

# Innovation of Youth Capacity Development Through “Pemuda Hebat” Program

Ayub Dwi Anggoro<sup>1</sup>, Happy Susanto<sup>2</sup>, Rizal Arifin<sup>3</sup>, Oki Cahyo Nugroho<sup>4</sup>, Eli Purwati<sup>5</sup>, Irvan Nur Ridho<sup>6</sup>, Krisna Megantari<sup>7</sup>

<sup>1,2,3,4,5,6,7</sup>Universitas Muhammadiyah Ponorogo, Indonesia

Email: [darwisnasution69@gmail.com](mailto:darwisnasution69@gmail.com)

## Abstract

This study will look further at how the innovations carried out by Ponorogo Regency in developing youth capacity. The development of information technology is the starting point of thought in the discussion of this paper because changes in information technology have changed the direction of human life. Ponorogo Regency as an area where the majority of young people live in rural areas is important to develop this youth sector so that economic progress can be obtained. This study will use library research as a data collection technique. This library research aims to collect data and information with the help of various materials contained in the library room, such as: books, magazines, documents, notes and historical stories and others. The human resource capacity of youth in the suburbs of Ponorogo is the main obstacle in implementing this innovation because the level of education tends to be low and access to the city is also very far. This innovation can be used as a model for other regions, especially in Indonesia because innovations that are open to collaboration will bring great opportunities for the progress of a region.

**Keywords:** *Innovation, Youth, information technology development, Pemuda Hebat.*

## INTRODUCTION

This study will look further at how the innovations carried out by Ponorogo Regency in developing youth capacity. The development of information technology is the starting point of thought in the discussion of this paper because changes in information technology have changed the direction of human life. Ponorogo Regency as an area where the majority of young people live in rural areas is important to develop this youth sector so that economic progress can be obtained.

In our future life, the information technology and telecommunications sector is the most dominant sector. Whoever masters this technology, then he will become a leader in his world. (Prasetiawan, 2014)

The number of Indonesian youth is currently a quarter of the total population of Indonesia (25%.02) (Beriansyah, 2021). Through this, the government should be able to make young people have clear goals considering they are the generation that will continue the struggle of the nation and determine the nation in the future. It is proven by the history of Indonesia's independence story in which the youth had such a big role in fighting for independence. Therefore, it should be of special concern that youth are agents of change for the nation to become better, and the future of the nation is largely determined by youth.

Society is dynamic, constantly changing both in terms of physical terms in terms of changes regarding the type, quantity, and quality of material facilities with regard to social and non-physical interactions. The changes that occur are influenced by several factors. These include communication, people's ways and mindsets, other internal factors such as changes in population, new discoveries, conflicts or revolutions, and other external factors such as natural disasters and climate change, wars, and other cultural influences. (Harara, 2016)

In the current era, the role of youth will be felt by remembering that current technological advances cannot be separated from the intervention of youth. Technological advances in this era are so rapid and greatly affect human life in all existing fields. Not only entertainment, but this technology provides many benefits in every human life. In addition, today's technology has become a basic need for every human being, starting from opening in the morning to closing his eyes at night, which we usually call gadgets. This existing technology will continue to develop, and can never be avoided because technology is in line with the development of science, it is getting more sophisticated day by day. Therefore, youth at this time have a very large role, considering that young people are people who are able to keep up with the times, especially existing technology.

The use of digital media by youth must be utilized optimally. Apart from being used to deal with the digital era, youth must also have an ambitious nature to realize the dreams of the Indonesian state, one of which is the dream of Indonesia Gold 2045. In Indonesia Gold 2045 has a vision of realizing a sovereign, advanced, just, and prosperous Indonesia. To realize this vision, there are four pillars that must be realized by this nation, namely human development and mastery of science

and technology, sustainable economic development, equitable development, and strengthening national resilience and governance. (Ramadhan, 2022). These four pillars will be realized if all Indonesian people, especially youth, can take advantage of digital media properly.

## METHOD

In this study, library research will be used as a data collection technique. This library research aims to collect data and information with the help of various materials contained in the library room, such as: books, magazines, documents, notes and historical stories and others. In essence, the data obtained by this library research can be used as the basic basis and the main tool for the implementation of field research. Thus, this research can also be said as a study that discusses secondary data.

## RESULTS AND DISCUSSION

### Who is Youth?

Youth are agents who can carry out the planning, implementation and supervision processes. His role as an agent of control must be a front line in order to improve the order that is not in accordance with the target or policies that are not targeted. Being a true youth must be ready to accept a guide and a responsibility that must be passed for the birth of a generation that is always ready to face challenges and obstacles. The above role is able to give birth to a movement that supports local potential. In this case, local potential is not only related to natural resources, but also to human resources so that they can take full advantage of the existing potential. Through digital advancements, youth can easily carry out these roles. Because digital has provided many benefits and conveniences in all areas of life.

