



Kisah Sukses **PETANI MUDA YESS**

SUCCESS STORIES OF YESS YOUNG FARMERS

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Success Stories of YESS Young Farmers

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Kata Pengantar

Pembangunan pertanian ke depan berada di tangan kaum pemuda tani. Karena itu, regenerasi petani menjadi sebuah kebutuhan yang mendesak. Keberadaan program *Youth Entrepreneurship and Employment Support Services* (YESS) hasil kerjasama Kementerian Pertanian (Kementan) dengan *International Fund for Agricultural Development* (IFAD) bertujuan 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 menuju sektor pertanian yang modern dengan kaum muda sebagai *key driver* transformasi. Untuk itu, kegiatan Program YESS ditujukan untuk memperkuat kesiapan pemuda dalam memasuki dunia kerja dan kewirausahaan di sektor pertanian melalui peningkatan kapasitas dan fasilitas sekolah vokasi pertanian juga program pemagangan bersertifikat.

Program YESS didukung manajemen dari tingkat pusat melalui *National Project Management Unit* (NPMU)/Pusat Pendidikan Pertanian dan tingkat provinsi melalui *Provincial Project Implementation Unit* (PPIU)/Politeknik Pembangunan Pertanian dan SMK-PP. Serta tingkat kabupaten melalui *District Implementation Team* (DIT)/ Dinas Pertanian dan *District Coordination Team* (DCT)/BAPPEDA. Kolaborasi antara pemerintah pusat dan pemerintah daerah dilakukan secara tepat dan efektif, pemerintah daerah secara swakelola melaksanakan kegiatan-kegiatan program di kabupaten masing-masing.

Foreword

Future agricultural development is in the hands of the young generation. Therefore, the regeneration of farmers is an urgent necessity. The Youth Entrepreneurship and Employment Support Services (YESS) program, a collaboration between the Ministry of Agriculture (MOA) and the International Fund for Agricultural Development (IFAD), aims to provide opportunities for youth to earn a living in the agricultural sector, either as workers or entrepreneurs.

In addition to being an effort to regenerate the agricultural sector, the activities within the YESS Programme also serve as a transformational effort towards a modern agricultural sector with youth as key drivers of transformation. For this reason, the activities of the YESS Programme are aimed at strengthening the readiness of youth to enter the workforce and entrepreneurship in the agricultural sector through capacity building and vocational school facilities, as well as certified apprenticeship programs.

The YESS Programme is supported by management at the central level through the National Project Management Unit (NPMU)/Indonesian Center for Agricultural Education (ICAEd), at the provincial level through Provincial Project Implementation Unit (PPIU)/Agricultural Development Polytechnics (Polbangtan) and Development Vocational Agricultural High School (SMK-PP). And at the district level through the District Implementation Team (DIT)/Agricultural Department of each district and District Coordination Team (DCT)/Agency for Regional Development (BAPPEDA). Collaboration between the central government and local governments is carried out appropriately and effectively, with local governments implementing

Program YESS, fokus untuk membidik dan memfasilitasi calon petani atau wirausahawan pemuda tani yang berasal dari generasi muda di daerah sasaran diharapkan semakin meningkatkan jumlah wirausaha pertanian. Sejak hadirnya Program YESS melalui berbagai kegiatan, baik pelatihan, pemagangan dan bantuan permodalan, kini telah banyak pemuda tani yang berhasil mengembangkan usahanya. Dalam buku Kisah Sukses Petani Muda YESS dituliskan beberapa Penerima Manfaat Program YESS dari empat provinsi lokasi Program YESS yang telah sukses menjadi wirausahawan.

Dari Jawa Barat ada 8 penerima manfaat, Jawa Timur 8 penerima manfaat, Kalimantan Selatan 6 penerima manfaat dan Sulawesi Selatan 8 penerima manfaat. Mereka adalah sebagian dari banyaknya penerima manfaat yang telah berhasil menjadi pengusaha di daerahnya masing-masing. Semoga buku ini menjadi pelajaran berharga bagi pemuda tani dan siapa saja yang membaca bahwa dunia pertanian menarik untuk menjadi ladang usaha dan penghasilan.

program activities in their respective districts through self-management.

The YESS Programme, which focuses on targeting and facilitating potential agricultural young farmers or entrepreneurs from the younger generation in the target areas, is expected to further increase the number of agricultural entrepreneurs.

Since the introduction of the YESS Programme through various activities, including training, apprenticeships, and financial assistance, many youths have successfully developed their businesses. The book "Success Stories of YESS Young Farmers" documents several beneficiaries of the YESS Programme from four provinces where the YESS Programme is located, who have successfully become entrepreneurs.

From West Java there are 8 beneficiaries, East Java 8 beneficiaries, South Kalimantan 6 beneficiaries, and South Sulawesi 8 beneficiaries. They are some of the many beneficiaries who have succeeded in becoming entrepreneurs in their respective regions. Hopefully, this book will serve as a valuable lesson for youths and anyone reading it, showing that the field of agriculture is an attractive avenue for business and income.

Tim Penyusun

Author Team

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Sambutan Menteri Pertanian

Opening Remarks
Minister of Agriculture

Kementerian Pertanian sangat serius melahirkan wirausaha muda dari sektor pertanian. Bersama International Fund for Agricultural Development (IFAD) melalui Program Youth Entrepreneurship and Employment Support Services (YEES), kami berupaya melahirkan wirausaha muda pertanian yang tangguh.

Wirausaha sangat penting dalam pembangunan pertanian. Seperti kita ketahui, nilai tambah ekonomi itu ada pada pengolahan (*processing*), bisa mencapai 100%. Karenanya, kita harus mengedukasi generasi muda bahwa berusaha di sektor pertanian sangat menguntungkan.

Jika di hulu (budidaya) menggunakan pertanian modern dan di hilir (pengolahan) menggunakan teknologi canggih untuk pengemasan (*packaging*), maka nilai tambah komoditas tersebut akan naik 50-100%, bahkan 200%.

Generasi muda tani merupakan bonus demografi Indonesia di masa depan. Karena itu, perlu diyakinkan dan diberikan motivasi agar para pemuda tani mau, serta bisa berusaha di sektor pertanian. Kita bisa lihat banyak konglomerat dunia yang berhasil

The Ministry of Agriculture is very serious about creating young entrepreneurs in the agricultural sector. Together with the International Fund for Agricultural Development (IFAD) through the Youth Entrepreneurship and Employment Support Services (YEES) Programme, we strive to create resilient young agricultural entrepreneurs.

Entrepreneurs play a crucial role in agricultural development. As we know, the economic added value lies in processing, which can reach up to 100%. Therefore, we need to educate the current generation (youth) that venturing into the agricultural sector is highly profitable.

If the upstream (cultivation) uses modern agriculture and the downstream (processing) uses advanced technology for packaging, the added value of the commodity will increase by 50-100%, even 200%.

The young generation is Indonesia's demographic bonus in the future. Therefore, it is necessary to convince and motivate youths to want and be able to engage in the agricultural sector. We can see that many of

dengan modal seadanya, tetapi bisa berhasil.

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 dibiayai oleh *International Fund for Agricultural Development* (IFAD). Tak kurang dari 55,3 juta dollar AS digelontorkan IFAD untuk program selama 6 tahun program berjalan (2019-2025).

Saya mengapresiasi Program YESS sebagai upaya untuk menghasilkan wirausahawan muda yang berkualitas di sektor pertanian. Karenanya, melalui Program YESS diharapkan akan terwujud regenerasi pertanian, meningkatnya kompetensi sumber daya manusia dari perdesaan, dan meningkatnya jumlah wirausaha muda di bidang pertanian.

the world's conglomerates have succeeded with minimal capital.

The Ministry of Agriculture has always facilitated youths to become agricultural entrepreneurs. We facilitate them. We provide facilities, technology, agricultural machinery assistance, free seeds, and even mentoring. If young farmers work together, it is not impossible for (Indonesian) production to increase and become the world's food barn by 2045.

One of the efforts to facilitate the creativity of the young generation to work and venture into the agricultural sector is the Youth Entrepreneurship and Employment Support Services (YESS) Programme funded by the International Fund for Agricultural Development (IFAD). No less than US\$ 55.3 million was allocated by IFAD for the program during its 6-year duration (2019-2025).

I appreciate the YESS Programme as an effort to produce quality young entrepreneurs in the agricultural sector. Therefore, through the YESS Programme, it is expected that agricultural regeneration will be realized, increasing the competence of human resources from rural areas, and increasing the number of young entrepreneurs in agriculture.

Menteri Pertanian RI

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

Minister of Agriculture

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

Sambutan Kepala Badan PPSDMP

Opening Remarks
by Director General of AAEHRD

Kementerian Pertanian terus mendorong program Youth Entrepreneurship and Employment Support Services (YESS) agar terus dijalankan untuk menghasilkan petani muda yang profesional, mandiri, berdaya saing, dan berjiwa wirausaha yang tinggi.

Ada dua kunci utama dalam pelaksanaan Program YESS, Pertama, Program YESS hadir untuk meningkatkan kapasitas pemuda di perdesaan melalui pendidikan dan pelatihan untuk menjadi agen pembangunan pertanian. Kedua, sasaran Program YESS yakni, pemuda harus memiliki jiwa kewirausahaan dari hulu sampai hilir.

Karena itu, kegiatan dalam Program YESS ditujukan untuk memperkuat kesiapan pemuda dalam memasuki dunia kerja di sektor pertanian. Diantaranya, melalui peningkatan kapasitas dan fasilitas sekolah vokasi pertanian juga program pemagangan bersertifikat.

The Ministry of Agriculture continues to promote the Youth Entrepreneurship and Employment Support Services (YESS) Programme to be consistently implemented in order to produce professional, independent, competitive, and highly entrepreneurial young farmers.

There are two key principles in the implementation of the YESS Programme. First, the YESS Programme is present to increase the capacity of rural youth through education and training to become agents of agricultural development. Second, the target of the YESS Programme is for youth to have an entrepreneurial spirit from upstream to downstream.

Therefore, activities in the YESS Programme are aimed at strengthening the readiness of youth to enter the workforce in the agricultural sector. This includes enhancing the capacity and facilities of agricultural vocational schools and certified apprenticeship programs.

Tantangan terbesar saat ini adalah mengajak pemuda untuk terjun ke dunia pertanian yang tidak mudah. Karena itu, hadirnya Program YES memang menjadi bagian tak terpisahkan untuk mempercepat regenerasi petani dan mencetak pemuda tani. Program YES juga bertujuan untuk melahirkan wirausaha muda pertanian atau pemuda tani dengan berbagai kegiatan maupun usaha yang dirintisnya.

Saat ini Program YES telah melakukan peningkatan kapasitas kaum muda melalui pelatihan *financial literacy* dan manajemen usaha. Sudah lebih dari 35 ribu pemuda yang mengikuti kegiatan peningkatan kapasitas yang diinisiasi oleh YES.

Pertanian membuka peluang luas bagi semua kalangan usia. Semakin muda, semakin terpancar kekuatan, energi, dan bebak kritis yang dapat membawa inovasi yang lebih baik. Saatnya meluncurkan semangat baru dalam pertanian, menciptakan perilaku baru dan memotivasi generasi muda untuk meraih pendapatan yang lebih baik melalui sektor pertanian.

Program regenerasi petani seperti YES menjadi solusi yang tepat, karena membawa perubahan dalam cara anak muda memandang dan terlibat dalam dunia pertanian. Mari bersama-sama menciptakan pertanian yang dinamis dan berkembang dengan melibatkan generasi muda.

The biggest challenge today is encouraging youth to enter the challenging field of agriculture. Hence, the presence of the YES Programme is an integral part of accelerating the regeneration of farmers and producing young farmers. The YES Programme also aims to cultivate young agricultural entrepreneurs or young farmers through various initiatives and businesses that they initiate.

Currently, the YES Programme has been increasing the capacity of young people through financial literacy and business management training. More than 35 thousand young individuals have participated in capacity-building activities initiated by YES.

Agriculture offers broad opportunities for all age groups. The younger, the more strength, energy, and critical thinking can bring about better innovation. It's time to launch a new spirit in agriculture, create new behaviors, and motivate the younger generation to achieve better income through the agricultural sector.

Regeneration programs for farmers, such as YES, are the right solution as they bring changes in the way young people perceive and engage in the agricultural sector. Let's work together to create a dynamic and evolving agriculture by involving the younger generation.

Director General of AAEHRD

Prof. Dr. Ir. Dedi Nursyamsi, M.Agr

Kepala Badan PPSDMP

Prof. Dr. Ir. Dedi Nursyamsi, M.Agr

Sekapur Sirih

Kepala Pusat Pendidikan Pertanian

Opening Remarks

by Director of Indonesian Center for Agricultural Education (ICAEd)



Melihat kemampuan pertanian menghadapi tantangan berat selama COVID-19 membuat keyakinan pertanian menjadi lapangan kerja menarik, prospektif, menguntungkan dan dapat berdampak pada penurunan angka pengangguran serta terjadinya urbanisasi. Ke depan, dunia yang semakin terbuka dan pasar yang semakin kompetitif menyebabkan pelaku yang harus bekerja pada sektor pertanian adalah petani yang produktif dan efisien.

Petani berusia lanjut diketahui memiliki produktivitas yang rendah dan kurang efisien. Petani tua juga relatif tertinggal dalam akses dan pemanfaatan teknologi. Sebaliknya, petani muda memiliki peluang untuk bekerja dengan hasil lebih produktif dan efisien. Program Youth Entrepreneurship and Employment Support Services (YESS), lahir sebagai jawaban atas tantangan dalam permasalahan regenerasi petani.

Program ini merupakan proyek percontohan pengembangan generasi muda dan regenerasi petani di perdesaan melalui penyediaan fasilitas dan bimbingan kepada

looking at the agricultural sector's ability to face significant challenges during the COVID-19 pandemic brings conviction that agriculture is an attractive, prospective, and profitable field of employment. This can contribute to reducing unemployment rates and urbanization. In the future, an increasingly more open world and a more competitive market stressed the necessity for those working in the agricultural sector to be productive and efficient farmers.

Older farmers are known to have low productivity and are less efficient. Older farmers are also relatively behind in access to and utilization of technology. In contrast, young farmers have the opportunity to work more productively and efficiently. The Youth Entrepreneurship and Employment Support Services (YESS) Programme was created in response to the challenges of farmer regeneration.

The program is a pilot project for youth development and farmer regeneration in rural areas through the provision of facilities and guidance to young people to become entrepreneurs or professionals in the agricultural sector. Funded by the

generasi muda untuk menjadi wirausaha atau tenaga kerja yang profesional di sektor pertanian. Dengan pendanaan dari *International Fund for Agricultural Development* (IFAD), Program YESS menciptakan wirausaha muda tani tangguh dan berkualitas dari kawasan sentra pertanian.

Tujuan utama Program YESS adalah menggali potensi serta mengembangkan kualitas pemuda di perdesaan melalui penyediaan fasilitas dan bimbingan guna menjadi petani atau wirausaha muda profesional di sektor pertanian. Adanya Program YESS sangat mendukung dalam pengembangan sumberdaya manusia pertanian dan memberdayakan pemuda tani untuk memanfaatkan sumberdaya alam pertanian di perdesaan secara optimal, profesional, menguntungkan dan berkelanjutan tentunya mereka ini akan siap menghadapi era generasi mendatang.

Program dilaksanakan di empat provinsi pada 19 kabupaten; yaitu Provinsi Kalimantan Selatan (Kab. Hulu Sungai Selatan, Kab. Banjar, Kab. Tanah Laut dan Kab. Tanah Bumbu); Provinsi Sulawesi Selatan (Kab. Gowa, Kab. Bantaeng, Kab. Bone, Kab. Bulukumba dan Kab. Maros); Provinsi Jawa Barat (Kab. Bogor, Kab. Sukabumi, Kab. Cianjur, Kab. Tasikmalaya dan Kab. Subang); dan Provinsi Jawa Timur (Kab. Malang, Kab. Pasuruan, Kab. Tulungagung, Kab. Banyuwangi dan Kab. Pacitan).

Harapannya bisa terjadi peningkatan kapasitas dan kemampuan pemuda tani. Mereka pun difasilitasi untuk selanjutnya dapat terjun dan berkiprah dalam dunia usaha pertanian.

International Fund for Agricultural Development (IFAD), the YESS Programme creates resilient and qualified young entrepreneurs from agricultural hub areas.

The main objective of the YESS Programme is to explore the potential and develop the quality of youth in rural areas through the provision of facilitation and guidance to become professional young farmers or entrepreneurs in the agricultural sector. The existence of the YESS Programme greatly supports the development of agricultural human resources and empowers young farmers to utilize agricultural natural resources in rural areas optimally, professionally, profitably, and sustainably. Ensuring they will be ready to face the next generation era.

This program implemented in four provinces in 19 districts; namely South Kalimantan Province (Hulu Sungai Selatan District, Banjar District, Tanah Laut District and Tanah Bumbu District); South Sulawesi Province (Gowa District, Bantaeng District, Bone District, Bulukumba District and Maros District); West Java Province (Bogor District, Sukabumi District, Cianjur District, Tasikmalaya District and Subang District); and East Java Province (Malang District, Pasuruan District, Tulungagung District, Banyuwangi District and Pacitan District).

In addition, it is expected to assist rural youth in establishing cooperation with relevant stakeholders in terms of supply chain management. It is hoped that there will be an increase in capacity and capability. They are also facilitated to further engage and take part in the agricultural business world.

**Kepala Pusat Pendidikan
Pertanian/Direktur Program YESS**
Dr. Idha Widi Arsanti, SP, MP

**Director of Indonesian Center for
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Dr. Idha Widi Arsanti, SP, MP

Salam Hangat

Project Manager Program YESS

Warm Greetings

Project Manager of YESS Programme

Anggapan yang kerap melekat pada sektor pertanian sebagai bidang pekerjaan yang kurang bergengsi, tidak menguntungkan, dan hanya untuk orang tua menciptakan kekhawatiran rendahnya minat generasi muda untuk terlibat dalam sektor pertanian. Sementara, pertumbuhan penduduk mendorong kebutuhan pangan yang lebih besar.

Upaya menjamin keberlanjutan pertanian harus dilakukan dengan melibatkan generasi muda sebagai key driver pembangunan bangsa di masa depan. Berdasarkan Data Proyeksi Penduduk Indonesia 2020-2050 (BPS, 2023), struktur penduduk Indonesia didominasi kelompok muda dan akan terus meningkat hingga mencapai puncak pada sekitar tahun 2050. Pada periode tersebut, Indonesia akan memiliki Bonus Demografi yang besar sebagai salah satu negara dengan angkatan kerja terbanyak di Asia.

Sektor Pertanian menawarkan peluang untuk menjadi Penyedia Lapangan Pekerjaan, Sumber Pendapatan Utama Rumah Tangga, Penyedia Pangan, Penghasil Devisa, dan Mendukung Pertumbuhan Ekonomi. Berdasarkan tantangan dan peluang tersebut, Program Youth Entrepreneurship and Employment Support Services (YESS) hadir sebagai upaya menjawab ancaman ketahanan pangan dan masa depan pertanian Indonesia.

Program yang saat ini dilaksanakan di empat provinsi dan 19 kabupaten,

The assumption that often attaches to the agricultural sector as a less prestigious, unprofitable field, and only for the older generation creates concerns about the low interest of the younger generation to engage in the agricultural sector. Meanwhile, population growth drives the need for more significant food demand.

Efforts to ensure the sustainability of agriculture must be made by involving the younger generation as a key drivers of the nation's future development. Based on the Population Projection Data of Indonesia 2020-2050 (BPS, 2023), the population structure of Indonesia is dominated by the younger age group and will continue to increase until it reaches its peak around 2050. In that period, Indonesia will have a significant demographic bonus as one of the countries with the largest workforce in Asia.

The agricultural sector offers opportunities to be a Job Provider, the Main Source of Household Income, Food Provider, Forex Producer, and Supports Economic Growth. Based on these challenges and opportunities, the Youth Entrepreneurship and Employment Support Services (YESS) Programme is present as an effort to address the threats to food security and the future of Indonesian agriculture.

The program, currently implemented in four provinces and



termasuk Provinsi Kalimantan Selatan, Provinsi Sulawesi Selatan, Provinsi Jawa Barat, dan Provinsi Jawa Timur berikut menyasar kaum muda berusia 17-39 tahun melalui empat komponen Program yaitu Transisi Pemuda Pedesaan untuk Bekerja, Kewirausahaan Pemuda Pedesaan, Investasi untuk Pemuda Pedesaan di Bidang Pertanian, dan Lingkungan yang menunjang untuk Pemuda Pedesaan.

