Community Building of Putra Puspita Youth Organization in Creating Youth Employment in Kutukulon Village

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Article Info	Abstract
	This research aimed to understand how the community building model has been implemented through the establishment and growth of institutions and the creation of the BUMDes village community. The research method used was library research, which involved obtaining data and information using a variety of library materials, including reference books, previous study findings on the same topic, articles, notes, and various journals relevant to the issue. Research findings suggested that providing template training in the Kutukulon Village could inspire participants to pursue their own entrepreneurial endeavors. As a result, training programs not only provide skills but also provide targeted support with low-income community involvement. The social prosperity that could reduce the social inequalities and imbalances of the community that was basically a young man from the village of Kutukulon who was able to control the issues of social welfare makes this activity a guideline for the growth of society.

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1. INTRODUCTION

A tool for community economic empowerment, Village-Owned Enterprises (BUMDes) function to advance and improve the economic prosperity of village communities by offering various types of businesses that suit the village's potential (Adawiyah, 2018). As a social institution, BUMDes contribute to the interests of society through the provision of social services. However, BUMDes also functions as a commercial institution with the aim of making a profit through the sale of goods or services intended to help the community.

Village-Owned Enterprises (BUMDes) have the aim of making money in village community empowerment programs. The remaining business results will be distributed to help underprivileged communities and the environment (Fifianti, 2018). According to Hukom, there are several measures of the results of community development in developing and improving the economy and community development, which include increasing the ability to distribute basic needs such as food, housing, health and protection; improved quality of life, income levels, better education, and increased attention to cultural and human values.

The residents of Kutukulon village are facing financial pressure due to the current economic conditions of the community. This creates social pressure on some teenagers who do not have jobs. Until a small number of young people in the village experienced declining mental health or depression. Therefore, the Kutukulon Village Government is trying through BUMDES to create a t-shirt screen printing business to employ young people. BUMDes has increased the income of Kutukulon village youth through t-shirt screen printing.

With BUMDes, the development of the micro-economic sector becomes real, which is aimed at increasing the welfare and prosperity of the community. With the existence of BUMDes, the village government will be able to overcome the problems of poverty and unemployment, which are the main problems of development. Organized enterprises aimed at improving people's lives and giving them the ability to be themselves is known as community development. Although usually with technical assistance from the government and NGOs, community development is achieved through increased organization and joint efforts in the community. According to

Tampubolon (2005), community development (Community Building) consists of the following things: a. Community development is a continuous process. This means that the activity was carried out in stages, starting with the stage of follow-up activities and evaluation; b. The aim of community development is to improve the economic, social and cultural conditions of the community to improve the quality of life; c. Community development encourages people's potential to meet their needs, so that the principle of helping people to help themselves becomes a reality. The principle of independence is very important in community development. What this means is that the potential of a community depends on active participation in group action in solving problems and meeting needs. So that the principle of helping people to help themselves becomes a reality. The principle of independence is very important in community development. What this means is that the potential of a community depends on active participation in group action in solving problems and meeting needs. So that the principle of helping people to help themselves becomes a reality. The principle of independence is very important in community development. What this means is that the potential of a community depends on active participation in group action in solving problems and meeting needs.

However, rural communities are often seen as objects of development rather than subjects or actors. In addition to assets, capital, potential and development resources, the community is considered a development burden. This is due to the fact that the community in the village does not have much knowledge and information, and they are involved as a whole, not dominated by certain groups. According to research conducted by the Ministry of Agriculture and the World Bank in 1994 entitled "Improving the Transfer and Use of Agricultural Information" (Suryana & Rangkuti, 2011), there are several factors that hinder community growth in rural areas, such as: (1) community awareness in rural areas the importance of communication is still low, (2) it is difficult to get information quickly, and (3) Most of the information is in written form and is difficult for farmers to understand, (4) it is still difficult to use information together, (5) field officers have limited access to information on research results, and (6) there is no capacity to provide effective communication services to rural communities. As a result, the application of the community development model (Community Building) through the establishment and development of institutions and empowerment of BUMDES for village communities is very important. One of the solution and transformative approaches to building a more prosperous and just village based on community wisdom is community building. (5) field officers have limited access to information on research results, and (6) there is no ability to provide effective communication services to rural communities. As a result, the application of the community development model (Community Building) through the establishment and development of institutions and empowerment of BUMDES for village communities is very important. One of the solution and transformative approaches to building a more prosperous and just village based on community wisdom is community building. (5) field officers have limited access to information on research results, and (6) there is no ability to provide effective communication services to rural communities. As a result, the application of the community development model (Community Building) through the establishment and development of institutions and empowerment of BUMDES for village communities is very important. One of the solition and transformative approaches to building a more prosperous and just village based on community wisdom is community building.

