda facilitated companies to conduct farmer field schools. These schools provided training and, upon completion, working capital assistance to farmers. This initial facilitation eventually led to the formation of the CSR Forum, which is now being optimized to benefit local communities, particularly young farmers.

The Kurma Manis (Kredit Usaha Rakyat Martapura Maju Mandiri Agamis) scheme provides interest-free financing to the community and can be accessed by young farmers to initiate agribusinesses. Many YESS beneficiaries have already utilized this credit facility. The Banjar District Government also facilitates and supports improved access to capital through the national People's Business Credit (Kredit Usaha Rakyat or KUR) scheme, while also promoting the scaling-up of BUMDes to support the downstream development of the agriculture and fisheries sectors.

In Tanah Bumbu District, the MASS BIMA Programme (Millennial Agropreneur Support Services – Serambi Madinah) was initiated by the Tanah Bumbu District Government through the Department of Food Security and Agriculture (DKPP) as a training and mentoring initiative for young farmers. This programme aligns with the district's flagship initiative, Satu Desa Satu Masjid (One Village, One Mosque or SDSM), under the current regent.

Gerakan Pangan Murah (GPM) melalui produk-produk yang disupply dari petani milenial yang ada di Kabupaten Tanah Bumbu. Sedangkan Program Pemuda Pelopor Bidang Pertanian dan Pangan yang ditujukan bagi petani muda diselenggarakan Dinas Kebudayaan, Kepemudaan, Olahraga dan Pariwisata Kabupaten Tanah Bumbu.

Pemda Tanah Bumbu juga menginisiasi Pameran Dagang dan Misi Dagang dalam upaya pembentukan Ekosistem Bisnis dan Temu Bisnis. Program ini mempertemukan wirausaha muda, termasuk wirausaha muda pertanian dengan jaringan usaha melalui kemitraan dan temu bisnis dengan offtaker, ritel modern, perusahaan dan pelaku bisnis lainnya. Kegiatan ini difasilitasi Dinas Koperasi, Usaha Mikro, Perdagangan dan Perindustrian Kabupaten Tanah Bumbu.

Saat ini juga telah berdiri Koperasi Pemasaran UMKM Bersujud Tanah Bumbu yang mewadahi pemasaran produk UMKM yang ada di kabupaten tersebut, termasuk produk penerima manfaat Program YESS. Untuk membantu permodalan, melalui Program TPAKD (Tim Percepatan Akses Keuangan Daerah) membarikan fasilitasi akses keuangan dan permodalan bagi petani muda dengan Lembaga Jasa Keuangan (LJK).

Di Kabupaten Hulu Sungai Selatan (HSS), dukungan Pemda melalui District Multistakeholder (DMSF). Bappedalitbangda selaku

database Program YESS dengan pemetaan by name by address. Data itu menjadi CPCL (Calon penerima calon lokasi) program yang ada di setiap dinas teknis. Sebagai contoh dalam pembuatan hak merk, pelatihan inovasi pertanian, serta menginisiasi dan menyiapkan program lanjutan setelah Program YESS seperti inkubator bisnis serta program inovasi daerah Jago Tani. Pemda HSS juga

The Department of Food Security and Agriculture of Tanah Bumbu district, through its Food Security Division, also integrates the Affordable Food Movement (Gerakan Pangan Murah, GPM) with supply chains sourced from millennial farmers in Tanah Bumbu district. Meanwhile, the Youth Pioneer Programme in Agriculture and Food is implemented by the Department of Culture, Youth, Sports, and Tourism to target youth involved in farming at Tanah Bumbu district.

The Tanah Bumbu District Government has also initiated Trade Exhibitions and Trade Missions to support the creation of a Business Ecosystem and Business Matching activities. These initiatives connect young entrepreneurs—including those in the agricultural sector—with business networks through partnerships and meetings with off-takers, modern retail chains, corporations, and other commercial actors. This programme is facilitated by the Department of Cooperatives, Micro Enterprises, Trade, and Industry of Tanah Bumbu District.

Currently, the Bersujud Tanah Bumbu MSME Marketing Cooperative has also been established to support the marketing of local MSME products, including those produced by YESS Programme beneficiaries. To enhance access to capital, the Regional Financial Access Acceleration Team (Tim Percepatan Akses Keuangan Daerah or TPAKD) has facilitated financial inclusion for young farmers by connecting them with Financial Service Institutions (LJKs).

In Hulu Sungai Selatan (HSS) District, local government support is channelled through the District Multi-Stakeholder Forum (DMSF). The Regional Development Planning, Research, and Innovation Agency (Bappedalitbangda) has developed

memberikan kemudahan akses permodalan bagi petani muda tanpa bunga tanpa agunan.

Untuk Kabupaten Tanah Laut, Pemda memberikan dukungan pendampingan terkait dengan pembuatan Perizinan (NIB, PIRT, Halal), Program Replikasi untuk Pemuda Desa Alumni Program YESS dan upaya memasukan Penerima Manfaat (PM) YESS dalam Simluhtan berupa Kelompok Tani/ Kelembagaan Ekonomi Petani (KEP).

Dukungan lainnya adalah pelatihan dan pembinaan Pemberdayaan Kelompok Tani, pendataan Alumni PM YESS untuk menjadi bagian dari Simluhtan, bantuan sapras untuk petani muda khusus kluster, pelatihan tematik budidaya, olahan perikanan dan ketahanan pangan, serta fasilitasi Sertifikasi Keamanan Pangan Segar bagi penerima manfaat Program YESS.

Untuk membantu permodalan, Pemda Tanah Laut bekerjasama

a by-name, by-address database of YESS beneficiaries. This database serves as the official reference list of prospective programme participants and locations (CPCL) for technical agencies. The data is also used to support initiatives such as trademark registration, agricultural innovation training, and the design of follow-up programmes after the YESS Programme, including business incubators and the local innovation programme Jago Tani. The HSS District Government has also facilitated access to interest-free and collateral-free financing schemes for young farmers.

In Tanah Laut District, the local government provides assistance for various types of business licensing (e.g., NIB, PIRT, and Halal certification). The government also supports the replication of youth entrepreneurship programmes for YESS alumni in villages and efforts to integrate YESS



Gambar 48. Lokasi penerima manfaat yang mengembangkan ternak
Figure 48. . Location of a beneficiary engaged in cattle farming development

dengan Bank Kalsel memberikan fasilitasi KUR tanpa agunan maksimal Rp 100 juta dan Bank BRI penggunaan Aplikasi PARI. Program ini merupakan kerjasama pemda dengan Bank Kalsel. Program yang yang terkait lainnya adalah pelatihan literasi keuangan yang merupakan kerjasama Pemda dengan Bank BPR.

Provinsi Sulawesi Selatan

Di Negeri Angin Mamiri, Sulawesi Selatan, Program YESS berada di lima kabupaten yakni, Bulukumba, Bantaeng, Gowa, Maros dan Bone. Sejalan tujuan Program YESS untuk menumbuhkan minat pemuda berwirausaha di bidang pertanian, Pemerintah Kabupaten Bulukumba melakukan berbagai langkah strategis. Salah satu mengalokasikan dana pengawalan dan monitoring terhadap penerima manfaat dana hibah kompetitif. Langkah ini untuk memastikan bantuan yang diberikan berdampak positif pada perkembangan usaha. Tidak hanya Dinas Pertanian sebagai DIT yang terlibat, namun juga beberapa instansi lain yang turut memberikan kontribusi melalui berbagai kegiatan.

Dinas Perdagangan dan Perindustrian Bulukumba memiliki peranan cukup besar, terutama bagi UMKM yang merupakan bagian dari program CPM/PM YESS. Mereka mengakomodir banyak aspek, khususnya dalam legalitas produk seperti NIB dan Halal. Selain itu juga dukungan dalam kegiatan pameran produk-produk UMKM yang diikuti oleh peserta CPM/PM.

Sedangkan Dinas Perizinan Terpadu mendukung terutama dalam aspek perizinan, seperti P-IRT. Sementara Dinas Sosial memberikan data pemuda-pemudi di sebaran wilayah Kabupaten. Adapun, Dinas Pendidikan Wilayah 5 membantu, khususnya kegiatan *Open Day* yang memamerkan produk-produk pertanian dari kalangan SMK maupun UMKM yang

beneficiaries (PM) into the national SIMLUHTAN system by registering them under Farmer Groups or Farmer Economic Institutions (KEP).

Additional support includes empowerment training for farmer groups, data collection of YESS alumni for SIMLUHTAN integration, provision of infrastructure and facilities for young farmers in commodity clusters, thematic training on cultivation, fish processing, and food security, as well as facilitation of Fresh Food Safety Certification for YESS beneficiaries.

To improve access to finance, the Tanah Laut Government has partnered with Bank Kalsel to provide collateral-free KUR loans of up to IDR 100 million. In addition, it collaborates with Bank BRI through the use of the PARI application. Financial literacy training is also delivered in partnership with the regional development bank (Bank BPR).

South Sulawesi Province

In "Negeri Angin Mamiri" (the Land of the Southern Wind), South Sulawesi, the YESS Programme operates in five districts: Bulukumba, Bantaeng, Gowa, Maros, and Bone. In line with the YESS Programme's objective to stimulate youth agripreneurship, the Bulukumba District Government has implemented various strategic measures. One such measure is the allocation of funding for the monitoring and supervision of beneficiaries receiving competitive grant assistance. This initiative aims to ensure that the assistance provided has a positive impact on business development. In addition to the Agriculture Office as the Implementing Technical Agency (DIT), several other government institutions have also contributed through various supporting activities.

The Bulukumba Office of Trade and Industry plays a significant role, particularly in supporting MSMEs that are part of the YESS CPM/PM programme. The office provides

menjadi bagian dari program CPM/PM YESS. Melalui kolaborasi berbagai pihak ini, Kabupaten Bulukumba terus berupaya untuk meningkatkan kinerja dan perkembangan UMKM di wilayahnya.

Di Kabupaten Bantaeng, dukungan Pemda melalui Dinas Koperasi memfasilitasi petani muda binaan Program YESS dalam pembentukan koperasi tani di bidang kakao dan peternakan, memfasilitasi layanan pemberian legalitas perizinan usaha (NIB, PIRT, produk industri rumah tangga), legalitas Halal serta memberikan ruang kepada petani muda Yess dalam akselerasi hasil produk pertanian.

Sementara Dinas Pendidikan membantu sosialisasi program kepada alumni dan masyarakat di sekitar sekolah yang masuk kategori bisa diintervensi melalui Program YESS. Mereka juga memberikan dukungan melalui pameran pertanian (Open Day). Dinas Ketenagakerjaan dan Industri memberikan dukungan kepada Program YESS melalui penyediaan fasilitas tempat pelaksanaan kegiatan, memfasilitasi kelengkapan administrasi peserta magang luar negeri.

Dinas Sosial memberikan dukungan dalam bentuk kebutuhan data calon penerima manfaat program serta memfasilitasi kelengkapan berkas peserta magang dalam dan luar negeri. Sedangkan Balai Latihan Kerja memberikan dukungan melalui ruang intervensi lanjutan (pelatihan hidroponik).

Badan Perencanaan Pembangunan Daerah (BAPPEDA) menyiapkan data potensi wilayah target serapan penerima manfaat di semua kecamatan wilayah Bantaeng dan melakukan koordinasi kegiatan serta kebutuhan program di semua OPD dan pihak terkait. Mereka juga memberikan exit strategy pasca program berakhir melalui RPJMD. BAPPEDA juga memberikan ruang dan

assistance in various areas, especially in facilitating product legalisation processes such as obtaining NIB and Halal certification. In addition, it offers support for MSME product exhibitions attended by CPM/PM participants.

The Integrated Licensing Office has primarily supported the programme in the area of business licensing, such as P-IRT. Meanwhile, the Social Affairs Office has provided data on youth populations across the district. The Regional Education Office for Zone 5 has contributed by supporting events such as the Open Day, which showcases agricultural products from SMKS and MSMEs involved in the YESS CPM/PM programme. Through multi-stakeholder collaboration, the Bulukumba District Government continues to enhance the performance and development of MSMEs in the region.

In Bantaeng District, government support is channelled through the Cooperative Office, which facilitates young farmers under the YESS Programme in forming agricultural cooperatives, particularly in the cocoa and livestock sectors. The office also assists in the legal registration of businesses (NIB, P-IRT, and household industry certification), Halal certification, and in creating market linkages for value-added agricultural products produced by young farmers.

The Education Office helps disseminate information about the programme to school alumni and communities surrounding eligible schools and also supports the programme through agricultural exhibitions (Open Day). The Manpower and Industry Office contributes by providing venues for programme activities and assisting with administrative arrangements for participants undertaking overseas apprenticeships.

The Social Affairs Office provides beneficiary candidate data and facilitates documentation for both

akses penuh akan kelengkapan data dan fasilitas pendukung kegiatan pelaksanaan program.

Begitu juga dengan Pemda Kabupaten Gowa yang memberikan dukungan signifikan terhadap Program YESS. Tercatat, Bupati Gowa pada tahun 2023 lalu menghadiri langsung kegiatan *District Multi Stakeholder Forum* (DMSF) dan memberikan apresiasi serta menyambut baik Program Yess di Kabupaten Gowa. Selain itu, Bappeda Gowa juga telah menyelenggarakan kegiatan *District Multi Stakeholder Forum* sebanyak dua kali, yaitu pada tahun 2023 dan tahun 2024.

Selain itu, Ruang Pertemuan Bappeda Gowa juga pernah menjadi tempat pelatihan *Advance Training Program Yess* sebanyak satu kali. Hasil dari DMSF menjadi langkah kolaborasi yang membawa Program YESS di Gowa diterima dan didukung beberapa dinas, baik Dinas Tanaman Pangan dan Hortikultura, Dinas Koperasi, Dinas Sosial, Dinas Peternakan, Dinas Pendidikan, Dinas Lingkungan Hidup, dan Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Gowa.

Dinas Koperasi dan UKM memberikan dukungan berupa pembentukan koperasi bagi petani milenial, penerima manfaat (PM) maupun Hibah Kompetitif (HK) umum, serta klaster yang ingin mendirikan koperasi untuk usahanya. Tidak hanya itu, Kepala Dinas Koperasi dan UKM Kabupaten Gowa juga bersedia menjadi narasumber pada kegiatan *Advance Training* dengan tema pendirian koperasi beberapa waktu yang lalu.

Sementara Dinas Sosial Kabupaten Gowa juga memiliki peran terkait data disabilitas yang tersebar di beberapa kecamatan. Adapun, Dinas Pendidikan memberikan dukungan berupa akses kegiatan sosialisasi petani muda di SPM Bontomarannu dan *Open Day* di SMK 4 Gowa. Dinas Penanaman

domestic and overseas apprenticeship participants. The Vocational Training Centre also supports follow-up interventions, including training in hydroponics.

The Regional Development Planning Agency (BAPPEDA) compiles data on regional potential and beneficiary absorption targets across all sub-districts in Bantaeng and coordinates programme activities and resource needs with all relevant local government offices (OPDs) and stakeholders. BAPPEDA also formulates the programme's exit strategy through its integration into RPJMD. Furthermore, BAPPEDA provides full access to comprehensive data and supporting facilities to ensure effective programme implementation.

Likewise, the Gowa District Government has provided significant support for the YESS Programme. In 2023, the Regent of Gowa personally attended the District Multi-Stakeholder Forum (DMSF), expressed appreciation, and welcomed the implementation of the YESS Programme in the district. In addition, BAPPEDA of Gowa has convened the District Multi Stakeholder Forum twice – in 2023 and again in 2024.

Additionally, Gowa BAPPEDA's meeting hall served as the venue for an Advance Training Programme under YESS. The outcomes of the DMSF have catalyzed collaboration across multiple local agencies, including the Office of Food Crops and Horticulture, Cooperative Office, Social Affairs Office, Livestock Office, Education Office, Environmental Office, and the Office of Investment and Integrated One-Stop Services of the Gowa district.

The Cooperative and SME Office has supported the formation of cooperatives among young farmers, both general grant recipients and competitive grant (HK) beneficiaries (PM), as well as cluster groups seeking to establish formal business entities. The Head of the Cooperative and SME

Modal dan Pelayanan Terpadu Satu Pintu memberikan akses untuk pelayanan perizinan usaha dan NIB kepada penerima manfaat yang ingin mengembangkan usahanya, serta memfasilitasi pembuatan UKI-UPL para pelaku usaha Program YESS.

Pemda Kabupaten Bone juga menunjukkan komitmen mendukung Program YESS. Di Kabupaten Bone, Program Yess direalisasikan melalui Dinas Tanaman Pangan, Hortikultura, dan Perkebunan/DTPHP sebagai *District Implementation Team* (DIT) yang didukung oleh Badan Perencanaan Daerah/Bappeda sebagai *District Coordination Team* (DCT).

Bappeda sebagai DCT berperan sebagai pusat koordinasi Program YESS yang menghubungkan DIT dengan stakeholder lainnya seperti Dinas Koperasi dan UMKM, Dinas Peternakan, dan Dinas Perindustrian. Selain koordinasi, Bappeda maupun stakeholder lainnya senantiasa aktif mendukung kegiatan Program YESS, seperti mengisi kelas pelatihan dan konsultasi terkait kegiatan usaha penerima manfaat Program YESS. Bappeda juga mengedukasikan ragam informasi potensi daerah, seperti pertumbuhan ekonomi, komoditas unggulan, dan potensi sumber daya manusia.