Melalui Program yang didanai oleh *International Fund for Agricultural Development (IFAD)* ini, potensi besar generasi muda untuk membawa inovasi dan semangat baru dalam sektor pertanian didorong melalui pemberian berbagai dukungan, seperti namun tidak terbatas pada pelatihan, pendampingan, akses permodalan, dan bantuan akses pasar. Dengan dukungan tersebut, para petani muda yang menjadi Penerima Manfaat Program YES telah membuktikan bahwa mereka mampu mengembangkan usaha tani yang sukses dan potensial.

Melalui Buku Kisah Sukses Petani Muda YES, Kisah-kisah inspiratif wirausaha muda sukses Program YES menunjukkan bahwa bertani bukan lagi pekerjaan yang kuno dan tertinggal, tetapi menjadi profesi yang menjanjikan dan penuh peluang. Diharapkan melalui penyusunan buku ini, upaya yang telah dilaksanakan melalui Program YES dapat semakin berkembang dan menjangkau lebih banyak generasi muda untuk berminat terlibat dalam sektor pertanian. Setiap halaman dalam buku ini adalah cerminan harapan dan kemungkinan baru yang dapat menginspirasi generasi muda untuk menjadi kontributor dalam membangun sektor pertanian yang berkelanjutan dan produktif. Dengan tekad dan semangat, setiap langkah kecil dalam pertanian dapat menjadi inisiatif keberhasilan dan kontribusi berharga untuk keberlanjutan pertanian Indonesia.

Project Manager Program YES
Dr. Inneke Kusumawaty, S.TP, M.P.

19 districts, including South Kalimantan Province, South Sulawesi Province, West Java Province, and East Java Province, targets young people aged 17-39 through four program components: Rural Youth Transition to Work, Rural Youth Entrepreneurship, Investment for Rural Youth in Agriculture, and Environment that Supports Rural Youth.

Through this program which funded by the International Fund for Agricultural Development (IFAD), the immense potential of the younger generation to bring innovation and a new spirit to the agricultural sector is encouraged through various support, including but not limited to training, mentoring, access to capital, and market access assistance. With these support, the young farmers who are beneficiaries of the YES Programme have proven that they can develop successful and promising agricultural businesses.

Through the Success Stories of YES Programme's Young Farmers Book, the inspirational stories of successful young entrepreneurs from the YES Programme beneficiaries demonstrate that farming is no longer an outdated and backward profession but a promising profession full of opportunities. It is hoped that through the compilation of this book, the efforts that have been implemented through the YES Programme can further develop and reach more young people to be interested in engaging in the agricultural sector. Each page in this book reflects hope and new possibilities that can inspire the younger generation to become contributors to building a sustainable and productive agricultural sector. With determination and passion, every small step in agriculture can be an initiator of success and a valuable contribution to the sustainability of Indonesian agriculture.

Project Manager of YES Programme
Dr. Inneke Kusumawaty, S.TP, M.P.

BAB I

GELIAT PEMUDA TANI TATAR SUNDA

THE YOUTH MOVEMENT IN THE SUNDAENESE REGION

Program YEES di Bumi Sunda, Jawa Barat berlokasi di lima kabupaten yakni Bogor, Sukabumi, Subang, Tasikmalaya, dan Cianjur. Diantara banyak penerima manfaat, mereka adalah perempuan tangguh yang berhasil menjadi *entrepreneur* sukses.

Nurul Ihsani dari Cianjur dengan produk Buynana berhasil berinovasi dari kelangkaan bahan baku pisang kini merambah ke singkong. Griya Marliana Arisetianti yang sukses beternak kambing perah dan membuat bubuk susu kambing. Lihat juga Ropikoh Amini yang sukses membangun peternakan domba dengan bendera Aulia Farm.

The YEES Program in the Sunda Land, West Java, is located in five districts: Bogor, Sukabumi, Subang, Tasikmalaya, and Cianjur. Among the many beneficiaries are resilient women who have successfully become entrepreneurs.

Nurul Ihsani from Cianjur, with her product Buynana, has successfully innovated from the scarcity of banana raw materials and expanded into cassava. Griya Marliana Arisetianti successfully breeds dairy goats and produces goat milk powder. Also, observe Ropikoh Amini, who successfully established a sheep farm under the business name of Aulia Farm.

Sementara, Didi Permedi meninggalkan pekerjaan sebagai pegawai bank dan sukses menjadi peternak burung puyuh di Tasikmalaya. Ade Sopandi berhasil membangkitkan peternak di Desa Cimayasari, Subang, Jawa Barat. Agung Karisma mengajak petani untuk membangun klaster nanas di Subang.

Ditengah anggapan profesi petani bukan pekerjaan menjanjikan, Lutfi Kurniawan justru balik ke kampung dan jatuh cinta dengan si pedas, cabai. Sementara keterbatasan modal usaha tak menghalangi Ryanto berinovasi merakit mesin pencacah hijauan pakan dari mesin air bekas. Dengan alat tersebut, pemuda tani Sukabumi ini mengangkat nasibnya dari beternak domba.

Meanwhile, Didi Permedi left his job as a bank employee and successfully became a quail farmer in Tasikmalaya. Ade Sopandi successfully managed to revive farmers in Cimayasari Village, Subang, West Java. Agung Karisma encouraged farmers to establish a pineapple cluster in Subang.

Amidst the perception that certain professions are not promising, Lutfi Kurniawan, instead, returned to his village and fell in love with the spicy world of chili. While the limitation of business capital did not prevent Ryanto from innovatively assembling a green fodder chopper from used water pump machines. With this tool, this Sukabumi young man improved his fate through sheep farming.

Nurul Ihsani, Hikmah dari Kelangkaan Bahan Baku

Nurul Ihsani
*Wisdom from the Scarcity
of Raw Materials*

Banyak jalan menuju Roma, begitu juga dengan Nurul Ihsani dengan produk Buynana. Perempuan muda asal Cianjur ini berhasil berinovasi dari kelangkaan bahan baku pisang kini merambah ke singkong. Bahkan kini penjualan produknya sudah menyebar, bukan hanya daerah di Indonesia, tapi juga menembus pasar ekspor ke negara tetangga Malaysia.

Pandemi COVID-19 tahun 2019 memaksa Nurul yang tengah menuntut ilmu di salah satu universitas di Jakarta kembali ke kampung halamannya di Cijambe, Kecamatan Cianjur, Kabupaten Cianjur, Jawa Barat. Lahir dari keluarga sedeharna, yang memiliki usaha warung sembako dan lahan pertanian yang tidak seberapa luas.

Usaha yang dilakoni Nurul berawal ketika berada di rumah dan melihat banyak pisang titipan petani di warungnya yang tidak terjual. Dari sanalah muncul keinginan untuk mengolah pisang agar bernilai ekonomis. Namun mewujudkan keinginannya tersebut tak semudah membalikkan telapak tangan.



Many roads lead to Rome, and the same goes for Nurul Ihsani with her product, Buynana. This young woman from Cianjur successfully innovated from the scarcity of banana raw materials and expanded her business to cassava. Even now the sales of her products have spread, not only in Indonesia, but also penetrated the export market to neighboring country, Malaysia.

The COVID-19 pandemic in 2019 forced Nurul, who was studying at a university in Jakarta, to return to her hometown in Cijambe, Cianjur Sub-district, Cianjur District, West Java. Born into a modest family that runs a grocery store and owns a relatively small agricultural land.

Nurul's business started when she observed many unsold bananas from farmers at her store. From there, the desire to turn bananas into economically valuable products emerged. However, she realized this ambition was not as easy as turning the palm of the hand.

Awal proses memulai usaha, Nurul banyak menghadapi kendala, baik itu produksi, kemasan, maupun pemasaran. Saat memproduksi, pisangnya gagal goreng, kemasan bolong dan belum ada peminatnya. Hingga ia berusaha memperkenalkan sampel produk olahan pisangnya itu ke teman-temannya untuk uji coba.

Kegagalan tersebut tidak membuat perempuan berzodiak Taurus ini patah semangat. Nurul terus berusaha mencari rasa yang diminati konsumen. Setidaknya selama 14 hari, ia bersama keluarganya mencoba membuat olahan pisang agar mendapatkan rasa yang enak di lidah penikmatnya. "Setelah saya uji coba beberapa kali, ada rasa cokelat, milk dan original, ternyata banyak permintaan keripik pisang rasa greentea dari beragam usia," katanya.

Bantu Petani

Saat ini mulai banyak pembeli dari media sosial. Dengan semakin banyak permintaan pembeli, dirinya yang memang dari awal berkeinginan membantu petani, kemudian memberdayakan ibu-ibu untuk bekerja agar menambah penghasilan keluarga.

In the initial stages of starting her business, Nurul faced many obstacles, including production, packaging, and marketing. During production, her attempts to fry the bananas failed, the packaging was flawed, and there was no demand for her products. She then tried to introduce samples of her processed banana products to her friends for testing.

These initial setbacks didn't dampen the determination of Nurul, a Taurus zodiac woman. She persisted in her efforts to discover flavors that would appeal to consumers. Over a span of at least 14 days, she and her family engaged in experiments to perfect the taste of banana products. "After multiple trials, including chocolate, milk, and original flavors, we discovered a significant demand for green tea-flavored banana chips among various age groups," she said.

Helping Farmers

Currently, numerous buyers are reached through social media. With an increasing number of buyer requests, Nurul, who has always had the desire to support farmers, then empowered local women to work and increase their family income.



Setelah penjualan produknya semakin meningkat, dirinya mulai aktif di media sosial mencari informasi terkait pertanian dan pemasaran dengan Program YESS. "Saya cari tahu program apa aja yang ada di pertanian, terus muncul Program YESS. Terus saya cari media sosialnya," ujarnya.

Tahun 2022, Nurul bertemu dengan tim dari Program YESS wilayah Cianjur. Kemudian dirinya diajak mengikuti pelatihan. Dengan adanya pelatihan, perempuan yang kuliah jurusan Hubungan Perdagangan Internasional mengakui mendapat motivasi baru dalam berbisnis. Bahkan kini ia terpilih juga sebagai *Young Ambassador Agriculture* Program YESS tahun 2023.

Namun usaha yang baru berkembang tersebut menemui jalan terjal. Usaha keripik pisang yang dirintis hampir 3 tahun ini dihadapkan permasalahan. Di pertengahan tahun 2023 terjadi kelangkaan bahan baku pisang karena kemarau panjang, ditambah lagi pencurian buah pisang di kebun. Padahal permintaan konsumen terhadap olahan buah pisang saat itu cukup banyak.

Alihkan ke Singkong

Siapa yang menyangka, permasalahan tersebut malah menjadi berkah. Nurul yang awalnya hanya fokus pada bahan baku pisang, kini merambah ke singkong. "Pisang sedang langka dan banyak yang mencuri jadi saya coba mengolah singkong, karena bahan baku banyak dan mudah didapat," tuturnya.

Dengan niat awal membantu petani, Nurul kemudian membeli hasil panen singkong yang banyak tidak terjual karena stok melimpah dan harganya sangat murah. Berjalan dari tahun 2019 akhir hingga tahun 2023, penjualan olahan singkong terus meningkat. Jika biasanya hanya terjual 3-5 ribu bungkus, kini mencapai 14 ribu bungkus hanya dalam waktu 1 bulan.

As the sales of her products continued to rise, she became actively involved in social media, seeking information related to agriculture and marketing through the YESS Programme. "I looked into various agricultural programs and came across the YESS Program. Then, I searched for their social media," she said.

In 2023, Nurul met with the YESS Programme team in Cianjur. She was then invited to attend training sessions. Through the training, the woman who studied International Trade Relations admitted to gaining new motivation in doing business. She now even selected as the Young Ambassador Agriculture of 2023.

However, her newly thriving business encountered obstacles. The banana chips business, initiated nearly three years ago, faced challenges. In mid-2023, there was a shortage of banana raw materials due to the long drought, added with theft of bananas in the farm. This happened at a time when consumer demand for banana-based products was quite high.

Switch to Cassava

Who would have thought that this problem would turn out to be a blessing? Nurul, who initially only focused on banana raw materials, has now expanded to cassava. "Bananas are scarce, and many are stolen, so I tried processing cassava because the raw materials are plentiful and easy to obtain," she explained.

With the initial intention of helping farmers, Nurul then purchased a large amount of unsold cassava harvests due to excess stock and very low prices. From late 2019 to 2023, the sales of processed cassava continued to increase. While she used to sell only 3-5 thousand pieces, she now reaches 14 thousand pieces sales in just one month.

Produk keripik singkong menjadi sejarah baru bagi perempuan berusia 21 tahun ini. Apalagi tidak pernah terpikir capaiannya akan begitu luar biasa. Kelangkaan bahan baku pisang kemudian melirik singkong, ditambah niat membantu petani menjadi kesuksesan Nurul dengan bendera usaha bernama Buynana.

"Ke depan saya ingin memperluas pasar lagi dan menambah mitra UMKM," katanya. Bukan hanya mementingkan usahanya sendiri. Dari awal merintis usaha, Nurul memang berkeinginan menyejahterakan petani dan mendorong pelaku usaha kecil lain agar maju dan berkembang bersama.

Berkat Program YESS, Nurul mengaku dirinya banyak bertemu orang lintas nasional yang berbeda suku, pengalaman dan bisnis. Bukan hanya itu ia banyak mendapatkan ilmu dan jejaring bisnis yang semakin luas dan pengalaman berharga lainnya. "Program YESS menambah ilmu, wawasan dan pengalaman untuk saya," katanya.

Cassava chips products have become a new chapter for this 21-year-old woman. Moreover, she never thought that her achievements would be so extraordinary. The scarcity of banana raw materials led her to consider cassava, combined with the intention to help farmers, resulting in Nurul's success under the business name 'Buynana'.

"In the future, I want to expand my market and add more MSME (Micro, Small, and Medium Enterprises) partners," she said. Nurul is not only concerned about her own business. Since the beginning of her business journey, Nurul has aimed to improve the welfare of farmers and encourage other small businesses to progress and develop together.

Thanks to the YESS program, Nurul admitted that she met many people across the nation with different ethnicities, experiences and businesses. Not only that, she gained a lot of knowledge and a broader business network, along with other valuable experiences. "The YESS program has added knowledge, insight and experience for me," she said.



Didi Permedi Tinggalkan Zona Nyaman Pilih jadi Peternak Puyuh

Didi Permedi
*Leaves Comfort Zone to Become
a Quail Egg Breeder*



Bekerja sebagai pegawai bank atau lembaga keuangan menjadi dambaan bagi setiap orang. Selain bergaji besar, kerap kali mereka mendapatkan fasilitas mewah dari kantor, seperti kendaraan, rumah, bahkan bonus akhir tahun yang cukup besar. Namun semua itu tak membuat Didi Permedi (37) goyah dengan keputusannya berhenti bekerja.

Keluar dari pekerjaan memang menjadi keputusan berat dalam perjalanan karir seseorang. Apalagi tengah menduduki puncak kesuksesan. Bekerja sebagai karyawan swasta di lembaga keuangan yang cukup besar di Jawa Tengah, Didi justru memutuskan resign dari kerjaan pada tahun 2019 dan banting setir menjadi seorang peternak burung puyuh petelur.

Berawal dari sekedar hobi untuk mengisi waktu luang selepas kerja atau ketika akhir pekan, Didi menemukan sebuah artikel pertanian yakni usaha peternakan puyuh petelur di halaman depan surat kabar. Setelah membacanya beberapa kali, muncul ketertarikan mencoba usaha tersebut.

Being a bank employee or working in a financial institution is a dream for everyone. Apart from earning a high salary, they often enjoy luxurious facilities from the office, such as vehicles, houses, and even sizable year-end bonuses. However, all of that does not make Didi Permedi (37) waver in his decision to quit his job.

Quitting a job is indeed a tough decision in one's career journey. Especially when at the peak of success. Working as a private sector employee in a quite big financial institution in Central Java, Didi made the unconventional decision to resign from his job in 2019 and make a drastic career change to become a quail egg breeder.

Starting as a mere hobby to fill his leisure time after work or during weekends, Didi stumbled upon an agriculture article about quail egg farming on the front page of a newspaper. After reading it several times, he became interested in trying out the business.

Dengan modal nekad, pada tahun 2018 Didi membuat kandang di belakang rumahnya. Ukurannya tidak begitu besar hanya bisa menampung sekitar 500 ekor. Telur yang dihasilkan pada waktu itu dijual ke tetangga. "Waktu itu saya cuma dapat Rp 60 ribu per hari. Namanya juga cuma iseng, tapi setelah saya pikir-pikir ternyata hobi ini cukup menjanjikan juga," ujarnya.

Setelah berjalan beberapa bulan, penjualan telur puyuh makin laris. Namun di sisi lain Didi menghadapi masalah bau dari kandang semakin menyengat. Ia pun memutuskan untuk mencari lokasi yang jauh dari pemukiman dengan lahan yang cukup luas sekaligus bisa menambah populasi. "Setelah mendapatkan lahan yang cocok dan strategis, saya bangun kandang yang lebih besar dengan kapasitas 1.000 ekor," katanya.

With daring determination, in 2018 Didi built a coop at the back of his house. The size was not that big and could only accommodate around 500 quails. The eggs produced at that time were sold to neighbors. "At that time I only earned IDR 60,000 per day. It was just for fun, but after I thought about it, I realized that this hobby could be quite promising as well," he said.

After a few months, the quail egg sales are getting better. But on the other side, Didi faced an issue of increasingly pungent odor from the coop. Thus he decided to find a location far from residential areas with spacious land that could simultaneously accommodate a larger population. "After finding a suitable and strategic piece of land, I built a bigger coop with a capacity of 1,000 quails," he explained.



Dengan bertambahnya populasi, Didi mengakui makin banyak waktu yang terpakai mengurus ternaknya. Dari mulai memberi pakan, mengambil telur, memastikan persediaan air dan kebersihan kandang. Setelah berdiskusi dengan istrinya, akhirnya ia memutuskan untuk *resign* bekerja kantoran. "Keputusan terberat pada waktu itu, tetapi ada istri yang selalu mendukung," ungkap Didi.

Tantangan yang dihadapi

Kesuksesan bukan berarti tanpa ada kegagalan. Begitu juga yang dialami Didi. Di tengah usaha yang mulai menanjak, Pandemi COVID-19 membuat usaha terpuruk. Anjloknya harga telur puyuh karena penurunan permintaan ditambah banyak kios-kios telur yang tutup, sehingga banyak telur yang tidak terjual dan tak sedikit membusuk karena terlalu lama disimpan membuat usahanya terpuruk.

Tetapi Didi tidak putus asa dan menyerah, malah membuat dirinya tertantang untuk bangkit dan kembali maju. "Semua aset pada waktu itu saya jual, kami memutuskan untuk pindah ke Tasikmalaya, daerah asal istri saya. Tetapi semua keputusan yang saya ambil pasti ada risiko yang mesti ditanggung," katanya.

Kesabaran menjadi kunci bangkitnya dari keterpurukannya, itu yang dialami Didi setelah beberapa bulan usahanya tutup. Akhir tahun 2021 Didi mulai membangun kadang baru dengan ukuran 6x10 meter persegi, berlokasi di pematang sawah Desa Sirnasari, Kecamatan Sariwangi yang cukup jauh dari pemukiman warga dengan kapasitas 3.500 ekor. Tak hanya itu, sekarang Didi juga mencari informasi-informasi terkait pengembangan usaha puyuh petelur di Tasikmalaya.

Along with the increase in population, Didi admits that more time is required to take care of his livestock. From feeding, collecting eggs, ensuring water supply, and maintaining coop cleanliness. After discussing with his wife, he eventually decided to resign from his office job. "It was the toughest decision at the time, but I had a supportive wife," said Didi.

Challenges encountered

Success doesn't come without failures, and Didi's journey embodies this truth. Despite his business gaining momentum, the COVID-19 pandemic brought the business down. The quail egg prices drop due to decreased demand, coupled with the closure of many egg kiosks. As a result, numerous unsold eggs went bad from prolonged storage, leading to a downturn in his business.

However, Didi did not despair and gave up. Instead, he was challenged to rise again and move forward. "I sold all my assets at that time, and we decided to move to Tasikmalaya, my wife's hometown. But every decision I make comes with risks that must be borne," he said.

Rising from adversity requires patience, as Didi learned during the months when his business was closed. In late 2021, he embarked on constructing a new 6x10 square meter coop situated in the rice fields of Sirnasari Village, Sariwangi Subdistrict, which is quite far from residential areas with a capacity of 3,500 quails. Additionally, Didi is actively seeking information on the advancement of the quail egg business in Tasikmalaya.

