

**“YOUTH CREATIVE ENTREPRENEUR EMPOWERMENT (YOUTIVEE)”:
Solutions for Youth to Contribute to the Economy and Reduce Unemployment**

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Abstract: *Youth Creative Entrepreneur Empowerment (YoutivEE), a program to empower young people to contribute to the economy and reduce unemployment . YoutivEE is an empowerment program that can be implemented by the government, the private sector or even the youth themselves. Viewed from the Bali Sustainable Creative Supply Chain Industry, YoutivEE is a program intended for students at public and private universities. YoutivEE aims to prepare students with all soft skills and hard skills before entering the creative industry and later being able to contribute to empowering the surrounding community. YoutivEE is sustainable, YoutivEE at the university level will be followed by YoutivEE at the city level (city based). YoutivEE will be directly mentored by people who are experienced in their fields and mentored specifically step by step*

Keywords: *Youth, Creative Industries, Unemployment. YoutivEE*

1. Introduction

Uneducated unemployment is a big problem in Indonesia, based on statistical data on unemployment for Diploma/Academic graduates in 2013, around 322,836 people (138,749 youth and 184,087) women. Meanwhile, there are around 385,418 university graduates (youth 184,497 and youth 200,921), in total there are around 708,254 unemployed young graduates (Department of Manpower and Transmigration of the Republic of Indonesia, 2013). Educated people, represented by college graduates, should not only have hard skills, because contrary to the condition of young unemployed people, in Indonesia there are also young people who can successfully start and maintain its business.

YoutivEE will be implemented in two stages, namely university based and city based. University based is more focused on the development and education of students who are at the university and are prepared to enter the creative industry. While on

YoutivEE city based, students who have been equipped at YoutivEE university can empower the surrounding community. YoutivEE, if implemented and supported by all groups, will be beneficial in the long term and can help reduce existing unemployment. Courage in action and being willing to get out of your comfort zone is the key to the success of a nation, and this can be started through the YoutivEE program

2. Research Method

This study focuses on discussing the initiation of a student empowerment program, Youth Creative Entrepreneur Empowerment. In accordance with the formulation of the problem, this research uses descriptive qualitative research. Qualitative research is the process of searching for

data images from the context of their direct occurrence, as an effort to describe events as they really are, which means making the various events like glue, and involving a participatory perspective (researcher) in the various events, and using induction in explaining the picture of the observed phenomena (Gorman). & Clayton in Santana: 2007: 30).

This study intends to qualitatively describe the Youth Creative Entrepreneur Empowerment student empowerment program by first looking for a picture of the facts related to the problem in question, then the researcher describes the phenomena he observes and then offers a program that can help solve the existing phenomena. (2009). Researchers take the example of the University Islam Lamongan in implementing the Youtivee concept and projecting the implementation of the program.

Types of Data and Data Collection Methods

Data Type

Data is a collection of facts that are believed to be true, resulting from observation, measurement, or enumeration of object characteristics. (McLeod in Noor, 2009). The data collected in this study is secondary, namely the source of research data obtained indirectly through intermediary media or obtained and recorded by other parties, such as: statistical data, books, magazines, internet, and journals.

Method of collecting data

The data collection method used in this research is the method:

- 1) Literature study
Literature study is research by tracing the existing literature and studying it diligently. The existing literature is related to and supports this research, both in the form of printed and electronic libraries.
- 2) Discussion
Discussion is a way of collecting data by having conversations and exchanging ideas with people or groups, then discussing problems that arise in order to solve certain problems. Researchers held discussions with several figures, including Prof. Djumilah Zein, Professor of Small Business Management, Faculty of Economics, Universitas Brawijaya and Togar M. Simatupang, Ph.D, expert on Indonesian creative economy from SBM ITB Bandung.
- 3) Documentation
Documentation is in the form of reading previous research reports and articles accessed from the internet. The author only transfers relevant data from a source or required document.