Sementara Dinas Koperasi dan UMKM memberikan layanan pendampingan usaha, seperti pendampingan legalitas, perizinan, dan lainnya. Dinas Peternakan menyediakan layanan konsultasi seputar pengelolaan peternakan, konsultasi kesehatan ternak, sampai pada manajemen penjualan. Adapun, Dinas Perindustrian memfasilitasi para penerima manfaat, khususnya pelaku usaha olahan, seperti pendampingan manajemen, alat produksi, dan kemasan.

Di Kabupaten Maros, Bappelitbangda mendorong penerbitan Peraturan Bupati (Perbup) penyelenggaraan terpadu untuk

Office of the Gowa District also served as a speaker during the Advance Training session on cooperative establishment.

The Social Affairs Office of Gowa district has contributed by providing data on persons with disabilities across several sub-districts. The Education Office supported socialisation and outreach activities at SPM Bontomarannu and organised an Open Day at SMK 4 Gowa. The Office of Investment and Integrated One-Stop Services has facilitated business licensing and NIB for YESS beneficiaries and facilitated the creation of UKI-UPL documents for young entrepreneurs under the programme.

In Bone District, the local government has shown strong commitment to the YESS Programme. The programme is implemented through the District Team for Food Crops, Horticulture, and Plantation (DTPHP) as the District Implementation Team (DIT), with coordination support from the District Planning Agency (BAPPEDA) acting as the District Coordination Team (DCT).

BAPPEDA functions as the programme's coordination hub, linking DIT with key stakeholders such as the Office of Cooperatives and MSMEs, Livestock Office, and the Industry Office. In addition to coordination, BAPPEDA and relevant stakeholders actively support YESS Programme activities by contributing to training sessions, providing business consultations for beneficiaries, and disseminating data on regional economic growth, key commodities, and local human resource potential.

The Office of Cooperatives and MSMEs provides business development assistance services, including support for business legality, licensing, and other regulatory matters. The Office of Animal Husbandry offers advisory services on livestock management, animal health, and sales management. Meanwhile, the Office of Industry supports programme beneficiaries—

penumbuhan wirausaha muda pertanian, memfasilitasi petani muda dalam mendapatkan bantuan CSR dari perusahaan-perusahaan. Bappelitbangda juga berperan sebagai motor penggerak dalam mengoordinasikan peraturan yang mendukung ekosistem wirausaha muda. Selain itu, mereka juga menjembatani antara petani muda dan perusahaan-perusahaan untuk mendapatkan bantuan CSR, yang sangat penting bagi keberlangsungan usaha pertanian.

Dinas Sosial Maros ikut mendorong peningkatan CPM (Calon Petani Milenial) disabilitas. Bahkan memainkan peran kunci dalam inklusi sosial dengan memastikan program CPM juga menyentuh kelompok disabilitas. Hal ini untuk memastikan tidak ada yang tertinggal dalam upaya peningkatan kesejahteraan melalui sektor pertanian.

Sementara Dinas Pemberdayaan Perempuan, Perlindungan Anak, Pengendalian Penduduk, dan Keluarga Berencana mendorong peningkatan CPM perempuan. Dinas ini fokus pada pemberdayaan perempuan dalam sektor pertanian, memastikan perempuan juga memiliki kesempatan yang sama untuk berkembang sebagai petani milenial. Dengan demikian, kesetaraan gender dalam dunia pertanian dapat lebih diwujudkan.

Dinas Pemberdayaan Masyarakat Desa ikut mendorong peningkatan CPM yang sangat vital bagi regenerasi petani, penganggaran di desa untuk petani milenial dan berperan dalam memastikan bahwa desa-desa memiliki anggaran yang cukup untuk mendukung petani muda.

Dengan sinergi antara berbagai dinas ini, Program Yess diharapkan dapat berjalan dengan lebih efektif dan memberikan dampak yang luas. Kolaborasi yang terjalin tidak hanya memperkuat program ini, tetapi juga memastikan berbagai kelompok masyarakat mendapatkan

particularly those engaged in agri-food processing—through assistance in business management, access to production tools, and packaging improvement.

In Maros District, the Regional Research and Development Planning Agency (Bappelitbangda) is driving the issuance of a Regent Regulation (Peraturan Bupati/Perbup) to establish an integrated framework for youth agripreneurship development. Bappelitbangda also facilitates access to CSR support from private sector companies and plays a central role in coordinating regulatory frameworks that foster a supportive ecosystem for young entrepreneurs. Additionally, Bappelitbangda acts as a bridge between youth agripreneurs and corporations, helping to channel CSR assistance that is critical for the sustainability of their enterprises.

The Social Affairs Office of Maros actively promotes the inclusion of persons with disabilities as Prospective Young Farmers (CPM), playing a key role in ensuring that the programme is socially inclusive and reaches underserved groups. This initiative aims to ensure that no one is left behind in the effort to enhance livelihoods through the agricultural sector.

The Office of Women's Empowerment, Child Protection, Population Control, and Family Planning contributes by promoting the participation of young women as CPMs. The agency focuses on empowering women in agriculture and ensuring equal opportunities for them to thrive as young farmers. This supports the broader goal of achieving gender equality in the agricultural sector.

The Office of Village Community Empowerment supports the expansion of the CPM base, which is vital for farmer regeneration. It also advocates for dedicated village budget allocations to support youth in

manfaatnya. Ke depan, sinergi ini diharapkan dapat terus ditingkatkan untuk mencapai tujuan bersama dalam meningkatkan kesejahteraan petani muda.

agriculture, ensuring that rural areas are financially equipped to foster the next generation of farmers.

Through this strong inter-agency collaboration, the YESS Programme in Maros is expected to be implemented more effectively and deliver broader impact. The multi-stakeholder synergy not only strengthens the programme but also ensures that diverse segments of the community benefit equitably. Moving forward, it is anticipated that such collaboration will continue to grow in pursuit of shared goals to improve the livelihoods and welfare of young farmers.



BAB X

KETERLIBATAN PELAKU KEPENTINGAN GANDENG TANGAN REGENERASI PETANI

CHAPTER X

STAKEHOLDER ENGAGEMENT

Joining Hands for Agricultural Regeneration

Generasi muda menjadi tulang punggung pembangunan pertanian. Untuk menarik minat kaum milenial menjadi *job-seeker* maupun *job-creator* di bidang pertanian, dibutuhkan keterlibatan *multistakeholder* dalam mendukung pengembangan kewirausahaan dan ketenagakerjaan pemuda pedesaan. Karena itu, memadukan program yang sesuai peran setiap pihak dalam menciptakan inisiatif terpadu yang mendukung pengembangan pemuda di sektor pertanian menjadi penting.

Program *Youth Entrepreneurship and Employment Support Services* (YESS) berusaha menciptakan kesempatan bagi pemuda, khususnya di wilayah pedesaan untuk mengembangkan ekonomi di sektor pertanian. Salah satunya melalui kewirausahaan atau dengan meningkatkan kemampuan bekerja setiap individu. Dengan demikian, dapat berkontribusi dalam peningkatan pendapatan dan transformasi wilayah pedesaan secara berkelanjutan dan menyeluruh.

Untuk mencapai tujuan tersebut, keterlibatan kementerian/lembaga terkait, termasuk juga pemerintah daerah dengan dukungan *stakeholder* adalah kunci keberhasilan pemberdayaan pemuda tani, peningkatan produktivitas SDM pertanian, serta membangun ekonomi pedesaan. Sejak diinisiasi pada tahun 2019, Program YESS dilaksanakan secara multi-sektor. Artinya kegiatan yang dijalankan ditujukan untuk membangun organisasi yang

Youth serve as the backbone of agricultural development. To attract millennials to become both *job seekers* and *job creators* in the agricultural sector, active involvement from multiple stakeholders is essential to support youth entrepreneurship and employment in rural areas. Therefore, aligning programs with each stakeholder's role in creating integrated initiatives that promote youth development in agriculture is of critical importance.

The Youth Entrepreneurship and Employment Support Services (YESS) Programme seeks to create opportunities for young people, particularly in rural areas, to strengthen the agricultural economy—either through entrepreneurship or by enhancing individual employability. In doing so, the programme contributes to increased income and the sustainable and inclusive transformation of rural areas.

To achieve these objectives, the involvement of relevant ministries/agencies—alongside local governments and with the support of stakeholders—is key to the successful empowerment of young farmers, the enhancement of human resource productivity in agriculture, and the development of the rural economy. Since its initiation in 2019, the YESS Programme has been implemented through a multi-sectoral approach. This means that its activities are designed to strengthen existing institutions and consolidate their



Gambar 49. Penerima manfaat Program YESS.
Figure 49. Beneficiaries of YESS Programme

ada dan mengkonsolidasikannya. Tujuannya adalah untuk mendukung keberlanjutan dan memastikan bahwa pendekatan proyek dan praktik yang berhasil dapat diutamakan ke dalam kerangka kelembagaan negara dan ditingkatkan.

Sebagai salah satu Program yang didanai *International Fund for Agricultural Development* (IFAD), Program YESS wajib mematuhi pendekatan *Social Environmental Climate Assessment Prosedure* (SECAP). Sedangkan pada aspek sosial, Program YESS diharuskan memiliki *Stakeholder Engagement Plan* (Rencana Keterlibatan Pemangku Kepentingan), yang secara berkala akan dinilai IFAD melalui misi supervisi dalam perencanaan keterlibatan

functions. The ultimate goal is to support sustainability and ensure that successful project approaches and best practices are mainstreamed into the national institutional framework and scaled up.

As one of the programmes funded by the International Fund for Agricultural Development (IFAD), the YESS Programme is required to comply with the Social, Environmental, and Climate Assessment Procedures (SECAP). From a social perspective, the YESS Programme must also establish a Stakeholder Engagement Plan, which is periodically reviewed by IFAD through supervision missions to evaluate both the planning and effectiveness of stakeholder engagement.

Multi-Stakeholder Engagement

stakeholder dan keberhasilan pelaksanaannya.

Keterlibatan Multi-stakeholder

Tantangan dalam memastikan keterlibatan pemangku kepentingan dijawab Program YESS dengan menyediakan dukungan baik pada tingkat program maupun tingkat teknis. Pada tingkat program, *platform* kebijakan *multi-stakeholder* dibentuk di tingkat nasional dan kabupaten, sebagai tempat bagi pemangku kepentingan yang terlibat dalam promosi keterlibatan pemuda di bidang pertanian untuk menyepakati tujuan, meninjau kemajuan dan mencari langkah-langkah untuk mengatasi tantangan.

Bentuk dukungan *Platform Multi-stakeholder* di tingkat nasional salah satunya melalui kegiatan *National Multi-Stakeholder Forum (INMSF)* yang bertujuan untuk merumuskan strategi dan mendorong komitmen *stakeholder*. Khususnya terkait untuk mewujudkan eksistensi dan mempersiapkan skema yang mendukung keberlanjutan Program

The YESS Programme addresses the challenge of ensuring stakeholder engagement by providing support at both the programmatic and technical levels. At the programmatic level, multi-stakeholder policy platforms have been established at both national and district levels. These platforms serve as spaces for stakeholders involved in promoting youth engagement in agriculture to align on common goals, review progress, and identify actionable steps to overcome challenges.

One form of support through these multi-stakeholder platforms at the national level is the National Multi-Stakeholder Forum (INMSF), which is designed to formulate strategies and encourage stakeholder commitment—particularly in ensuring the institutionalization and preparation of schemes that support the sustainability of youth employment and entrepreneurship development programmes in the agricultural sector.

At the District Level, the Provincial



Gambar 50. Peran Multi-Stakeholder Forum

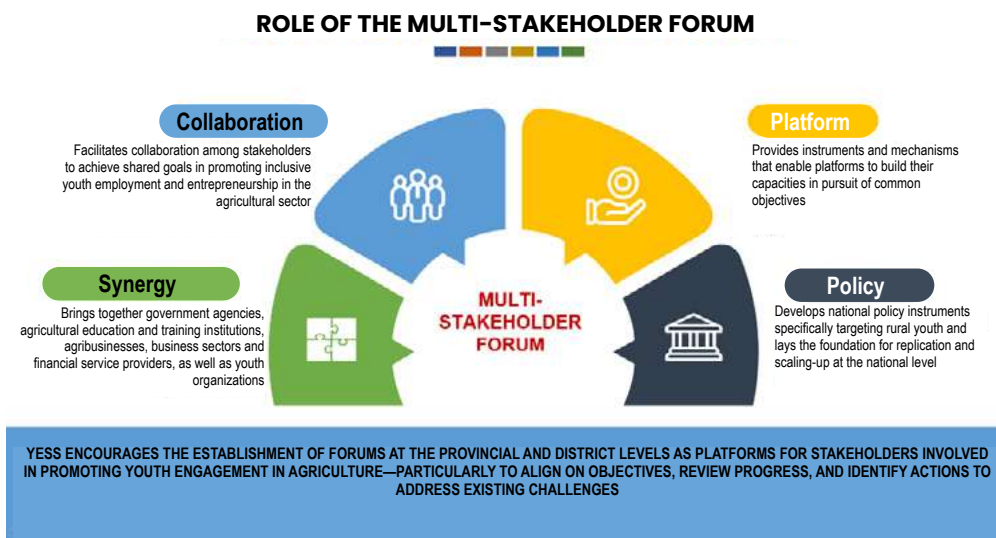


Figure 50. Role of the Multi-Stakeholder Forum

Penumbuhan Ketenagakerjaan dan Kewirausahaan Pemuda di sektor pertanian.

Pada Tingkat Kabupaten, *Provincial Project Implementation Unit* (PPIU) Program YESS melaksanakan *District Multi-Stakeholder Forum* (DMSF) sebagai sarana diskusi capaian, evaluasi serta keberlanjutan program YESS di masing-masing kabupaten. Pada kegiatan *District Multi-stakeholder Forum* turut disepakati rencana aksi tiga tahun program penumbuhan pengusaha muda pertanian dan penciptaan lapangan kerja di bidang pertanian secara modern dengan pelibatan pemangku kepentingan di daerah.

Pada Tingkat Teknis, dilaksanakan *Regular Meeting* yang menjadi wadah sirkulasi informasi dan penyampaian kemajuan pelaksanaan kegiatan. Salah satu bentuk kegiatannya yaitu *Pojok Kredit Usaha Rakyat* (KUR) yang menjadi bentuk fasilitas untuk sosialisasi dan promosi pembiayaan modal usaha bisnis melalui KUR. Program ini meningkatkan *outreach* perbankan dengan mendekatkan Bank Penyedia KUR dengan Penerima Manfaat Program YESS di perdesaan. Mereka umumnya tidak terbiasa

Project Implementation Unit (PPIU) of the YESS Programme organizes the *District Multi-Stakeholder Forum* (DMSF) as a platform for discussing programme achievements, conducting evaluations, and ensuring the sustainability of the YESS Programme in each district. During the DMSF, stakeholders also agree on a three-year action plan for youth agripreneurship development and the creation of modern employment opportunities in the agricultural sector through collaborative engagement with local stakeholders.

At the Technical Level, *Regular Meetings* are conducted as a mechanism for information exchange and progress updates on programme implementation. One key activity is the *KUR Corner* (*Pojok Kredit Usaha Rakyat*), which serves as a facilitation platform for the dissemination and promotion of business financing through the *People's Business Credit* (KUR) scheme. This initiative enhances banking outreach by bringing KUR-providing banks closer to YESS beneficiaries in rural areas, who often have limited exposure to formal banking systems and available financing facilities for

mendatangi bank maupun mengetahui bentuk-bentuk fasilitasi permodalan yang dapat dimanfaatkan untuk mengembangkan usaha.

Lebih lanjut, upaya fasilitasi yang diberikan Program YESS di Tingkat PPIU dalam mempertemukan pemangku kepentingan diantaranya melalui Kegiatan *Business Pitching* (Temu Bisnis) dan Pengembangan Jejaring dengan mempertemukan penerima manfaat program dengan *offtaker* dan Perbankan. Melalui kegiatan Pengembangan Jejaring, penerima manfaat yang bergerak dalam satu rantai pasok difasilitasi untuk menyusun strategi pengembangan bisnis yang memungkinkan kontribusi berbagai pihak.

Program YESS turut mengembangkan kerjasama dengan berbagai *stakeholder* dalam bentuk Perjanjian Kerjasama maupun Nota Kesepahaman. Diantaranya terkait:

1. Akses pemanfaatan hutan untuk usaha pertanian petani muda di wilayah kerja Perum Kehutanan Negara (perhutani) dalam memfasilitasi pengelolaan lahan oleh petani muda penerima manfaat program yess ke lahan yang berlokasi di wilayah kerja Perhutani;
2. Kerjasama dengan Kementerian Desa, Pembangunan Daerah Tertinggal, dan Transmigrasi terkait sinergitas program pembangunan dan pemberdayaan masyarakat desa, daerah tertinggal dan transmigrasi pada bidang pertanian, pengembangan produk unggulan kawasan perdesaan sektor pertanian, peningkatan ketahanan dan keamanan pangan berbasis kawasan;
3. Kerjasama dengan Kementerian Pemuda dan Olahraga terkait Kemitraan lintas sektor bagi pemuda pada sektor pertanian, Pemanfaatan

business development.

Furthermore, facilitation efforts provided by the YESS Programme at the PPIU level include convening stakeholders through Business Pitching events and Network Development activities that connect programme beneficiaries with offtakers and financial institutions. Through these Network Development activities, beneficiaries engaged in the same value chain are supported in formulating business development strategies that allow for multi-stakeholder contributions.