Mulai dari *browsing* di *Google*, *Instagram*, hingga *Facebook* ia lakukan supaya usahanya kian meroket. Akhirnya Didi bertemu Hani Trisna Sri Suharyati, pemilik PT Puyuh Priangan dan P4S (Pusat Pelatihan Pertanian dan Perdesaan Swadaya) Pramudya, salah satu offtaker puyuh terbesar yang ada di wilayah Priangan Timur (Tasikmalaya, Ciamis dan Garut).

Didi juga mulai aktif mengikuti berbagai pelatihan kewirausahaan melalui YESS (*Youth Entrepreneurship and Employment Support Services Programme*) yang informasinya dari Hani. Hani sendiri merupakan salah satu *Nominee Young Ambassadors Agriculture* yang mendapatkan *golden ticket* hasil dari juara 1 apresiasi hibah kompetitif tingkat nasional. Melalui kegiatan YESS dirinya bisa bertemu dengan mitra-mitra tani dan pemangku kebijakan.

Saat itu omzet yang didapatkan Didi berkisar Rp. 30 juta per bulan dengan 2 orang karyawan. Namun setelah mendapatkan pendampingan dari Fasilitator Pemuda YEES, ia berkesempatan mendapatkan dana Hibah Kompetitif sebesar Rp 50 juta. "Alhamdulillah berkat bantuan dari semua pihak, saya bisa mendapatkan dana tersebut, sesuai rencana awal saya akan menambah populasi puyuh," tutur Didi.

Sekarang dengan penambahan populasi sekitar 2.100 ekor dari dana tersebut, omzet usahanya berkisar Rp 60 juta per bulan. Keputusan Didi keluar bekerja dan banting setir menjadi peternak kini membawa hasil.*

By actively browsing on Google, Instagram, and Facebook, he sought to make his business skyrocket. Eventually, Didi crossed paths with Hani Trisna Sri Suharyati, owner of PT Puyuh Priangan and P4S (Center for Rural Self-Sustained and Agricultural Training) Pramudya, one of the largest quail off-takers in the East Priangan region (Tasikmalaya, Ciamis and Garut).

Didi also began to actively participate in various entrepreneurship trainings through the YEES (Youth Entrepreneurship and Employment Support Services) Programme, which was informed by Hani. Hani herself is one of the Young Ambassadors Agriculture Nominee who received a golden ticket as a result of winning the first prize on national-level competitive grant appreciation. Through YEES activities, she was able to meet with farming partners and policymakers.

At that time, Didi's monthly sales were around IDR 30 million with 2 employees. However, after receiving guidance from the Youth Facilitator of the YEES Programme, he had the opportunity to receive a Competitive Grant of IDR 50 million. "Alhamdulillah, thanks to the help from all parties, I was able to receive the fund. As per my initial plan, I will increase the quail population," said Didi.

*Now, with an additional population of around 2,100 quails from the fund, his business sales are around IDR 60 million per month. Didi's decision to quit his job and change routes to become a quail farmer is now paying off. **

Mengenal Griya, Inovator Cantik di Kandang Kambing

Meet Griya,
*a Beautiful Innovator in
a Goat Stable*

Bagi kebanyakan wanita, menggeluti usaha peternakan bukanlah dunia yang mengasikkan. Bukan hanya persoalan kotor, tapi juga aroma bau kandang yang menyengat membuat kaum hawa enggan berdekatan dengan peternakan. Tapi berbeda dengan Griya Marliana Arisetianti yang sukses beternak kambing perah.

Bagi Griya, sapaan akrabnya, peternakan justru mempunyai peluang besar menjadi usaha yang menguntungkan. Bahkan alumni Politeknik Pembangunan Pertanian (Polbangtan) Bogor ini berhasil mengolah susu kambing agar dapat diterima semua lapisan masyarakat.

Halona Milk adalah *brand* produk susu milik Griya. Menurutnya, nama Halona berasal dari kata *Indian* yang berarti kebaikan. Dengan nama tersebut ia berharap produknya bisa menjadi alat penebar kebaikan untuk orang lain.

Seperti diketahui kandungan kalsium susu kambing lebih tinggi dibandingkan susu sapi. Nutrisi ini berperan penting dalam mempertahankan kesehatan tulang, sehingga tulang tidak mudah keropos atau patah seiring pertambahan usia.

For most women, engaging in livestock farming is not an appealing world. Not only it is dirty, but also the pungent smell of the livestock stable makes women reluctant to be close to farming. But it's different for Griya Marliana Arisetianti, who has succeeded in dairy goat farming.

For Griya, known by her familiar name, animal husbandry has actually presents a great opportunity to become a profitable business. Even this alumni of the Bogor Agricultural Development Polytechnic (Polbangtan) Bogor, has successfully processed goat milk to make it accessible to all levels of society.

Halona Milk is the brand for dairy products owned by Griya. According to her, the name 'Halona' comes from an Indian word meaning goodness. With this name, she hopes that her products can serve as a means of spreading goodness to others.

As is known, goat milk contains higher calcium compared to cow's milk. This nutrient plays an important role in maintaining bone health, preventing bones from becoming porous or broken as one ages.

Menekuni dunia peternakan membuat Griya harus selalu berada di kandang setiap hari. Bersama suami dan 1 orang karyawan, dirinya selalu memastikan hewan ternaknya itu dalam keadaan sehat. Sang suami bertugas memberikan pakan rumput hijau, sedangkan Griya membersihkan lingkungan sekitar kandang.

Selepas itu dengan cekatan wanita lulusan Polbangtan Bogor ini menyiapkan perlengkapan memerah susu kambing. Tiap hari Griya bisa mendapatkan sekitar 18 liter susu. "Wadah susu kambing nantinya dibawa ke tempat produksi untuk pengemasan. Tapi saya masih memproduksi di rumah, belum punya tempat khusus untuk pengemasan," tuturnya.

Sebelum dikemas, susu kambing tersebut dilakukan proses pasteurisasi agar produknya bisa terbebas dari kuman atau bakteri, serta bisa lebih tahan lama. Susu cair tersebut kemudian dimasukan ke dalam botol ukuran 220 ml. Selanjutnya, baru diberi berbagai rasa, mulai dari rasa strawberry, vanila, coklat, brown sugar, dan kurma. Griya juga menyediakan susu murni ukuran 1 liter tanpa diberikan varian rasa.

Selain menjual secara langsung ke konsumen, di era digital Griya juga menggunakan media online, seperti Shopee, Instagram, Facebook dan Tiktok. Jika pengiriman keluar kota, dirinya menggunakan kotak styrofoam untuk menjaga agar susu tetap dalam keadaan beku ataupun dingin. Griya menjual dengan harga Rp 10 ribu untuk ukuran kecil dan Rp 25 ribu untuk botol besar.

Sebagai seorang generasi muda, Griya tergerak untuk membuat inovasi susu kambing bubuk. Karena belum mempunyai alat yang diperlukan, ia bersama suami memutuskan bekerja sama dengan PT Pure Fresh Dairy Farm yang berlokasi di Kabupaten Ciamis.

Pursuing animal husbandry business requires Griya to be present in the cage every day. Alongside her husband and 1 employee, she always ensures that the livestock are in good health. The husband is responsible for providing feeding of green grass, while Griya takes care of cleaning the surrounding of the cage.

After that, this woman who graduated from Polbangtan Bogor prepares the equipment for milking the goats. Every day, Griya can obtain around 18 liters of milk. "The goat milk containers will later be taken to the production facility for packaging. But I still produce at home; I don't have a specific place for packaging yet," she explained.

Before packaging, the goat milk undergoes a pasteurization process to ensure that the product is free from germs or bacteria, and can last longer. The liquid milk is then poured into 220 ml bottles. Next, various flavors are added, ranging from strawberry, vanilla, chocolate, brown sugar, and dates. Griya also provides pure milk in 1-liter size without any added flavors.

In addition to selling directly to consumers, in the digital era, Griya also utilizes online platforms such as Shopee, Instagram, Facebook, and TikTok. For deliveries outside the city, she uses Styrofoam boxes to ensure that the milk remains frozen or cold. Griya sells the small-sized bottles for IDR 10,000 and the large bottles for IDR 25,000.

As a youngster, Griya is driven to create an innovation of powdered goat milk. Since she didn't have the necessary equipment, she and her husband decided to collaborate with PT Pure Fresh Dairy Farm located in Ciamis District.



Saat ini Griya telah mempunyai produk susu bubuk kambing dengan rasa *original*. Namun ke depan, ia ingin mengembangkan susu bubuk berbagai varian rasa sesuai dengan kemasan cair. Inovasi tersebut membuat penjualannya semakin meningkat. Omzet yang didapatkan Griya kini tidak kurang dari Rp 15 juta/bulan.

Terima Program YESS

Mojang asal Bandung yang kini menetap di Kecamatan Sariwangi, Kabupaten Tasikmalaya ini adalah penerima manfaat dari Program YESS (*Youth Entrepreneurship and Employment Support Services*).

Perjalanan Griya mengenal Program YESS ketika dirinya bertemu Fasilitator Pemuda dari Program YESS. Kemudian ia disarankan mengikuti program tersebut. Apalagi usahanya sempat menjadi *Business Model Canvas* (BMC). Sederhananya, BMC adalah kerangka manajemen untuk memudahkan dalam melihat gambaran ide bisnis dan realisasinya secara cepat.

Tepat di akhir tahun 2022, Griya mendapatkan dana Hibah Kompetitif (HK) Program YESS sebesar Rp 50 juta. Dengan tambahan modal tersebut, ia kemudian mengembangkan bisnisnya lebih besar dengan menambah populasi ternak. Jika sebelumnya, Griya hanya memelihara 12 ekor kambing, setelah mendapatkan HK populasi kambingnya bertambah menjadi 25 ekor.

Ia menuturkan bahwa dana hibah yang diterima sangat membantu terhadap perkembangan usaha ternak kambing. Namun Griya juga berharap bisa mempunyai pabrik sendiri dan dapat membuka lapangan kerja bagi pemuda tani di sekitar rumahnya. *



Currently, Griya has developed goat milk powder product in original flavor. However, in the future, she aims to expand the range of powdered milk with various flavors according to the liquid packaging. This innovation has led to an increase in sales. Griya's current sales is no less than IDR 15 million per month.

Being Beneficiary of YESS Programme

Originally from Bandung and now residing in the Sariwangi Sub-district, Tasikmalaya District, this young woman is a beneficiary of the YESS (*Youth Entrepreneurship and Employment Support Services*) Programme.

Griya's journey with the YESS Programme began when she met a Youth Facilitator from the YESS Programme. She was then encouraged to participate in the programme, especially as her business had become a *Business Model Canvas* (BMC). Simply put, BMC is a management framework that facilitates a quick overview of business ideas and its realization.

Right at the end of 2022, Griya received a Competitive Grant of YESS Program amounting to IDR 50 million. With this additional capital, she then expanded her business by increasing the livestock population. Previously, Griya only raised 12 goats, but after receiving the Competitive Grant, her goat population increased to 25.

She mentioned that the grant funds were very helpful for the development of her goat farming business. However, Griya also hopes to have her own factory and create job opportunities for youth in her local area. *

Ropikoh Amini, Wanita Tangguh dari Cianjur Selatan

Ropikoh Amini
*Tough Woman from
South Cianjur*

Siapa bilang wanita tidak bisa sukses ditengah kesibukannya mengurus keluarga. Lihat saja Ropikoh Amini yang sukses membangun peternakan domba dengan bendera Aulia Farm. Kini dirinya menjadi panutan kaum hawa di tempat tinggalnya, Desa Simpang Kecamatan Takokak, Kabupaten Cianjur, Jawa Barat.

"Saya mulai usaha Tahun 2005," ujar Ropikoh singkat. Kini hampir 18 tahun ia menekuni usaha peternakan. Bukan waktu yang singkat bagi seorang perempuan bergelut dengan dunia peternak. Apalagi dirinya harus melakoni pekerjaan memotong rumput. "Saya lakukan sendiri pekerjaan potong rumput, ambil daun Mani'i dan memberikan pakan untuk ternak," ungkapnya.

Usaha beternak domba tersebut berangkat dari keinginan dirinya bersama sang suami untuk menjalankan peternakan yang diwariskan orang tuanya. Namun, untuk menggapai keberhasilan seperti saat ini bukanlah hal yang mudah.

Who says women can't succeed amidst their busy family responsibilities? Just look at Ropikoh Amini, who has successfully established a sheep farm under the name of Aulia Farm. Now she serves as a role model for women in her residence, Simpang Village, Takokak Sub-district, Cianjur District, West Java.

"I started my business in 2005," said Ropikoh briefly. For almost 18 years, she has been dedicated to the livestock business. It's not a short period for a woman to be involved in farming, especially when she has to perform tasks like cutting grass. "I do the grass-cutting myself, collect Mani'i leaves, and feed the livestock," she expressed.

Her sheep breeding business originated from her and her husband's desire to continue a livestock farm business inherited from her parents. However, achieving the success that she has today was not an easy task.





Dalam proses perjalanannya, aral rintangan kerap menerpa Ropikoh. Berbagai cobaan ia alami. Baik hewan ternak mati, sulitnya mencari pakan rumput saat musim kemarau, maupun membagi waktu antara urusan dapur dan usaha.

Meskipun begitu, wanita kelahiran Cianjur ini sudah bertekad dan memiliki harapan besar untuk terus menjadi perempuan mandiri yang mampu membantu perekonomian keluarga. Ropikoh mengaku, dirinya tidak mau berpangku tangan kepada suami maupun orang tuanya.

Selama menjalani usaha peternakan domba, ibu dengan dua anak tidak serta merta mendapatkan indukan dan domba jantan yang bagus untuk dibudidayakan. Berawal dari mengawinkan indukan dengan domba jantan lokal sampai mencoba dengan domba jantan Garut, semua pernah dilakukan.

Hingga pada awal tahun 2015 ada indukan domba yang melahirkan 3 ekor anakan. Kemudian anakan betina dari indukan tersebut dipertahankan untuk dijadikan indukan kembali. Bahkan, hingga kini masih dipertahankan agar keturunan indukan tersebut mampu melahirkan minimal 2 ekor anakan.

Throughout her journey, Ropikoh faced numerous challenges. She experienced various obstacles, from livestock deaths to difficulties in finding grass for feed during the dry season, as well as balancing her time between household chores and the business.

Nevertheless, this Cianjur-born woman is determined and has high hopes of continuing to be an independent woman who contributes to her family's economy. Ropikoh admitted she did not want to rely on her husband or parents.

While managing her sheep farming business, this mother of two did not immediately obtain high-quality ewes and rams for breeding. She began by mating local ewes with local rams to try with Garut rams, everything was attempted.

In early 2015, an ewe gave birth to three lambs. Then the female lambs from the brood were retained to be used as broodstock. To this day, it is still being carefully maintained to ensure that the offspring of the brood can produce a minimum of two lambs.

Dari proses panjang tersebutlah, Ropikoh membangun usaha yang kemudian diberi nama Aulia Farm, nama anak sulungnya. Saat ini ada 20 ekor domba yang dipelihara. Tercatat pada tahun 2020-2022, dirinya mampu menjual 17 ekor domba dengan pemasukan sebesar Rp 29 juta.

Dalam memelihara ternak domba, Ropikoh sangat memperhatikan perawatan setelah melahirkan, baik dari pakan maupun obat-obatan untuk ternaknya. Dengan demikian bobot dan postur tubuh anakan domba bisa terjaga hingga dewasa.

Dari Mendengar jadi Nyata

Pada tahun 2023 menjadi awal pengalaman barunya. Bertemu dengan Fasilitator Pemuda Program YESS, Ropikoh mendapatkan berbagai pelatihan dari Program YESS. Bahkan Juli 2023, sudah berjalan pendampingan bersama Program YESS ikut serta mengajukan Program Hibah Kompetitif untuk mengembangkan Aulia Farm. "Dulu saya hanya mendengar dari orang-orang sekitar mengenai Program YESS, sekarang saya menjadi bagian," katanya.

Keberadaan Program YESS di Desa Simpang, Kecamatan Takokak, Cianjur telah banyak membantu bagi pelaku usaha di bidang peternakan dan pertanian. Untuk memenuhi kebutuhan pakan ternak, Ropikoh mulai menanam pohon Mani'i atau masyarakat desa sering menyebutnya dengan pohon Kibogor. Tanaman tersebut daunnya memang sering untuk pakan ternak.

Perempuan kelahiran Kampung Ciaul Babakan ini tidak menyangka mendapatkan manfaat dari Hibah Kompetitif Program YESS Tahun 2023 sebesar Rp 25 juta. Dana tersebut ia gunakan untuk menumbuhkan dan memperluas pasar usaha peternakannya.

From this lengthy process, Ropikoh built a business that was later named Aulia Farm, after the name of her eldest daughter. Currently, she has 20 sheep under her care. Between 2020 and 2022, she managed to sell 17 sheep, generating an income of IDR 29 million.

In raising sheep, Ropikoh pays close attention to postpartum care, both in terms of feed and medications for her livestock. This ensures that the weight and body posture of the lambs can be maintained until adulthood.

From hearing to realization

The year of 2023 was the beginning of her new chapter. Through meeting with the Youth Facilitator of YESS Programme, Ropikoh received various trainings from the YESS Programme. Even by July 2023, she has been undergoing mentoring from YESS Programme to participate in applying for a Competitive Grant Program to develop Aulia Farm. "I used to only hear from people around me about the YESS Programme, and now I am part of it," she said.

The existence of the YESS Programme in Simpang Village, Takokak Sub-district, Cianjur has greatly benefited many business actors in the fields of animal husbandry and agriculture. To meet the livestock feed needs, Ropikoh began planting Mani'i trees or what the villagers often call as Kibogor trees. The leaves of these plants are commonly used as livestock feed.

This Kapung Ciaul Babakan-born woman, Ropikoh, did not expect to be granted a Competitive Grant of YESS Program in 2023, amounting to IDR 25 million. She used the funds to grow and expand her livestock business market.

Apa yang telah dilakukan Ropikoh menjadi contoh kepada masyarakat sekitar lingkungan rumahnya. Bagi kaum ibu-ibu tidak perlu malu membantu suami, meski harus terjun mengurus ternak. Artinya, tugas seorang istri tidak selalu bergelut dengan urusan cuci piring dan masak, tapi juga mampu membuka diri untuk berusaha.

"Kita kaum perempuan memiliki potensi untuk ikut serta dan berperan aktif dalam bidang pertanian dan peternakan," katanya. Ropikoh membuktikan seorang wanita mampu mandiri dengan usaha peternakan dan pertanian. Bahkan kaum hawa tidak lagi dipandang sebelah mata oleh kaum laki-laki.

What Ropikoh has done serves as an example to the community around her neighborhood. For housewives, there is no need to be ashamed of helping their husbands, even if it means getting involved in taking care of livestock. This means that the role of a wife is not always confined to washing dishes and cooking but can also involve venturing into business.

"We, as women, have the potential to participate and play an active role in agricultural and animal husbandry field," she said. Ropikoh proved that a woman can be independent through livestock farming and agricultural business. Even women are no longer underestimated by men.



Ade Sopandi, Komandan Batara Farm Desa Cimayasari

Ade Sopandi,
*Commander of Batara Farm
in Cimayasari Village*

Masyarakat Desa Cimayasari, Subang, Jawa Barat, banyak yang mempunyai ternak kambing. Sayangnya persoalan demi persoalan kerap menyelimuti peternak di desa tersebut. Berawal dari permasalahan tersebut, membuat Ade Sopandi tergerak memperbaiki nasib peternak.

Sebagai seorang pemuda tani yang telah terjun menjadi peternak, ia pun membangun Batara Farm dengan konsep *integrated farming*. Beberapa permasalahan yang dihadapi peternak adalah permodalan dan ternak dibeli dengan harga yang rendah ketika musim kemarau. Ketika cuaca yang panas mengakibatkan ternak banyak yang mati, belum lagi pakan ternak sulit untuk didapatkan dan kualitas tidak bagus untuk dikonsumsi.

Sebagai pemuda tani Desa Cimayasari, Ade menyimpan tekad untuk mewujudkan harapan peternak memiliki ternak yang unggul. Karena itu, ia pun mengajak peternak berkolaborasi untuk mewujudkan sistem pertanian *integrated farming*. Ia memiliki prinsip: Keinginan besar tidak akan maju jika hanya satu orang, tapi juga membutuhkan bantuan

Many residents of Cimayasari Village, Subang, West Java, own goats. Unfortunately, various issues often surround the livestock farmers in the village. Starting from these challenges, Ade Sopandi was motivated to improve the state of the farmers.

As a young farmer who has ventured into farming, he established Batara Farm based on an integrated farming concept. Some of the issues faced by farmers include limited funding and the sales of livestock at low prices during the dry season. The hot weather leads to the mortality of many livestock, not to mention the difficulty in obtaining feed and the poor quality of available feed for consumption.