2. RESEARCH METHODS

This research used library research, which means collecting data and information using various library materials, such as reference books, results of previous research on the same topic, articles, notes, and various journals that were relevant to the subject. According to (Sari, 2020), this process was carried out systematically to collect, process, and conclude data using various techniques and approaches to find solutions to the problems encountered. This research was centered in Kutukulon Village, which was located in Jetis District, Ponorogo Regency. Literature sources for research could be in the form of scientific research journals, dissertations,

dissertations, research reports, papers, scientific debate notes, symposium reports/conclusions, and formal writings published by the government and other organizations. Many literary statements were discussed thoroughly and in depth to support or contradict previous theories or ideas.

3. RESEARCH RESULTS AND DISCUSSION

Youth organization is an organization in Indonesia that helps young people develop their social life. Youth organization comes from awareness and a sense of social responsibility, especially for the younger generation of Kutukulon Village. Youth organization was founded to develop and encourage youth in the village or sub-district itself. It should be noted that the Youth organization works closely with the village government and other members of the community to address various welfare issues, such as social pressure on unemployed youth. The young generation in Kutukulon Village faced challenges in community growth, especially in terms of preventing, treating and developing the potential that exists in their environment.

Study of Youth organization

Youth organization will increase their self-confidence and enthusiasm to do the work and complete the tasks needed to change the world. This is marked by an increase in the quality of input and output, especially in the commitment to maximize the Youth Action Program. Organizational commitment refers to the level of workers' belief and acceptance of the organization's goals and their desire to remain in it. Youth's commitment to the development of rural communities is shown by action. Commitment is a complete acknowledgment, a sincere attitude that comes from one's character. Apart from that, youth organizations are a forum for the young generation to channel their various potentials and distribute welfare to society with the youth organizations mentioned above. Young people could be educated to become young people who have strong leadership traits. Its existence is not limited to organizational leadership, development of youth or community members, and future programs for the welfare of all people. In the Youth organization Study, the leadership of the organization is able to carry out its functions and responsibilities and provide understanding to members and the local community. Because leadership is so important, it influences people to move in the direction the leader wants. In managing and achieving organizational goals, Youth organization must understand that organizational leadership aims to improve the welfare of community village development as a result. Its existence is not limited to organizational leadership, development of youth or community members, and future programs for the welfare of all people. In the Youth organization Study, the leadership of the organization is able to carry out its functions and responsibilities and provide understanding to members and the local community. Because leadership is so important, it influences people to move in the direction the leader wants. In managing and achieving organizational goals, Youth organization must understand that organizational leadership aims to improve the welfare of community village development as a result. Its existence is not limited to organizational leadership, development of youth or community members, and future programs for the welfare of all people. In the Youth organization Study, the leadership of the organization is able to carry out its functions and responsibilities and provide understanding to members and the local community. Because leadership is so important, it influences people to move in the direction the leader wants. In managing and achieving organizational goals, Youth organization must understand that organizational leadership aims to improve the welfare of community village development as a result. Organizational leaders are able to carry out their functions and responsibilities and provide understanding to members and the local community. Because leadership is so important, it influences people to move in the direction the leader wants. In managing and achieving organizational goals, Youth organization must understand that organizational leadership aims to improve the welfare of community village development as a result. Organizational leaders are able to carry out their functions and responsibilities and provide understanding to members and the local community. Because leadership is so important, it

influences people to move in the direction the leader wants. In managing and achieving organizational goals, Youth organization must understand that organizational leadership aims to improve the welfare of community village development as a result.

Village community construction

Planned and sustainable efforts to build village communities with the aim of realizing a prosperous society (a shift in thinking and behavior from traditional to modern). The village is an autonomous region built on local wisdom and habits. Rural community development as a business or business chain within the framework of growth and change that is consciously planned and implemented by the state, the state and the government for modernization in accordance with the demands of the nation to improve the welfare of rural community development, organizational leadership goals must consist of basic things (Sondang P. Siagian, 2005).

Training for youth members of Youth organization

Youth organization training is a series of actions planned to help the workforce and carried out within a certain period of time by training experts. The aim of the youth training is to improve the participants' abilities in certain areas of organizational management, thereby increasing the efficiency and productivity of the company. This training program was organized with two objectives. First, members are trained to complete job applications to the best of their ability. Experts provide several definitions of training to provide a clearer picture of what coaching is. One of the most popular definitions is that the process of teaching new or existing members the basic skills necessary to work in rural community development is known as training.(Dessler et al., 2013). In another definition, training is defined as an effort to increase the knowledge and skills of new members (Sofyandi, 2008). A series of programs intended to improve members' knowledge and abilities in relation to their work. Training program effectiveness is a term used to determine whether the training program is implemented effectively in achieving the goals set in developing the social welfare of the village community.