The YESS Programme has also fostered collaboration with various stakeholders through Cooperation Agreements and Memoranda of Understanding (MoUs). These partnerships include the following areas:

1. *Access to Forest Land for Youth Agribusiness: Cooperation with Perum Perhutani (State Forestry Corporation) to facilitate the use of forest land within Perhutani's working areas by young farmers who are beneficiaries of the YESS Programme for agricultural enterprise development.*
2. *Collaboration with the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration: This partnership aims to synchronize community development and empowerment programmes in rural areas, disadvantaged regions, and transmigration zones. It focuses on agricultural development, enhancement of area-based superior rural products, and the strengthening of food security and safety.*
3. *Partnership with the Ministry of Youth and Sports: This cooperation promotes cross-sector partnerships for youth in the agriculture sector, utilization of youth employment-related infrastructure, recognition*

sarana dan prasarana terkait ketenagakerjaan pemuda, penghargaan pemuda pada sektor pertanian untuk pemberdayaan ekonomi, dan peningkatan pemberdayaan pemuda (Kapasitas IPTEK) dalam mewujudkan kemandirian ekonomi dan kedaulatan pangan;

4. Kerjasama dengan PT. MARS terkait pelatihan bagi petani muda sebagai pengusaha coklat, pengembangan bisnis *start-up*, dan pendampingan dalam mengoperasikan TEFA Kakao di Polbangtan Gowa;
5. Kerjasama dengan Kementerian Ketenagakerjaan terkait peningkatan kompetensi dan produktivitas pemuda perdesaan di bidang pertanian;
6. Kerjasama dengan bank pemerintah maupun lembaga pembiayaan lain terkait penumbuhan wirausaha dan dukungan pengembangan UMKM pertanian;
7. Program YESS juga menggerakkan Duta Petani Milenial dan Duta Petani Andalan, serta *Young Ambassador Agriculture* untuk mengaktivasi pemuda lainnya untuk terjun berusaha di bidang pertanian dan berperan dalam dialog kebijakan yang diinisiasi Kementerian/ Lembaga.

Beberapa contoh Kerjasama antara Program YESS dengan Pemerintah Daerah diantaranya, Surat Keputusan Bupati terkait Pembentukan *District Coordination Team* (DCT) Program YESS di wilayah program YESS, dan Surat Keputusan Kepala Dinas yang menangani urusan pertanian terkait Penetapan Tim Koordinasi *District Implementation Team* (DIT) Program YESS. Kerjasama dengan di Tingkat PPIU Program YESS, yaitu:

and awards for youth in agriculture to support economic empowerment, and enhancement of youth capacity (science and technology skills) to foster economic self-reliance and food sovereignty.

4. *Collaboration with PT MARS: This includes training young farmers to become cocoa entrepreneurs, developing start-up agribusinesses, and providing mentoring for operating the Cocoa TEFA at the Polbangtan Gowa.*
5. *Partnership with the Ministry of Manpower: Focused on increasing the competencies and productivity of rural youth in the agricultural sector.*
6. *Cooperation with State-Owned Banks and Other Financial Institutions: Aimed at supporting youth entrepreneurship and the growth of agricultural MSMEs (Micro, Small, and Medium Enterprises).*
7. *The YESS Programme also mobilizes Millennial Farmer Ambassadors, Leading Farmer Ambassadors, and Young Agricultural Ambassadors to inspire and engage other youth in agricultural entrepreneurship and to play an active role in policy dialogues initiated by relevant ministries or institutions.*

Several examples of collaboration between the YESS Programme and local governments include Regent Decrees on the establishment of District Coordination Teams (DCT) for the implementation of the YESS Programme in YESS-covered areas, as well as Decrees issued by Heads of Agricultural Offices regarding the appointment of District Implementation Teams (DIT) for the YESS Programme. At the PPIU level, the following cooperation agreements have been formalized:

1. *Cooperation Agreement*

1. Perjanjian Kerjasama antara Polbangtan Bogor dengan Pusat Riset Kesejahteraan Sosial, Desa, dan konektivitas Badan Riset dan Inovasi Nasional (BRIN) terkait pendampingan suku adat;
2. Perjanjian Kerjasama antara Polbangtan Malang dengan PT. PASKOMNAS INDONESIA terkait pengembangan jaringan agribisnis petani milenial;
3. Perjanjian Kerjasama Polbangtan Gowa dengan PT. Mars terkait kurikulum dan penguatan TEFA Kakao
4. Perjanjian Kerjasama Polbangtan Malang dengan PT. Cargil dan PT. Mars terkait penguatan kapasitas penerima manfaat program YESS dan pemasaran hasil kakao;
5. Perjanjian kerjasama SMK-PP Negeri Banjarbaru dengan IWAPI Kalimantan Selatan dalam mendorong penerima manfaat perempuan;

Dalam pelaksanaannya, selain menyasar kelompok muda secara individu, Program YESS menyadari pentingnya mengembangkan keterlibatan organisasi pemuda/ organisasi petani seperti, koperasi dan kelompok tani. Kelembagaan itu memainkan peran penting dalam menyediakan *platform* bagi petani untuk berkolaborasi dan berbagi pengetahuan, sumber daya, dan informasi. Diharapkan setelah Program YESS berakhir, organisasi inilah yang akan melanjutkan dan mendukung Pengembangan Wirausaha Muda Pertanian.

Program YESS turut mendorong kerjasama antar penerima manfaat dalam satu bentuk kelompok klaster usaha. Dengan demikian, penguatan usaha dimungkinkan bukan hanya secara individual, tetapi juga dalam membangun jejaring dan komunitas usaha yang saling menguntungkan diantara penerima manfaat, khususnya pada komoditas yang sama ataupun

between Polbangtan Bogor and the Research Centre for Social Welfare, Village, and Connectivity – National Research and Innovation Agency (BRIN) concerning mentoring for indigenous communities;

2. *Cooperation Agreement between Polbangtan Malang and PT. PASKOMNAS INDONESIA concerning the development of agribusiness networks for millennial farmers;*
3. *Cooperation Agreement between Polbangtan Gowa and PT. Mars concerning curriculum development and strengthening of the Cocoa TEFA;*
4. *Cooperation Agreement between Polbangtan Malang, PT. Cargill, and PT. Mars concerning capacity building for YESS Programme beneficiaries and cocoa product marketing;*
5. *Cooperation Agreement between SMK-PP Negeri Banjarbaru and IWAPI of South Kalimantan in support of women beneficiaries.*

In its implementation, aside from targeting youth as individual beneficiaries, the YESS Programme recognizes the importance of promoting the engagement of youth and farmer organizations, such as cooperatives and farmer groups. These institutions play a critical role in providing a platform for collaboration and knowledge/resource/information sharing among farmers. It is expected that after the completion of the YESS Programme, these organizations will sustain and advance the development of youth agripreneurs.

The YESS Programme also encourages collaboration among beneficiaries through agribusiness cluster groups. This approach allows for the strengthening of enterprises not only individually, but also through the establishment of networks and

pada rantai nilai basis komoditasnya.

Keberhasilan intervensi terhadap organisasi petani atau pun kluster dalam upaya mengembangkan wirausahawan muda pertanian sangat bergantung pada fasilitasi ekosistem yang mendukung. Ciri khas ekosistem yang mendukung adalah hubungan simbiosis antara pemangku kepentingan yang terlibat di dalamnya.

Keberlanjutan Keterlibatan Pelaku Usaha

Dalam melakukan peninjauan atas pelaksanaan dan capaian pelaksanaan program, Program YESS turut melibatkan berbagai pemangku kepentingan. Salah satunya melalui kegiatan *Monitoring and Evaluation* (Monev) Terpadu. Pada kegiatan yang terakhir kali dilaksanakan pada Desember 2023, pihak dari BAPPENAS (Direktorat Pangan dan Pertanian, Direktorat Pendanaan Multilateral), Kementerian Keuangan (Direktorat Evaluasi, Akuntansi, dan Setelmen), dan Kementerian Pertanian (Biro Perencanaan dan Biro Kerjasama Luar Negeri) terlibat untuk meninjau langsung pelaksanaan Program YESS di daerah.

Dalam Misi Supervisi IFAD terhadap Program YESS pada 29 April hingga 10 Mei 2024, pada aspek Keterlibatan Lembaga dan Kebijakan, Program YESS mendapat *rating* 4 (*Moderately Satisfactory/Cukup Memuaskan*) dari *rating* maksimal yaitu 6. Sementara untuk aspek Pembangunan Kemitraan, Program YESS mendapat *rating* 5 (*Satisfactory/ Memuaskan*), meningkat dari penilaian pada Misi Supervisi sebelumnya dengan *Rating* 4 untuk aspek tersebut.

Manajemen Program YESS terus perkuat kapasitas pengelola melalui workshop keuangan dan pengadaan, serta monitoring dan evaluasi secara periodik. Peningkatan kapasitas tim pendamping di lapangan seperti fasilitator pemuda, *business advisor*, dan *financial advisor*, coordinator DIT, serta BSDP dilakukan di awal tahun

business communities that promote mutual benefit among beneficiaries, particularly those involved in similar commodities or within the same commodity value chains.

The success of interventions targeting farmer organizations or business clusters to develop youth agripreneurs is highly dependent on the facilitation of a supportive ecosystem. A hallmark of such an ecosystem is the symbiotic relationship among the stakeholders involved..

Sustainability of Private Sector Engagement

In reviewing the implementation and achievements of the program, the YESS Programme actively engages a range of stakeholders, including through the Integrated Monitoring and Evaluation (Monev) activities. The most recent Monev, conducted in December 2023, involved representatives from BAPPENAS (Directorate of Food and Agriculture, Directorate of Multilateral Funding), the Ministry of Finance (Directorate of Evaluation, Accounting, and Settlement), and the Ministry of Agriculture (Bureau of Planning and Bureau of International Cooperation), who directly assessed programme implementation at the field level.

During the IFAD Supervision Mission from 29 April to 10 May 2024, the YESS Programme received a rating of 4 (Moderately Satisfactory) for the Institutional Engagement and Policy dimension, out of a maximum score of 6. Meanwhile, the Partnership Development dimension was rated 5 (Satisfactory), showing an improvement from the previous supervision mission where it had received a score of 4.

YESS Programme Management continues to strengthen its implementation capacity through regular financial and procurement workshops, as well as periodic monitoring and evaluation. Capacity development is also carried out at

untuk memastikan informasi, target dan kegiatan tahun berjalan dipahami untuk dilaksanakan oleh seluruh pelaksana program.

Program YESS dinilai berhasil mendorong pengarusutamaan fokus pada pemuda di tingkat provinsi, serta berhasil menjalankan kemitraan dengan sektor publik, swasta, dan internasional. Dalam pembiayaan, Program YESS telah bermitra dengan 30 bank dan lembaga pembiayaan. Selain itu, mengembangkan beberapa jenis opsi pembiayaan alternatif bagi penerima manfaat seperti dana CSR yang menyediakan pinjaman investasi hingga Rp 10 juta untuk rumah kaca, kandang ternak, dan input pertanian. Pembiayaan lainnya bermitra dengan Badan Zakat Nasional (Basnas) untuk pinjaman usaha yang sesuai dengan prinsip-prinsip syariah.

Kemitraan dengan sektor publik, Program YESS memiliki kolaborasi yang kuat dengan *Business Development Services Provider* (BDSP) di bawah pemerintah kabupaten pada Lokasi Program. BDSP terdiri dari penyuluh, petugas Pusat Layanan Usaha Terpadu (PLUT), dan staf P4S (Pusat Pelatihan Pertanian dan Perdesaan Swadaya). Berdasarkan data dan umpan balik yang dihimpun dari peserta pelatihan, BDSP menunjukkan kinerja yang baik dalam memberikan layanan konsultasi usaha/pelatihan, diseminasi informasi, dan jejaring kemitraan.

Selain itu, Program YESS juga bermitra dengan berbagai Lembaga *Technical Vocational Education and Training* (TVET) serta berbagai Lembaga yang menyediakan program permagangan baik dalam negeri maupun luar negeri. Melalui kemitraan dengan *Taipei Economic and Trade Office* (TETO), Program YESS telah mengirimkan peserta magang ke Taiwan. Program YESS juga menjalin

the field level for facilitators, business advisors, financial advisors, DIT coordinators, and BDSP staff at the beginning of each year to ensure alignment on programme information, targets, and activities.

The YESS Programme has been recognized for successfully mainstreaming youth-focused priorities at the provincial level and for establishing robust partnerships with public, private, and international sectors. In terms of financing, the programme has collaborated with 30 banks and financial institutions and developed several alternative financing mechanisms for beneficiaries, including access to CSR funds that offer investment loans of up to IDR 10 million for greenhouses, livestock housing, and agricultural inputs. Other financing options include a partnership with the National Zakat Agency (BAZNAS), offering sharia-compliant business loans.

On the public sector side, the YESS Programme has established strong partnerships with Business Development Services Providers (BDSPs) under district governments in programme locations. BDSPs consist of agricultural extension officers, staff of Integrated Business Service Centres (PLUT), and facilitators from Community-Based Agricultural and Rural Training Centres (P4S). Based on collected data and participant feedback, BDSPs have performed well in delivering business consultancy services, conducting training, disseminating information, and facilitating partnership networks.

The YESS Programme also partners with various Technical and Vocational Education and Training (TVET) institutions and organizations offering domestic and international apprenticeship programmes. Through a partnership with the Taipei Economic and Trade Office (TETO), beneficiaries have been sent to Taiwan for agricultural apprenticeships. Similarly,

kemitraan dengan *PERSOL Global Workforce* untuk penyiapan peserta magang ke Jepang.

Keterlibatan berbagai pihak dibutuhkan dalam menjamin keberlanjutan Program YESS. Untuk itu disiapkan Strategi Keberlanjutan (*Exit Strategy*) yang bertujuan untuk merumuskan rekomendasi alternatif strategi penumbuhkembangan kewirausahaan bagi pemuda di sektor pertanian secara berkelanjutan. Dengan demikian, dapat dipastikan keberlanjutan pelaksanaan Program YESS hingga program berakhir.

Diharapkan melalui strategi yang dibangun, komitmen *stakeholder* terkait untuk mewujudkan eksistensi dan mempersiapkan skema yang mendukung keberlanjutan program penumbuhan ketenagakerjaan dan kewirausahaan pemuda di sektor pertanian. Selain itu juga untuk mendukung percepatan regenerasi petani.

Strategi Keberlanjutan Program YESS menitikberatkan pada peran masing-masing *stakeholder* dengan ruang lingkup yang terdiri atas Peran Pemerintah Pusat dan Daerah, Lembaga TVET, BDSP, Sumberdaya Manusia Pengelola Program YESS, dan Penerima Manfaat/Pemuda Tani. Hasil perumusan alternatif rekomendasi strategi keberlanjutan untuk pelaksanaan Program YESS yakni:

1. Penerbitan regulasi terkait Program Pengembangan Kewirausahaan Pemuda di Sektor Pertanian yang dapat menjadi acuan bagi seluruh kementerian, lembaga, dan pemangku kepentingan terkait untuk mendukung keberlanjutan program;
2. Penyusunan Model Program yang dapat direplikasi pemerintah daerah dan lembaga terkait;
3. Penguatan sinergi antar *stakeholder* termasuk pemerintah pusat dan daerah,

collaboration with PERSOL Global Workforce has enabled the preparation of apprenticeship candidates for placements in Japan.

The engagement of multiple stakeholders is essential to ensuring the sustainability of the YESS Programme. To this end, an Exit Strategy has been developed to provide alternative recommendations and strategic options for the sustainable development of youth entrepreneurship in the agricultural sector. This strategy aims to ensure the continuity of YESS Programme outcomes beyond its formal completion.

It is expected that this strategy will secure the commitment of relevant stakeholders to institutionalize and scale up youth employment and entrepreneurship initiatives in agriculture, while also contributing to the acceleration of agricultural generational renewal.

The Sustainability Strategy of the YESS Programme focuses on the respective roles of each stakeholder, encompassing the roles of national and local governments, TVET institutions, BDSPs, YESS Programme personnel, and youth beneficiaries/farmer-entrepreneurs. The formulation of alternative strategic recommendations for the sustainability of the YESS Programme includes the following key points:

1. *Issuance of regulations on the Youth Entrepreneurship Development Programme in the Agricultural Sector to serve as a reference for all relevant ministries, institutions, and stakeholders in supporting the programme's sustainability;*
2. *Development of a replicable programme model that can be adopted by local governments and relevant institutions;*
3. *Strengthening synergy among stakeholders, including national and local governments,*

lembaga pendidikan, penyedia layanan pengembangan bisnis, dan penerima manfaat dalam menciptakan ekosistem yang mendukung kewirausahaan pemuda di sektor pertanian;

4. *Capacity Building* bagi individu atau lembaga yang memahami dan dapat melestarikan program, termasuk pelatihan dan pengembangan keterampilan yang diperlukan untuk mendukung usaha pertanian;
5. Mendorong kontrol sosial dari masyarakat untuk memastikan bahwa program yang telah berjalan dapat terus berlanjut dan berkembang;
6. Membangun semangat dan dukungan bagi penerima manfaat untuk terus melanjutkan usaha dan menyebarkan pengetahuan yang dimilikinya kepada calon petani milenial lain;
7. Integrasi dengan program lain yang dapat memperkuat dampak dan keberlanjutan, termasuk kolaborasi dengan Program-program yang mendukung pertanian dan kewirausahaan.