As a young farmer in Cimayasari Village, Ade is determined to realize the aspirations of farmers to have superior livestock. Therefore, he invites farmers to collaborate in establishing an integrated farming system. He holds the principle: a great aspirations won't progress with just one person but require the assistance of others. This means that he cannot stand alone and needs others to advance the livestock business in Cimayasari Village.



orang lain. Artinya ia tidak bisa berdiri sendiri dan membutuhkan orang lain untuk memajukan usaha ternak di Desa Cimayasari.

Pada saat bersamaan, tepatnya tahun 2022, ia bertemu Fasilitator Pemuda Program YESS dan kemudian menceritakan permasalahan yang dialami peternak di Desa Cimayasari. Ade kemudian mendapat tawaran mengikuti kegiatan yang ada di program tersebut. Karena keseriusannya mengembangkan peternakan di tempat tinggalnya, Ade akhirnya tertarik bergabung dengan Program YESS.

Masuk dalam Program YESS, Ade telah mengikuti berbagai pelatihan. Merasakan manfaatnya, Ade pun mengajak peternak lainnya di Desa Cimayasari untuk mengikuti pelatihan. Pada Maret 2023 rekan petani ternak yang akan mengajukan hibah kompetitif sempat goyah dan memaksakan untuk berdiri sendiri.

At the same time, in 2022, he met Youth Facilitator of the YESS Programme and subsequently shared the challenges experienced by farmers in Cimayasari Village. Ade then received an offer to join the activities in the programme. Due to his commitment to developing livestock farming in his community, Ade eventually became interested in joining the YESS Programme.

Upon participating in the YESS Programme, Ade has participated in various trainings. Having experienced its benefits, Ade then encouraged fellow farmers in Cimayasari Village to join the training. However, in March 2023, fellow livestock farmers, who were on the verge of applying for a competitive grant, hesitated and chose to proceed independently.



Namun dengan usahanya selalu memberikan pendampingan intensif bekerja sama dengan Fasilitator Pemuda, Kecamatan Cipeundeuy, pada akhir Agustus, Ade dinyatakan lolos mendapatkan dana Hibah Kompetitif. Dengan dukungan pendanaan tersebut, kini ia memperbanyak bahan baku, serta menambah peralatan beternak agar produktivitas ternaknya meningkat.

Dalam membangun usahanya, Ade bekerja sama dengan peternak di sekitar tempat tinggalnya. Misalnya mengumpulkan kotoran ternak domba 2 minggu sekali, minimal 1-2 karung untuk pupuk tanah demplot yang akan ditanami rumput odot. "Ini menjadi solusi saat kemarau panjang seperti saat ini. Peternak jadi tidak kelabakan mencari rumput untuk pakan, jika ketersediaan di alam berkurang," ujarnya.

Manfaatkan Kotoran Ternak

Bersama peternak lainnya, Ade kemudian membentuk Batara Farm yang beranggota 10 orang. Ia pun selalu berinovasi dan menggerakkan anggotanya. Perlahan namun pasti, akhirnya impian membangun pertanian *integrated farming* berhasil.

Dengan sistem tersebut, masyarakat, khususnya peternak bisa memanfaatkan hasil kotoran ternak yang diolah dan didaur ulang menjadi pupuk untuk petani budidaya padi, hortikultura, tanaman hias, dan rumput odot untuk peternak. Kotoran hewan yang dikumpulkan nantinya tidak hanya untuk tanaman demplot. "Nanti bagaimana caranya kotoran yang dikumpulkan peternak diolah menjadi pupuk organik dan bisa diperjualbelikan," katanya.

Selain memanfaatkan kotoran ternak untuk pupuk organik, Ade juga menerapkan sistem silase pada pemberian pakan ternak. Dengan membuat silase, peternak tidak setiap hari memberikan pakan atau mencari pakan alami. Karena melalui

Nevertheless, through his consistent efforts in providing intensive guidance in collaboration with the Youth Facilitator of Cipeundeuy Sub-District, in the end, by August, Ade ultimately succeeded in securing the Competitive Grant fund. With this funding support, he has now increased the raw materials and added livestock equipment to enhance the productivity of his livestock

In building his business, Ade collaborates with farmers around his residence. For example, he collects sheep manure every 2 weeks, a minimum of 1-2 sacks, to use as fertilizer for the demonstration plot soil that will be planted with barnyard grass. "This becomes a solution during long droughts like the current one. Farmers don't have to struggle to find grass for feed if the availability in nature is decreases," he said.

Utilizing Livestock Manure

Collectively with other farmers, Ade then formed Batara Farm with 10 members. He constantly innovates and motivates his members. Slowly but surely, the dream of establishing agriculture-integrated farming finally became a reality.

With this system, the community, especially farmers, can utilize processed and recycled livestock manure as fertilizer for rice cultivation, horticulture, ornamental plants, and barnyard grass for farmers. The collected animal waste will not only be used for demonstration plots. "Later, we'll figure out how to process the collected manure into organic fertilizer that can be sold," he said.

In addition to utilizing manure as organic fertilizer, Ade also implements a silage system in livestock feed provision. By making silage, farmers do not have to feed animals every day or look for natural feed regularly. Because through the fermentation process,



proses fermentasi, peternak dapat menyimpan pakan lebih lama dari pada memberi pakan konvensional.

Namun demikian, Ade mengakui, musim kemarau panjang tahun 2023 membuat usaha ternak mengalami kendala, karena pakan rerumputan berkurang. Padahal sistem silase membutuhkan rerumputan yang cukup banyak dan membutuhkan waktu lama. Sedangkan ternak harus diberi pakan setiap hari.

Seringnya mendapatkan pelatihan dan pendampingan dari Program YESS, Ade pun merekrut pemuda tani untuk terjun ke dunia pertanian, khususnya beternak. Selain memberdayakan masyarakat sekitar, secara tidak langsung generasi muda dapat belajar peternakan.

Keinginan besar tersebut membuat akhirnya Ade mendapatkan dana Hibah Kompetitif Program YESS. Apalagi usahanya tersebut berdampak positif bagi masyarakat dan lingkungan sekitar. Selalu berinovasi dan melakukan perkembangan ketika kita berada di titik terendah. Itu prinsip yang dipegang Ade Sopandi, pemuda tani dari Desa Cimayasari.

farmers can store feed for a longer duration compared to conventional feeding methods.

However, Ade acknowledges that the prolonged dry season in 2023 posed challenges to the livestock business as the supply of grass feed decreased. Whereas the silage system requires quite a lot of grass and takes a long time. Meanwhile, livestock must be fed every day.

Due to frequent receiving of training and guidance from the YESS Programme, Ade ultimately recruited young farmers to venture into the agricultural field, particularly in animal husbandry. In addition to empowering the local community, the younger generation can indirectly learn about animal husbandry.

This strong desire eventually led Ade to receive funding from the Competitive Grant of the YESS Programme. Moreover, his efforts have a positive impact on the community and the surrounding environment. Always being innovative and making developments when we are at our lowest point is a principle upheld by Ade Sopandi, a young farmer from Cimayasari Village.

Keluhan Petani Bawa Agung Raih Local Champion

Farmer's Complaints
Lead Agung to Achieve
Local Champion

Nanas merupakan komoditas unggulan dari Kabupaten Subang, Jawa Barat. Persoalnya banyak petani yang kurang tepat dalam membudidayakan tanaman tersebut. Kondisi tersebut memicu Agung Karisma yang kerap menerima keluhan petani untuk bergerak membantu mengatasi masalah tersebut.

Kabupaten Subang selama ini memang dikenal sebagai daerah penghasil nanas terbesar di Jawa Barat, atau sekitar 92% total produksi nanas. Subang memiliki lahan nanas produktif seluas 1.630 ha dan mencatatkan hasil produksi sebesar 187.448,2 ton.

Dengan potensi yang besar tersebut, Agung yang memiliki latar belakang Sarjana Pertanian memilih terjun langsung membantu memberikan nilai tambah terhadap hasil panen petani. "Sekian lama kurang lebih 3 tahun mendampingi petani, saya banyak mendengar keluh kesah petani soal budidaya nanas yang tidak menguntungkan," ujarnya.

Tahun 2018 ia mencoba memberanikan diri menanam nanas di lahan milik sebuah yayasan. Pada panen tahun pertama, Agung mengalami kerugian. Tahun ke dua



Pineapple is a leading commodity from Subang District, West Java. The issue is that many farmers do not cultivate the crop properly. This condition triggered Agung Karisma, who often received complaints from farmers, to take action and help address the issue.

Subang District is known as the largest pineapple producer in West Java, accounting for around 92% of the total pineapple production. Subang has productive pineapple land covering 1,630 hectares and records a production yield of 187,448.2 tons.

With such significant potential, Agung, who has a background in Agricultural Sciences, chose to directly assist farmers and add value to their harvests. "Having accompanied farmers for about 3 years, I have heard many complaints from farmers about unprofitable pineapple cultivation," he said.

In 2018, he took the initiative to plant pineapples on land owned by a foundation. In the first harvest year, Agung suffered losses. In the second year, there was no improvement. However, in the third year, he began to make a profit, and it continues to this day."

masih sama tidak ada perubahan. Namun pada tahun ketiga, ia mulai mendapatkan keuntungan, bahkan hingga sekarang.

Dalam perjalanan usahanya, Agung melihat salah satu persoalan budidaya nanas adalah pembungaan. Karena itu, ia menggandeng petani yang memiliki pemikiran yang sama dalam pembungaan tanaman nanas tidak serentak. Dengan cara itu, panen petani juga tidak bersamaan, sehingga tidak menyebabkan penurunan harga.

Bukan hanya budidaya, Agung juga telah membuat pengolahan nanas. "Selain saya menjual nanas segar saya juga menjual hasil olahan nanas," ujarnya. Produk hasil olahan nanas yaitu minuman sari buah nanas. Dengan adanya hasil olahan produk ini nilai jual nanas akan lebih tinggi dari nanas yang segar.

Namun Agung mengakui, dirinya masih menghadapi kendala pemasaran. Selain persoalan izin edar, dirinya perlu memodifikasi kemasan dan perbaikan ketahanan kualitas dari produk sari nanas. Untuk itu, ia berharap ada bimbingan lebih lanjut dalam pemasaran produk nanas.

In the course of his business journey, Agung identified one of the issues in pineapple cultivation is pineapple germination. Therefore, he collaborated with farmers who shared the same concern about the non-simultaneous germination of pineapple plants. This way, the farmers' harvests are also not simultaneous, so it does not cause a price drop.

Not only involved in cultivation, Agung has also ventured into pineapple processing. "Besides selling fresh pineapple, I also sell processed pineapple products," he said. The processed pineapple products are pineapple juice drinks. With this processed product, the market value of pineapple will be higher than fresh pineapple.

However, Agung acknowledges that he still faces marketing challenges. Aside from the issue of distribution permits, he needs to modify packaging and improve the quality's durability of his pineapple extract products. For this reason, he hopes for further guidance in marketing pineapple products.



Bergabung dengan Program YES

Agung mengakui membutuhkan dukungan pihak lain untuk bekerja sama memajukan usahanya. Di tengah upayanya membantu petani dalam pengembangan, ia diperkenalkan dengan Program YES dari Kementerian Pertanian.

Peranan petugas Program YES di daerah Kecamatan Cijambe sangat berpengaruh atas kemajuan usaha yang dikembangkan Agung. Bergabungnya dengan Program YES, Agung telah mengikuti beberapa rangkaian kegiatan seperti pelatihan motivasi bisnis, literasi keuangan, penyusunan proposal bisnis.

Agung bersama 7 pemuda tani di Kecamatan Cijambe berhasil lolos mendapatkan dana Hibah Kompetitif. Masing-masing orang tersebut memiliki peran penting dalam manajemen usaha dalam penugasan.

Dengan dukungan Program YES, Agung bersama petani lainnya saat ini telah mengembangkan klaster komoditas nanas di Kecamatan Cijambe, Subang, Jawa Barat. Produk yang dihasilkan telah memberikan nilai tambah dari produksi nanas petani.

Nanas diolah menjadi produk enzim *bromelin*, selai, keripik, dodol, konsentrat bahan industri, nanas kaleng, sirup dan lainnya, termasuk serat daun nanas yang memiliki nilai ekonomis tinggi. Klaster komoditas nanas tidak hanya untuk hasil produksi dan olahannya saja, ke depan diharapkan menjadi kawasan agrowisata, sehingga masyarakat bisa menikmati secara langsung potensi yang ada di kawasan tersebut.

Berkat kerja kerasnya, Agung mendapatkan penghargaan sebagai penyuluh swasta teladan

Joining YES Programme

Agung admits that he needs support from other parties to collaborate in advancing his business. In the midst of his efforts to assist farmers in development, he was introduced to the YES Programme from the Ministry of Agriculture.

The role of YES Programme officers in Cijambe Sub-district area is very influential on the progress of the business developed by Agung. Since joining the YES Programme, Agung has participated in a series of activities such as business motivation training, financial literacy, and business proposal preparation.

Agung with 7 young farmers in the Cijambe Sub-district have successfully qualified for the Competitive Grant funds. Each of them plays a crucial role in business management within the assignments.

With the support of the YES Programme, Agung, along with other pineapple farmers, has developed a pineapple commodity cluster in the Cijambe Sub-district, Subang, West Java. The pineapple products they produce have added value to the farmers' pineapple production.

Pineapples are processed into various products such as bromelain enzyme, jam, chips, dodol (a traditional sweet delicacy), industrial raw materials concentrate, canned pineapples, syrup, and others, including pineapple leaf fibers that have high economic value. The pineapple commodity cluster is not only for the production and processing, in the future, it is expected to become an agrotourism area, allowing the community to directly enjoy the potential in the area.

sebanyak 2 kali di tingkat kabupaten. Bahkan ia dinobatkan sebagai *Local Champion* terbaik se-Jawa Barat. Prestasi dan penghargaan tersebut membuat ia dipercaya sebagai narasumber pada saat pelatihan bagi pemuda desa.

Dengan pengalaman dalam membantu menggerakkan petani dan banyaknya informasi dari berbagai pelatihan dan pertemuan, membuat dirinya bisa berbagi pengalaman kisah suksesnya. "Saya sangat senang dipercaya menjadi narasumber, motivator, untuk membangun memajukan desa di bidang pertanian," ujarnya.

Baginya, jika ada kesempatan, maka harus dimanfaatkan, serta dikembangkan dengan sebaik mungkin agar usaha kita tidak jalan di tempat. Menambah relasi serta berkolaborasi menambah mitra jaringan menjadi kunci sukses berusaha. Bukan hanya bermanfaat bagi diri sendiri, tapi juga lingkungan.

Thanks to his hard work, Agung has received recognition as an exemplary private extension worker twice at the district level. He was even awarded as the best Local Champion in West Java. His achievements and awards have led him to be trusted as a speaker during training sessions for rural youth.

With his experience in mobilizing farmers and having various information from a range of trainings and meetings he has participated in, he is able to share his success stories. "I am very happy to be trusted as a speaker and motivator, to develop and advance the villages in the field of agriculture," he said.

For him, if there is an opportunity, it must be utilized and developed as best as possible to ensure that our business does not stagnate. Expanding relationships and collaborating with network partners is the key to a successful business. It is not only beneficial for oneself but also for the community.



Balik Kampung, Lutfi Kepincut Pedasnya Cabai

Returning to his hometown,
Lutfi charmed by the spiciness of chili peppers

Banyak anggapan profesi sebagai petani bukanlah pekerjaan yang menjanjikan. Tapi anggapan tersebut tak berlaku bagi Lutfi Kurniawan. Ia justru balik ke kampung halaman setelah bekerja cukup lama di Jakarta. Pemuda tani Sukabumi ini jatuh cinta dengan si pedas, cabai.

Kembali ke tanah kelahirannya bertani cabai, Lutfi mampu meraup omzet diatas Rp 100 juta. Jika melihat latar belakangnya, ia memang terlahir dari keluarga petani. Karena itu ketika melihat potensi usaha tani cabai menjadi peluang bisnis yang menjanjikan.

Ketertarikannya dalam dunia pertanian baru muncul setelah COVID-19 melanda. Bagaikan jatuh cinta pandangan pertama, pemuda asal Sukabumi ini langsung tertarik pada dunia pertanian, khusus Bertani cabai.

Pandangan masyarakat sekitar yang menganggap profesi petani bagi kalangan muda tidak menjanjikan menjadi tantangan luar biasa bagi Lutfi. Apalagi bagi anak muda yang baru saja pulang dari perantauan, Ibukota Jakarta.



Many assume that being a farmer is not a promising job. However, this assumption does not apply to Lutfi Kurniawan. Instead, he returned to his hometown after working for quite some time in Jakarta. This young farmer from Sukabumi fell in love with the spiciness of chili.

Returning to his birthland to farm chilies, Lutfi was able to generate sales of more than IDR 100 million. Looking at his background, he was born into a family of farmers. Therefore, when he saw the potential of the chili farming business, it became a promising business opportunity.

His interest in the world of farming emerged after the COVID-19 pandemic hit. Like falling in love at first sight, this young man from Sukabumi was immediately drawn to the world of agriculture, specifically chili farming.

The perception of the surrounding community that farming is not a promising profession for young people posed an extraordinary challenge for Lutfi. Especially for a young person who has just returned from migration to the capital city of Jakarta.

Perjalanan Lutfi bertani cabai dilewati tidaklah mudah. Dirinya sempat merugi jutaan rupiah saat pertama kali penanaman. Tanaman kesayangannya terserang hama penyakit dan anjloknya harga cabai pernah dirasakan saat awal perjalanan bertani.

Namun, niat dan tekad yang kuat untuk mengembangkan pertanian sudah menggebu di hatinya. Gagal satu kali tidak mengubah semangatnya menjadi seorang pemuda tani. Setelah melalui berbagai tahap kegagalan, ia mulai bangkit.

Ibarat habis gelap terbitlah terang, Lutfi diperkenalkan dengan penyuluh pertanian di kecamatan tempat tinggalnya dan mendapatkan bimbingan. Rintangan yang pernah dihadapi sedikit demi sedikit mulai terjawab. Usaha tani cabainya semakin meningkat dan berhasil panen sesuai harapan. Produksinya mencapai 1.700 kg persiklus. Dari 2.000 pohon yang ditanam, Lutfi meraup omzet hingga Rp 42,5 juta. Dari hasil tersebut, Lutfi memperbanyak jumlah tanamannya hingga 10.000 pohon.

Keberhasilan itu tidak membuat Lutfi cepat puas. Ia mencoba melebarkan sayap untuk mengembangkan pertanian cabai. Softskill dalam dunia pertanian terus ia upgrade. Ia mulai mencari informasi terkait pelatihan pertanian, mencari relasi untuk akses pasar, berusaha mencari permodalan tambahan dana.

Tawaran Program YES

Tahun 2020, ia mendapatkan tawaran untuk mendaftar Program YES dari penyuluh pertanian di Kecamatan Kabandungan Sukabumi. Ia pun mengikuti pelatihan motivasi bisnis dan literasi keuangan dari Program YES tahun 2021.

Pengalaman pelatihan itu, membuat ia semakin tertantang untuk mengembangkan dunia percobaian. Jejaring dan akses pun ia perluas hingga akhirnya permintaan pasar

Lutfi's journey in chili farming was not easy. He experienced losses of millions of rupiah during his first planting. His beloved plants were plagued by pests and diseases, and he faced a drop in chili prices at the beginning of his farming journey.

However, he had a strong will and determination to develop agriculture. Failing once did not change his spirit to become a young farmer. After going through various stages of failure, he began to rise.

Like the saying, "After darkness, comes the light," Lutfi was introduced to an agricultural extension worker in his sub-district and received guidance. The obstacles he had faced gradually started to find solutions. His chili farming business continued to improve, and he successfully harvested according to expectations. His production reached 1,700 kg per cycle. From 2,000 planted trees, Lutfi earned sales of up to IDR 42.5 million. With these results, Lutfi increased the number of his plants to 10,000.

Despite his success, Lutfi wasn't satisfied right away. He tried to broaden his horizons in advancing chili farming. He continued to upgrade his soft skills in the agricultural sector. He began to seek information related to agricultural training, establishing connections for market access, and trying to find additional funding.

Offering from YES Programme

In 2020, he received an offer to register for the YES Programme from an agricultural extension worker in Kabandungan Sub-district, Sukabumi. He then participated in business motivation and financial literacy training from the YES program in 2021.