Youth as millennials in the digital era are required to be digital talents, business actors, as well as potential for the domestic market (Admin, Kementrian Koordinator Bidang Perekonomian Republik Indonesia, 2021). To be a digital talent is to be a person who is talented in terms of the development of digital technology. Of course, almost all young people in this country have become digital talents. Today's millennials have been able to use digital as a tool to strengthen the economy, one of which is being familiar with online buying and selling. Many youths currently use the features on social media not only as a medium to seek pleasure, but also as a place to promote their products. In addition, today's young entrepreneurs are also very successful as a result of utilizing digital advances. There are so many young entrepreneurs than there were long before this digital advancement existed. Through online selling platforms, millennials are free to express themselves to practice being entrepreneurs. In addition, not only goods can be offered, services can also be offered in this case. Youth is also not only as a business actor, but also as a potential domestic market. Coupled with online buying interest compared to offline buying interest is currently very visible.

In addition, youth as the next generation of the nation as well as agents of change, have a function as a driver in development and solving problems in the social culture of society. The challenge faced by youth in digital development is not to fall into the negative side of technological progress. Because if we know that today some people do not understand the benefits of advances in digital technology and instead fall into things that make them lose themselves. Being a youth must always actively participate in social activities because youth have a role as the main subject in a development. Therefore, there must be a way to build social awareness from now on. It is also necessary to have digital literacy from an early age, so that the younger generation will have strong endurance to face the negative influence of digital technology. Digital literacy is very important, either through the technical side or in the ethics of digital culture. Because the main function of digital literacy is to reduce things that are risky in the use of digital technology (Admin, Kementrian Koordinator Bidang Pembangunan Manusia dan Kebudayaan Republik Indonesia, 2021).

### Industrialization Youth Challenge 4.0

The industrial revolution resulted in a major change in the way humans produce goods or services, from requiring a long time and expensive costs to faster and cheaper processing times. (Adrian, 2019) The Industrial Revolution 4.0 or known as the Fourth Industrial Revolution (4IR) is the fourth industrial era since the first industrial revolution in the 18th century. An increasingly advanced era with very rapid technological developments has a very diverse and competitive impact on various social systems through technological breakthroughs in a number of fields. The changes that occurred then controlled humans not only as the engine of the economy but also in the fields of science and technology as well as organizations. As a social system, the organization has a regular pattern of work that was founded by humans which consists of the order of almost every industry in every country. The magnitude of this change marked the transformation of the entire system of production, management, and government. The impact is interpreted by positive psychology through a new perspective on existing ideas to the scientific community, society, and individuals, and provides empirical evidence on the phenomenon of human development (Kaswan, 2018); (Nawangsih & Dewi, 2019, p. 13).

The industrial revolution 4.0 builds on the digital revolution which represents new ways in which technology becomes embedded in society and even the human body. The changes that have occurred marked the shift from traditional to virtual manufacturing, including digital twinning, human-machine interaction, cyber threats and security, practical data collection and analysis, and software tool-sets. The fourth industrial revolution then had an impact on society and individuals, on technology, as well as on business. Each effect is described in the following section. In society and individuals, the fourth industrial revolution is changing the way people live, work and communicate. The fourth industrial revolution also reshaped the government system, education system, health care system, trade system and other systems in every aspect of life. In the future, the fourth industrial revolution will change the relationship between people, between systems, and it is very likely that it will change the way people see things in many ways (Nawangsih & Dewi, 2019, p. 14).

Dynamic conditions that arise due to the influence of the industrial revolution 4.0, encourage organizations as systems to need to adapt through various phases of growth and development in accordance with changing situations in the business environment continuously to 'just' exist to maintain the organization or even exist by experiencing progress in business or business. Organizations need to find the appropriate form so that it can flexibly then follow changing dynamic conditions (Himam, 2011); (Nawangsih & Dewi, 2019, p. 15).

The implications of the industrial revolution are like two sides of a coin. On the one hand, it has a positive value for work productivity and production process efficiency. On the other hand, the competitive world of work that results in a large number of unused workers will become a serious social problem for the pillars of political or economic stability of a country. Accepting change as a necessity of life must be followed to prepare for these changes by developing oneself and increasing self-competence through the synergy of the industrial revolution 4.0 with the mental revolution (Suwardana, 2017, p. 103).