Data analysis method

This study uses descriptive data analysis techniques. From the data obtained then compiled based on rules and analysis so as to facilitate the discussion of existing problems. With this method, researchers want to reveal the state of unemployment in youth and the creative industry in Indonesia and analyze the potentials that can be developed by young people to enter the creative economy sector. The process of data analysis in this study occurs in four activity lines that occur simultaneously, namely (Miles and Huberman in Noor, 2009):

- 1) Data collection (data collection)
- 2) Data reduction (data reduction)

- 3) Presentation of data (data display)
- 4) Drawing conclusions and verification

3. Results and Discussion

Creative Economy Sector: Opportunities and Challenges

The creative economy, an economic sector that relies on intellectual property and human creativity, is a great opportunity for the Indonesian economy. If Indonesia's domestic demand for creative industries can be met by the Indonesian people themselves, the contribution of the creative industry to Indonesia's GDP will be higher, from the previous only 4.7% percent. Indonesian society is a very large market for the creative industry, all 14 sub-sectors of the creative industry are opportunities for young people to jump into creative entrepreneurs, this is because the creative industry does require resources that are young at heart, creative and full of innovation. Talking about Indonesia's cultural wealth which is one of the treasures of creativity is also endless, we have Indonesia which has a variety of cultures, characteristics of the city and the culture of its people, all of these strengths, if packaged with creativity, are a great opportunity for young people to overcome unemployment. In addition to using local wealth, intellectual property, creativity and courage of young people in exploring works is also a strength in itself, the character of young people who like to gather can also be used as a community that can be used by potential markets.

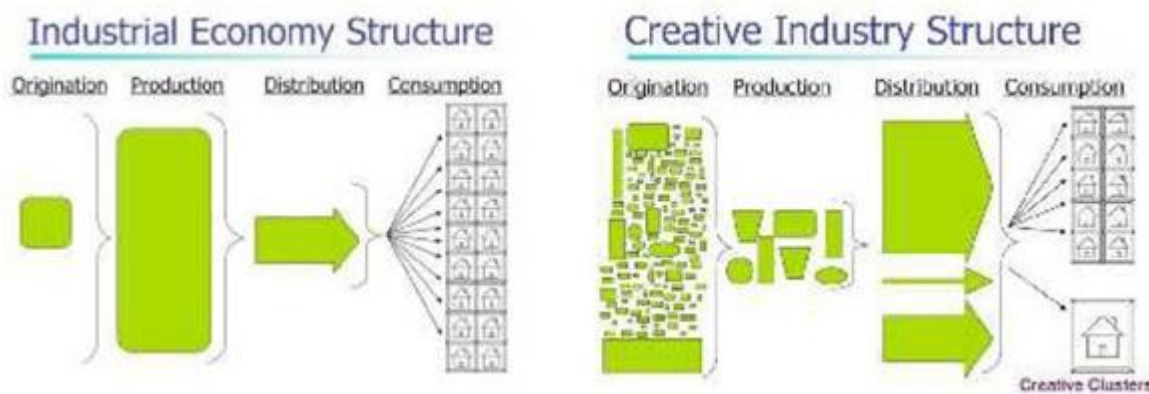


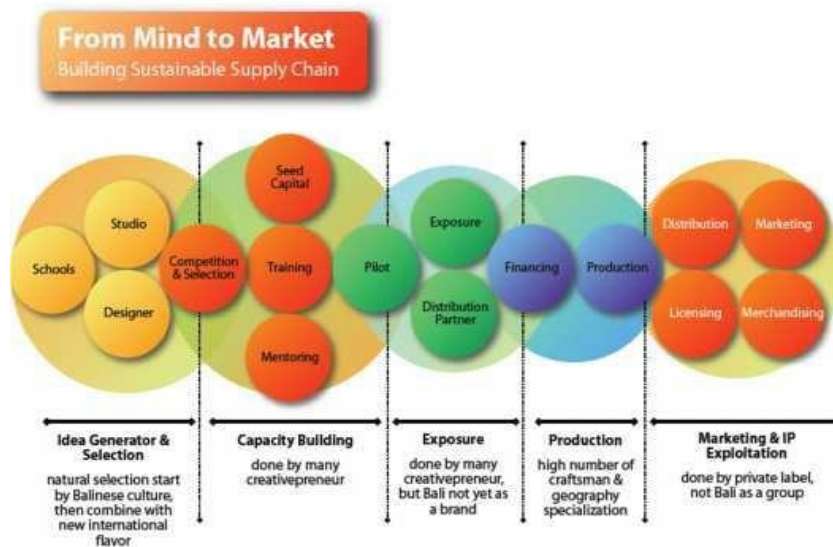
Figure 3.1 the structure of an empowering creative industry