These training experiences further motivated him to expand his chili farming endeavors. He broadened his network and access, leading to an increase in market demand. "After participating in the YES Programme, there are many positive changes. It

semakin bertambah. "Setelah mengikuti Program YESS, banyak perubahan positif. Menambah wawasan, jaringan akses pasar semakin luas," katanya.

Namun produksi yang dihasilkannya belum bisa memenuhi pasar karena keterbatasan akses permodalan. Upaya akses permodalan ia lakukan agar bisa menambah hasil produksi. Program YESS hadir dan menjadi jalan hingga akhirnya ia mendapatkan hibah kompetitif.

Berbagai macam inovasi mulai dikembangkan untuk meningkatkan hasil produksi. Salah satunya menerapkan teknologi dalam budidaya cabai. Bekerja sama dengan Balai Penyuluhan Pertanian (BPP) Kecamatan Kabandungan Sukabumi. Ia menerapkan penyebaran agen pengendali hayati *Thricoderma, SP* yang dikembangkan BPP Kabandungan. Inovasi itu mampu meminimalisir adanya penyakit dan hama yang menyerang cabai.

Dalam memasarkan hasil panen cabainya, Lutfi membuat terobosan. Dirinya memasarkan langsung ke pasar tradisional tanpa perantara, karena nilai jualnya lebih tinggi. Bukan hanya itu, ia juga mencoba juga menjual secara online. Dengan kemasan yang cukup menarik walaupun masih dalam skala kecil mampu meningkatkan nilai jual cabai. Bahkan memberikan daya tarik bagi generasi muda untuk terjun ke dunia pertanian.

Dalam budidaya, Lutfi menerapkan sistem semi organik dengan memanfaatkan limbah yang ada di sekitar lingkungan. Contohnya, limbah organik dari hasil panen yang menjadi kompos. Limbah pohon pisang untuk tambahan pembuatan pupuk organik dan memanfaatkan kotoran hewan (kohe) domba sebagai pupuk padat maupun cair.

expanded my knowledge, and my market access network widened," he said.

However, the production he generated was still insufficient to meet market demand due to limited access to capital. He made efforts to improve capital access to increase production, then through intervention from the YESS Programme, he finally gained an opportunity to receive competitive grants.

*Various innovations began to be developed to increase production outcomes. One of them involved implementing technology in chili cultivation in collaboration with the Agricultural Extension Center (Balai Penyuluhan Pertanian (BPP)) of Kabandungan Sub-district, Sukabumi. He applied the dissemination of the biological control agent *Thricoderma, SP*, developed by BPP Kabandungan. This innovation proved effective in minimizing diseases and pests affecting chili plants.*

In marketing his chili harvest, Lutfi made a breakthrough. He marketed directly to traditional markets without intermediaries because the selling price was higher. Not only that, he also tried to sell online. Despite still operating on a small scale, the appealing packaging significantly enhanced the market appeal of his chili. It even attracted the younger generation to venturing into agriculture.

In his cultivation practices, Lutfi applies a semi-organic system by utilizing environmental waste. For example, organic waste from the harvest becomes compost. Banana tree waste is used to make organic fertilizer. Additionally, sheep manure (also known as 'kotoran hewan (kohe)') is used as both solid and liquid fertilizer.



Dengan keberhasilan itu, Lutfi mulai mengajak generasi muda sebayanya untuk bersama-sama mengembangkan dunia pertanian. Ia pun menjadi ketua kelompok pertanian di daerahnya. "Melalui kelompok taninya itu saya menyebarkan semangat mengajak untuk bertani. Bertani itu tidak bisa sendiri, harus ada partner untuk keberlanjutan pertanian," katanya.

Menurutnya, pertanian yang dikembangkan sangat berdampak positif. Penghasilannya meningkat dibanding saat ia berkerja di kantor. Selain itu, membuka lowongan pekerjaan untuk anak muda di sekitar yang belum memiliki pekerjaan tetap. Saat ini ia memiliki karyawan tidak tetap sekitar 2-3 orang.

Baginya, bergerak di dunia pertanian cukup membantu baik secara ekonomi maupun sosial. Jiwa leadership, percaya diri dan pantang menyerah. Ia berharap ke depan harus ada regenerasi petani. Petani saat ini rata-rata berusia tua. Semakin banyak pemuda yang terjun ke dunia pertanian, teknologi terbaru dapat diserap dan diaplikasikan.

With this success, Lutfi began to invite the younger generation to collectively develop agriculture. He also became the chairman of a farmer group in his area. "Through the farmer group, I spread the passion of farming. Farming cannot be done alone, there must be partners for the sustainability of agriculture," he said.

According to him, the agriculture he developed has a very positive impact. His income has increased compared to when he worked as an employee in office. In addition, it opens job opportunities for young people in the area who do not have permanent jobs. Currently, he employ around 2-3 part-time employees.

Engaging in agriculture has proven to be beneficial for him, both economically and socially. It also develops his leadership, confidence, and perseverance. He hopes that in the future, there will be a regeneration of farmers. In average, today's farmers are mostly old. The more young people venture into agriculture, the latest technology can be absorbed and applied.

Inovasi Mesin Air Bekas

Temani Ryanto Beternak Domba

Used Water Pump Innovation

Accompanies Ryanto in Raising Sheep

Keterbatasan modal usaha tak menghalangi seseorang untuk berkembang. Seperti Ryanto yang berinovasi merakit mesin pencacah hijauan pakan dari mesin air bekas. Dengan alat tersebut, mempermudah peternak menyediakan pakan ternak domba. Dengan inovasi tersebut, pemuda tani Sukabumi ini mengangkat nasibnya dari beternak domba.

Kondisi ekonomi yang tidak stabil membuat pemuda asal Sukabumi harus berpikir keras bagaimana bisa menghasilkan cuan. Bertahan hidup Bersama sang adik ditengah keterbatasan. Oto panggilan khasnya mulai mencari informasi seputar potensi yang bisa dikembangkan.

Budidaya domba menjadi pilihan yang diambil setelah ia dinyatakan lulus dari sekolah menengah atas. Tanpa ragu, ia memulai membuat kandang dengan populasi 5 ekor di tahun 2019. Bermodalkan tekad yang kuat, beternak domba yang dilakukan berjalan sesuai rencana, dengan bantuan alat yang dirakit sendiri dari pompa mesin air bekas. Peternakan domba yang dikembangkan membawa cuan.

Limited capital does not prevent someone from developing, as demonstrated by Ryanto, who innovatively assembled a forage chopping machine from a used water pump. With this tool, farmers can easily provide feed for sheep. Through this innovation, this Sukabumi young farmer has elevated his fortunes from sheep farming.

The unstable economic conditions forced the young man from Sukabumi to brainstorm how to generate income. Surviving with his younger brother amidst limitations. Known by his familiar name, Oto, began seeking information about potential ventures.

Sheep farming became the chosen path after he graduated from high school. Without hesitation, he started building a pen with a population of 5 sheep in 2019. With strong determination, his sheep farming venture proceeded according to plan, aided by a tool he assembled himself from a used water pump. The developed sheep farm yielded profits.





Ketika peluang pasar domba semakin terbuka luas, Oto justru masih kesulitan memenuhi kebutuhan pasar tersebut. Akhirnya setelah mencari informasi kesana kemari tahun 2021 ia mengikuti Program YESS. Berbekal semangat untuk bisa mengembangkan usaha dombanya, Oto mengikuti berbagai pelatihan hingga seleksi hibah kompetitif YESS di tahun 2022.

Tahun demi tahun perkembangan usahanya terus meningkat. Budidaya ternak domba yang dijalani penerima manfaat dari Kota Mochi ini berbuah manis. Melalui bantuan Program YESS, Oto semakin konsisten dan yakin dengan pilihannya.

Pompa air bekas yang dirakit sampai sekarang masih menemaninya perjuangannya. Hingga saat ini, inovasi mesin pencacah hijauan rumput menjadi pelengkap dalam usaha ternak domba yang sedang digelutinya.

As the sheep market continued to expand, Oto found himself struggling to meet the demands. Eventually, after exploring various sources, in 2021, he joined the YESS Programme. Fueled by the desire to expand his sheep farming business, Oto participated in various training sessions and, in 2022, underwent the selection process for the YESS Programme's competitive grant.

Year after year, the development of his business continues to increase. The sheep farming run by this beneficiary from a city that is popular with its sweet delicacies, named Mochi, has borne sweet fruits. With the assistance of the YESS Programme, Oto has become more consistent and confident in his choices.

The used water pump he assembled continues to accompany his struggles to this day. Until now, the innovation of the forage chopping machine remains a complement to his Sheep Farming Business.





Di usianya yang masih 29 tahun, ia mulai dikenal dan menjalin kolaborasi dengan para peternak muda di lingkungan sekitarnya. Kegiatan kelembagaan peternakan domba terus diikuti untuk menunjang pengetahuan usahanya. Tak terasa waktu terus berjalan, usaha domba yang dijalani mampu membuka lapangan pekerjaan untuk warga sekitar. "Saat ini, saya sudah punya karyawan 4 orang yang membantu usaha ternak domba saya," ucapnya.

Selama 4 tahun perjalanan di dunia peternakan domba, ia bisa menambah populasi 10 kali lipat. Oto bersyukur usaha ternak domba yang dikembangkan mampu mengubah pola pikirnya untuk terus berinovasi. Mengajak kaum pemuda tani untuk menjadi regenerasi. Setiap tahun Oto selalu menargetkan penambahan populasi.

Harapan kedepan, ia mampu menambah populasi hingga 20 kali lipat. Dengan bisa memenuhi kebutuhan pasar, ia yakin bisa mencapai dan membantu ketahanan pangan Indonesia. Media Sosial : Otofarm (*Instagram*).

At the age of 29, he began to be recognized and collaborate with young farmers in his local community. He actively participates in institutional activities related to sheep farming to enhance his business knowledge. As time goes by, his sheep business is able to create jobs for local residents. "Currently, I have four employees who help me with my sheep farming business," he said.

During his 4-year journey in sheep farming, he was able to increase the population by up to 10-fold. Oto is grateful that his sheep farming business has transformed his mindset to keep innovating. He encourages young farmers to take part in the regeneration of farmers. Every year, Oto always targets to increase his livestock's population.

*In the future, he hopes to increase the population by up to 20 fold. By being able to meet market demands, he believes he can contribute to and support Indonesia's food security. Social Media: Otofarm (*Instagram*).*

BAB II

CERITA INSPIRATIF DARI BUMI LUDruk

INSPIRATIONAL STORIES FROM THE LAND OF LUDruk*

Di Jawa Timur, Politeknik Pembangunan Pertanian (Polbangtan) Malang ditunjuk sebagai Provincial Project Implementation Unit (PPIU). Wilayah PPIU Jawa Timur mencakup Kabupaten Banyuwangi, Malang, Pasuruan, Tulungagung, dan Pacitan. Pemuda tani di Bumi Ludruk juga kreatif dalam mengembangkan usaha.

Mereka diantaranya, Putri Anggraini Wulansari yang justru keluar dari zona nyaman sebagai karyawan di BUMN dan memutuskan membangun usaha Inbeans Coffee. Begitu juga dengan Puri Ekarani, dari penikmat kopi menciptakan karya-karya unik dari biji kopi. Bisnis kopi ternyata manis bagi kaum pemuda tani, Dwi Setiawan merasakan dari meja *ngopi* berhasil menarik transaksi berlimpah.

In East Java, the Agricultural Development Polytechnic (Polbangtan) Malang has been appointed as the Provincial Project Implementation Unit (PPIU). The PPIU region in East Java covers the districts of Banyuwangi, Malang, Pasuruan, Tulungagung, and Pacitan. Youths in the Land of Ludruk are also creative in developing their businesses.

Among them is Putri Anggraini Wulansari, who stepped out of her comfort zone as an employee in a state-owned enterprise (BUMN) and decided to build the Inbeans Coffee business. Similarly, Puri Ekarani, a coffee enthusiast, creates unique works of art from coffee beans. The coffee business turns out to be sweet for the young generation, as Dwi Setiawan experienced success in attracting abundant transactions from coffee tables.

Sementara, Lutfiyati Astutik membalikkan cibiran terhadap pertanian dengan berkah menanam cabai rawit. Hal yang sama dilakukan Fariz Wildan yang mematahkan stereotip seputar bau tidak sedap dari beternak domba dan mengubah menjadi peluang emas. Aris Setiawan menganggap peternakan bukan hanya bisnis, tetapi sebuah panggilan jiwa. Kisah kesuksesan Haryanto bertani cabai berbuah menaklukkan hati kekasihnya.

Meanwhile, Lutfiyati Astutik overturned criticisms against agriculture by finding blessings in planting bird's eye chili. The same was done by Fariz Wildan, who shattered stereotypes about the unpleasant odor of sheep farming and turned it into a golden opportunity. Aris Setiawan sees farming not just as a business but as a calling of the soul. The success story of Haryanto, who cultivates chili peppers, won the heart of his beloved lover.

**Ludruk is a traditional performing art form that originated in East Java, Indonesia. It is a form of folk theater that combines elements of drama, dance, and music.*

Putri Anggraini, si Ratu Kopi Tulungagung

Putri Anggraini,
*the Queen of Coffee
from Tulungagung*

Bekerja di sebuah perusahaan negara menjadi cita-cita banyak kaum pemuda tani setelah lulus kuliah. Namun Putri Anggraini Wulansari, generasi muda Desa Pelem, Kecamatan Campurdaratan, Kabupaten Tulungagung, Jawa Timur, justru keluar dari zona nyaman sebagai karyawan di BUMN. Ia memutuskan berkecimpung di dunia kopi dengan membangun usaha Inbeans Coffee.

Dengan semangat inovatifnya, Putri bermimpi untuk lebih dari sekadar menjadi Ratu Kopi lokal. Ia bercita-cita untuk menembus dinding-dinding retail modern, membawa keunikan dan keaslian kopi lokal ke setiap sudut kota. Sarjana Teknik Kimia lulusan Politeknik Negeri Malang ini memulai perjalanan karirnya sebagai pekerja di salah satu BUMN ternama di Indonesia sebelum akhirnya memutuskan untuk meniti jalannya sendiri.

Keluar dari zona nyaman pekerjaan dan membawa semangat berwirausaha, Putri Anggraini Wulansari mendirikan usaha Produksi Kopi Bubuk Murni. Dengan visi yang jelas, Putri ingin memberikan sentuhan khas pada kopi bubuknya, berbeda dari yang lain. Lahir di Tulungagung pada 11 April 1995, Putri memiliki

Working for a state-owned company is the aspiration of many young farmers after graduating from college. However, Putri Anggraini Wulansari, a young farmer from Pelem Village, Campurdaratan Sub-district, Tulungagung District, East Java, chose to step out of her comfort zone as an employee at a state-owned enterprise. She decided to venture into the world of coffee by establishing a business named "Inbeans Coffee".

With her innovative spirit, Putri dreams of being more than just a local coffee queen. She aspires to penetrate the walls of modern retail, bringing the uniqueness and authenticity of local coffee to every corner of the city. This Chemical Engineering graduate from Malang State Polytechnic (Politeknik Negeri Malang), began her career journey as an employee at one of Indonesia's leading state-owned company (Badan Usaha Milik Negara (BUMN)) before deciding to pursue her own path.

Stepping out of the comfort zone of employment and embracing an entrepreneurial spirit, Putri Anggraini Wulansari founded a business specializing in Pure Coffee Powder Production. With a clear vision, Putri

semangat dan dedikasi tinggi dalam mengembangkan usahanya.

Inspirasinya datang ketika melihat perkebunan kopi milik temannya di Kabupaten Malang, yang hanya menjual biji kopi ke tengkulak atau langsung di pasar. Kemudian, muncul ide brilian untuk memproduksi kopi bubuk dengan cita rasa unik hasil kreasinya sendiri. Bermodal hanya Rp 1 juta pada tahun 2017 menjadi tonggak awal keberhasilan. Ia mulai memproduksi kopi bubuk sebanyak 20 kg dengan kemasan masing-masing 150 gram.

Meskipun menghadapi tantangan awal dalam pemasaran, Putri tidak patah semangat. Mulai menawarkan dan menjual kopi bubuknya ke berbagai tempat seperti pusat oleh-oleh, swalayan, minimarket, dan warung kopi di Tulungagung, ia menghadapi penolakan demi penolakan. Namun, hal tersebut justru menjadi pendorong semangatnya untuk terus berkembang dan tidak menyerah.

Kini, usaha Produksi Kopi Bubuk Murni yang dimulai dari nol telah tumbuh menjadi perusahaan yang sukses. Bukan hanya menciptakan lapangan pekerjaan lokal, tapi juga memberikan kontribusi positif bagi ekonomi.

Pada tahun 2021, perjalanan usaha Putri semakin terbuka ketika mendapatkan informasi tentang Program YESS, sebuah inisiatif untuk menciptakan wirausahawan muda di bidang pertanian. Terinspirasi dan penuh motivasi, wanita yang kini berumur 28 tahun itu memutuskan mendaftar menjadi bagian Program YESS melalui Fasilitator Pemuda Kecamatan Campurdarat.

Melalui program ini, ia mengikuti Pelatihan Peningkatan Kapasitas Proposal Bisnis yang membuka wawasannya dalam mengelola usaha pertaniannya. Dari hasil pelatihan tersebut, Putri tak hanya memperoleh pengetahuan baru, tetapi juga berhasil

aims to add a distinctive touch to her coffee powder, making it stand out from the rest. Born in Tulungagung on April 11, 1995, Putri has high enthusiasm and dedication in developing her business.

Her inspiration came when she observed a friend's coffee plantation in Malang District, which only sold coffee beans to middlemen or directly at the market. Then, a brilliant idea emerged to produce unique-flavored coffee powder through her own creativity. With an initial capital of only IDR 1 million in 2017, this marked the beginning of her success. She started producing 20 kg of coffee powder, each packaged in 150-gram quantities.

Despite facing initial challenges in marketing, Putri was not discouraged. Starting to offer and sell her ground coffee to various places such as souvenir centers, supermarkets, mini markets, and coffee shops in Tulungagung, she faced rejection after rejection. However, this only fueled her enthusiasm to keep growing and not give up.

Now, the Pure Ground Coffee Production business, which started from scratch, has grown into a successful company. Not only does it create local employment opportunities but also makes a positive contribution to the economy.

In 2021, Putri's business journey took a positive turn when she learned about the YESS Programme, an initiative to create young entrepreneurs in agriculture. Inspired and motivated, the 28-year-old decided to apply to be part of the YESS Programme through the Youth Facilitator of Campurdarat Sub-district.

Through this program, she participated in the Business Proposal Capacity Building Training, which broadened her insights into managing her agricultural business. As a result of the training, Putri not

menyusun proposal rencana usaha yang kuat.

Dengan tambahan Dana Hibah Kompetitif sebesar Rp 50 juta, pada tahun 2022 usahanya semakin berkembang. Perubahan yang signifikan terlihat pada peningkatan kapasitas produksi, yang awalnya hanya 90 kg per bulan, kini mencapai 500 kg per bulan.

Langkah strategis ini tidak hanya meningkatkan daya saing produknya, tetapi juga membuka peluang baru dalam jejaring pasar. Ia pun menargetkan produk kopinya masuk pasar retail modern. Keputusan Putri menggandeng retail modern sebagai mitra bisnisnya menjadi langkah cerdas, membuktikan bahwa inovasi dan perluasan pasar adalah kunci kesuksesan dalam dunia wirausaha.

Putri Anggraini Wulansari telah menjelma menjadi contoh sukses dari perpaduan semangat berwirausaha, keberanian untuk mengikuti program pendukung, dan dedikasi untuk terus belajar dan berkembang. Keberhasilannya bukan hanya dalam mengembangkan usahanya, tetapi juga dalam menciptakan dampak positif bagi sektor pertanian dan ekonomi lokal.

Inovasi InBeans

Dalam menghadapi persaingan sengit di industri produksi kopi bubuk, Putri Anggraini terus berinovasi dengan menciptakan merek Inbeans Coffee. Saat ini, ada 10 varian produk kopi yang dapat ditemukan di wilayah Tulungagung, Trenggalek, Kediri, dan Blitar.

Memahami pentingnya penetrasi pasar, Putri tidak hanya memasarkan produknya di toko offline, tetapi juga melibatkan toko online dengan memanfaatkan teknologi modern untuk menciptakan kemasan kopi yang unik. Putri juga menjalin kemitraan strategisnya. Putri menjalin kerja sama dengan PT Pos Indonesia untuk pemasaran dan pengiriman barang,

only gained new knowledge but also successfully drafted a strong business plan proposal.

With an additional Competitive Grant Fund of IDR 50 million, her business has further developed in 2022. Significant changes are evident in the increase in production capacity, which initially was only 90 kg per month, now reached 500 kg per month.