### **Innovation Strategy Development**

The world today is undergoing a major change, namely the Industrial Revolution 4.0. The Industrial Revolution 4.0 is a change in the mechanism for the production of goods and services which is characterized by a number of characteristics, namely the use of the Internet of Things (IoT), big data, automation, robotics, cloud computing, to artificial intelligence. Information and communication technology is the main characteristic of the Industrial Revolution 4.0. Thus, this technology must also be applied in government organizations in supporting the implementation of their duties and functions. The application of the concept of e-government in government agencies has been started since 2001. And until now, government organizations in Indonesia, both at the Central and Regional levels are competing to be able to take advantage of ICT in their organizations (Amalia, 2018).

One of the keys to success in global competition is to innovate. Through research and development activities, business people will find novelty, usefulness, convenience as added value and competitiveness. Innovation is the ability to apply creative problem solving and create opportunities to improve or enrich human life (Fitriastuti, 2018, p. 72).

According to Suryana (2013), innovation has several important meanings which include innovation as renewal, innovation as change and innovation as excellence. In the concept of innovation as renewal, innovation is renewal or novelty that produces added value for its users. The object of innovation is the added value of a product or process or service. Innovation is expressed in the form of technological solutions that are better accepted by society. Novelty is a consequence of the practical implementation of innovation. The concept of innovation as change is that innovation is a change in the form of transformation, diffusion that leads to change. Innovation begins with a new process to produce a new object. Thus, innovation refers to the transformation to diffusion and ultimately change something. The concept of innovation as excellence means creating advantages in new forms. Innovation can be in various forms such as product, process, method, technology and management innovation (Fitriastuti, 2018, p. 72).

According to Kotler and Keller (2006) in Suryana (2013), there are four ways to innovate that can be done, namely by way of discovery, development, duplication and synthesis. Innovation by way of discovery is to create a product, service or process that has never been done before, for example the invention of the telephone by Alexander Graham Bell. Innovation by means of development is by developing existing products, services or processes, for example the development of MCD by Ray Krock. Innovation by means of duplication, namely by imitating existing products, services, or processes. Duplication does not mean just imitating but adding creatively completely to improve existing concepts so that they are more able to win the competition, for example dental care duplication by Dentaland. Innovation by synthesis is a way of combining existing concepts and factors into new formulations. This process involves taking a number of ideas or products that have been discovered or have been shaped so that they become products that can be applied in new ways. (Fitriastuti, 2018, p. 72)

We have now entered the era of the industrial revolution 4.0. In this era of the industrial revolution 4.0, all parties must be able to adapt to the latest technological developments. Fauzan (2018) suggests that the characteristics of industry 4.0 are a combination of technological developments such as physical cyber, information and communication technology,

communication networks, big data / cloud computing, modelling, virtualization, simulation and equipment developed for ease of human interaction with computers (Fitriastuti, 2018, p. 69).

With the characteristics of the 4.0 industrial revolution era, there will be challenges and obstacles that must be faced and must be solved by all parties and business actors. Lukman (2018) explains that there are new challenges for companies in entering the industrial era 4.0. In the previous era, namely industry 3.0, a company would be oriented to things such as large industrial capacity, producing at low costs, delivery times as short as possible and prioritizing customer satisfaction. In this era of industrial revolution 4.0, there are challenges regarding how to minimize capacity but at a low cost, be able to adapt to changes, deliver to customers very quickly and use big data (Fitriastuti, 2018, p. 69).

In facing the era of the industrial revolution 4.0, companies must carefully choose various strategies to survive and compete in the market. Pearce & Robinson (2011) explained that there are several strategies that can be chosen, namely a concentrated growth strategy, a major innovation strategy and a consortium strategy. Concentrated growth strategy is the main strategy in which an organization/company directs its resources towards profitable growth of a product, in a market with one dominant technology. The main strategy of innovation is a strategy to achieve premium margins related to the creation and acceptance of customers for new products or services. Consortium strategy is a strategy that links companies in a particular industry (Fitriastuti, 2018, p. 69).