Dengan rekomendasi tersebut, diharapkan hasil yang sudah dicapai Program YESS dapat dipertahankan dan diperluas, serta memberikan dampak positif yang berkelanjutan bagi pemuda di sektor pertanian. Pendampingan dalam menumbuhkembangkan petani muda memerlukan lingkungan yang kondusif dalam ekosistem agribisnis yang saling mendukung.

Keterlibatan pelaku bisnis, mitra bisnis, konsumen dan masyarakat, pemasok, pesaing, kelembagaan pembiayaan, organisasi/*stakeholder* pendukung, kelembagaan dan tenaga fasilitator bisnis, serta kebijakan yang mendukung penumbuhan dan

educational institutions, business development service providers, and beneficiaries to create an enabling ecosystem that supports youth entrepreneurship in the agricultural sector;

4. *Capacity building for individuals and institutions who understand and can sustain the programme, including training and skills development necessary to support agricultural enterprises;*
5. *Promotion of community-driven social oversight mechanisms to ensure that ongoing programmes continue to grow and evolve;*
6. *Fostering enthusiasm and peer support among beneficiaries to sustain and expand their agribusinesses, and to share their knowledge with prospective young farmers;*
7. *Integration with complementary programmes that can enhance impact and sustainability, including collaborative efforts with initiatives that support agriculture and entrepreneurship.*

These recommendations aim to preserve and expand the achievements of the YESS Programme, delivering lasting positive impacts for youth in the agricultural sector. Nurturing young farmers requires a supportive environment within an interlinked agribusiness ecosystem.

The sustained engagement of business actors, partners, consumers and communities, suppliers, competitors, financial institutions, support organizations/stakeholders, business facilitation personnel, and enabling policy frameworks is crucial to promoting and scaling up agripreneurship.

The prioritization of farmer regeneration in the 2025–2029 RPJMN provides tangible multi-stakeholder

pengembangan usaha pertanian perlu terus dilakukan secara berkelanjutan.

Kegiatan prioritas regenerasi petani dalam RPJMN 2025 – 2029 memberikan dukungan nyata *multistakeholder* secara luas dalam replikasi dan *scaling up* Program YESS. Khususnya dalam menumbuhkan petani muda berusaha di bidang pertanian dan mendukung terwujudnya ketahanan pangan nasional. *No Farmer No Food No Nation*.

support for the replication and scaling-up of the YESS Programme—particularly in fostering youth entrepreneurship in agriculture and contributing to the realization of national food security. No Farmer, No Food, No Nation.

BAB XI

DUTA MUDA PERTANIAN PROGRAM YESS

CHAPTER XI YESS PROGRAMME

AGRICULTURE YOUTH AMBASSADORS

Program YESS telah berhasil menginspirasi dan memotivasi generasi muda untuk terjun ke dunia pertanian. Melalui seleksi yang ketat dan program pembinaan yang komprehensif, program ini melahirkan para Duta Pemuda Pertanian/Young Ambassador Agriculture yang tidak hanya sukses dalam usahanya, tetapi juga menjadi role model bagi generasi muda lainnya.

The YESS Programme has successfully inspired and motivated the younger generation to engage in the agricultural sector. Through a rigorous selection process and comprehensive capacity-building activities, the program has cultivated a group of Young Agricultural Ambassadors who have not only succeeded in their agribusiness ventures but have also become role models for other youth.



Gambar 51. Program Duta Muda Pertanian YESS bertemu dengan Wakil Menteri Pertanian
Figure 51. YESS Young Ambassador Agriculture Program meets with Deputy Minister of Agriculture

Young Ambassador Agriculture berperan penting dalam mengubah persepsi masyarakat, khususnya generasi muda, tentang sektor pertanian. Melalui kisah sukses dan berbagai kegiatan resonansi yang dilakukan, mereka berhasil mentransformasi citra petani dari sosok tradisional menjadi sosok yang modern, inovatif, dan inspiratif.

Mereka tidak hanya menjadi pelaku usaha, namun juga sebagai inovator yang terus mengembangkan ide-ide kreatif untuk meningkatkan produktivitas dan nilai tambah produk pertanian. Mereka aktif berbagi pengetahuan dan pengalaman melalui berbagai platform, menginspirasi pemuda lainnya untuk berinovasi.

Melalui jaringan yang telah mereka bangun, *Young Ambassador Agriculture* mampu mengakses sumber daya yang lebih luas dan memperkuat ekosistem pertanian. Duta Pemuda Pertanian menjadi penghubung antara program YESS dengan berbagai pihak terkait, seperti pemerintah, perguruan tinggi, dunia usaha, serta *stakeholders* lainnya.

Tahapan Seleksi

Ada beberapa tahapan seleksi yang dilakukan dalam menjangkau *Young Ambassador Agriculture* sebagai berikut.

1. Pendaftaran dan Seleksi Administrasi.

Program YESS mengajak kaum muda berusia 17–39 tahun yang telah sukses di sektor pertanian untuk berperan secara aktif mempromosikan potensi sektor pertanian kepada generasi muda sebagai sektor yang modern, menghasilkan pendapatan yang tinggi dan memberikan dampak sosial terhadap lingkungan sekitar. Pendaftaran dilakukan secara online, memungkinkan partisipasi dari berbagai wilayah di Indonesia.

Young Agricultural Ambassadors play a vital role in reshaping public perception—particularly among young people—towards agriculture. Through their success stories and various outreach activities, they have helped transform the image of farmers from traditional figures to modern, innovative, and inspiring professionals.

These ambassadors are not only entrepreneurs but also innovators who continue to develop creative ideas to enhance agricultural productivity and add value to agricultural products. They actively share knowledge and experiences across various platforms, inspiring other young people to innovate and engage in the agricultural sector.

Through the networks they have established, the *Young Agricultural Ambassadors* are able to access broader resources and strengthen the agricultural ecosystem. These ambassadors serve as key connectors between the YESS Programme and various stakeholders, including government agencies, universities, the private sector, and other relevant actors.

Selection Stages

The selection process for identifying *Young Agricultural Ambassadors* involves several stages, as outlined below:

1. Registration and Administrative Screening

The YESS Programme invites young individuals aged 17 to 39 who have achieved success in the agricultural sector to actively promote the potential of agriculture to the younger generation—as a modern sector that offers high income and generates positive social impacts in their communities. Registration is conducted online, enabling participation from across various regions of Indonesia.



Gambar 52. Pendaftaran peserta selama bootcamp.
Figure 52. Participant registration during bootcamp

2. Visitasi

Peserta yang dinyatakan lolos administrasi, selanjutnya dilakukan visitasi lapangan maupun secara online untuk melakukan verifikasi terhadap data yang disampaikan.

3. Pembekalan (Bootcamp).

Selanjutnya peserta akan mengikuti program pembekalan atau bootcamp. Dalam bootcamp ini, peserta akan diberikan berbagai pelatihan, diantaranya seperti pengembangan bisnis, *public speaking*, kepemimpinan, dan keahlian teknis di bidang

2. Field Visit

Participants who pass the administrative screening stage will proceed to the field visit phase, conducted either in person or online, to verify the accuracy of the information provided.

3. Capacity Building (Bootcamp)

Next, participants will take part in a capacity-building program or bootcamp. During the bootcamp, they will receive various trainings, including business development, public speaking, leadership, and technical



Gambar 53. Kegiatan olahraga pagi selama bootcamp.
Figure 53. Morning exercise activity during bootcamp



Gambar 54. Salah satu nominasi mempresentasikan usahanya.
Figure 54. One of the nominees presenting his business

pertanian,. Selain itu, peserta juga akan diberikan kesempatan untuk saling bertukar pikiran dan pengalaman.

4. Video Challenge.

Peserta yang lolos ke tahap grand final, akan mengikuti tantangan membuat dan mengunggah video bertema “Proud to be Agripreneur” melalui media sosial untuk menunjukkan kebanggaannya sebagai wirausaha muda pertanian. Dengan demikian akan mampu menarik perhatian generasi muda berkontribusi di sektor pertanian.

5. Voting nominee Young Ambassador Agriculture.

Pada tahap ini, khalayak memberikan dukungan kepada para nominee Young Ambassador Agriculture melalui pemungutan suara yang diumumkan hasilnya pada Millennial Agriculture Forum (MAF) yang dilaksanakan rutin setiap pekan.

skills in agriculture. In addition, participants will have the opportunity to exchange ideas and experiences with one another.

4. Video Challenge.

Finalist participants will take part in a video challenge, in which they are required to create and upload a video on the theme “Proud to be an Agripreneur” via social media platforms. This challenge serves as a platform for them to express their pride as young agricultural entrepreneurs and aims to inspire and attract greater youth engagement in the agricultural sector.

5. Voting nominee Young Ambassador Agriculture.

At this stage, the public is invited to support the Young Agricultural Ambassador nominees through a voting process, the results of which are announced during the Millennial



*Gambar 55. Memberikan pidato selama grand final.
Figure 55. Giving a speech at the grand final.*



*Gambar 56. Program Duta Muda Pertanian YESS
Figure 56. YESS Young Ambassadors of Agriculture Programme*

6. *Grand Final.*

Tahap akhir dari seleksi adalah grand final. Pada tahap ini, para peserta akan mempresentasikan profil diri dan profil usaha mereka di hadapan dewan juri hingga didapatkan hasil akhir dari seluruh tahapan seleksi.

Pada akhirnya terpilih para duta yang mewakili beragam latar belakang sosio ekonomi, gender, jenis usaha pertanian, dan lokasi geografis, serta disabilitas. Program ini telah berhasil menjaring 15 duta pada tahun 2022, lalu sebanyak 50 duta terpilih pada tahun 2023, dan sebanyak 55 duta pada tahun 2024.

Young Ambassador Agriculture terpilih ini memiliki beberapa tugas. Pertama, menjaga nama baik *Young Ambassador Agriculture* serta Kementerian Pertanian maupun

Agriculture Forum (MAF), held regularly on a weekly basis.

6. *Grand Final.*

The final stage of the selection process is the grand final. At this stage, participants are required to present their personal and business profiles before a panel of judges, culminating in the final results of the entire selection process.

Ultimately, the selected ambassadors represent diverse socio-economic backgrounds, genders, types of agribusinesses, geographic locations, and persons with disabilities. The programme successfully selected 15 ambassadors in 2022, 50 ambassadors in 2023, and 55 ambassadors in 2024.

The selected Young Agricultural Ambassadors are entrusted with



Gambar 57. Duta muda pertanian secara aktif memberikan informasi, salah satunya melalui podcast
Figure 57. Young agricultural ambassadors actively disseminating information, including through podcast

institusi terkait. Kedua, melakukan resonansi kepada pemuda/pemudi lainnya baik di wilayahnya maupun di luar wilayahnya. Ketiga, menjadi duta atau perwakilan Program YESS dengan menggunakan atribut *Young Ambassador Agriculture* pada berbagai kegiatan yang difasilitasi oleh Program YESS atau sumber lain yang tidak mengikat.

Keempat, menyebarkan informasi positif mengenai dunia pertanian untuk menumbuhkembangkan *agrosociopreneur*, meningkatkan citra positif bidang pertanian melalui perubahan *mindset*, pemberian informasi dan motivasi sebagai representasi Duta Pemuda Pertanian. Kelima, membagikan informasi tentang pengalaman dan keberhasilan dalam menjalankan usaha di bidang pertanian.

Keenam, berpartisipasi dalam penyebaran informasi melalui media sosial seperti produksi video, kegiatan *talkshow*, *roadshow*, dan kegiatan publikasi lainnya yang difasilitasi oleh Program YESS atau sumber lain yang tidak mengikat. Ketujuh, secara reguler menayangkan di media sosial pribadi maupun Program YESS mengenai aktivitas atau kegiatan lainnya yang berkaitan dengan upaya peningkatan partisipasi pemuda di bidang pertanian.

Young Ambassador Agriculture Program YESS telah membuktikan bahwa generasi muda memiliki peran yang sangat strategis dalam memajukan sektor pertanian. Melalui berbagai kegiatan yang dilakukan, para duta pemuda telah berhasil menginspirasi, memotivasi, dan memberdayakan generasi muda lainnya untuk berkontribusi dalam membangun pertanian Indonesia yang lebih baik.

Dampak yang dicapai adalah meningkatnya minat generasi muda terhadap sektor pertanian, terbentuknya jejaring pemuda pertanian yang solid, peningkatan

several responsibilities. First, they are expected to uphold the good name of the Young Agricultural Ambassadors, the Ministry of Agriculture, and other relevant institutions. Second, they are tasked with conducting outreach and engagement with other young men and women, both within and beyond their respective regions. Third, they serve as representatives or ambassadors of the YESS Program by wearing Young Agricultural Ambassador attributes in various activities facilitated by the YESS Program or other non-binding sources.

Fourth, they disseminate positive information about the agricultural sector to promote the growth of agrosociopreneurship, improve the public image of agriculture through mindset transformation, and provide information and motivation as representatives of young agricultural entrepreneurs. Fifth, they share information about their experiences and successes in running agricultural enterprises.

Sixth, they participate in public communication efforts through social media, including producing videos, participating in talk shows, roadshows, and other promotional activities facilitated by the YESS Program or other non-binding sources. Seventh, they regularly post on their personal social media accounts or those of the YESS Program regarding activities and initiatives related to increasing youth participation in the agricultural sector.

The Young Agricultural Ambassador initiative under the YESS Program has demonstrated that the younger generation holds a highly strategic role in advancing the agricultural sector. Through a variety of activities, these youth ambassadors have successfully inspired, motivated, and empowered their peers to contribute to building a stronger and more sustainable agricultural landscape in Indonesia.

The impacts achieved include a growing interest among youth in the



Gambar 58. Dienda Lora Buana, salah satu Duta Muda YESS
Figure 58. Dienda Lora Buana, one of the YESS Youth Ambassadors

peran generasi muda dalam pembangunan pertanian. Berkat aksi nyata para duta, semakin banyak pemuda yang tertarik untuk terjun ke dunia pertanian dan generasi muda semakin diakui sebagai salah satu aktor penting dalam pembangunan pertanian yang berkelanjutan.

Berbagi Cerita

Dienda Lora Buana (28 tahun) terpilih sebagai *Young Ambassador Agriculture* Tahun 2023 asal Brebes, Jawa Tengah. Ia memaparkan perjalanannya dalam merintis usaha hingga akhirnya bisa menjangkau pangsa pasar ekspor seperti Arab Saudi, Singapura, dan Australia. Ia mengembangkan komoditas bawang merah dari hulu hingga hilir. Berbagai produk olahan seperti bawang goreng, bawang krispi, bawang merah kupas untuk industri, minyak bawang, bawang powder, dan pasta bawang merah, ia kembangkan.

agricultural sector, the formation of a solid network of young agripreneurs, and increased youth participation in agricultural development. Thanks to the concrete actions of these ambassadors, more young people are now encouraged to engage in agriculture, and youth are increasingly recognized as key actors in driving sustainable agricultural development.

Sharing Stories

Dienda Lora Buana (28 years old) was selected as a Young Agricultural Ambassador in 2023, representing Brebes, Central Java. She shared her entrepreneurial journey, which has led her to reach export markets such as Saudi Arabia, Singapore, and Australia. Dienda has developed the shallot value chain from upstream to downstream, producing a wide range of processed products such as fried shallots, crispy



Gambar 59. Maria Yumeri Omenu, salah satu duta muda YESS
Figure 59. Maria Yumetri Omenu, one of the YESS Youth Ambassadors

Sebagai *Young Ambassador Agriculture*, Dienda bertekad untuk membawa perubahan positif yang akan memberikan dampak jangka panjang bagi masa depan pertanian Indonesia. Bahkan ia mengakui memberikan dirinya berkesempatan untuk mengedukasi generasi muda mengenai pentingnya pertanian berkelanjutan dan peran strategis sektor ini dalam ketahanan pangan nasional.

Kisah lain disampaikan Maria Yumetri Omenu, petani muda yang merupakan salah satu contoh nyata dari kegigihan dan tekad para petani di daerah terpencil NTT. Kisahnya adalah inspirasi bagi generasi muda NTT, khususnya perempuan, untuk berani berkarya dan mengejar mimpi mereka. Ia pun terpilih menjadi *Young Ambassador Agriculture Tahun 2024*.

Maria turut berperan sebagai

shallots, peeled shallots for industrial use, shallot oil, shallot powder, and shallot paste.

As a *Young Agricultural Ambassador*, Dienda is committed to creating positive change with long-term impacts on the future of Indonesian agriculture. She also expressed that the programme has given her the opportunity to educate younger generations about the importance of sustainable agriculture and the strategic role the sector plays in ensuring national food security.

Another inspiring story comes from Maria Yumetri Omenu, a young farmer who exemplifies the perseverance and determination of agricultural youth in remote areas of East Nusa Tenggara (NTT). Her journey serves as a powerful inspiration for the younger generation in NTT—especially young women—to pursue their aspirations and take bold

pionir yang mengukir jejak inspiratif dalam memajukan sektor bidang pertanian dengan harapan membawa perubahan positif bagi perempuan di wilayah timur Indonesia. Bagi generasi muda, keberhasilan pada Young Ambassador Agriculture membuktikan bidang pertanian merupakan usaha yang menjanjikan masa depan.