The current challenge in the development of the creative economy is how to prepare human resources that can be total and enter the creative economy. Government support has been compiled in the blueprint for creative economy development with a target of achieving 2025. All components must be integrated in a program that has one goal that has a multiplier effect, overcoming unemployment and contributing to the economy.

Youth Creative Entrepreneur Empowerment (YoutivEE), People Empowerment Program

Youth To Contribute To The Economy And Reduce Unemployment The Youth Creative Entrepreneur Empowerment Program, (YoutivEE) is a program empowerment that can be

implemented by the government, the private sector or even the youth themselves. Judging from the Bali Sustainable Creative Industry Supply Chain, the process of internalizing the creative entrepreneurial spirit is in the idea generator.



This is a long-term and continuous chain. YoutivEE is intended for students at public and private universities, YoutivEE aims to prepare students with all soft skills and hard skills before entering the creative industry and later empowering the surrounding community. YoutivEE is sustainable where YoutivEE at the university level will be followed by YoutivEE at the city level (city based). YoutivEE will be fostered directly by people who have experience in their field and are mentored specifically step by step.

Youth Creative Entrepreneur Empowerment (YoutivEE) is a general concept.

Youth Creative Entrepreneur Empowerment (YoutivEE) is an initiation program writers that the authors recommend to be applied in Indonesian universities, this is because universities are a chain related to the Indonesian creative industry sector. The institutionalization process for empowering young creative entrepreneurs is because something that is standardized and standardized will be effective and efficient and its institutional development can be planned in the long term. The process of institutionalizing Youth Creative Entrepreneur Empowerment (YoutivEE) at universities can also make it easier for educators to measure their success in educating.

Universities, the government and the industrial sector are interrelated sectors, the government supports policies, universities prepare resources and academics, and the industrial or private sector carries out economic activities, therefore the development of human resources in universities must have a demand nature. driven education, so that the output is right on target and appropriate. The author will simplify the concept of Youth Creative Entrepreneur Empowerment (YoutivEE) in an applicable example, by taking the example of Lamongan Islamic University as a university that will implement Youth Creative Entrepreneur Empowerment (YoutivEE). In

implementing Youth Creative Entrepreneur Empowerment (YoutivEE) at universities, we must first have strategy, the following is the process that must be taken:

- 1) Conduct a SWOT analysis process
- 2) Formulate the organization's mission
- 3) Formulate organizational philosophy and policies
- 4) Define strategic goals
- 5) Determine organizational strategy
- 6) Implementation of organizational strategy
- 7) Control of organizational strategy

Lamongan Islamic University which has declared itself to be an entrepreneurial university has taken the first step in doing this, the opportunities and threats that have occurred lately can be an evaluation of university policies to establish a student empowerment institution called Youth Creative Entrepreneur Empowerment (YoutivEE) Center which later will be called YoutivEE Center.

YoutivEE Center is a facility of Lamongan Islamic University to develop Young Creative Entrepreneur

Internalizing an entrepreneurial value to all components of the university is needed an institution that is responsible and measurable in carrying out these goals, therefore the YoutivEE Center was established, with the vision of the Islamic YoutivEE Center to be a leading creative empowerment base in Indonesia.

Students are free to choose the output profession from their university in accordance with the interests and talents of students, all professional choices are directed to approach market demand, so that the educational process will be effective. Activities that can be carried out include:

- a. Soft skills training
- b. Internship directly in the industry
- c. Bazaar of students' creativity products
- d. Funding by the university through a Business Feasibility Study
- e. Intensification of student research institutions
- f. Implementation of seminars on the latest issues as a discourse on student development in changing times
- g. Direct mentoring by practitioners

Internalization Of The Creative Entrepreneurial Spirit In Independent Student Activities

Youth Creative Entrepreneur Empowerment (YoutivEE) can also be implemented independently by students themselves without waiting for a formal system, for example the internalization of the creative entrepreneurial spirit in independent student activities carried out students by using existing student institutions. This simply can give a partial effect to students who take part in this activity. The issue of Youth Creative Entrepreneur Empowerment (YoutivEE) became a special theme in seminars, training, general discussions, and scientific research and other activities.