This strategic move not only enhances the competitiveness of her products but also opens up new opportunities in market networking. She aims to have her coffee products enter the modern retail market. Putri's decision to collaborate with modern retail as her business partner is a smart move, proving that innovation and market expansion are keys to success in the entrepreneurial world.

Putri Anggraini Wulansari has become a successful example of a combination of entrepreneurial spirit, the courage to participate in supporting programs, and dedication to continuous learning and development. Her success is not only in expanding her business but also in creating a positive impact on the agricultural sector and the local economy.

InBeans Innovation

Facing fierce competition in the ground coffee production industry, Putri Anggraini continues to innovate by creating the brand Inbeans Coffee. Currently, 10 variants of coffee products can be found in the Tulungagung, Trenggalek, Kediri, and Blitar regions.

Understanding the importance of market penetration, Putri not only markets her products in offline stores but also involves online stores by utilizing modern technology to create unique coffee packaging. Putri has also formed strategic partnerships, collaborating with PT Pos Indonesia for marketing and product delivery, becoming a vendor for Transmart Carrefour in Tulungagung District,

menjadi vendor Transmart Carrefour di Kabupaten Tulungagung, bermitra dengan minimarket, dan bekerja sama dengan JATIM BEJO.

Setelah mengikuti Program YESS dan menerima Dana Hibah Kompetitif, usaha Inbeans Coffee mengalami pertumbuhan signifikan. Produksi meningkat dua kali lipat, omzet bulanan melonjak dari Rp 20-40 juta dan aset berupa kendaraan operasional (*Pick Up*) digunakan untuk pengiriman ke seluruh toko mitra. Bagi para pecinta kopi bubuk murni yang ingin menikmati produk berkualitas dari Inbeans Coffee, dapat mengunjungi dan membeli melalui akun *Instagram* @inbeans_coffee.

partnering with minimarket, and partnering with JATIM BEJO.

*After participating in the YESS Programme and receiving Competitive Grant Funds, the Inbeans Coffee business experienced significant growth. Production doubled, monthly sales surged from IDR 20-40 million, and assets in the form of operational vehicles (*Pick Up*) which used for delivery to all partner stores. Pure ground coffee enthusiasts who want to enjoy quality products from Inbeans Coffee, can visit and purchase through the Instagram account @inbeans_coffee.*



Putri mengungkapkan, Program YESS membawa perubahan positif bagi usahanya, sehingga memungkinkan dirinya memperluas jejaring pasar. Bahkan kini ia kerap dipanggil menjadi narasumber di berbagai pelatihan. Dengan terus berinovasi dan berkomitmen pada kualitas, Inbeans Coffee menjadi inspirasi bagi pengusaha muda dan membuktikan bahwa impian besar dapat diwujudkan melalui kerja keras.

Kini Putri Anggraini menjelma menjadi sosok inspiratif yang membuktikan bahwa dengan tekad, kerja keras, dan ketangguhan, impian bisa diwujudkan, dan kesuksesan adalah hasil dari perjuangan yang tak kenal lelah. Bersama Inbeans Coffee, Putri ingin memberdayakan petani kopi, membuka lapangan pekerjaan, dan memberikan kontribusi positif bagi industri kopi bubuk murni.

Putri revealed that the YESS Program has brought positive changes to her business, allowing her to expand her market network. In fact, she is now often called upon to be a speaker in various trainings. Through continuous innovation and commitment to quality, "Inbeans Coffee" has become an inspiration for young entrepreneurs, proving that big dreams can be realized through hard work.

Now, Putri Anggraini has become an inspirational figure who proves that with determination, hard work, and resilience, dreams can be realized, and success is the result of tireless efforts. Alongside "Inbeans Coffee," Putri aims to empower coffee farmers, create job opportunities, and make a positive contribution to the pure ground coffee industry.



Puri Ekarani, Menemukan Kekuatan dalam Kopi

Puri Ekarani,
Finding Strength in Coffee

Di tengah ladang apel yang terkenal di Kabupaten Malang, terdapat seorang wanita penuh kreativitas yang telah mengubah nasibnya melalui biji kopi. Puri Ekarani, Srikandi kota Apel ini, tidak hanya menjadi penikmat kopi, tetapi juga menciptakan karya-karya unik dari biji kopi yang berasal dari kebunnya sendiri di Desa Ketindan, Kecamatan Lawang.

Sebagai seorang ibu rumah tangga, Puri memang menyukai berkebun. Bersama suaminya, mereka menekuni perkebunan kopi dan menjual biji kopi mentah kepada tengkulak. Namun, fluktuasi harga kopi yang tidak menentu membuat Puri merasa perlu untuk mengembangkan potensi kopi kebunnya.

Dengan tekad kuat dan keterbatasan pengetahuan, Puri memulai perjalanan otodidaknya dalam mengolah biji kopi menjadi bubuk kopi. Meski menghadapi tantangan awal, Puri tidak pernah menyerah. "Tak maksimal memang kala itu, kopi bubuk yang kami hasilkan masih kurang dari kata layak jual," kenangnya.



In the midst of the famous apple orchards in Malang District, there is a creative woman who has transformed her fate through coffee beans. Puri Ekarani, the heroine of the Apple City, is not only a coffee enthusiast but also a creator of unique works from coffee beans sourced from her own garden in Ketindan Village, Lawang Sub-district.

As a housewife, Puri has a passion for gardening. Together with her husband, they engage in coffee cultivation and sell raw coffee beans to middlemen. However, the unpredictable fluctuation in coffee prices made Puri feel the need to develop the potential of her coffee plantation.

With strong determination and limited knowledge, Puri began her self-taught journey in processing coffee beans into ground coffee. Despite facing initial challenges, Puri never gave up. "It was not optimal at that time, the ground coffee we produced still didn't meet the required standards for sale," she recalled.

Puri terus belajar melalui tutorial internet dan mencari solusi untuk meningkatkan kualitas produknya. Ia berhasil menciptakan metode pengolahan kopi yang lebih baik, menghasilkan bubuk kopi dengan cita rasa yang unggul dan kualitas yang prima.

Puri kemudian mulai menghadirkan berbagai produk olahan kopi dari kebunnya. Transformasi ini bukan hanya meningkatkan nilai tambah produknya, tetapi juga membuka peluang pasar baru.

Meski awalnya merasa kurang percaya diri, ia berhasil mengatasi ketidakpastian dan kesulitan. Omzet yang awalnya berkisar antara Rp 2-3 juta/bulan, kini meningkat signifikan. Produk kopi kreatifnya mendapatkan apresiasi di tingkat nasional, membuka peluang kemitraan dengan berbagai pihak.

Kenalan dengan YESS

Program Youth Entrepreneurship and Employment Support Services (YESS) merupakan inisiatif Kementerian Pertanian yang bertujuan untuk mengembangkan kewirausahaan dan ketenagakerjaan di sektor pertanian. Dalam rentang waktu 2020-2021, program ini gencar disosialisasikan di Jawa Timur, dengan fokus pada pemuda berusia 19-39 tahun yang berminat terlibat dalam sektor pertanian.

Puri diperkenalkan dengan Program YEES melalui Fasilitator Pemuda. Ketertarikannya muncul karena melihat potensi program ini untuk membantu meningkatkan sistem manajemen dan keterampilan teknis dalam bisnisnya.

Dalam proses intervensi Program YEES, Puri mendapatkan wawasan baru tentang motivasi berbisnis, literasi keuangan, bahkan pembuatan proposal bisnis. Hal ini membuka matanya terhadap kekurangan dalam pengelolaan bisnisnya saat ini.

Puri continued to learn through online tutorials and looked for solutions to improve the quality of her product. She succeeded in creating a better coffee processing method, resulting in ground coffee with excellent flavor and premium quality.

Puri then began introducing various processed coffee products from her plantation. This transformation not only increased the added value of her products but also opened up new market opportunities.

Although initially lacking in confidence, she managed to overcome uncertainties and challenges. The monthly sales, which initially ranged between IDR 2-3 million, has now increased significantly. Her creative coffee products have gained national appreciation, opening up partnership opportunities with various entities.

Get to Know YEES Programme

The Youth Entrepreneurship and Employment Support Services (YEES) Programme is an initiative by the Ministry of Agriculture aimed at developing entrepreneurship and employment in the agricultural sector. Between 2020-2021, this program was actively promoted in East Java, with a focus on youth aged 19-39 who are interested in engaging in the agricultural sector.

Puri was introduced to the YEES Programme through a Youth Facilitator. Her interest emerged from seeing the potential of this program to help improve management systems and technical skills in her business.

During the intervention process of the YEES Programme, Puri gained new insights into business motivation, financial literacy, and even making business proposals. This opened her eyes to the shortcomings in her current business management.

Perlahan namun pasti, Puri mulai memperbaiki sistem manajemen bisnisnya berkat panduan dari Program YESS. Ia juga mengikuti pelatihan lanjutan mengenai pengolahan kopi, yang memberinya pengetahuan mendalam tentang teknik yang benar sesuai dengan Standar Operasional Prosedur (SOP).

Antusiasme Puri semakin berkembang ketika berhasil menciptakan inovasi produk baru, yaitu sabun dengan ekstrak kopi, melalui pelatihan dalam program tersebut. Dengan Program YESS, Puri tidak hanya meningkatkan efisiensi bisnisnya, tetapi juga menciptakan produk inovatif yang dapat memperluas pasar bisnisnya.

Program ini tidak hanya memberikan pelatihan teknis, tetapi juga memberikan pandangan yang holistik tentang aspek-aspek kunci

Slowly but surely, Puri began to improve her business management system with guidance from the YESS Programme. She also participated in advanced training on coffee processing, providing her with in-depth knowledge of proper techniques following Standard Operating Procedures (SOP).

Puri's enthusiasm grew as she successfully created a new product innovation, coffee-extract soap, through training in the program. With the YESS Programme, Puri not only improved her business efficiency, but also created innovative products that could expand her business market.

This program not only provides technical training but also offers a holistic view of the key aspects of entrepreneurship. Innovations and the application of structured business management techniques led to



dalam dunia kewirausahaan. Inovasi dan penerapan teknik manajemen bisnis yang terstruktur membawa omzet Puri meningkat secara signifikan. Keteraturan ini tidak hanya mendapatkan perhatian dari pasar, tetapi juga menciptakan hubungan yang erat dengan relasi yang diperolehnya melalui Program YESS.

Tak ada usaha yang tanpa kendala. Dalam membangun usahanya, Puri juga menghadapi kendala dalam memenuhi permintaan pasar. Keterbatasan sumber daya, baik dari segi biaya maupun tenaga kerja menjadi persoalan tersendiri bagi Puri. Untuk mengatasi tantangan ini, ia memanfaatkan peluang yang ditawarkan Program Hibah Kompetitif YESS.

Ia memutuskan untuk menyempurnakan proposal bisnisnya agar lebih komprehensif dan meyakinkan. Dalam upayanya, Puri mendapatkan dukungan langsung dari Fasilitator Pemuda dan Staf BPP Lawang.

Puri menyadari bahwa proses pembuatan proposal bisnis memerlukan tingkat ketelitian yang tinggi. Dengan bimbingan dan dorongan dari Fasilitator Pemuda dan staf BPP Lawang, ia berusaha menyempurnakan setiap aspek proposalnya. Puri tidak ragu untuk bertanya dan meminta masukan guna melakukan perbaikan yang diperlukan. "Ternyata, pembuatan proposal bisnis itu harus teliti," ungkapnya.

Melalui kerja sama dengan tim pendukungnya, Puri berharap dapat mengatasi kendala biaya dan tenaga kerja, serta mendapatkan hibah yang diperlukan untuk memenuhi permintaan pasar yang semakin meningkat. Dengan tekad dan keseriusannya, Puri menunjukkan upaya keras dan peningkatan kualitas proposal menjadi kunci mendapatkan dukungan finansial untuk mengembangkan bisnis.

a significant increase in Puri's sales. This regularity has not only garnered attention from the market, but also fostered close relationships with the networks she acquired through the YESS Programme.

Every business encounters challenges. In building her business, Puri also faced challenges in meeting market demand. Limited resources, both in terms of costs and labor, became a problem for Puri. To overcome this challenge, she took advantage of the opportunities offered by the YESS Competitive Grant Program.

She decided to refine her business proposal to make it more comprehensive and convincing. In her efforts, Puri received direct support from the Youth Facilitator and the staff of the Agricultural Empowerment Agency (Balai Penyuluh Pertanian (BPP) in Lawang Sub-district.

Puri realized that the process of creating a business proposal required a high level of meticulousness. With guidance and encouragement from the Youth Facilitator and the staff of BPP Lawang, she tried to perfect every aspect of her proposal. Puri did not hesitate to ask questions and seek input to make the necessary improvements. "It turns out that creating a business proposal requires precision," she expressed.

Through collaboration with her support team, Puri hopes to overcome cost and labor constraints and obtain the grants needed to meet the increasing market demand. With determination and seriousness, Puri demonstrates hard work, and the improved quality of the proposal becomes the key to securing financial support for business development.

Gani Arista, Arsitek Perubahan Wajah Pertanian Gempol

Gani Arista,
*Architect of Change of
Agriculture in Gempol*

Gani Arista Maulana, asal Gempol, Kabupaten Pasuruan, bukan hanya sekadar petani muda. Sosok berusia 23 tahun adalah arsitek dibalik revolusi hidroponik yang mengubah wajah pertanian di daerahnya.

Berdomisili di Gempol, sebuah kecamatan kecil di Jawa Timur, yang terletak 42 KM dari Surabaya, Gani bukan hanya seorang petani, melainkan seorang wirausaha sejak masa SMA. Dalam perjalanan bisnisnya, ia bahkan membuka jasa laundry sepatu bersama rekannya.

Sarjana Pertanian Prodi Agribisnis ini tidak hanya mengandalkan semangat kewirausahaan, tetapi juga pengetahuan mendalam yang diperoleh selama perkuliahan. Dengan tekad kuat, ia memutuskan untuk fokus pada ilmu pertanian, khususnya hidroponik. Dari beragam komoditas sayuran, pilihannya jatuh pada selada yang menjadi unggulan dengan brand bernama Ifresh Hydro.

Dengan keberanian dan tekad yang luar biasa, Gani memulai perjalanan usahanya di usia muda. Keputusan ini diambil untuk mencapai kemandirian finansial, memberikan kontribusi pada

Gani Arista Maulana, from Gempol, Pasuruan District, is more than just a young farmer. The 23-year-old is the architect behind the hydroponic revolution that has transformed agriculture in his region.

Residing in Gempol, a small sub-district in East Java, located 42 KM from Surabaya, Gani has been more than just a farmer, he has been an entrepreneur since high school. In the course of his business journey, he even opened a shoe laundry service with his friend.

With a Bachelor of Agriculture degree in Agribusiness from the Socio-Economic Study Program, Gani relies not only on his entrepreneurial spirit but also on the in-depth knowledge gained during his studies. With strong determination, he decided to focus on agriculture, especially hydroponics. Among various vegetable commodities, his choice fell on lettuce, which became his flagship product under the brand name "Ifresh Hydro".

With tremendous courage and determination, Gani started his entrepreneurial journey at a young age. This decision was taken to achieve financial independence, contribute to



keberlanjutan lingkungan, dan menjadi kebanggaan bagi orang tuanya.

Dalam mengembangkan usaha, Gani tak hanya berani mencoba inovasi pada sistem penanaman, tetapi juga mengintegrasikan *Internet of Things* (IoT) dalam pemberian nutrisi guna meningkatkan efisiensi. "Saya menerapkan pertanian berkelanjutan dengan sistem rotasi tanaman, memungkinkan pemanenan setiap hari dan limbah panen dijadikan pakan alternatif untuk ikan nila dan bebek warga sekitar," tuturnya.

Merintis usaha budidaya selada hidroponik memang menjanjikan, tetapi Gani tidak luput dari rintangan. Misalnya, saat kesulitan memasarkan selada, ia rela membagikan hasil budidayanya secara gratis agar dapat dikenal masyarakat sekitar.

Menurutnya, cuaca ekstrem dan kualitas air menjadi tantangan utama yang dihadapinya. Saat musim kemarau, produksi selada memang meningkat, namun harga jualnya turun drastis. Kendala pasar juga harus dihadapi. "Meski selada hidroponik lebih unggul, tapi masih banyak konsumen yang belum memahami manfaatnya," katanya.

environmental sustainability, and bring pride to his parents.

In developing his business, Gani not only dares to innovate in the planting system but also integrates the Internet of Things (IoT) in nutrient provision to increase efficiency. "I implement sustainable farming with a crop rotation system, allowing daily harvesting, and harvest waste is used as alternative feed for tilapia fish and ducks in the neighborhood," he explained.

Starting a hydroponic lettuce farming business is promising, but Gani is not immune to challenges. For instance, when faced with difficulty in marketing lettuce, he is willing to give away his cultivation products for free to gain recognition from the local community.

According to him, extreme weather conditions and water quality are the main challenges he faces. During the dry season, lettuce production increases, but the selling price drops drastically. Market constraints must also be addressed. "Although hydroponic lettuce is superior, many consumers still do not understand its benefits," he said.

Berkenalan dengan YES

Semangat dan keyakinan Gani tidak tergoyahkan. Baginya, strategi yang tepat, kerja keras, dan kesabaran adalah kunci kesuksesan yang membawanya melewati setiap rintangan menuju kesuksesan yang lebih besar. Cahaya dalam kegelapan saat ditemukan Gani saat mengetahui ada Program YES.

Saat diajak rekannya berkonsultasi ke BDSP Kecamatan Gempol, dunianya terbuka lebar dengan kehadiran Program YES yang sesuai dengan apa yang selama ini dicari. Baginya, Program YES adalah peluang emas untuk belajar, berkembang, dan memberikan kontribusi pada masa depan pertanian Indonesia.

Program tersebut membawa dampak positif yang signifikan bagi Gani. Melalui pelatihan Literasi Keuangan dan Proposal Bisnis, Gani merasa sangat terbantu dengan pendekatan yang fokus pada keterampilan, komunikasi efektif, diskusi kelompok, studi kasus, serta penyampaian materi interaktif. Praktisi berpengalaman dalam bidangnya memberikan panduan yang berharga, menjadikan seluruh materi mudah dipahami.

Tak hanya itu, Program YES memberikan bantuan modal sebesar Rp 30 juta dari Hibah Kompetitif untuk pengembangan usahanya. Berkah ini membantu Gani memajukan usahanya, menjadikannya semakin dikenal di kalangan petani.

Perubahan signifikan dalam hidupnya terlihat dari peningkatan penghasilan, ekspansi pasar hingga Sidoarjo dan Surabaya, serta kebahagiaan yang dirasakan ketika dapat memberikan manfaat bagi warga sekitar. Program YES tidak hanya memberikan solusi, tetapi juga membuka pintu bagi Gani dan komunitasnya.

Getting acquainted with YES

Gani's spirit and confidence remain unshaken. For him, the right strategy, hard work, and patience are the keys to success that guide him through every obstacle toward greater success. The light in the darkness for Gani came when he learned about the YES Program.

Gani's passion and conviction are unwavering. For him, the right strategy, hard work, and patience are the keys to success that carry him through every obstacle toward greater success. The moment which is like a light in the darkness for Gani came when he discovered the YES Programme.

When invited by his friend to consult at the BDSP of Gempol Sub-district, Gani's world expanded significantly with the presence of the YES Programme which aligned with what he had been looking for. For him, the YES Programme is a golden opportunity to learn, develop, and contribute to the future of Indonesian agriculture.

This program had a significant positive impact on Gani. Through Financial Literacy and Business Proposal training, Gani felt greatly assisted with an approach that focused on skills, effective communication, group discussions, case studies, and interactive material delivery. Experienced practitioners in their field provided valuable guidance, making all the material easy to understand.

Not only that, the YES Programme also provided capital assistance of IDR 30 million from the Competitive Grant for the development of his business. This blessing has helped Gani advance his business, making it more recognizable among farmers.

The significant change in his life is evident in the increased income, market expansion to Sidoarjo and Surabaya, and the happiness felt when he can provide benefits to the local community. The YES Program not only provided solutions but also

Setelah mendapatkan intervensi Program YESS, kapasitas produksi kebunnya meningkat signifikan, dengan omzet yang mencapai Rp 8-14 juta per minggu. Gani kini lebih dekat untuk mewujudkan mimpi besar, yaitu membuat orang tuanya bangga.

Gani yakin bahwa fokus pada bidang pertanian dan terus belajar ilmu pertanian akan membawa perubahan positif. Komitmennya untuk terus mendalami ilmu pertanian demi peningkatan produksi, efisiensi, konsistensi, dan mewujudkan pertanian yang berkelanjutan. Ketekunan, kegigihan dan kemauan terus belajar adalah kunci kesuksesannya. Gani ingin terus bermanfaat bagi sesama dan dengan rendah hati membantu siapa pun yang ingin belajar dari pengalamannya.

created opportunities for Gani and his community.