Creating an environmentally friendly work environment in the community

The work environment, according to Sunyoto in (Panjaitan, 2017), it is very important for organizational members to do what they do at work. All the tools and materials found, the environment in which a person works, his work techniques, and his work arrangements both individually and in groups is called the work environment (Sedarmayanti, 2011). It is similar to Nitisemito in (Marzani & Dharmawan, 2017), which has the aim of improving the welfare of rural community development because the workforce in the environment where they work could influence how they carry out the tasks they are assigned

There are two types of working environment: hard or soft. If their work environment is favorable for their jobs, allows for easy collaboration, and has a positive relationship with their superiors, staff members will be happy and satisfied with their jobs. How satisfied staff members are with their jobs is greatly influenced by their work environment. Ensuring a safe and comfortable workplace will also make employees feel more comfortable and do a better job and report higher levels of job satisfaction. The desire for organizational (senior) leadership, according to Anorogo and Widiyanti in (Haerunnas, 2020), is to serve every member of the organization or community by providing good service so that they feel comfortable and have the opportunity to move forward. One factor that influences how satisfied employees are with their jobs is their workplace. If the work environment seems uncomfortable, employees will be reluctant to work. According to (Robbins & Judge, 2011), a comfortable and supportive work environment allows employees to succeed to the fullest. This is because the company is satisfied with the current working conditions. There are many things that need to be considered for a good work environment, such as a comfortable workplace, safe environmental conditions, stable temperature, sufficient lighting, paint color, and good relationships with coworkers. When mass organizations or youth organizations could achieve this, the quality of members' work will increase, which will have an impact on member satisfaction and contribution to village community development.

One of the characteristics of the work environment is clear job descriptions, adequate authority, challenging work goals, effective communication methods, dynamic work environment, great career opportunities, and a comfortable workplace. If everything goes well, employee satisfaction will increase. According to the opinions of the experts above, the work environment is everything that surrounds a worker that could affect how they carry out the tasks assigned by youth organizations. Nonetheless, the work environment is generally defined as the circumstances and environment in which employees do their job to the fullest. From this description, it is clear that Youth organization studies are very important for a leader to achieve organizational goals. Activities or decisions that are specifically planned by setting the right priorities will result in significant changes from before. To contribute to the development of the overall vision and mission of the organization, its members offer suggestions that are already prevalent in the work environment and, of course, must be followed and practiced. It is important for coral leaders to understand the mission of the organization.

Empowerment Strategy for BUMDes

The people of Kutukulon Village were facing financial pressure due to the current economic conditions of the community. This creates social pressure on a group of teenagers who did not have income. Even many village youths suffer from poor mental health or depression. Thus, Pemdes Kutukulon uses BUMDes to provide job opportunities for the younger generation. BUMDes is a new approach to improving the village economy by taking into account village needs and potential. The village community—from the village, for the village, and for the village—is fully responsible for managing BUMDes. BUMDes take part in community economic activities in the form of business entities or institutions that are professionally managed, while maintaining the village's original potential. This could increase the efficiency and productivity of people's businesses.(Rahayu & Febrina, 2021). BUMDes is defined as an economic and social enterprise according to the basic requirements of its implementation. There is no doubt that the efforts carried out by BUMDes and their contribution to the village treasury or PADes will improve the welfare of the village community. In addition, the social role of BUMDes could be seen from how they will empower the community and increase interaction and solidarity through activities carried out by BUMDes collectively. According to the Village Law, the role of BUMDes is used for village development, village community empowerment, and assistance to the poor through grants, social assistance, and revolving funds stipulated in the village income and expenditure budget.(Prasetyo, 2016).

a. Empowerment of Human Resources

Empowerment must be able to increase the knowledge and abilities of poor people to solve problems and meet their needs. It must also be able to grow all the capabilities and self-confidence of the poor to support their independence. BUMDes Kutukulon helps develop human resources by providing training to youth through the t-shirt screen printing business. Before being empowered independently, community human resource development was regulated by the government through BUMDes. The village government seeks to encourage the village economy through the BUMDes program, which aims to increase village development, empower the community, and improve the people's economy through developing village potential. The village economy is supported in various ways, and the village government then fully finances it. In the context of village autonomy, Institutions must be fully prepared to start and actively participate in improving the economy of village communities. Therefore, increasing the independence of village economic enterprises through training programs and strengthening the community's economy with the village government as the foundation helps improve human resources (Oktavian & Widodo, 2020).