Rencana Aksi

Para Young Ambassador Agriculture atau Duta Pemuda Pertanian Program YESS merancang rencana aksi untuk meresonansi generasi muda terjun di sektor pertanian. Para duta terpilih membentuk Badan Pengurus Harian (BPH) dan menyusun rencana aksi bersama-sama. Mereka melakukan promosi dan sosialisasi pertanian kepada generasi muda, melakukan pelatihan, memperluas jejaring, serta berkolaborasi dengan pemerintah daerah dan stakeholders terkait.

Implementasi rencana aksi Duta Pemuda Young Ambassador Agriculture pertanian Indonesia dan meningkatkan ketertarikan generasi muda untuk berprofesi di bidang ini. Kehadiran petani muda yang sukses dan inovatif sebagai role model bagi generasi muda diharapkan mampu mengubah citra pertanian yang seringkali dianggap kuno, tidak menguntungkan, dan kurang menarik.

steps in agriculture. In recognition of her achievements, she was selected as a Young Agricultural Ambassador in 2024.

Maria has also taken on the role of a pioneer, carving an inspirational path in advancing the agricultural sector, with the hope of bringing positive change for women in eastern Indonesia. For the younger generation, her success as a Young Agricultural Ambassador serves as compelling proof that agriculture is a promising career path with a sustainable future.

Action Plan

The Young Agricultural Ambassadors under the YESS Programme have developed action plans aimed at encouraging more youth to engage in the agricultural sector. The selected ambassadors have established an Executive Steering Committee and collaboratively formulated action plans. Their initiatives include agricultural promotion and outreach to young people, organizing training sessions, expanding youth agripreneur networks, and collaborating with local governments and relevant stakeholders.

The implementation of the action plan of the Young Agricultural Ambassadors aims to promote Indonesian youth engagement in agriculture and to enhance the appeal of agricultural professions among younger generations. The presence of successful and innovative young farmers as role models is expected to transform the prevailing image of agriculture, which is often perceived as outdated, unprofitable, and unattractive.

BAB XII

STRATEGI KEBERLANJUTAN PROGRAM YESS

CHAPTER XII YESS PROGRAM SUSTAINABILITY STRATEGY

Pertanian sudah terbukti menjadi salah satu sektor yang mampu bertahan ketika krisis ekonomi mengancam. Bahkan menjadi penompang pertumbuhan ekonomi. Sayangnya, kondisi ini belum mampu secara signifikan mengungkit minat generasi muda terjun ke bidang pertanian. Data Badan Pusat Statistika (BPS), jumlah petani muda yang berusia 19–39 tahun hanya 6.183.009 orang atau sekitar 21,93 persen dari total petani di Indonesia.

Kondisi ini mendorong Kementerian Pertanian untuk mengerakkan generasi muda di perdesaan berusaha dalam bidang pertanian. Salah satunya melalui *Youth Entrepreneur and Employment Support Services (YESS) programme* yang merupakan program kerjasama antara Kementerian Pertanian dengan *International Fund For Agricultural Development (IFAD)*. Pelaksanaan program YESS dikelola Politeknik Pembangunan Pertanian (Polbangtan) dan Sekolah Menengah Kejuruan Pertanian Pembangunan (SMKPP).

Program YESS bertujuan menghasilkan wirausaha pemuda perdesaan serta menghasilkan tenaga kerja yang kompeten di bidang pertanian. Secara rinci Program YESS berorientasi untuk mewujudkan proses regenerasi petani, meningkatkan kompetensi sumberdaya manusia dan meningkatkan jumlah wirausahawan di bidang pertanian.

Program YESS diharapkan mampu melahirkan wirausaha pemuda

Agriculture has proven to be one of the most resilient sectors in times of economic crisis, even serving as a key driver of economic growth. Unfortunately, this reality has not significantly attracted the younger generation to pursue careers in agriculture. According to data from Statistics Indonesia (BPS), the number of young farmers aged 19–39 years is only 6,183,009 individuals, or approximately 21.93 percent of the total farming population in Indonesia.

This situation has prompted the Ministry of Agriculture to mobilize rural youth to engage in agricultural enterprises. One of the key efforts is through the Youth Entrepreneurship and Employment Support Services (YESS) Programme, a collaborative initiative between the Ministry of Agriculture and the International Fund for Agricultural Development (IFAD). The implementation of the YESS Programme is managed by the Agricultural Development Polytechnic (Polbangtan) and Agricultural Development Vocational Secondary Schools (SMKPPs).

The YESS Programme aims to develop young rural entrepreneurs and build a competent agricultural workforce. More specifically, the Programme seeks to promote farmer regeneration, enhance human resource competencies, and increase the number of youth-led agripreneurs.

The Programme is expected to produce resilient and qualified young entrepreneurs who are capable

yang tangguh dan berkualitas, sehingga mampu mengembangkan perekonomian melalui kewirausahaan dan menambah peluang kerja di wilayah perdesaan. Beberapa upaya mewujudkan wirausaha pemuda ditempuh melalui peningkatan kapasitas dan akses pemuda perdesaan dalam hal peningkatan pengetahuan dan ketrampilan pemuda untuk memanfaatkan peluang bursa kerja dan usaha pada sektor pertanian. Upaya lebih lanjut memberikan fasilitasi pemuda dalam akses pasar, akses permodalan dan mendorong regulasi yang menguatkan pembentukan ekosistem bisnis pertanian.

Sejak diluncurkan kinerja Program YESS tahun 2019 sampai 31 Desember 2024 telah mencapai jumlah penerima manfaat outreach secara nasional sebanyak 194.126 pemuda. Sebaran jumlah penerima manfaat terdiri dari jumlah laki-laki 96.086 orang dan perempuan 98.040 orang. Adapun sebaran jumlah penerima manfaat setiap propinsi adalah :

- a. Jawa Barat : 63.608 Pemuda terdiri dari laki-laki 32.250 orang, perempuan 31.358 orang;
- b. Jawa timur : 67.552 Pemuda terdiri dari laki-laki 35.149 orang, perempuan 32.403 orang;
- c. Kalimantan Selatan : 24.521 Pemuda terdiri dari laki-laki 11.905 orang, perempuan 12.616 orang;
- d. Sulawesi Selatan : 38.445 Pemuda terdiri dari laki-laki 16.782 orang, perempuan 21.663 orang.

Jumlah penerima manfaat program YESS dapat didistribusikan sesuai komponen sebagai berikut:

1. Pemuda yang bekerja di bidang pertanian
 - Jawa Barat : 17.292 orang;

of advancing the rural economy through agribusiness ventures while simultaneously generating employment opportunities in rural areas. Key strategies include enhancing the capacity and access of rural youth through knowledge and skill development tailored to agricultural employment and entrepreneurship opportunities. Additional interventions focus on facilitating market access, access to financing, and promoting regulatory support for the creation of a robust agricultural business ecosystem.

Since its inception in 2019 through to 31 December 2024, the YESS Programme has reached a total of 194,126 youth beneficiaries nationwide. This comprises 96,086 male and 98,040 female beneficiaries. The provincial distribution of beneficiaries is as follows:

- a. West Java: 63,608 youth, consists of 32,250 male, 31,358 female;
- b. East Java: 67,552 youth, consists of 35,149 male, 32,403 female;
- c. South Kalimantan: 24,521 youth, consists of 11,905 male, 12,616 female;
- d. South Sulawesi: 38,445 youth, consists of 16,782 male, 21,663 female

The number of YESS Programme beneficiaries can be disaggregated by component as follows

1. Youth employed in the agricultural sector:
 - West Java : 17,292 persons;

- Jawa Timur : 16.653 orang;
- Kalimantan Selatan : 3.285 orang;
- Sulawesi Selatan : 10.746 orang.
- 2. Pemuda yang berwirausaha di sektor pertanian
 - Jawa Barat : 34.661 orang;
 - Jawa Timur : 27.625 orang;
 - Kalimantan Selatan : 10.532 orang;
 - Sulawesi Selatan : 17.160 orang.
- 3. Pemuda yang mendapatkan pelatihan Literasi Keuangan
 - Jawa Barat : 56.351 orang;
 - Jawa Timur : 56.549 orang;
 - Kalimantan Selatan : 22.390 orang;
 - Sulawesi Selatan : 23.858 orang.
- 4. Kebijakan Pemerintah untuk Penumbuhan Kewirausahaan Pemuda
 - Jawa Barat : 1 buah;
 - Jawa Timur : 1 buah;
 - Kalimantan Selatan : 1 buah;
 - Sulawesi Selatan : 1 buah.

Sesuai Perpres 2 tahun 2022 tentang Pengembangan Kewirausahaan Nasional Tahun 2021–2024 bahwa Pengembangan Kewirausahaan Nasional adalah upaya dalam bentuk kebijakan dan program untuk mengembangkan Kewirausahaan yang terintegrasi secara nasional. Pengembangan kewirausahaan diharapkan dapat memperbaiki kualitas pertumbuhan ekonomi, iklim usaha, kesempatan kerja, dan daya saing.

Pengembangan dan Keberlanjutan

Program YESS berorientasi untuk menciptakan wirausaha milenial di perdesaan, khususnya bagi penerima manfaat, walupun program YESS telah selesai tetap dapat berkelanjutan. Program YESS yang sudah berjalan dengan baik diharapkan dapat diduplikasi dan dilanjutkan oleh pemerintah daerah. Karena itu diperlukan rumusan exit

- East Java : 16,653 persons;
- South Kalimantan : 3,285 persons;
- South Sulawesi : 10,746 persons;
- 2. Youth engaged in agricultural entrepreneurship:
 - West Java : 34,661 persons;
 - East Java : 27,625 persons;
 - South Kalimantan : 10,532 persons;
 - South Sulawesi : 17,160 persons;
- 3. Youth receiving financial literacy training:
 - West Java : 56,351 persons;
 - East Java : 56,549 persons;
 - South Kalimantan : 22,390 persons;
 - South Sulawesi : 23,858 persons;
- 4. Local government policies on youth entrepreneurship development:
 - West Java : 1 policy
 - East Java: 1 policy
 - South Kalimantan: 1 policy
 - South Sulawesi : 1 policy

In accordance with Presidential Regulation No. 2 of 2022 on the National Entrepreneurship Development for 2021–2024, the development of national entrepreneurship is defined as efforts in the form of policies and programmes to advance entrepreneurship in a nationally integrated manner. This initiative is expected to improve the quality of economic growth, business climate, job creation, and national competitiveness.

Development and Sustainability

YESS Programme is oriented towards creating millennial young entrepreneurs in rural areas, particularly for the beneficiaries, so that even after YESS Programme has ended it can remain sustainable. YESS Programme, which has already been implemented successfully, is expected to be replicated and continued by local governments. Therefore, the formulation of an exit strategy is



Gambar 60. Lokasi Program YESS Di Jawa barat
Figure 60. Location of YESS Programme in West Java

strategy. Exit Strategy merupakan rencana program/kegiatan untuk menjaga eksistensi dan keberlanjutan pelaksanaan program setelah berakhirnya kegiatan.

Adanya *exit strategy* diharapkan dapat menjamin proses transfer aset, *knowledge* dan keberlanjutan kegiatan setelah proyek selesai, dengan melibatkan berbagai pihak/*stake holder* terkait. *Exit strategy* harus dilakukan secara *well calibrated, well communicated* dan *well planned* untuk mempertahankan agar model yang telah disosialisasi dan diedukasikan tetap dapat berjalan dengan baik, tanpa adanya dukungan anggaran dari program YESS.

1. Pemerintah Pusat

Manajemen Program YESS ditingkat pusat selama ini dilaksanakan oleh NPMU Program YESS yang berada di Pusat Pendidikan Pertanian, meskipun komponen kegiatan mencakup berbagai aspek dalam pengembangan sumberdaya

required. The Exit Strategy constitutes a programme/activity plan to maintain the existence and sustainability of programme implementation after the completion of the activities.

The implementation of an exit strategy is expected to ensure the transfer of assets, knowledge, and continuity of activities after the project concludes, through the involvement of relevant stakeholders. The exit strategy must be well-calibrated, well-communicated, and well-planned in order to sustain the models that have been disseminated and institutionalized, even in the absence of financial support from the YESS Programme.

1. Central Government

The management of the YESS Programme at the central level has thus far been carried out by NPMU under the Agricultural Education and Training Center, although the programme components encompass various aspects of agricultural human



Gambar 61. Pengembangan sumberdaya manusia pertanian
Figure 61. Agricultural resource development

manusia pertanian. Oleh karena itu setelah berakhirnya Program YESS ini, maka kegiatan NPMU Program YESS dialihkan ke Instansi pusat sesuai kewenangannya, seperti masalah pembinaan TVET dilakukan oleh Pusdiktan dan UPT-nya, pelaksanaan pelatihan, pemagangan, job fair, promosi dialihkan ke Pusat Pelatihan Pertanian dan UPT-nya

Penyiapan exit starteg di tingkat pusat menjadi penting karena kegiatan di lapangan melibatkan berbagai institusi. Perlu adanya panduan dan koordinasi lintas institusi/lembaga untuk memastikan tujuan Program YESS tetap dapat berkelanjutan.

resource development. Therefore, upon the conclusion of the YESS Programme, the responsibilities of the NPMU will be transferred to the relevant central institutions in accordance with their respective mandates. For instance, the oversight of TVET institutions will be undertaken by Pusdiktan and its UPTs, while the implementation of training, apprenticeships, job fairs, and promotional activities will be assumed by the Agricultural Training Center and its UPTs.

The preparation of an exit strategy at the national level is essential, as field activities involve various institutions. There is a need for cross-institutional/ intra-agency coordination and guidance to ensure the sustainability of the YESS Programme objectives.

Tabel 10. Rumusan Exit Strategi Bagi Institusi Pusat

No	Program	Indikator Keberhasilan
1	Peningkatan kolaborasi dan koordinasi antara kementerian, eselon 1 dan 2 kementerian pertanian, serta pemerintah daerah	- Terlaksana kegiatan koordinasi dan kolaborasi antar kementerian terkait (Kementerian Dalam Negeri, Kementerian Desa, Bappenas, Kementerian Pendidikan Kebudayaan, kementerian lainnya) dan pemerintah daerah - Terlaksana kegiatan koordinasi dan kolaborasi dengan eselon 1 dan eselon 2 di Kementerian Pertanian serta pemerintah daerah
2	Penerbitan regulasi yang terkait dengan program pengembangan kewirausahaan pemuda di sektor pertanian	- Tersedia pedoman, petunjuk pelaksanaan tentang pengembangan kewirausahaan di sektor pertanian
3	Penyusunan standardisasi model program YESS untuk direplikasi ke pemerintah daerah.	- Tersedia panduan pelaksanaan model pendampingan bagi pemuda di sektor pertanian - Tersedia panduan penyusunan model bisnis bagi pemuda di sektor pertanian
4	Penyiapan kompetensi pengelola kewirausahaan setiap pemerintah daerah untuk melangsungkan keberlanjutan program YESS	- Tersedia pedoman model pengelolaan kewirausahaan pemuda di sektor pertanian - Terlaksana Pelatihan/Bimtek sumberdaya pengelola program kewirausahaan.
5	Melakukan pendampingan pelaksanaan program YESS di daerah pada masa transisi.	- Terlaksana koordinasi pendampingan kewirausahaan pemuda di sektor pertanian - Tersedia panduan tentang model, tahapan, jenis kegiatan, regulasi secara sistematis, inovatif dan terukur untuk pelaksanaan kewirausahaan pemuda di sektor pertanian. - Terlaksana monitoring pelaksanaan kewirausahaan pemuda di sektor pertanian

Tabel 10. Exit Strategy Formulation for Central-Level Institutions

No	Programme	Success Indicators
1	<i>Enhanced collaboration and coordination among ministries, echelon 1 and 2 units of the Ministry of Agriculture, and local governments</i>	- Coordination and collaboration activities between relevant ministries (Ministry of Home Affairs, Ministry of Villages, Bappenas, Ministry of Education and Culture, and other ministries) and local governments have been implemented. - Coordination and collaboration activities with Echelon I and Echelon II units within the Ministry of Agriculture, as well as with local governments, have been carried out.
2	<i>Issuance of regulations related to youth entrepreneurship development programs in the agricultural sector</i>	- Availability of guidelines and implementation manuals on entrepreneurship development in the agricultural sector
3	<i>Development of standardized YESS program models for replication by local governments.</i>	- Implementation guidelines for youth mentoring models in the agricultural sector are available - Guidelines for developing business models for youth in the agricultural sector are available
4	<i>Preparation of entrepreneurial management competencies within each local government to ensure the sustainability of the YESS Programme</i>	- Available guidelines on youth agripreneurship management models in the agricultural sector - Implementation of training/workshops for the capacity building of entrepreneurship programme managers
5	<i>Providing technical assistance for the implementation of the YESS Programme in the regions during the transition period.</i>	- Coordination of youth entrepreneurship support in the agricultural sector has been implemented; - A systematically structured, innovative, and measurable guideline on models, stages, types of activities, and regulatory frameworks for youth entrepreneurship in the agricultural sector is available; - Monitoring of the implementation of youth entrepreneurship in the agricultural sector has been conducted

2. Seluruh Provincial Project Implementation Unit (PPIU)

Exit strategi ini disusun agar PPIU YESS dapat memastikan kelanjutan dan kesinambungan program setelah intervensi awal berakhir. Melalui exit strategy, PPIU YESS dapat mempersiapkan penerima manfaat untuk mandiri, sehingga hasil positif dari program dapat terus dirasakan dalam jangka panjang. Terdapat beberapa exit strategy yang secara sama-sama perlu dilakukan oleh seluruh PPIU, seperti tersaji pada Tabel 12.1.