After receiving the intervention of the YESS Programme, the production capacity of his farm has increased significantly, with sales reaching IDR 8-14 million per week. Gani is now closer to realizing his big dream, which is to make his parents proud.

Gani believes that focusing on agriculture and continuously learning agricultural sciences will bring positive changes. His commitment to deepening his knowledge of agriculture is to increase production, efficiency, consistency, and realize sustainable agriculture. Perseverance, persistence, and willingness to keep learning are the keys to his success. Gani wants to continue benefiting others and humbly assist anyone who wants to learn from his experience.



Dwi Setiawan, Pahitnya Kopi jadi Bisnis Manis

Dwi Setiawan,
*the Bitterness of Coffee
Turns into a Sweet Business*

Setiap tegukan kopi, terciptalah strategi bisnis yang kreatif dan unik. Dari sekadar *ngopi*, Dwi Setiawan membuat pahitnya rasa kopi menjadi bisnis manis. Dengan tekad dan dedikasinya, ia berhasil meraih omzet hingga belasan juta rupiah.

Istilah *Ngopi* kini telah menjadi bagian tak terpisahkan dari budaya masyarakat Indonesia. Semua kalangan mengenalnya, termasuk Dwi Setiawan, seorang pemuda berusia 26 tahun asal Kota Santri yang memulai karirnya dari kegiatan *ngopi*.

Tinggal di sentra kopi robusta dan arabika, tepatnya di Pasuruan, Jawa Timur, memberikan inspirasi kepada Dwi Setiawan untuk mengembangkan usaha olahan kopi. Sejak tahun 2020, ia telah aktif menekuni budidaya kopi di lahan seluas 1,5 ha. Biji kopi unggul dengan grade yang baik telah menjadi hasil dari usahanya.

Dengan harapan dan impian dalam benaknya, Dwi Setiawan ingin menjadikan usaha kopi sebagai bisnis yang menjanjikan. Keyakinan itu tumbuh ketika melihat potensi biji kopi yang dihasilkan dapat diolah menjadi produk yang layak dijual dan dikonsumsi. "Awalnya memang saya

*With every sip of coffee, creative and unique business strategies are born. Dwi Setiawan, moving beyond the act of simply enjoying coffee (*ngopi*), turned the bitterness of coffee into a sweet business venture. With determination and dedication, he managed to achieve sales reaching tens of millions of rupiah.*

The term "ngopi" has now become an integral part of Indonesian culture, recognized by all segments of society, including Dwi Setiawan, a 26-year-old youth from the city of Santri (a term referring to muslim student studying in an Islamic boarding school) who began his career with the activity of ngopi.

Living in the center of robusta and arabica coffee, precisely in Pasuruan, East Java, inspired Dwi Setiawan to develop a business in coffee processing. Since 2020, he has been actively pursuing coffee cultivation on a 1.5-hectare plot of land. Superior coffee beans with excellent grades have been the results of his efforts.

With hopes and dreams in mind, Dwi Setiawan aims to turn his coffee business into a promising one. This conviction grew when he realized

kurang percaya diri, karena banyak produk di pasaran sudah memiliki *branding*. Apalagi manajemen bisnis saya masih tergolong tradisional, karena hanya belajar otodidak dari orang tuanya," katanya.

Ngopi Bersama YES

Program YES menjadi salah satu langkah nyata pemerintah dalam membantu penumbuhan wirausaha muda di sektor pertanian. Kehadirannya telah menciptakan dampak positif di Pasuruan sejak tahun 2020.

Sebagai seorang pemuda tani, Dwi antusias mengikuti program ini setelah mendapatkan sosialisasi dari Balai Penyuluh Pertanian (BPP) Kecamatan Purwodadi. Program YES menawarkan berbagai pelatihan, baik dalam manajemen bisnis maupun teknis budidaya dan pasca panen.

Awalnya, ia merasa enggan mengikuti pelatihan, namun kekhawatirannya sirna saat menyadari bahwa peserta lainnya adalah pemuda sebaya. Selama pelatihan, mereka tidak hanya belajar, tetapi juga *ngopi* bareng untuk membicarakan ide dan strategi bisnis.

the potential of the coffee beans he produced, which could be processed into market-worthy and consumable products. "Initially, I lacked confidence because many products in the market already had branding. Moreover, my business management was still relatively traditional, as I only learned by myself from my parents," he said.

Ngopi with YES Programme

The YES Programme is one tangible step taken by the government to assist the growth of young entrepreneurs in the agricultural sector. Its presence has created a positive impact in Pasuruan since 2020.

As a young farmer, Dwi was enthusiastic about joining the program after receiving socialization from the Agricultural Empowerment Agency (Balai Penyuluh Pertanian (BPP)) of Purwodadi Sub-district. The YES Programme offers various trainings, including business management and technical cultivation and post-harvesting.

Initially, he was reluctant to join the training, but his worries were dispelled when he realized that the other



Tempat yang dulunya merupakan tempat berkumpul petani "kolonial" di BPP Kecamatan Purwodadi, kini bertransformasi menjadi lokasi *ngopi* pemuda yang menjalani pelatihan Program YESS. Dengan dukungan BPP dan Fasilitator Pemuda Program YESS, Dwi pun memperoleh pengetahuan dasar tentang berbisnis dan keterampilan menyusun proposal usaha.

Program YESS membawa Dwi memasuki dunia para produsen kopi. Dengan pengalaman otodidaknya, ia memulai perjalanan belajarnya mengenai pengolahan kopi. Bekerja sama dengan mobilizer dan Fasilitator Pemuda Program YESS, Dwi mulai mendekati stakeholder yang ahli di bidang perkopian. "Melalui kolaborasi ini, saya mencoba berulang kali mengolah kopi mulai dari pohon hingga menjadi bubuk, sambil terus berkonsultasi," katanya.

Langkah kreatif ini membawa hasil positif. Dwi Setiawan berhasil menghasilkan produk kopi olahan dari kebun miliknya sendiri. Saat ini, ia mampu meningkatkan harga dan mutu kopi melalui proses pengolahan. "Tidak hanya itu, saya juga mulai memperbaiki sistem pengemasan produk, yang ternyata berhasil meningkatkan minat konsumen," ujarnya.

Dengan meningkatnya permintaan dan pangsa pasar, semangat Dwi Setiawan untuk mengolah kopi semakin berkobar. Namun, ia mengalami kendala permodalan ketika mencoba meningkatkan produksinya melalui pengolahan manual.

Dengan tekad memperbarui metodenya dengan menggunakan alat modern, ia menyadari bahwa hal ini memerlukan investasi yang cukup besar. "Jika menggunakan alat canggih dan bahan baku tersedia dalam jumlah besar, pasti konsumen akan senang," sebutnya.

participants were young men of the same age. During the training, they not only learned but also enjoyed coffee together to discuss business ideas and strategies.

What used to be a gathering place for "colonial" farmers (a term used to refer to farmers from older age groups) at the BPP of Purwodadi Sub-district has now been transformed into a 'ngopi' spot for youth undergoing YESS Programme training. With the support of BPP and the Youth Facilitators of the YESS Programme, Dwi gained basic knowledge about business and skills in preparing business proposals.

The YESS Program introduced Dwi to the world of coffee producers. With his self-taught experience, he began his learning journey about coffee processing. Collaborating with mobilizers and Youth Facilitators from the YESS Programme, Dwi started approaching stakeholders who were experts in the coffee industry. "Through this collaboration, I repeatedly tried to process coffee from tree to powder while continuously consulting," he said.

This creative step brought positive results. Dwi Setiawan managed to produce processed coffee products from his own plantation. Currently, he is able to increase the price and quality of coffee through processing. "Not only that, I also started improving the product packaging system, which turned out to be successful in increasing consumer interest," he said.

With increasing demand and market share, Dwi Setiawan's enthusiasm for coffee processing grew. However, he experienced capital constraints when trying to increase his production through manual processing.

With the determination to update his methods using modern tools, he realized that this required a significant investment. "If we use sophisticated tools and raw materials are available in large quantities, consumers will definitely be happy," he said.

Melalui program Hibah Kompetitif YESS, Dwi Setiawan mulai menyempurnakan proposal bisnisnya. Melalui serangkaian tahap, ia akhirnya menerima Hibah Kompetitif dengan nilai dana fantastis sebesar Rp 44 juta. Dana hibah tersebut ia gunakan membeli alat roasting dan bahan baku. "Dari situ saya sangat tertantang untuk mengembangkan produk. Seluruh Indonesia harus merasakan nikmatnya kopi Pasuruan," ujarnya semangat.

Perluasan Pasar

Dengan langkah tersebut, ia memulai strategi baru dengan membentuk badan usaha berupa CV Linus Co. Melalui badan usaha tersebut, ia berharap dapat menggandeng para investor untuk memperluas jangkauan pasarnya dan membawa cita rasa kopi Pasuruan ke seluruh Indonesia.

Ambisi Dwi untuk memperkenalkan dan memasarkan produk kopi Pasuruan menjadi pendorong semangatnya. Dengan ketekunan, produksi kopi terus meningkat. Bahkan permintaan pasar kopi CV Linus Co tidak terbatas pasar lokal, tapi menembus pasar nusantara. Permintaan dari Subang sebanyak 20 ton/bulan, Bali 10 ton/bulan, Malang 5 ton/bulan, Jawa Timur (selain Pasuruan dan Malang) 2 ton/bulan, dan Kalimantan Timur 1 ton/bulan.

Kemitraan yang dibangun Dwi melibatkan berbagai sektor, dari petani kopi di Kabupaten Pasuruan Raya hingga Asosiasi Petani Kopi Indonesia. CV Linus Co juga menjalin kemitraan dengan pelaku kopi di Kabupaten Malang, Jember, Bondowoso, Ngawi, Jombang, dan Kota Surabaya, serta dengan koperasi produsen, terutama komoditas perkebunan. Kolaborasi lainnya dibangun dengan Puslitkoka.

Through the YESS Competitive Grant Program, Dwi Setiawan began refining his business proposal. After a series of stages, he finally received a Competitive Grant with a fantastic fund amounting to IDR 44 million. He used this grant to purchase roasting equipment and raw materials. "From there, I felt very challenged to develop the product. The entire Indonesia should experience the delight of Pasuruan coffee," he said enthusiastically.

Market Expansion

With this step, he embarked on a new strategy by establishing a business entity in the form of CV Linus Co. Through this business entity, he hopes to collaborate with investors to expand his market reach and bring the taste of Pasuruan coffee throughout Indonesia.

Dwi's ambition to introduce and market Pasuruan coffee products fuels his passion. With perseverance, coffee production continues to increase. Even CV Linus Co's coffee market demand is not limited to the local market, but penetrates the archipelago market. Demand from Subang is 20 tons/month, Bali 10 tons/month, Malang 5 tons/month, East Java (other than Pasuruan and Malang) 2 tons/month, and East Kalimantan 1 ton/month.

Dwi's partnerships involve various sectors, from coffee farmers in the Greater Pasuruan District to the Indonesian Coffee Farmers Association. CV Linus Co also established partnerships with coffee entities in Malang District, Jember District, Bondowoso District, Ngawi District, Jombang District, and Surabaya City, as well as with producer cooperatives, especially in plantation commodities. Another collaboration was built with Puslitkoka.



Keberhasilan mengembangkan usaha kopi, Dwi kerap memberikan pelatihan kepada petani kopi dengan tujuan meningkatkan hasil produksi bahan baku berkualitas. Dengan demikian, ia dapat membeli hasil kopi petani di sekitarnya sesuai standar kualitas CV Linus Co. Melalui berbagai upaya ini, usahanya tersebut secara tak langsung membantu petani dalam menjaga stabilitas harga kopi di wilayahnya.

Ia kini fokus pada kurasi produk untuk meningkatkan kualitas dan kuantitas kopi yang dihasilkan. CV Linus Co bahkan telah mendapat tawaran untuk melakukan ekspor ke luar negeri, termasuk dari Mesir, Lebanon, dan Jepang. Saat ini, dirinya sedang melengkapi perizinan dan administrasi lainnya untuk menyukseskan rencana ekspornya.

Dwi Setiawan adalah representasi nyata dari petani muda yang tangguh dalam menghadapi berbagai tantangan. Ia percaya, setiap kendala pasti memiliki solusi jika berusaha. Baginya, pengalaman adalah guru terbaik yang memberikan pembelajaran dan membantu menemukan solusi strategis untuk perkembangan bisnisnya.

The successful development of his coffee business, Dwi often provides training to coffee farmers with the aim of improving the production of quality raw materials. Consequently, he can purchase coffee produce from farmers in the surrounding areas according to the quality standards of CV Linus Co. Through these various efforts, his business indirectly helps farmers in maintaining the stability of coffee prices in the region.

He is currently focusing on product curation to enhance the quality and quantity of the coffee produced. CV Linus Co has even received offers for exports overseas, including Egypt, Lebanon, and Japan. Currently, he is completing the necessary permits and other administrative requirements to ensure the success of his export plans.

Dwi Setiawan is a real representation of resilient young farmers despite facing various challenges. He believes that every obstacle has a solution if one makes an effort. For him, experience is the best teacher that provides learning and helps find strategic solutions for the growth of his business.

Aris Setiawan, Beternak Puyuh sebagai Panggilan Jiwa

Aris Setiawan,
*Raising Quail as a Call
of Life*

Usaha peternakan burung puyuh bagi seorang Aris Setiawan, bukan hanya bisnis, tetapi sebuah panggilan jiwa. Berawal dari inspirasi seorang temannya di Kecamatan Kauman, Kabupaten Tulungagung dan modal terbatas, pemuda tani ini mulai merintis usahanya pada Juli 2007.

Aris, bukan hanya seorang wirausahawan muda, tetapi juga sosok yang lahir pada 10 Mei 1982, penuh keinginan, tekad dan ketekunan yang tak pernah padam. Dari tempat tinggalnya di Gondang, Tulungagung, Jawa Timur, ia membangun jejaknya sebagai Penerima Manfaat Program YESS tahun 2021.

Memulai perjalanan usahanya di bidang peternakan, khususnya peternakan burung puyuh petelur, Aris melihat daya tarik dan potensi ekonomis yang melimpah. Apalagi puyuh bukan hanya menghasilkan telur, tapi juga daging dengan nilai ekonomis tinggi. Tak hanya itu, limbah ternak yang dihasilkan juga menjadi tambahan berharga sebagai pupuk penyubur tanah.

Berawal dari inspirasi seorang teman, Takim dari Kecamatan Kauman

For Aris Setiawan, quail farming is not just a business, but a calling. It all began with the inspiration of a friend in the Kauman Sub-district, Tulungagung District, and limited capital, this young man started his business in July 2007.

Aris, born on May 10, 1982, is not only a young entrepreneur but also a person full of desire, determination, and unwavering perseverance. Originating from Gondang, Tulungagung, East Java, he built his legacy as a beneficiary of the YESS Programme in 2021.

Starting his business journey in the field of animal husbandry, specifically laying quail, Aris saw the attractiveness and abundant economic potential within this business. Quails not only produce eggs but also high-value meat. Moreover, the animal waste generated serves as valuable additional fertilizer for the soil.

Inspired by a friend, Takim from the Kauman Sub-district, Tulungagung District, Aris began his business in



Kabupaten Tulungagung, Aris mulai merintis usahanya pada Juli 2007. Meskipun memulai dengan modal terbatas dan minim pengalaman, Aris tak pernah sendirian. Didukung keluarga dan teman-temannya, ia memulai dengan 200 ekor bibit puyuh dan mengembangkan hingga mencapai fase bertelur.

Perjalanan tidaklah mulus, dengan kendala-kendala awal seperti penanganan penyakit dan penyusunan komposisi pakan yang tepat untuk menghasilkan telur berkualitas. Namun, Aris melewati setiap rintangan dengan semangat pantang menyerah. Dengan permintaan tinggi di pasar dan harga yang menguntungkan, usaha ternak burung puyuhnya layak untuk terus dikembangkan.

Dengan berjalaninya waktu, Aris terus bertransformasi melalui inovasi yang cerdas. Pada tahun 2017, ia mengambil langkah maju dengan mencoba menetasan bibit puyuh sendiri menggunakan mesin penetas. Keberhasilan percobaan tersebut mendorongnya untuk meningkatkan kapasitas mesin penetas pada tahun 2018.

Tidak terhindar dari berbagai tantangan, seperti fluktuasi harga telur dan perubahan harga pakan, Aris menunjukkan ketangguhannya dalam menghadapi setiap rintangan. Kesungguhan dan semangatnya dalam mengembangkan usahanya semakin menunjukkan dedikasi yang tinggi terhadap dunia agropreneur dan peternakan burung puyuh.

Perluas Relasi

Dalam menghadapi berbagai rintangan, Aris menemukan melalui Program YESS yang memberikan dukungan signifikan. Manfaat yang diperolehnya dari program ini sangat beragam. Melalui pelatihan yang diikuti, ia tidak hanya memperluas wawasan bisnis, tapi juga membangun jaringan relasi yang luas.

July 2007. Despite starting with limited capital and minimal experience, Aris was never alone. Supported by family and friends, he began with 200 quail chicks and developed the business to the egg-laying phase.

The journey has not been smooth, with initial obstacles such as disease management and developing the right feed composition to produce quality eggs. However, Aris overcame every obstacle with an unwavering spirit of determination. With high demand in the market and favorable prices, his quail farming business is worthy of continuous development.

Over time, Aris continued to transform through smart innovation. In 2017, he took a significant step forward by attempting to hatch quail chicks using a hatching machine. The success of this experiment encouraged him to increase the capacity of the hatching machine in 2018.

Not immune to various challenges, such as fluctuations in egg prices and changes in feed costs, Aris demonstrated his resilience in facing every obstacle. His persistence and enthusiasm in developing his business further highlight his high commitment to the world of agropreneurship and quail farming.

Expanding Relations

Facing various challenges, Aris found support through the YESS Programme, which provided significant assistance. The benefits he gained from this program are diverse. Through the training he participated in, he not only expanded his business insights but also built a broad network of relations.



Berbekal modal Hibah Kompetitif sejumlah Rp 99,99 juta, Aris mampu mengubah nasib usahanya. Dengan tekad dan usaha gigih, kandang kecil dan sederhana yang dimulainya berkembang menjadi 4 unit kandang dengan kapasitas total 16.000 ekor puyuh.

Dari memiliki 4.000 ekor puyuh sebelum mendapatkan hibah, Aris berhasil meningkatkan populasi menjadi 5.000 ekor dan terus berkembang. Aset populasi mencapai 12.000 ekor yang menghasilkan omzet antara Rp 60-85 juta per bulan.

Sebagai pemuda tani, Aris menggunakan kemudahan akses internet untuk mengembangkan informasi seputar pengelolaan puyuh yang baik dan benar. Ia juga memanfaatkan platform seperti WhatsApp dan Facebook untuk memasarkan hasil produksinya. Keberhasilan Aris tidak hanya menciptakan keuntungan finansial, tetapi juga memberikan dampak positif pada masyarakat sekitar.

Armed with a Competitive Grant Fund of IDR 99.99 million, Aris was able to change the fate of his business. With determination and persistent efforts, the small and simple cage he started with has grown into four units with a total capacity of 16,000 quails.

From having 4,000 quails before receiving the grant, Aris managed to increase the population to 5,000 and continues to grow. The quail population reached 12,000 quails, generating monthly sales between IDR 60-85 million.

As a young generation, Aris uses the ease of internet access to gain information on proper quail management. He also utilizes platforms such as WhatsApp and Facebook to market his products. Aris' success has not only created financial gains, but has also had a positive impact on the surrounding community.



Dengan keberhasilan membangun bisnis ternak puyuh, Aris ikut memberdayakan masyarakat desa, menciptakan lapangan kerja, dan meningkatkan kesejahteraan mereka. Tak hanya itu, ia juga memberikan binaan kepada beberapa tetangga yang tertarik berternak puyuh. "Saya bantu mereka dengan memberikan bibit, pakan, dan bantuan pemasaran, dengan biaya yang bisa diangsur selama 5 bulan. Sampai saat ini, sudah ada 3 orang yang menjadi mitra," ujarnya.

Kisah sukses Aris bukan hanya menjadi inspirasi bagi peternak di sekitarnya. Namun juga menunjukkan dengan semangat pantang menyerah, pengetahuan yang tepat, dan dukungan yang baik, petani muda mampu meraih kesuksesan dalam berternak puyuh. Cerita keberhasilannya melalui Program YES membuktikan dengan peluang dan dukungan yang tepat, petani muda bisa meraih sukses di bidang pertanian.