b. Group Organizational Development

Efforts to increase the authority of society, especially weak groups that have been weakened by internal and external factors, are known as group institutional development. Support helps and guides poor people to do what they need to do. So that poor people do not fall into conditions or situations that make them more vulnerable and marginalized. The

village government fosters youth groups. As part of developing the BUMDes program designed according to the training program, the building of collective institutions carried out by the implementing unit has enabled community participation in the granting of power. For continued group development, mentoring is carried out consistently throughout the training process.

c. Increasing Community Capital

The aim of building village community self-sufficiency—namely building a village finance business that is owned and operated and enjoys its own results—is closely correlated with increasing access to production assets for communities that still dominate the people's economy. Structural changes that grow and develop are based on capital accumulation. One component of community grants lent to community members is investment capital. It is hoped that the commercial capital management community will develop into a financing institution in rural areas. BUMDes are given capital by the village government to manage village potential in accordance with the implemented program, in accordance with village financial policies. BUMdes assess the potential for village management with government capital in the field of community empowerment. BUMDes then develops this capital based on a group design to manage the potential that exists in the village. In addition, private participation in BUMDes financing has yielded very favorable results.

Screen Printing Business Empowerment

Limited employment opportunities cause a lot of unemployment among young people, which makes them lazy to do anything. Moreover, many unemployed people still lack the skills of young people. Young people must face these challenges during this period of development. As a result, the young generation must continue to develop into individuals who are intelligent, innovative, confident, creative, and have social solidarity and enthusiasm to serve their community, nation and country. It is hoped that the number of unemployed will decrease with the opening of job opportunities. Because they are the next generation, the Kutukulon Village Youth Organization must help the youth of Kutukulon Village develop through the screen printing business.

a. Identify Screen Printing Techniques

The result of this step is that trainees learn about screen printing technology as a whole, including its history, terminology, and screen printing technology. They also learn the business development potential with screen printing skills. Training participants were not only given the opportunity to listen to explanations from the speakers, but they were also given the opportunity to learn the process of making good screen printing directly. This is necessary so that the products resulting from screen printing practices are ready to be sold in the market.

b. Introduction to Screen Printing Materials and Equipment

In this section, results are collected by learning more about screen printing materials and tools. Participants are taught the functions and uses of the main tools and tools for screen printing technology, as well as materials for screen printing materials, including pigments or coatings, and other chemical liquids as supporting materials for screen printing technology. Through direct presentations, delivered modules and live demonstrations, participants could learn the benefits and how to operate the equipment and materials used in these skills. Due to hands-on practice with the trainees, the demonstration method remains the dominant method at this stage.

c. Training in design

At this stage, you must prepare material for the image design that will be screen-printed or printed on t-shirts. To make the material easier for participants to accept, the designs created will be supported by simple design examples. Youth organization practiced screen printing techniques directly during design activities, by dividing participants into groups. In the first stage, the resource person shows how to spread the film emulsion onto the screen surface. This is done by using a thin plastic spatula or spoon to spread the film emulsion over the entire surface of the screen.

d. Instructions for printing or transferring a design or image to a screen.

The process of printing or transferring an image or design to a prepared screen by irradiating it with artificial light (fluorescent or electric lamps) or sunlight will be covered in this course. In the screen printing process, this stage shows how the screen printing will stick to the fabric or shirt. After that, the officer prints a design image to be printed on and places it on the screen that has been smeared with emulsion film and has dried. In the next step, the resource person gave an example of how flat foam and weights were used to attach design paper to the screen. Then, black plastic waste is used to cover the foam, weights, and screen. Then turn on the ultraviolet or fluorescent lamp. Leave it for about ten minutes. In the next exercise, you will learn how to wash a heated screen carefully. You'll lock the screen and place the t-shirt on the screen printing table; after that, you will lower the screen and remove the rubber putty that is located along the design to be printed. Press the elastic all over the design while kneading it. After that, the shirt is ready to wear. Apart from that, this training activity is equipped with questions and answers for participants.

e. Direct t-shirt screen printing instructions

This process will determine all previous stages. At this point, each participant will try and practice the screen printing process directly using a tool called a rakel. The screen has been coated with a colored coating. It is hoped that participants will feel and understand the procedure through direct practice (Mulyawati & Pradita, 2018).

4. CONCLUSION

Through screen printing training, which was a form of empowering the Youth organization community, young people, especially those who were unemployed and have no income, could increase their income by participating in screen printing training. This concept could enable people in villages who have limited economic resources to participate actively in the continuity of this education. In other words, village people and local communities have new business opportunities. BUMDes is a village-owned project that is strategically important because it could increase village income sources to improve community welfare and improve people's lives independently. It was possible that Youth organization in Kutukulon Village would assist the village government in protecting social welfare.

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