Dari exit strategy yang dilaksanakan secara serentak oleh setiap PPIU, diharapkan dapat mempertahankan bentuk/model penumbuhan wirausahawan muda pertanian yang telah diinisiasi oleh Program YESS. Dan akan tetap dapat beresonansi meskipun program YESS telah berakhir.

Pelaksanaan Program YESS ditingkat propinsi selama ini dilaksanakan oleh empat Provincial Project Implementation Unit. Setiap provinsi memiliki karakteristik kondisi masing-masing, sehingga perlu dirumuskan exit strategy untuk masing-masing propinsi. Rumusan exit strategy untuk masing-masing propinsi disajikan sebagai berikut

2. All Provincial Project Implementation Units (PPIUs)

This exit strategy is formulated to enable YESS PPIUs to ensure the continuation and sustainability of the programme after the initial intervention period ends. Through this strategy, PPIUs can help prepare beneficiaries to become self-reliant, thereby ensuring that the programme's positive impacts are sustained over the long term. Several key exit strategies must be implemented collectively by all PPIUs, as outlined in Table 12.1.

The exit strategies implemented simultaneously by each Provincial Project Implementation Unit (PPIU) are expected to sustain the models and approaches for cultivating young agricultural entrepreneurs that have been initiated through the YESS Programme. These efforts are intended to continue to resonate even after the conclusion of the YESS Programme.

To date, implementation of the YESS Programme at the provincial level has been carried out by four PPIUs. As each province has its own specific characteristics and contextual conditions, tailored exit strategies must be formulated for each respective province. The proposed exit strategies for each province are presented as follows

Tabel 11. Rumusan Exit Strategi Bagi Provincial Project Implementation Unit (PPIU)

No	Uraian kegiatan	Indikator Keberhasilan
1	Pemerintah daerah didorong untuk menumbuhkembangkan kelembagaan ekonomi petani yang berbadan hukum.	- Terbentuk kelembagaan ekonomi petani yang berbadan hukum, terutama koperasi. - Terlaksana operasional kelembagaan ekonomi petani (koperasi) sesuai anggaran dasar anggaran rumah tangga (ADART).
2	Pemerintah daerah melakukan penguatan regulasi program kewirausahaan bagi pemuda di sektor pertanian	- Tersedia Peraturan Daerah, Rencana Pembangunan Jangka Menengah Daerah, Rencana Strategis, Peraturan Bupati, keputusan bupati yang terait dengan program kewirausahaan bagi pemuda di sektor pertanian
3	Optimalisasi peran asosiasi/forum/komunitas dalam pengembangan kewirausahaan	- Terbentuknya asosiasi/forum/ komunitas dalam pengembangan kewirausahaan - Asosiasi/forum/komunitas telah berperan dalam pengembangan kewirausahaan
4	Penguatan pendampingan penerima manfaat dalam melakukan akses permodalan oleh dinas terkait	- Tersedia berbagai informasi sumber permodalan untuk usaha pertanian. - Penerima manfaat mudah dalam mengakses permodalan untuk usaha dengan tepat sasaran.
5	Penyusunan data base oleh NPMU dan analisis penerima manfaat.	- Tersusun data base para penerima manfaat - Data base telah dimanfaatkan untuk mengembangkan kewirausahaan.
6	Publikasi kemajuan kewirausahaan sektor pertanian di website dinas yang menangani pertanian	- Program kewirausahaan telah masuk di fitur/link website dinas yang menangani pertanian atau dinas terkait.
7	Peningkatan kompetensi pengelola BDSP dalam menjalankan pendampingan dan pemberdayaan petani milenial	- Terlaksana kegiatan peningkatan kompetensi bagi pengelola BDSP - Peningkatan kompetensi pengelola BDSP untuk melakukan pendampingan dan pemberdayaan petani milenial.
8	BDSP menyediakan informasi model bisnis bagi calon petani milenial	- Tersusun model bisnis komoditas di setiap BDSP
9	Mobilizer dan fasilitator pemuda didorong untuk beralih menjadi penerima manfaat, wirausaha, pendamping program sejenis, penyuluh swadaya, dan P4S, pengelola koperasi	- Mobilizer dan fasilitator pemuda beralih menjadi penerima manfaat, wirausaha, pendamping program sejenis, penyuluh swadaya, dan P4S, pengelola koperasi
10	Peningkatan kompetensi/kapasitas mobilizer dan fasilitator pemuda dalam bidang kewirausahaan, literasi keuangan, manajemen bisnis, keterampilan teknis, dan pengembangan pribadi	- Terlaksana peningkatan kompetensi bagi mobilizer dan fasilitator pemuda dalam bidang kewirausahaan, literasi keuangan, manajemen bisnis, keterampilan teknis, dan pengembangan pribadi
11	Penerima manfaat didorong membentuk dan mengembangkan kluster komoditas dan kelembagaan ekonomi petani terutama koperasi	- Peningkatan jumlah penerima manfaat yang tergabung dalam kelompok tani - Terbentuk cluster komoditas di setiap kabupaten - Tersusun pedoman standarisasi pengembangan cluster komoditas - Terbentuk kelembagaan ekonomi yang berbadan hukum, terutama koperasi.

Tabel 11. Exit Strategy Formulation for Provincial Project Implementation Units (PPIUs)

No	Description of Activities	Success Indicators
1	Local governments are encouraged to promote and develop legally recognized farmer economic institutions.	- Legally recognized farmer economic institutions, particularly cooperatives, have been established. - The operations of farmer economic institutions (cooperatives) are implemented in accordance with their Articles of Association and Bylaws (AD/ART)
2	The local government strengthens regulatory frameworks for youth entrepreneurship programs in the agricultural sector	- Available Regional Regulations, Regional Medium-Term Development Plans, Strategic Plans, Regent Regulations, Regent's decisions related to entrepreneurship programs for youth in the agricultural sector
3	Optimizing the role of associations/forums/communities in developing entrepreneurship	- Formation of associations/forums/communities in entrepreneurship development - Associations/forums/communities have played a role in entrepreneurship development
4	Strengthening assistance to beneficiaries in accessing capital by relevant agencies	- Information on various sources of capital for agricultural businesses is available. - Beneficiaries can easily access targeted capital for their businesses.
5	Compilation of database by NPMU and analysis of beneficiaries..	- A database of beneficiaries has been compiled. - The database has been used to develop entrepreneurship.
6	Publication of progress in agricultural sector entrepreneurship on the website of the department that handles agriculture	- The entrepreneurship program has been included in the features/links of the website of the department that handles agriculture or related departments.
7	Improving the competence of BDSP managers in providing mentoring and empowering millennial farmers	- Implemented competency improvement activities for BDSP managers - Improved competency of BSDP managers to provide mentoring and empowerment to millennial farmers.
8	BDSP provides business model information for aspiring millennial farmers.	- Commodity business models are compiled in each BDSP
9	Youth mobilizers and facilitators are encouraged to become beneficiaries, entrepreneurs, mentors of similar programs, self-help extension workers, and P4S, cooperative managers.	- Youth mobilizers and facilitators have become beneficiaries, entrepreneurs, mentors of similar programs, self-help extension workers, and P4S, cooperative managers.
10	Improving the competency/capacity of youth mobilizers and facilitators in the areas of entrepreneurship, financial literacy, business management, technical skills, and personal development	- Implemented competency improvement for youth mobilizers and facilitators in the fields of entrepreneurship, financial literacy, business management, technical skills, and personal development.
11	Beneficiaries are encouraged to form and develop commodity clusters and farmer economic institutions, especially cooperatives.	- Increase the number of beneficiaries joining farmer groups - Formation of commodity clusters in each district - Standardization guidelines for commodity cluster development are developed - Establishment of legal economic institutions, particularly cooperatives.

3. Propinsi Jawa Barat

Di Propinsi Jawa Barat Program YESS telah dapat menggali dan mengoptimalkan potensi sektor pertanian melalui pengembangan agribisnis dari hulu hingga hilir. Juga telah mendorong terbentuknya klaster berbagai komoditas pertanian prospektif. Namun demikian pertumbuhan sektor industri non pertanian di propinsi ini juga cukup pesat, sehingga memberi banyak pilihan alternatif bagi pemuda untuk bekerja pada sektor non pertanian. Berdasar kondisi ini, disusun exit strategy sebagai berikut:

3. East Java Province

In West Java Province, the YESS Programme has successfully explored and optimized the potential of the agricultural sector through agribusiness development across the entire value chain, from upstream to downstream. It has also fostered the formation of clusters for various high-potential agricultural commodities. However, the rapid growth of non-agricultural industries in the province has also provided youth with numerous alternative employment opportunities outside the agricultural sector. Based on this context, the following exit strategy has been formulated:



Gambar 62. Manajer PPIU Jawa Barat Berkunjung ke PM YESS
Figure 62. West Java PPIU Manager Visits YESS Beneficiaries

Tabel 12. Rumusan Exit Strategi Bagi Propinsi Jawa Barat

No	Uraian kegiatan	Indikator Keberhasilan
1	Pemerintah daerah dapat mereplikasi program YESS dengan penganggaran yang memadai yang berasal dari pemerintah, donatur, dan sektor swasta	- Tersedia kontribusi penganggaran dari pemerintah, donatur, dan sektor swasta untuk mereplikasi program YESS
2	Pemerintah daerah didorong untuk mengembangkan jejaring dan kemitraan dengan pihak swasta, organisasi non-pemerintah, dan institusi akademis dapat membantu dalam menyediakan sumber daya dan peluang bagi pemuda setelah program YESS berakhir.	- Peningkatan jumlah Kerjasama dan kemitraan dengan pihak swasta, organisasi non-pemerintah, dan institusi akademis yang dapat membantu menyediakan sumber daya dan peluang bagi pemuda setelah program YESS berakhir. - Peningkatan jumlah implementasi Kerjasama dan kemitraan dengan pihak swasta, organisasi non-pemerintah, dan institusi akademis yang dapat membantu menyediakan sumber daya dan peluang bagi pemuda
3	Pemerintah daerah didorong memfasilitasi Pengembangan kemandirian petani penerima manfaat Program YESS bagi para pemuda dalam berwirausaha di sektor pertanian melalui pelatihan, bimbingan, dan sumber daya lainnya yang diperlukan untuk memungkinkan mereka mengelola usaha mereka sendiri secara efektif.	- Terlaksana kegiatan pelatihan, bimbingan, dan sumber daya lainnya untuk mewujudkan kemandirian petani milenial
4	Pengembangan program kewirausahaan membutuhkan kolaborasi/koordinasi antara pemerintah daerah dan pemerintah pusat, antar instansi untuk saling mendukung program dan kegiatan	- Terlaksana koordinasi antara pemerintah daerah dan pemerintah pusat, antar instansi untuk pengembangan kewirausahaan di sektor pertanian
5	Peningkatan jumlah BDSP Program YESS perlu dilakukan untuk Kabupaten yang memiliki jumlah kecamatan banyak dan jangkauan lokasi yang jauh bagi penerima manfaat	- Peningkatan jumlah BDSP setelah program YESS untuk pemberdayaan petani
6	BDSP mendorong pemangku wilayah (kecamatan dan kelurahan) untuk berkontribusi dalam pemberdayaan petani dengan memanfaatkan dana desa	- Peningkatan jumlah pemangku wilayah (camat dan kepala desa) yang berkontribusi dalam pemberdayaan petani dengan memanfaatkan dana desa
7	Peningkatan kompetensi penerima manfaat dalam akses sumberdaya input, akses pasar, akses modal, pengelolaan bisnis dan keuangan, kerjasama dengan multistakeholder	- Peningkatan jumlah penerima manfaat yang mengikuti peningkatan kompetensi penerima manfaat dalam akses sumberdaya input, akses pasar, akses modal, pengelolaan bisnis dan keuangan, kerjasama dengan multistakeholder
8	Calon penerima manfaat dapat mengikuti magang bisnis ke <i>Local Champion</i> yang sudah berhasil bisnis dan membangun klaster komoditas	- Peningkatan jumlah calon penerima manfaat yang mengikuti magang bisnis ke <i>Local Champion</i>
9	Pengembangan jejaring dan kemitraan bisnis dalam memenuhi kebutuhan kerjasama dalam akses sumber daya input produksi, pasar, modal, dan pendampingan usaha, serta permodalan lain seperti BUMDESMA, program CSR perusahaan	- Peningkatan jumlah Kerjasama dan kemitraan dalam memenuhi akses sumber daya input produksi, pasar, modal, dan pendampingan usaha, serta permodalan

10	Kelembagaan TVET didorong meningkatkan kontribusi menyiapkan <i>job creator</i> dan <i>job seeker</i> melalui peningkatan kompetensi tenaga pendidik dan kependidikan, serta Kerjasama dengan DUDIKA.	- Peningkatan jumlah tenaga pendidik dan kependidikan yang mengikuti peningkatan kompetensi untuk menghasilkan <i>job creator</i> dan <i>job seeker</i> - Peningkatan jumlah Kerjasama dan kemitraan antara TVET dengan DUDIKA - Peningkatan jumlah implementasi kerjasama dan kemitraan dalam penerimaan peserta didik - Peningkatan jumlah implementasi kerjasama dan kemitraan dalam proses pembelajaran (narasumber/ dosen/ instruktur, tempat magang) - Peningkatan jumlah implementasi kerjasama dan kemitraan dalam rekrutmen alumni
11	Kelembagaan TVET didorong memberikan peluang bagi SDM TVET menjadi pelatih dan pendamping program pengembangan kewirausahaan bagi pemuda	- Peningkatan jumlah SDM TVET yang terlibat dalam pelatihan dan pendampingan pengembangan kewirausahaan

Sumber: Hasil FGD, 2024



Tabel 12. Exit Strategy Framework for West Java Province

No	Description of Activities	Success Indicators
1	<i>Pemerintah daerah dapat mereplikasi program YESS dengan penganggaran yang memadai yang berasal dari pemerintah, donatur, dan sektor swasta</i>	- Budget contributions are available from the government, donors and the private sector to replicate the YESS program.
2	<i>Local governments are encouraged to develop networks and partnerships with the private sector, non-governmental organizations, and academic institutions to assist in providing resources and opportunities for youth after the YESS program ends.</i>	- Increased number of collaborations and partnerships with the private sector, non-governmental organizations, and academic institutions that can help provide resources and opportunities for youth after the YESS program ends. - Increased number of collaborations and partnerships with the private sector, non-governmental organizations, and academic institutions that can help provide resources and opportunities for youth
3	<i>Local governments are encouraged to facilitate the development of self-reliance for farmers who are beneficiaries of the YESS Program for young people in entrepreneurship in the agricultural sector through training, guidance, and other resources needed to enable them to manage their own businesses effectively.</i>	- Implementation of training, guidance and other resources to realize the independence of millennial farmers
4	<i>Developing entrepreneurship programs requires collaboration/ coordination between regional and central governments, between agencies to mutually support programs and activities.</i>	- Coordination between regional and central governments, between agencies, is carried out to develop entrepreneurship in the agricultural sector.
5	<i>Increasing the number of BDSP YESS Program needs to be done for districts that have a large number of sub-districts and remote locations for beneficiaries.</i>	- Increase in the number of BDSP after the YESS program for farmer empowerment
6	<i>BDSP encourages regional stakeholders (sub-districts and villages) to contribute to farmer empowerment by utilizing village funds.</i>	- Increasing the number of regional stakeholders (sub-district heads and village heads) who contribute to farmer empowerment by utilizing village funds
7	<i>Improving the competence of beneficiaries in accessing input resources, market access, capital access, business and financial management, and collaboration with multi-stakeholders.</i>	- Increase in the number of beneficiaries who participate in increasing the competence of beneficiaries in access to input resources, market access, capital access, business and financial management, cooperation with multi-stakeholders
8	<i>Prospective beneficiaries can take part in business apprenticeships with Local Champions who have already succeeded in business and built commodity clusters.</i>	- Increased number of potential beneficiaries participating in business apprenticeships with Local Champions
9	<i>Development of business networks and partnerships to meet the need for cooperation in accessing production input resources, markets, capital, and business assistance, as well as other capital such as BUMDESMA, company CSR programs</i>	- Increasing the number of collaborations and partnerships to fulfill access to production input resources, markets, capital, and business assistance, as well as capitalization.