### **Economic Improvement Through Pemuda Hebat Program**

Globalization has triggered a tendency to shift in the world of education from conventional face-to-face education to more open education (Mukhopadhyay M., 1995). For example, we see in France the project "Flexible Learning". This is reminiscent of Ivan Illich's predictions in the early 70s about "Deschooling Societies" where teachers are no longer needed in the extreme. Bishop G. (1989) predicted that future education will be flexible, open, and accessible to anyone who needs it regardless of the type, age, or previous educational experience Mason R. (1994) argues that future education will be more determined by information networks that allow interact and collaborate, not school buildings. However, technology will still widen the gap between rich and poor. Tony Bates (1995) states that technology can increase quality and reach when used wisely for education and training, and has a very important meaning for economic welfare, Alisjahbana I. (1966) suggests that the education and the training will be "On Time (Just on Time)". The new teaching techniques will be two-way, collaborative and inter-disciplinary. Romiszowski & Mason (1996) predict the use of "Computer-based Multimedia Communication (CMC)" which is synchronous and asynchronous. (Prasetiawan, 2014)

The large number of youth and the current role of youth in the nation's history must of course be managed properly between digital development and youth readiness, namely so that they can play a maximum role in strengthening the nation's economy. Of course there are several processes in optimizing the role of youth by strengthening the nation's economy. That we must admit together that this is not an easy journey for young people in an effort to strengthen the nation's economy. The existence of digital advances that exist will be a pity if only used for things that are not important. Therefore, youth in this case must be more active in making digital progress for things that are more useful, not just for temporary pleasure.

Optimizing the role of youth in strengthening the nation's economy is an important element in development in this country. Youth is a productive age to do work and produce a work. Youth also have a high idealism compared to old age to realize ideas in realizing a job. In addition to being high idealists, young people also have integrity in dealing with each other in the world of work. In addition, what is very important is that there will be extraordinary momentum in Indonesia in 2025, namely the year of the demographic bonus. The demographic bonus is a significant increase in productive age, which can also be interpreted as a phenomenon where the productive age is more numerous than the non-productive age. Of course, this demographic bonus has both positive and negative effects. Which will have a positive effect if this productive age is able to take advantage of its potential in strengthening the nation's economy. Meanwhile, it will be a negative effect if the productive age is not able to take advantage of its potential and the economy will actually be more backward (Najamudin, 2019).

Efforts to strengthen the economy through optimizing youth in the digital era are basically an effort to improve people's lives. Why can it be said that, because with a strong economy, automatically the welfare of the community will also be high. We can also know that since the pandemic that hit all countries in the world, including Indonesia, which of course devastated the nation's economy. It has been two years since the nation's struggle to fight this pandemic, in which the nation's economy has experienced a drastic decline due to a severe decline in purchasing power and production power. Many employees are experiencing Termination of Work Rights (PHK). Therefore, it is time for this nation to rise to strengthen the economy and carry out improvements in all lines of life.

With the collaboration between youth optimization and increasingly rapid digital development, it will produce a new concept commonly known as the creative economy. The creative economy is an economic concept where information and creativity, ideas and knowledge from Human Resources (HR) are the main components in the concept of the creative

economy. In facing challenges and obstacles in the increasingly global creative economy competition, it is necessary to prepare several ways, including strengthening digital infrastructure and digital capabilities (Rahayu, 2020).

The development of information technology in the midst of industrialization 5.0 should also bring changes to the world of tourism in Indonesia. It is time for tourism promotion to switch to media that is more acceptable to the public, namely in the form of applications for smartphones (smartphones). This promotion through smartphone applications (smartphones) needs to be done where according to APJII the digital world has now become part of our daily life where we use it to find information and even solutions to our daily problems. The duration of daily internet use for Indonesians until 2020 was recorded as high, namely 7 hours 59 minutes (APJII, 2020) where this figure exceeded the average time of the world community which only spent 6 hours 43 minutes every day. In fact, according to the survey results of the Indonesian Internet Service Providers Association (APJII) in 2020, during the COVID-19 pandemic the majority of Indonesians accessed the internet more than 8 hours a day. New habit patterns for studying and working from home online are shaping our internet behavior.

Through the Edu-Wisata program and the MerC-Des application, it is expected to generate revenue for local revenue from the tourism sector. The ownership of this smartphone application shows the breadth of the target for this tourism promotion, namely domestic and foreign tourists. We also know the strength of Reyog Ponorogo art, which already has a name in the international world and as one of Indonesia's leading arts, is also an added value to be able to promote other arts from Ponorogo Regency. Full support from the Regional Government and Central Government through Kedaireka as well as support from the Muhammadiyah University of Ponorogo is expected to realize this Edu Wisata program.

The implementation of the Ponorogo Regency tourism promotion improvement program through the Edu-Tourism program requires collaboration between the Ponorogo Regency Government through the Disbudparpora Service and the Ponorogo Muhammadiyah University. The portion of work in the implementation of this program will be divided according to the capacity of each institution. The Ponorogo Regency Government will work in the program more on the preparation of regulations and coordination with related parties including the Village. In addition, the Regional Government will carry out the task of carrying out the selection of Great Youth from 281 Villages in Ponorogo Regency. Meanwhile, the University of Muhammadiyah Ponorogo will work in this Edu-Tourism program related to multimedia training, training on exploring village tourism potential, application design, as well as training on the use of applications as well as evaluating the implementation of the MerC-Des program.