Outbox Thinking as a student's ability To become a creative entrepreneur, the ability in the field of education is not enough enough, with opportunities in the creative industry causing changes to occur very quickly, therefore, in Youtivee, students are equipped with minor abilities that make major abilities into business opportunities in them. Example: Youtivee

Global Trends What is happening in other parts of the world and implementing it with various adjustments is an opportunity for a business, therefore students are equipped with knowledge of the world trends of Youtivee IT Based. I.T can also reduce costs, therefore in Youtivee, students are equipped with I.T Youtivee Social Networking skills. The world's fever for social networking or social networking makes business run directly to our customers and business partners. Social networking can be a weapon so that the business that students do is more easily known to the public.

Youthivee City Based As A Follow-Up Program

A city, should have a creative industry focus, in which part of the city will it be positioning itself and its products from the 14 existing creative products and services.

- 1) Form: an institution under the government but in a free form, not tied to the old and convoluted bureaucracy.
- 2) Objectives: university-based output can empower the general public.
- 3) Activities: providing assistance to creative industry businesses in terms of distribution.
- 4) Conducting the city's flagship events, for example the Malang Return Festival, Malang Arts Festival, Malang Indie Movie Festival and others.
- 5) Branding the city, for example, Bandung with the Bandung Creative icon City.

Multiple Effects of the Youth Creative Entrepreneur Empowerment Program The existence of the YoutivEE program will provide sustainable and long-term benefits. These benefits include:

- 1) Leads to independence

The YoutivEE program will change the mindset of students since they are in college so that students will have clear goals for the college process they are going through.

- 2) Help reduce unemployment

The YoutivEE program is not the only solution that can solve the problem of unemployment, both among undergraduates and non-educational students, but the YoutivEE program will help reduce unemployment from undergraduates who are entrepreneurs in the creative industry and also empowered workers in it.

- 3) Help move the real sector of the economy

The YoutivEE program will drive the real economic sector where goods and services will rotate, because the creative industry is mostly in the form of small and medium enterprises, this creative industry will support the economic sector of the community where many will be involved from production to distribution.

4. Conclusion

Undergraduate unemployment as a chronic problem must be sought The solution, indeed this is difficult to solve because of the abundance of human resources in Indonesia Indonesia, which has higher education but does not have a job, plus uneducated resources but does not work. This problem can be reduced by the participation of scholars in the creative industry sector, a sector that is very suitable for the character of young people, creative, brave and likes challenges.

Opportunities from the creative economy sector and its 14 sub-sectors are great opportunities that can be captured and developed. The intellectual property and personal creativity of students are strengthened by Indonesia's abundant cultural wealth, making this a strength and important to be done immediately. Youth Creative Entrepreneur Empowerment, a program specifically planned to prepare human resources to enter the creative industry sector, is one solution that can reduce unemployment and make Indonesian youths have a contribution to the economy. Youth Creative Entrepreneur Empowerment (YoutivEE) can be implemented in all universities in Indonesia, researchers take the example of the Islamic University of Lamongan, the university's vision to become an entrepreneurial university is a strong basis for implementing Youth Creative Entrepreneur Empowerment (YoutivEE). Based on qualitative descriptive research, the researcher recommends this program to be implemented at the Indonesian university level

Suggestion

The suggestions that the author can give include:

- 1) Students, should realize that studying in higher education is a big responsibility because the future of Indonesia in the future is in the hands of the younger generation. Therefore, by participating in the YoutivEE program, students are expected to contribute to the development of the Indonesian nation.
- 2) Universities should have started to think outbox thinking in educating students, providing support and awards to students for entrepreneurship.
- 3) The government should pay attention to the development of youth human resources, namely students.

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