10	TVET institutions are encouraged to increase their contribution to preparing job creators and job seekers by improving the competency of teaching and education personnel, as well as collaboration with DUDIKA.	- Increasing the number of teaching and administrative staff participating in competency development programs to produce job creators and job seekers - Increasing the number of collaborations and partnerships between TVET and DUDIKA - Increasing the number of collaborations and partnerships implemented in student admissions - Increasing the number of collaborations and partnerships implemented in the learning process (resource persons/ lecturers/ instructors, apprenticeships) - Increasing the number of collaborations and partnerships implemented in alumni recruitment
11	TVET institutions are encouraged to provide opportunities for TVET human resources to become trainers and mentors in entrepreneurship development programs for young people.	- Increase the number of TVET human resources involved in training and mentoring for entrepreneurship development

Source: FGD Results, 2024





Gambar 63. Berbagai Produk Olahan Hasil PM Program YESS
 Figure 63. Various Processed Products Resulting from the PM YESS Programme

4. Propinsi Jawa Timur

Pemerintah Daerah Jawa Timur sangat mendukung berjalannya Program YESS. Hal ini dapat dilihat dari dukungan regulasi dan program pengembangan kewirausahaan bagi pemuda. Sinergi antar Organisasi Perangkat daerah dan multi stakeholder telah berjalan dengan baik dalam melakukan pendampingan dan pemberdayaan korporasi, pembentukan forum/asosiasi dan kelembagaan ekonomi bagi petani muda. Exit strategi untuk propinsi Jawa Timur dapat dilihat pada tabel 12.3:

4. East Java Province

The East Java Provincial Government has demonstrated strong support for the implementation of the YESS Programme. This is reflected in the issuance of relevant regulations and the development of entrepreneurship programs targeting youth. Effective synergy has been established among Regional Apparatus Organizations (OPDs) and multi-stakeholders in providing assistance and empowerment to youth-led agribusiness corporations, as well as in the formation of forums/associations and economic institutions for young farmers. The exit strategy for East Java Province is outlined in Table 12.3:

Tabel 13. Rumusan Exit Strategi Bagi Propinsi Jawa Timur

No	Uraian kegiatan	Indikator Keberhasilan
1	Pemerintah daerah melakukan koordinasi dan melibatkan pemangku wilayah (camat, dan lurah) untuk mensosialisasikan program YESS/ kewirausahaan	- Terlaksana koordinasi dengan pemangku wilayah yaitu camat dan lurah/kepala desa - Pemangku wilayah (camat dan lurah) terlibat sosialisasi program kewirausahaan
2	Pemerintah daerah melakukan identifikasi lanjutan penerima manfaat dan cluster komoditas.	- Tersusun data hasil identifikasi lanjutan penerima manfaat - Tersusun data cluster komoditas
3	Pemerintah daerah didorong menumbuhkan <i>local agency</i> untuk memacu sosialisasi program kewirausahaan bagi pemuda.	- Peningkatan jumlah <i>local agency</i> dalam pengembangan kewirausahaan - Terlaksana sosialisasi kewirausahaan yang melibatkan <i>local agency</i>
4	Program pengembangan kewirausahaan pemuda disektor pertanian dapat menjadi program prioritas, sehingga program ini akan didukung dengan kegiatan dan anggaran.	- Program kewirausahaan telah dituangkan menjadi kegiatan prioritas pada dinas terkait - Tersedia kontribusi anggaran di dinas terkait untuk mengembangkan kewirausahaan
5	Pemerintah daerah didorong menumbuhkan P4S untuk pemberdayaan penerima manfaat.	- Peningkatan jumlah P4S yang terlibat dalam proses pemberdayaan penerima manfaat
6	BDSP melakukan sosialisasi peran dan fungsi BPP untuk mendukung kegiatan inkubator agribisnis kepada calon petani milenial	- Peningkatan jumlah penerima manfaat telah memanfaatkan BDSP untuk akses kewirausahaan
7	BPSP mengawal pengembangan kewirausahaan bagi pemuda, melalui pendekatan Bisnis Model Canvas (BMC)	- Tersusun model bisnis komoditas dengan menggunakan pendekatan <i>Bisnis Model Canvas</i> (BMC)
8	BDSP didorong menerapkan standardisasi pembinaan lanjutan kepada Penerima Manfaat	- Tersusun pedoman pembinaan lanjutan bagi penerima manfaat
9	BDSP mengembangkan jejaring kerjasama dan kemitraan kewirausahaan	- Peningkatan jumlah jejaring Kerjasama dan kemitraan dengan Dudi dalam mengembangkan kewirausahaan
10	Pelaksanaan pengembangan kewirausahaan pemuda di sektor pertanian membutuhkan pengawalan	- Peningkatan jumlah pendampingan/ pemberdayaan berkelanjutan bagi penerima manfaat
11	Optimalisasi peran BDSP sebagai fasilitasi tempat konsultasi akses permodalan dan layanan keuangan	- BDSP berperan sebagai Lembaga konsultan bisnis/akses permodalan dan layanan keuangan
12	Finansial Advisor, mobilizer dan fasilitator pemuda perlu mengembangkan informasi digital	- Peningkatan jumlah informasi/bahan pembelajaran berbasis digital
13	Peningkatan kompetensi bagi penerima manfaat	- Peningkatan jumlah penerima manfaat yang kompetensi dalam bidang teknis untuk produksi - Peningkatan jumlah penerima manfaat yang kompetensi dalam bidang non teknis (manajemen, keuangan, akses permodalan, teknologi informasi, pemasaran dll)
14	Mensinergikan kurikulum, dan proses pembelajaran untuk menghasilkan <i>job creator dan job seeker</i> .	- Peningkatan jumlah inovasi perangkat pembelajaran yang bermuatan kewirausahaan, terutama agribisnis, bioindustry, peningkatan nilai tambah dan daya saing, serta diversifikasi hasil.

15	Optimalisasi pemanfaatan Pusat Inkubator Agribisnis melalui <i>Teaching Factory</i> sebagai unit usaha dan sarana pembelajaran	- Tersedia pusat incubator agribisnis - Tersedia <i>teaching factory</i> sebagai unit produksi - Tersedia <i>teaching factory</i> sebagai unit pembelajaran
16	Peningkatan kegiatan magang yang bersertifikat, dan sertifikasi kompetensi di TVET	- Peningkatan jumlah peserta didik dan alumni yang memiliki sertifikat magang - Peningkatan jumlah peserta didik dan alumni yang mengikuti sertifikasi kompetensi
17	Optimalisasi jejaring kemitraan dan kerjasama pengembangan pendidikan dengan dunia usaha dunia industri dan dunia kerja	- Peningkatan jumlah DUDIKA dalam pengembangan kurikulum, narasumber, tempat magang, pengembangan prasarana dan penerimaan tenaga kerja bagi alumni

Sumber: Hasil FGD, 2024

Tabel 13. Exit Strategy Framework for East Java Province

No	Description of Activities	Success Indicators
1	The regional government coordinates and involves regional stakeholders (sub-district heads and village heads) to promote the YESS/entrepreneurship program.	- Coordination was carried out with regional stakeholders, namely sub-district heads and village heads/village heads. - Regional stakeholders (sub-district heads and village heads) were involved in the socialization of the entrepreneurship program.
2	The local government is conducting further identification of beneficiaries and commodity clusters.	- Compiled data on the results of further identification of beneficiaries - Compiled commodity cluster data
3	Local governments are encouraged to develop local agencies to promote entrepreneurship programs for young people.	- Increasing the number of local agencies involved in entrepreneurship development - Implementing entrepreneurship outreach involving local agencies
4	Youth entrepreneurship development programs in the agricultural sector can be a priority program, so that this program will be supported with activities and budget.	- Entrepreneurship programs have been prioritized in relevant agencies. - Budget contributions are available in relevant agencies to develop entrepreneurship.
5	Regional governments are encouraged to develop P4S to empower beneficiaries.	- Increase the number of P4S involved in the beneficiary empowerment process
6	BDSP conducts outreach on the role and function of BPP to support agribusiness incubator activities to prospective millennial farmers.	- An increasing number of beneficiaries have utilized BDSP for access to entrepreneurship
7	BPSP oversees the development of entrepreneurship for youth, through the Business Model Canvas (BMC) approach.	- Commodity business model is compiled using the Business Model Canvas (BMC) approach.
8	BDSP is encouraged to implement standardization of advanced coaching for Beneficiaries	- Guidelines for further development for beneficiaries have been prepared
9	BDSP is encouraged to implement standardization of advanced coaching for Beneficiaries	- Increasing the number of cooperation networks and partnerships with Dudi in developing entrepreneurship
10	Implementation of youth entrepreneurship development in the agricultural sector requires supervision	- Increase the number of ongoing mentoring/ empowerment for beneficiaries

11	<i>Optimizing the role of BDSP as a facilitating place for consultation on access to capital and financial services</i>	- <i>BDSP acts as a business consultant/access to capital and financial services institution</i>
12	<i>Financial Advisors, youth mobilizers and facilitators need to develop digital information</i>	- <i>Increase the amount of digital-based information/learning materials</i>
13	<i>Competency improvement for beneficiaries</i>	- <i>Increase the number of beneficiaries with technical competence for production.</i> - <i>Increase the number of beneficiaries with non-technical competence (management, finance, access to capital, information technology, marketing, etc.)</i>
14	<i>Mensinergikan kurikulum, dan proses pembelajaran untuk menghasilkan job creator dan job seeker.</i>	- <i>Increasing the number of innovative learning tools that contain entrepreneurship, especially agribusiness, bioindustry, increasing added value and competitiveness, and diversifying results.</i>
15	<i>Optimizing the utilization of the Agribusiness Incubator Center through the Teaching Factory as a business unit and learning facility</i>	- <i>An agribusiness incubator center is available</i> - <i>A teaching factory is available as a production unit</i> - <i>A teaching factory is available as a learning unit</i>
16	<i>Increased certified apprenticeship activities, and competency certification in TVET</i>	- <i>Increase the number of students and alumni who have apprenticeship certificates</i> - <i>Increase the number of students and alumni who participate in competency certification</i>
17	<i>Optimizing partnership networks and cooperation in developing education with the business world, industrial world and the world of work.</i>	- <i>Increase the number of DUDIKA in curriculum development, resource persons, apprenticeship places, infrastructure development and workforce recruitment for alumni.</i>

Source: FGD Result, 2024

Exit strategi ini disusun dengan harapan agar setelah program YESS berakhir, pendampingan dan pemberdayaan korporasi, pembentukan forum/asosiasi dan kelembagaan ekonomi bagi petani milenial tetap dapat berjalan dengan baik

5. Provinsi Sulawesi Selatan

Sulawesi Selatan memiliki pertanian yang dapat dikembangkan dari hulu hingga hilir terhadap komoditas-komoditas unggulan pertanian spesifik lokasi meliputi tanaman pangan, hortikultura, ternak unggas, kambing dan sapi. Demikian pula sumber daya alam dan sumber daya manusia untuk mendukung kewirusahaan petani milenial.

Diharapkan dengan berbagai aktifitas yang telah diinisiasi selama

This exit strategy is developed with the expectation that, following the conclusion of the YESS Programme, the mentoring and empowerment of youth-led agribusiness corporations, as well as the establishment of forums/associations and economic institutions for millennial farmers, will continue to function effectively.

5. South Sulawesi Province

South Sulawesi has strong agricultural potential that can be developed across the entire value chain—from upstream to downstream—for location-specific priority commodities including food crops, horticulture, poultry, goats, and cattle. In addition, the region has abundant natural and human resources to support the development of youth agripreneurship.

Program YESS berjalan, dapat tetap dapat dilanjutkan setelah program berakhir. Khususnya rintisan kerjasama dan kemitraan untuk mengembangkan kewirausahaan pemuda di bidang pertanian agar dapat difinalkan sebagai kerjasama yang memberi manfaat bagi kedua belah pihak.

It is expected that the various initiatives launched during the implementation of the YESS Programme will be sustained beyond the programme's completion. In particular, the partnership pilots and collaborative efforts to promote youth entrepreneurship in the agricultural sector should be formalized into mutually beneficial partnerships.

Tabel 14. Rumusan Exit Strategi Bagi Propinsi Sulawesi Selatan

No	Uraian kegiatan	Indikator Keberhasilan
1	Pembentukan dan optimalisasi kelembagaan ekonomi petani (Koperasi) dengan melibatkan SDM pengelola YESS dan para penerima manfaat dan pendampingan proses legalitas usaha (NIB) oleh dinas terkait, terutama dinas koperasi dan UMKM	- Terbentuk koperasi petani milenial yang berbadan hukum - Koperasi telah menjalankan fungsi sesuai dengan ADART. - Terbit legalitas usaha berupa NIB bagi usaha penerima manfaat
2	Pemerintah daerah didorong mengoptimalkan forum multistakeholder, komoditas dan berkolaborasi antar instansi dalam pengembangan kewirausahaan pemuda di sektor pertanian, serta pemberian legalitasnya	- Terbentuk forum multistakeholder komoditas - Forum multistakeholder aktif menjalankan fungsinya
3	Mengoptimalkan fasilitasi akses permodalan (KUR) dari perbankan dan non perbankan (BAZNAS, CSR, dan TPKAD), BUMDES	- Peningkatan jumlah Penerima manfaat yang mengakses permodalan dari perbankan dan non perbankan
4	Mendorong keterlibatan pemangku wilayah kecamatan dan desa dalam pengembangan program kewirausahaan bagi pemuda	- Peningkatan jumlah pemangku wilayah (kecamatan dan desa) terlibat dalam sosialisasi dan pengembangan program kewirausahaan bagi pemuda melalui
5	Melakukan indentifikasi dan pemetaan usaha dari penerima manfaat untuk dilanjutkan pembentukan kluster komoditas,	- Tersedia data dan peta usaha penerima manfaat - Tersedia fitur informasi petani milenial di website dinas terkait - Terbentuk usaha yang berbasis cluster komoditas
6	Pemerintah daerah didorong melakukan replikasi dan melanjutkan model pembinaan pemuda tani dalam penumbuhan kewirausahaan pemuda di sektor pertanian	- Tersusun pedoman atau panduan model dan standar pembinaan petani milenial pasca program
7	BPP/P4S/PLUT/BLK dipertahankan fungsi dan perannya sebagai kelembagaan BDSP	- Lembaga BDSP antara lain BPP, P4S, BLK dan PLUT tetap tersedia - Lembaga BDSP mempunyai fungsi dan peran sebagai tempat konsultasi bisnis, teknis dan akses permodalan - Terlaksana fasilitasi pelatihan/magang dan pembinaan usaha bagi petani milenial

8	Peningkatan kompetensi pengelola BDSP dalam proses pendampingan penumbuhkembangan kewirausahaan pemuda tani terutama bidang penanganan pascapanen, pengolahan hasil, pemasaran (termasuk digital marketing), pertanian masu dan modern, akses permodalan dan <i>public speaking</i>	- Peningkatan jumlah pengelola BDSP yang kompeten dalam bidang teknis dan non teknis (penanganan pascapanen, pengolahan hasil, pemasaran (termasuk digital marketing), pertanian masu dan modern, akses permodalan dan <i>public speaking</i>)
9	Penumbuhan dan oprimalisasi kurikulum, bahan ajar dan kompetensi pengelola P4S dalam mengembangkan kewirausahaan bagi pemuda	- Peningkatan jumlah SDM yang kompeten, kurikulum dan bahan ajar pelatihan di P4S untuk mengembangkan kewirausahaan bagi pemuda
10	SDM pengelola YESS (Finansial Advisor, mobilizer dan fasilitator muda) dapat diberikan sertifikat pengalaman kerja dan peningkatan kompetensi teknis, manajemen, literasi keuangan dan pendampingan	- Terlaksana peningkatan kompetensi teknis, manajemen, literasi keuangan dan pendampingan bagi SDM pengelola YESS
11	Pembentukan dan optimalisasi cluster usaha berbasis komoditas untuk memudahkan pengembangan usaha	- Peningkatan jumlah usaha berbasis cluster komoditas
12	Peningkatan kompetensi penerima manfaat khususnya terkait ekspor, akses permodalan, diversifikasi produk dan teknis komoditas	- Peningkatan jumlah penerima manfaat yang kompeten dalam bidang terkait ekspor, akses permodalan, diversifikasi produk dan teknis komoditas
13	Pembentukan forum/asosiasi/komunitas Kluster Agribisnis komoditas sebagai sarana pembelajaran/sharing dalam mengembangkan usahatani secara terpadu	- Terbentuk forum/asosiasi/komunitas Kluster Agribisnis komoditas - Forum/asosiasi/komunitas Kluster dapat berfungsi ebagai sarana pembelajaran/sharing dalam mengembangkan usaha
14	Penerima manfaat dapat mengembangkan model pemasaran melalui <i>online</i> maupun media sosial	- Peningkatan jumlah penerima manfaat yang memasarkan dengan sisten <i>online</i>
15	Penyempurnaan aplikasi LMS yang dapat diakses melalui playstore.	- Tersedia aplikasi LMS yang dapat diakses melalui playstore atau portable
16	Kelembagaan TVET (Polbangtan Gowa dan SMK Binaan) didorong meningkatkan kompetensi sumberdaya manusia, bahan ajar dan sinkronisasi kurikulum untuk menghasilkan <i>job creator</i> dan <i>job sekeer</i>	- Peningkatan prosentasi jumlah SDM yang mengikuti peningkatan kompetensi - Peningkatan jumlah bahan ajar yang telah diupdate sesuai dengan perkembangan IPTEK dan kebijakan - Terlaksana review kurikulum Pendidikan untuk menghasilkan <i>job creator</i> dan <i>job sekeer</i>
17	Mengoptimalkan peran pusat incubator agribisnis di TVET sebagai sarana pelatihan atau magang, pembelajaran bagi peserta didik dan pemuda tani	- Tersedia pusat inkubator agribisnis (PIA) di TVET - Tersedia <i>teaching factory</i> (TEFA) untuk mendukung PIA - TEFA telah berfungsi sebagai unit produksi jasa yang terstandar sesuai komoditas - Peningkatan jumlah SDM pengelola PIA yang kompeten dalam bidang pemasaran (e-marketing, promosi produk, dll), penanganan dan pengolahan hasil, sehingga meningkatkan nilai tambah dan daya saing produk - TEFA telah berfungsi sebagai sara pembelajaran bagi peserta didik dan alumni