## CONCLUSION

Changes in communication technology in the industrialization era 4.0 turned out to be responded well by the Ponorogo Regency Government in terms of increasing youth capacity to improve the regional economy. The program being carried out is "HEBAT YOUTH" changing the collaboration between the government, academia and the community. The cooperation between the three can be said to be mutually beneficial so that the implementation of this "HEBAT YOUTH" innovation program can run well. The human resource capacity of youth in the suburbs of Ponorogo is the main obstacle in implementing this innovation because the level of education tends to be low and access to the city is also very far. This innovation can be used as a model for other regions, especially in Indonesia because innovations that are open to collaboration will bring great opportunities for the progress of a region.

## REFERENCES

- [1]. Admin. (2021, Juli 16). *Kementerian Koordinator Bidang Perekonomian Republik Indonesia*. Retrieved from: <https://www.ekon.go.id/publikasi/detail/3154/partisipasi-generasi-milenial-dalam-era-digital-untuk-menjawab-tantangan-ekonomi-masa-depan>
- [2]. Admin. (2021, Oktober 28). *Kementerian Koordinator Bidang Pembangunan Manusia dan Kebudayaan Republik Indonesia*. Retrieved from: <https://www.kemenkopmk.go.id/tantangan-pemuda-indonesia-di-era-digital>
- [3]. Adrian. (2019). Kesiapan Sumber Daya Manusia Indonesia Dalam Era Industri 4.0. *Jurnal Manajemen & Bisnis Jakarta*, 33-38.
- [4]. Amalia, S. (2018). Reformasi Birokrasi 4.0 : Strategi Menghadapi Revolusi Industri 4.0. *Jurnal Wacana Kinerja*.
- [5]. Beriansyah, A. (2021). Penguatan Organisasi Kepemudaan Dan Peningkatan Peran Pemuda Dalam Tata Kelola Pemerintahan Desa Di Desa Tantan Kabupaten Muaro Jambi. *Prosiding Seminar Nasional Pengabdian kepada Masyarakat*, 111-118.
- [6]. Fitriastuti, L. I. (2018). Peran Inovasi Untuk Meningkatkan Kinerja Perusahaan Dalam Menghadapi Era Revolusi Industri 4.0 . *Jurnal Ekonomi dan Kewirausahaan*, 69-76.

- [7]. Harara, A. (2016, Februari 20). *Budaya Hedonisme Dalam Masyarakat Era Global*. Retrieved Januari 10, 2017, from: [https://www.academia.edu/7277965/Budaya\\_Hedonisme\\_Dalam\\_masyarakat\\_Era\\_Global\\_Oleh\\_Alviani\\_Harara?auto=download](https://www.academia.edu/7277965/Budaya_Hedonisme_Dalam_masyarakat_Era_Global_Oleh_Alviani_Harara?auto=download)
- [8]. Najamudin, A. A. (2019). Pelatihan Kepemudaan Pemuda-Mudi Dusun Cetok sebagai Upaya Optimalisasi Peran Pemuda dalam Mengembangkan Potensi Desa. *Prosiding Konferensi Pengabdian Masyarakat, 1*, 91-93.
- [9]. Nawangsih, S. K., & Dewi, R. (2019). Kajian Komitmen Organisasi Menghadapi Era Revolusi Industri 4.0 di Kota Semarang. *JURNAL RIPTEK*, 13-22.
- [10]. Prasetiawan, I. B. (2014). *Perkembangan Teknologi Informasi di Indonesia*. (pp. 1-6). e-LIS.
- [11]. Rahayu, N. (2020). Peran Pendidikan Karakter Dalam Menumbuhkan Ekonomi Kreatif Berbasis Digital di Era Revolusi Industri 4.0. *Program Studi Pendidikan Dasar, Pascasarjana Unimed*, 1-9.
- [12]. Ramadhan, A. (2022). E-Konstituen: Inovasi Aplikasi Digital Berbasis Digital Operating System Untuk Meningkatkan Peran Generasi Muda Di Era Demokrasi Digital. *Jurnal Birokrasi dan Pemerintahan Daerah, 4(1)*, 35-45.
- [13]. Suwardana, H. (2017). Revolusi Industri 4.0 Berbasis Revolusi Mental. *JATI UNIK*, 102-110.
- [14]. Suyanto, M. (2006). *Revolusi Organisasi dengan Memberdayakan Kecerdasan Spiritual*. Yogyakarta: Andi Offset.