18	Peningkatan jejaring kemitraan dan Kerjasama TVET dalam mendukung kewirasusahaan	- Peningkatan jumlah Kerjasama dan kemitraan antara TVET dengan DUDIKA - Peningkatan jumlah implementasi kerjasama dan kemitraan dalam penerimaan peserta didik - Peningkatan jumlah implementasi kerjasama dan kemitraan dalam proses pembelajaran (narasumber/dosen/instruktur, tempat magang) - Peningkatan jumlah implementasi kerjasama dan kemitraan dalam rekrutmen alumni
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Sumber: hasil FGD, 2024

Tabel 14. Exit Strategy Framework for South Sulawesi Province

No	Description of Activities	Success Indicator
1	<i>Establishment and optimization of farmer economic institutions (cooperatives) by involving YESS management human resources and beneficiaries and assistance in the business legality process (NIB) by relevant agencies, especially the cooperative and MSME agencies.</i>	- A legally incorporated millennial farmer cooperative was established. - The cooperative has carried out its functions in accordance with the the Articles of Association/ByLaws. - Business legality in the form of a NIB has been issued for beneficiary businesses.
2	<i>Regional governments are encouraged to optimize multi-stakeholder forums, commodities and collaboration between agencies in developing youth entrepreneurship in the agricultural sector, as well as providing legality.</i>	- A multi-stakeholder commodity forum has been established. - The multi-stakeholder forum is actively carrying out its functions.
3	<i>Optimizing the facilitation of access to capital (KUR) from banking and non-banking (BAZNAS, CSR, and TPKAD), BUMDES</i>	- Increase in the number of beneficiaries who access capital from banking and non-banking sources
4	<i>Encourage the involvement of sub-district and village stakeholders in developing entrepreneurship programs for youth.</i>	- Increasing the number of regional stakeholders (sub-districts and villages) involved in the socialization and development of entrepreneurship programs for youth through
5	<i>Conducting identification and mapping of beneficiary businesses to continue forming commodity clusters,</i>	- Data and maps of beneficiary businesses are available. - Information features for millennial farmers are available on the relevant agency websites. - Commodity cluster-based businesses are formed.
6	<i>Regional governments are encouraged to replicate and continue the model of developing young farmers in developing youth entrepreneurship in the agricultural sector.</i>	- Prepared guidelines or model guides and standards for developing millennial farmers after the program
7	<i>BPP/P4S/PLUT/BLK maintains its function and role as a BDSP institution</i>	- BDSP institutions, including BPP, P4S, BLK, and PLUT, remain available. - BDSP institutions serve as a venue for business and technical consultations, as well as access to modeling. - Training/apprenticeship facilitation and business development for millennial farmers are implemented.

8	<i>Improving the competence of BDSP managers in the process of mentoring the growth and development of young farmer entrepreneurship, especially in the areas of post-harvest handling, product processing, marketing (including digital marketing), incoming and modern agriculture, access to capital and public speaking.</i>	- Increase the number of competent BDSP managers in technical and non-technical fields (post-harvest handling, product processing, marketing (including digital marketing), incoming and modern agriculture, access to capital and public speaking)
9	<i>Growth and optimization of curriculum, teaching materials and competency of P4S managers in developing entrepreneurship for youth</i>	- Increasing the number of competent human resources, curriculum and training materials at P4S to develop entrepreneurship for young people
10	<i>YESS managing human resources (Financial Advisors, mobilizers and young facilitators) can be given work experience certificates and improved technical, management, financial literacy and mentoring competencies.</i>	- Implemented improvements in technical competency, management, financial literacy and mentoring for YESS managing human resources
11	<i>Formation and optimization of commodity-based business clusters to facilitate business development</i>	- Increase in the number of commodity cluster-based businesses
12	<i>Improving the competence of beneficiaries, especially regarding exports, access to capital, product diversification and commodity techniques.</i>	- Increase the number of competent beneficiaries in export-related fields, access to capital, product diversification and commodity technical skills.
13	<i>Establishment of a commodity Agribusiness Cluster forum/association/community as a learning/sharing facility in developing integrated farming businesses</i>	- Agribusiness commodity cluster forums/associations/communities are formed. - Cluster forums/associations/communities can function as learning/sharing tools for business development.
14	<i>Beneficiaries can develop marketing models through online and social media.</i>	- Increase in the number of beneficiaries who market using online systems
15	<i>Improvements to the LMS application that can be accessed via the Playstore.</i>	- LMS applications are available which can be accessed via Playstore or portable.
16	<i>TVET institutions (Gowa Polbangtan and SMK Binaan) are encouraged to improve the competence of human resources, teaching materials and curriculum synchronization to produce job creators and job seekers.</i>	- Increased percentage of human resources participating in competency development programs - Increased number of teaching materials updated in line with developments in science and technology and policy - Implemented curriculum review to produce job creators and job seekers

17	<i>Optimizing the role of the agribusiness incubator center in TVET as a training or apprenticeship facility, learning for students and young farmers.</i>	- An agribusiness incubator (PIA) center is available at TVET. - A teaching factory (TEFA) is available to support PIA. - TEFA functions as a standardized production and service unit for commodities. - An increase in the number of competent PIA managers in marketing (e-marketing, product promotion, etc.), product handling, and processing, thereby increasing product added value and competitiveness. - TEFA functions as a learning resource for students and alumni.
18	<i>Increasing TVET partnership networks and cooperation in supporting entrepreneurship</i>	- Increased collaboration and partnerships between TVET and DUDIKA - Increased collaboration and partnerships implemented in student admissions - Increased collaboration and partnerships implemented in the learning process (resource persons/lecturers/instructors, apprenticeships) - Increased collaboration and partnerships implemented in alumni recruitment

Source: FGD Result, 2024

6. Provinsi Kalimantan Selatan

Model penumbuhan wirausahawan muda pertanian Program YESS mendapat dukungan positif dari pemerintah daerah di propinsi Kalimantan Selatan, bahkan model ini telah direplikasi menjadi program pemberdayaan di beberapa kabupaten. Sinergi yang telah terbentuk ini perlu terus dikembangkan, agar manfaatnya tetap dapat dirasakan oleh masyarakat luas.

Melalui exit strategy yang dirancang, diharapkan akan terus tumbuh replikasi model penumbuhan wirausahawan muda pertanian di propinsi Kalimantan Selatan

Dengan disusunnya exit strategy untuk program YESS, diharapkan setelah program ini berakhir tetap dapat memberikan dampak yang berkelanjutan dan terus mendukung penerima manfaat untuk mencapai

6. South Kalimantan Province

The YESS Programme's youth agripreneurship development model has received strong support from the local government in South Kalimantan Province. In fact, the model has been replicated as an empowerment programme in several districts. This established synergy must continue to be strengthened to ensure that the benefits can be sustained and extended to a broader segment of the community.

Through the designed exit strategy, it is expected that replication of the youth agripreneurship development model will continue to grow in South Kalimantan Province. The formulation of the exit strategy for the YESS Programme is intended to ensure that, even after the programme concludes, it continues to deliver sustainable impacts and support beneficiaries

Tabel 15. Rumusan Exit Strategi Bagi Propinsi Kalimantan Selatan

No	Uraian kegiatan	Indikator Keberhasilan
1.	Program YESS dapat direplikasi pemerintah daerah dengan kolaborasi antara Dinas Pertanian, dan Bappedalitbang, sehingga program kewirausahaan dapat menjadi program prioritas bagi Dinas tenaga kerja, Dinas pemuda dan olahraga, Dinas koperasi dan perdagangan, serta Dinas pemberdayaan masyarakat	- Peningkatan jumlah program kewirausahaan bagi petani muda yang diinisiasi dan didanai oleh pemerintah daerah.
2.	Pemerintah daerah dapat menindaklanjuti kegiatan pelatihan/ magang milenial di Program YESS dengan melibatkan program dari instansi terkait seperti Pusat Pelatihan Pertanian (Puslatan), dinas tenaga kerja, Balai Latihan kerja (BLK), dll	- Peningkatan jumlah kegiatan pelatihan/ magang bagi petani muda yang diselenggarakan oleh Puslatan, BLK, dinas tenaga kerja dll secara berkesinambungan
3.	Pemerintah daerah dapat mendorong pemanfaatan Dana Desa 20% untuk pengembangan sektor pertanian.	- Peningkatan pemanfaatan dana desa untuk pemberdayaan dan kegiatan sektor pertanian
4.	Bappedalitbang secara aktif melakukan integrasi dan koordinasi kepada SKPD kabupaten secara berkelanjutan.	- Peningkatan integrasi dan koordinasi antara SKPD di kabupaten secara berkelanjutan dengan dimotori oleh Bappedalitbang
5.	Melanjutkan program pendampingan BDSP yang sudah berjalan, seperti milenial agricultural forum (MAF), Tani akur, pojok kredit melalui program yang terjadwal.	- Terselenggara kegiatan <i>milenial agricultural forum</i> (MAF), Tani akur, pojok kredit yang didampingi oleh BDSP
6.	Penerima Manfaat program YESS didorong untuk bergabung atau membentuk koperasi yang diakui oleh pemerintah sehingga memudahkan pemberdayaan	- Terlaksana proses pembentukan koperasi dengan anggota penerima manfaat YESS
7.	Membentuk forum/asosiasi/ komunitas yang berperan untuk menjadi sarana komunikasi antara penerima manfaat dengan stakeholder	- Terlaksana proses pembentukan forum/ asosiasi/ komunitas anggota penerima manfaat YESS
8.	Pemberdayaan petani milenial dapat diintegrasikan oleh TVET (unsur Perguruan Tinggi) dalam kegiatan pengabdian kepada masyarakat	- Terselenggara integrasi kegiatan pemberdayaan masyarakat (petani milenial) oleh TVET (dari unsur Perguruan tinggi)
9.	TVET akan mengoptimalkan peran TEFA dalam mendukung pembelajaran peserta didik dengan mengembangkan peran Pusat Inkubator agribisnis bagi alumni dan pemuda tani	- Terselenggara optimalisasi peran TEFA melalui pengembangan perannya sebagai Pusat Inkubator Agribisnis bagi alumni dan pemuda tani

Sumber: hasil FGD, 2024

Tabel 15. Exit Strategy Framework for South Kalimantan Province

No	Description of Activities	Success Indicators
1.	<i>The YESS program can be replicated by local governments through collaboration between the Department of Agriculture and Bappedalitbang, so that the entrepreneurship program can become a priority program for the Department of Manpower, the Department of Youth and Sports, the Department of Cooperatives and Trade, and the Department of Community Empowerment.</i>	- <i>Increase the number of entrepreneurship programs for young farmers initiated and funded by local governments.</i>
2.	<i>Regional governments can follow up on millennial training/apprenticeship activities in the YESS Program by involving programs from related agencies such as the Agricultural Training Center (Puslatan), the Manpower Office, the Vocational Training Center (BLK), etc.</i>	- <i>Increasing the number of training/apprenticeship activities for young farmers organized by Puslatan, BLK, labor services, etc. on an ongoing basis.</i>
3.	<i>Regional governments can encourage the use of 20% of Village Funds for the development of the agricultural sector.</i>	- <i>Increasing the use of village funds for empowerment and agricultural sector activities</i>
4.	<i>Bappedalitbang actively carries out integration and coordination with district SKPDs on an ongoing basis.</i>	- <i>Continuously improving integration and coordination between SKPD in the district, driven by Bappedalitbang</i>
5.	<i>Continuing the ongoing BDSP mentoring programs, such as the Millennial Agricultural Forum (MAF), Tani Akur, and the Credit Corner through scheduled programs.</i>	- <i>The Millennial Agricultural Forum (MAF), Tani Akur, and Credit Corner activities were held, accompanied by BDSP.</i>
6.	<i>YESS program beneficiaries are encouraged to join or form cooperatives recognized by the government to facilitate empowerment.</i>	- <i>The process of forming a cooperative with YESS beneficiary members has been implemented.</i>
7.	<i>Forming forums/associations/communities that act as a means of communication between beneficiaries and stakeholders.</i>	- <i>The process of forming a forum/association/community of YESS beneficiary members has been implemented</i>
8.	<i>Empowerment of millennial farmers can be integrated by TVET (elements of Higher Education) in community service activities.</i>	- <i>Integration of community empowerment activities (millennial farmers) by TVET (from higher education elements)</i>
9.	<i>TVET will optimize TEFA's role in supporting student learning by developing the role of the Agribusiness Incubator Center for alumni and young farmers.</i>	- <i>Optimization of TEFA's role is carried out through the development of its role as an Agribusiness Incubator Center for alumni and young farmers.</i>

Source: FGD Result, 2024

kemandirian. Exit strategi yang telah disusun ini membantu mengarahkan ketika program berakhir, penerima manfaat masih memiliki alat, pengetahuan, dan sumber daya untuk terus berkembang dan berkontribusi pada ekonomi lokal. Peserta program yang telah mendapatkan pelatihan keterampilan akan mampu menjalankan usaha sendiri dan beradaptasi dengan perubahan pasar, sehingga mereka tidak hanya menjadi penerima manfaat, tetapi juga motor penggerak dalam komunitas mereka.

Program YESS ini dapat menjadi model yang direplikasi oleh program-program lain di berbagai wilayah. Dengan adanya rumusan exit strategy ini, pemerintah daerah, sektor swasta, dan masyarakat dapat bekerja sama untuk memastikan keberlanjutan program-program penumbuhan wirausahawan muda pertanian. Strategi ini juga diharapkan dapat mengurangi ketergantungan pada bantuan eksternal dan meningkatkan kapasitas lokal, sehingga tercipta ekosistem yang mendukung pertumbuhan dan perkembangan yang inklusif dan berdaya saing. Dengan begitu, keberhasilan program YESS tidak hanya memberikan manfaat sesaat, tetapi juga membangun fondasi yang kokoh untuk masa depan yang lebih baik.

strategy serves as a roadmap to ensure that, upon the programme's completion, beneficiaries retain the tools, knowledge, and resources needed to continue progressing and contributing to the local economy.

Participants who have acquired skills training through the programme are expected to be capable of operating their own businesses and adapting to market changes—thus transitioning from mere beneficiaries to active agents of change within their communities.

The YESS Programme presents a replicable model for other programmes across various regions. With the establishment of this exit strategy, local governments, the private sector, and communities are encouraged to collaborate in ensuring the sustainability of youth agripreneurship development initiatives. This strategy is also expected to reduce dependency on external assistance and strengthen local capacities, thereby fostering an ecosystem that supports inclusive and competitive growth.

In doing so, the success of the YESS Programme will not be a short-term gain but rather a strong foundation for a more resilient and prosperous future.

Best Practice

OF YESS PROGRAMME 2

PRAKTIK TERBAIK PROGRAM YESS 2

SINOPSIS BUKU PROGRAM YESS

Generasi muda adalah tulang punggung pembangunan pertanian di masa depan. Melalui Program Youth Entrepreneurship and Employment Support Services (YESS), Kementerian Pertanian bekerja sama dengan International Fund for Agricultural Development (IFAD) mengajak pemuda untuk berkarya dan berwirausaha di sektor pertanian, sekaligus menjawab tantangan regenerasi petani di Indonesia.

Program YESS hadir di 4 provinsi dan 19 kabupaten: Jawa Barat (Bogor, Cianjur, Sukabumi, Subang, dan Tasikmalaya), Jawa Timur (Tulungagung, Pacitan, Pasuruan, Malang, dan Banyuwangi), Kalimantan Selatan (Hulu Sungai Selatan, Banjar, Tanah Laut, dan Tanah Bumbu), serta Sulawesi Selatan (Gowa, Maros, Bone, Bulukumba, dan Bantaeng). Kehadirannya di berbagai daerah di Indonesia ini tidak hanya membuka ruang bagi pemuda untuk berinovasi, tetapi juga menumbuhkan jejaring usaha, memperluas akses terhadap permodalan, serta memperkuat peran mereka sebagai motor penggerak transformasi pertanian. Buku ini mendokumentasikan praktik-praktik terbaik dari perjalanan Program YESS, yang diharapkan dapat menjadi inspirasi sekaligus referensi bagi pembangunan pertanian berbasis generasi muda di Indonesia.

SYNOPSIS OF YESS PROGRAMME BOOK

Young people are the backbone of agricultural development in the future. Through the Youth Entrepreneurship and Employment Support Services (YESS) Program, the Ministry of Agriculture in collaboration with the International Fund for Agricultural Development (IFAD) encouraging young people to create and engage in agripreneurship, while at the same time addressing the challenge of farmer regeneration in Indonesia.

The YESS Program is implemented across 4 provinces and 19 districts: West Java (Bogor, Cianjur, Sukabumi, Subang, and Tasikmalaya), East Java (Tulungagung, Pacitan, Pasuruan, Malang, and Banyuwangi), South Kalimantan (Hulu Sungai Selatan, Banjar, Tanah Laut, and Tanah Bumbu), and South Sulawesi (Gowa, Maros, Bone, Bulukumba, and Bantaeng). Its presence in these regions in Indonesia has not only created opportunities for young people to innovate but also fostered business networks, expanded access to finance, and strengthened their role as key drivers of agricultural transformation. This book documents the best practices from the YESS Program's journey, with the hope of serving as both an inspiration and a reference for youth-based agricultural development in Indonesia.



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Jl. Ir. H. Juanda No. 20 Kota Bogor, 16112

Alamat Website:

<https://epublikasi.pertanian.go.id/pertanianpress>