With the success of his quail farming business, Aris is empowering the rural community by creating job opportunities and improving their well-being. Moreover, he mentors several neighbors interested in quail farming. "I assist them by providing chicks, feed, and marketing support, with costs that can be paid in installments over 5 months. Until now, there are already three people who have become partners," he said.

Aris's success story is not only an inspiration to farmers in his area but also demonstrates that with determination, proper knowledge, and good support, young farmers can achieve success in quail farming. His success through the YES Programme proves that with the right opportunities and support, young farmers can succeed in agriculture.

Haryanto, Kisah Cinta di Lahan Cabai

Haryanto, *A Love Story in the Chili Fields*

Dibalik daun cabai yang merah merekah, tersimpan sebuah kisah inspiratif dan penuh perjuangan dari seorang petani bernama Haryanto. Perjalanan suksesnya tidak hanya melibatkan panen cabai yang melimpah, tetapi juga menaklukkan hati kekasihnya dengan keberanian dan ketekunan.

Di lereng pegunungan yang luas dan penuh cabai, terlihat pria muda bernama Haryanto mengayunkan cangkulnya di antara tanaman cabai. Di sisinya, seorang wanita, Seftin Nining Astriana menyiapkan makanan. Suasana romantis dan hangat, menciptakan gambaran kehidupan mereka yang rukun dan bahagia.

Lahir di Pacitan, Haryanto adalah seorang petani yang energik, tekun dan fokus pada tanaman cabai di Desa Bangunsari, Kecamatan Bandar, Kabupaten Pacitan. Meski hanya berpendidikan SMP, ia konsisten mengembangkan komoditas pertanian.

Terlahir dari keluarga petani sederhana, ia tumbuh dengan kehidupan yang mengandalkan hasil bumi. Sejak kecil, Haryanto telah bergelut dengan dunia pertanian.

Behind the vibrant red chili leaves, there is an inspirational and struggle-filled story of a farmer named Haryanto. His journey to success involves not only abundant chili harvests but also winning the heart of his beloved lover with courage and perseverance.

On the vast and chili-filled mountainside, a young man named Haryanto can be seen wielding his hoe among the chili plants. Beside him, a woman, Seftin Nining Astriana, prepares food. The romantic and warm atmosphere paints a picture of their harmonious and happy life.

Born in Pacitan, Haryanto is an energetic and diligent farmer focused on chili cultivation in Bangunsari Village, Bandar Sub-district, Pacitan District. Despite having only a junior high school education, he consistently develops agricultural commodities.

Born into a modest farming family, he grew up relying on the land's produce. Since childhood, Haryanto has been immersed in the world of agriculture. His perseverance and determination have made him a successful farmer.

Haryanto's journey began when he met Seftin, who is now his wife. Despite

Ketekunan serta keteguhannya menjadikannya seorang petani yang sukses.

Kisah perjalanan Haryanto dimulai ketika ia bertemu Seftin yang kini menjadi istrinya. Meskipun awalnya mengalami penolakan, baik dalam kata-kata maupun sikap, Haryanto justru semakin termotivasi untuk meraih kesuksesan.

Ia masih mengingat kata-kata Seftin yang pernah terlontar, ingin memiliki suami yang mapan. Hal ini menjadi pemicu bagi Haryanto untuk mengembangkan bisnisnya dan menjadi petani yang sukses.

Namun, menjadi seorang petani tidaklah mudah. Haryanto mengalami kegagalan dalam menanam padi dan palawija. Meski menghadapi keterbatasan seperti lahan sempit, sulitnya mendapatkan benih dan pupuk, serta tinggal di desa yang jauh dari modernitas pertanian.

Haryanto tidak pernah kehilangan semangat. Dengan tekad dan inovasi, ia terus memperbaiki sistem dan teknik pertaniannya. Prinsip hidupnya, kesuksesan tidak selalu diukur dari materi yang besar atau tingkat pendidikan yang tinggi. Ia memiliki harapan besar untuk panen cabai yang melimpah dengan kualitas yang baik.

"Satu-satunya tujuan saya untuk sukses adalah istri saya sekarang, harapan saya bisa menjadi laki-laki yang mapan dan bisa menikahinya," kata Haryanto di tengah candaan mereka.

Harapan YES

Dengan lahan terbatas sebagai modalnya, Haryanto memulai perjuangannya dalam menanam cabai. Mulai dari menggarap lahan, menanam benih, pindah tanam, hingga merawat dan panen cabai, semua dilakukannya sendiri. Harapan tinggi mendorongnya untuk bergabung dalam Program YES di Kabupaten Pacitan pada tahun 2022.

initially facing rejection, both in words and actions, Haryanto became even more motivated to achieve success.

He still remembers Seftin's words about wanting to have a financially stable husband. This became a trigger for Haryanto to develop his business and become a successful farmer.

However, being a farmer is not easy. Haryanto experienced failures in cultivating rice and secondary crops. Despite facing limitations such as narrow land, difficulty in obtaining seeds and fertilizers, and living in a village far from agricultural modernity,

Haryanto never lost his spirit. With determination and innovation, he continued to improve his farming systems and techniques. His life principle is that success is not always measured by significant material wealth or high levels of education. He has high hopes for a bountiful chili harvest with excellent quality.

"My only goal for success is my current wife, my hope is to become a financially stable man and able to marry her," said Haryanto amidst their jokes.

Hope with YES

Having only limited land as his capital, Haryanto began his journey of cultivating chili peppers. He single-handedly undertook tasks ranging from working the land, planting seeds, transplanting, to caring for and harvesting chili peppers. His high hopes encourages him to participate in the YES Programme in Pacitan District in 2022.

With the assistance of Youth Facilitators in his village, Haryanto further solidified himself through Agricultural Training from the YES Programme, including Business Management, Business Motivation, and Business Proposal. He also participated in internship mentoring provided by the YES Programme in his village.



Dengan bantuan Fasilitator Pemuda di desanya, Haryanto semakin memantapkan diri melalui Pelatihan Pertanian dari Program YESS, termasuk Manajemen Bisnis, Motivasi Bisnis, dan Proposal Bisnis. Ia juga mengikuti pendampingan magang dari Program YESS di desanya.

Dengan keyakinan, Haryanto mengambil risiko lebih besar untuk memperluas produksinya. Kendala produksi dan kegagalan dihadapi dan diperbaiki, dibantu fasilitator YESS, teman, dan relasi yang ditemuiinya.

Setelah empat tahun menjadi petani, Haryanto berhasil memiliki lahan seluas 10.000 m² dan menghasilkan 1 ton per 2.000 titik tanam cabai. Melalui tabungan, ia tidak hanya bekerja sendiri tetapi juga mempekerjakan orang di kebun, membuat akses ke pupuk dan obat-obatan lebih mudah.

"Karena permintaan pasar yang tinggi mendorong saya memproduksi cabai lebih banyak dan berkualitas," katanya. Berbekal ilmu dari Program YESS, Haryanto kini bisa mengefisiensikan dalam menentukan biaya operasional produksi. Dengan analisis keuangan yang cermat, produksi panen bisa lebih tinggi.

Bergabung dalam kelompok tani desanya dan berkomunikasi dengan petani sukses dari luar daerah membuatnya lebih dewasa dan bijak dalam menghadapi tantangan. Ini mendorongnya untuk terus berinovasi dalam sistem pertanian cabai, memilih metode yang sesuai dengan lahan dan iklim di daerahnya.

Dengan produksi cabai melimpah, Haryanto berhasil menjalin kerja sama dengan petani lain dan pengepul. Kesuksesannya membawanya pada tahun 2022 untuk melamar dan menikahi kekasihnya. Kini ia telah dikaruniai seorang anak. Perubahan besar dalam hidupnya memberikan dampak positif bagi keluarga dan lingkungannya, termasuk memberikan pekerjaan bagi masyarakat tempat tinggalnya.

With confidence, Haryanto took greater risks to expand his production. Production constraints and failures were faced and addressed, assisted by YESS facilitators, friends, and relations he encountered.

After four years as a farmer, Haryanto managed to own land covering 10,000 m² and achieved a yield of 1 ton per 2000 chili planting spots. Through savings, he not only worked on his own but also employed workers on the plantation, making access to fertilizers and medicines more convenient.

"Due to high market demand, it encourages me to produce more and higher-quality chili peppers," he said. Armed with knowledge from the YESS Programme, Haryanto can now efficiently determine the operational production costs. With careful financial analysis, harvest production can be increased.

Joining the local farmer group and communicating with successful farmers from outside his region has made him more mature and wise in facing challenges. This encourages him to continue innovating in the chili farming system, choosing methods suitable for the land and climate in his area.

With abundant chili production, Haryanto managed to establish partnerships with other farmers and collectors. His success led him to propose and marry his partner in 2022. Now, he has been blessed with a child.

The significant change in his life has had a positive impact on his family and local area, including providing employment for the people in his community.

Fariz Wildan, Aroma Harum Bisnis Ternak Domba

Fariz Wildan,
*the Fragrant Scent of
Sheep Farming Business*

Dalam dunia peternakan, Fariz Wildan Ihwaludin bukanlah sosok biasa. Pendiri Parikesit Farm ini berhasil mematahkan stereotip seputar bau tidak sedap dari domba dan mengubahnya menjadi peluang usaha menjanjikan.

Banyak orang menganggap domba adalah hewan yang memiliki tingkat kebauan tinggi, sehingga mereka cenderung menghindari bau khas yang melekat pada hewan ini. Namun, pandangan ini tidak menghentikan potensi luar biasa dari domba sebagai komoditas ternak yang menjanjikan, khususnya untuk pasar ekspor.

Pemuda tani pemilik Parikesit Farm ini melihat peluang terbuka budidaya domba. Lahir di Tulungagung pada 4 Agustus 1994, Fariz meninggalkan pekerjaan sebagai karyawan di pabrik kayu untuk merintis usaha beternak domba.

Keputusannya ini dipicu dari pengamatannya terhadap kalangan pemuda di sekitar Desa Sawo, Kecamatan Campurdarat, Kabupaten Tulungagung, Jawa Timur, yang sangat jarang terlibat dalam beternak, terutama domba.



In the realm of animal husbandry, Fariz Wildan Ihwaludin is no ordinary figure. The founder of Parikesit Farm has managed to break the stereotypes surrounding the unpleasant odor associated with sheep and turn it into a promising business opportunity.

Many people perceive sheep as animals with a high level of odor, leading them to avoid the distinctive smell associated with these animals. However, this view does not stop the tremendous potential of sheep as a promising livestock commodity, especially for the export market.

As a young farmer and owner of Parikesit Farm, Fariz saw an open opportunity in sheep farming. Born in Tulungagung on August 4, 1994, Fariz left his job as an employee in a wood factory to start a sheep farming business.

His decision was influenced by his observations of the youth around Sawo Village, Campurdarat Sub-district, Tulungagung District, East Java, who were rarely involved in livestock farming, particularly sheep.

Kemudian tahun 2018, Fariz memulai petualangan baru dengan merintis usaha peternakan domba. Dengan modal awal sebesar Rp 20 juta, ia mengawali perjalanan menekuni dunia peternakan dengan memiliki 15 ekor domba. Pada awal usaha itu, Fariz berhasil meraup omzet penjualan sebesar Rp 15 juta.

Meski latar belakang pendidikannya adalah Sarjana Ekonomi dan minim pengetahuan dalam beternak domba, Fariz tidak menyerah dihadapkan tantangan. Perjalanan usahanya diwarnai berbagai permasalahan. Misalnya, serangan penyakit pada domba, kesulitan mencari pakan, dan keterbatasan modal untuk memperluas kandang.

Berlatih dengan YESS

Semangat dan optimisme Fariz menjadi pilar utama dalam keyakinannya beternak domba adalah langkah yang akan membawa kesuksesan. Pada September 2022, Fariz menerima kabar menggembirakan tentang Program YESS dari Balai Desa Sawo, Kecamatan Campurdarat, Kabupaten Tulungagung.

Program ini menjadi pendorong semangat baru bagi Fariz. Melalui Fasilitator Pemuda Kecamatan Campurdarat, ia kemudian mendaftar ke Program YESS. Dirinya kemudian mengikuti Pelatihan Peningkatan Kapasitas Proposal Bisnis. Dengan dukungan program dan bimbingan fasilitator, Fariz berhasil merancang proposal usaha yang mendapatkan Hibah Kompetitif.

Later in 2018, Fariz embarked on a new adventure by starting a sheep farming business. With an initial capital of IDR 20 million, he began his journey into animal husbandry by owning 15 sheep. At the beginning of the business, Fariz managed to generate sales of IDR 15 million.

Although his educational background is a Bachelor of Economics and having minimal knowledge in sheep breeding, Fariz did not give up when faced with challenges. His business journey was marked by various issues, such as disease outbreaks among the sheep, difficulties in finding feed, and limited capital to expand the pens.

Training with YESS

Fariz's passion and optimism are the main pillars of his belief that sheep farming is a step toward success. In September 2022, Fariz received encouraging news about the YESS Programme from Sawo Village Office, Campurdarat Sub-district, Tulungagung District

This program became a new source of motivation for Fariz. Through the Youth Facilitator of Campurdarat Sub-district, he then registered for the YESS Programme. He then participated in the Business Proposal Capacity Building Training. With the support of the program and guidance from the facilitator, Fariz managed to draft a business proposal that get the Competitive Grant.

Perjalanan Fariz tak berhenti. Saat ini, populasi domba di Parikesit Farm yang awalnya hanya 15 ekor telah berkembang pesat menjadi 75 ekor. Dengan bantuan seorang pekerja, ia mampu mengelola kandang dengan kapasitas 50-90 ekor domba.

Berinovasi untuk mengatasi persaingan di dunia peternakan domba, Fariz menciptakan pakan ternak sendiri menggunakan konsentrat sebagai bahan utama dan membuat silase agar tidak perlu mencari rumput setiap hari. Selain fokus pada inovasi, kolaborasi juga menjadi kunci kesuksesan Parikesit Farm. Ia kini menjalin kemitraan dengan peternak domba di wilayah Tulungagung, Kediri, Blitar, Trenggalek, Malang, dan Blitar.

Hasilnya, Fariz mengakui banyak perubahan positif dalam usahanya pasca Program YEES. Omzet penjualan meningkat dari Rp 20 juta menjadi Rp 35 juta/bulan. Aset usahanya juga berkembang dengan penambahan kapasitas kandang serta kolaborasi dengan Bhineka Farm dari Boyolali, Jawa Tengah.

Fariz pun bermimpi Parikesit Farm terus berkembang menjadi salah satu pelaku utama di industri peternakan domba. "Saya berharap bisa menambah kemitraan di luar Jawa Timur, serta membantu peternak pemula agar sukses dalam beternak domba," katanya.

Bagi peternak yang ingin berkolaborasi dan meningkatkan usahanya, sosial media Fariz @parikesit.farm (TikTok) menjadi saluran yang dapat diakses.

Fariz's journey doesn't stop there. Currently, the sheep population at Parikesit Farm, which initially was only 15, has rapidly expanded to 75 sheep. With the assistance of a worker, he manages a barn with a capacity for 50-90 sheep.

In his effort to overcome competition in the sheep farming sector, Fariz introduces innovation by creating his own livestock feed, utilizing concentrate as the primary ingredient, and producing silage, eliminating the need to search for grass every day. In addition to focusing on innovation, collaboration is also the key to Parikesit Farm's success, evident in the established partnerships with sheep farmers across Tulungagung, Kediri, Blitar, Trenggalek, Malang, and Blitar.

As a result, Fariz acknowledges many positive changes in his business post-YEES Programme. Sales has increased from IDR 20 million to IDR 35 million/month. His business assets have also grown with the addition of barn capacity and collaboration with Bhineka Farm from Boyolali, Central Java.

Fariz dreams that Parikesit Farm will continue to grow as one of the main player in the sheep farming industry. "I hope to establish partnerships outside East Java, and assist beginner farmers in succeeding in sheep farming," he said.

For farmers looking to collaborate and improve their businesses, Fariz's social media @parikesit.farm (TikTok) serves as an accessible channel.



Pedasnya Cibiran, Lutfiyati Raih Berkah di Ladang Cabai

**Despite the Spiciness of Criticism,
Lutfiyati Reaps Blessing
in the Chili Fields**

Dalam dunia pertanian yang seringkali dianggap kuno, Lutfiyati Astutik muncul sebagai sosok revolusioner. Wanita tani ini tidak hanya menanam, tetapi juga membakar selera dunia dengan keberhasilannya dalam panen cabai rawit.

Lutfiyati Astutik, wanita tangguh berusia 22 tahun, muncul sebagai salah satu pemuda tani yang mengukir prestasi gemilang di Kabupaten Pasuruan. Menetap di Gempol, sebuah kecamatan yang terletak sekitar 42 kilometer dari Surabaya, Ibu Kota Provinsi Jawa Timur.

Akrab disapa dengan panggilan Lutfiyati, perjalanan wirausaha dimulainya sejak masa SMA. Berbeda dari teman-temannya, ia telah menunjukkan minat yang kuat dalam dunia berwirausaha. Merangkai pengalaman dari berbagai jenis usaha seperti penjualan baju, skincare, dan lainnya, membentuk langkah-langkah pertama menuju keberhasilan di dunia bisnis.

Dengan latar belakang pendidikan sebagai Sarjana Ekonomi Syariah, Lutfiyati tidak hanya mengandalkan semangat wirausaha semata. Dibekali dengan pengetahuan mendalam yang diperoleh selama masa studinya,

In an agricultural world that is often considered old-fashioned, Lutfiyati Astutik emerged as a revolutionary figure. This woman farmer is not only planting but also igniting the world's appetite with her success in harvesting bird's eye chili.

Lutfiyati Astutik, a resilient 22-year-old woman, has emerged as one of the accomplished Young Farmers in Pasuruan District. She resides in Gempol, a sub-district located approximately 42 kilometers from Surabaya, the capital of East Java Province.

Known by her familiar name, Lutfiyati, her entrepreneurial journey began during high school. Unlike her peers, she demonstrated a strong interest in entrepreneurship. Weaving experiences from various businesses such as clothing sales, skincare, and others, she laid the initial steps towards success in the business world.

With an educational background as a Bachelor of Sharia Economics, Lutfiyati does not rely solely on her entrepreneurial spirit. Equipped with in-depth knowledge gained during her studies, she gained strong economic insights and upholds Sharia values as



ia memperoleh wawasan ekonomi yang kuat dan nilai-nilai syariah yang menjadi pondasi utama dalam setiap langkahnya.

Keputusan untuk memfokuskan diri pada bidang pertanian, khususnya hortikultura, menjadi pilihan bijak Lutfiyati. Dalam perjalannya, ia memilih untuk menekuni komoditas cabai rawit, membentuk usahanya dengan nama Horti BM. Keputusan ini diambil setelah mempertimbangkan potensi pasar yang besar dan kebutuhan akan kualitas produk hortikultura yang unggul.

Horti BM tidak hanya menjadi sebuah usaha bagi Lutfiyati, tetapi juga menjadi wujud komitmennya dalam mengembangkan pertanian modern di tengah era pemuda tani. Melalui pendekatan yang terintegrasi antara pengetahuan ekonomi syariah dan keahlian dalam bidang pertanian, ia mampu menciptakan model bisnis yang berkelanjutan dan memberikan dampak positif bagi masyarakat sekitar.

the primary foundation in every step she takes.

The decision to focus on agriculture, particularly horticulture, proved to be a wise choice for Lutfiyati. Along her journey she chose to pursue the commodity of bird's eye chili, establishing her business under the name "Horti BM". This decision was made after considering the huge market potential and the demand for superior horticultural products.

Horti BM is not only a business for Lutfiyati, but also a manifestation of her commitment to developing modern agriculture in the midst of the young farmers era. Through an integrated approach that combines knowledge of sharia economic and agricultural expertise, she is able to create a sustainable business model that has a positive impact on the surrounding community.



Meski dihadapkan pada cibiran dan pandangan meragukan dari sekitarnya, Lutfiyati, seorang wanita muda yang berani mengejar passionnya dalam dunia pertanian, dengan tegar melangkah tanpa terpengaruh oleh kata-kata negatif tersebut. Meskipun beberapa orang bertanya, "Jauh-jauh kuliah kok ujungnya bertani?" Lutfiyati tidak hanya memberikan jawaban verbal, melainkan membuktikan keberaniannya melalui perjalanan kisahnya yang luar biasa.

Ketidaktahuan awalnya tentang ilmu pertanian bukanlah penghambat. Lutfiyati memulai perjalanan belajarnya dari berbagai sumber, mengejar pengetahuan tentang penanaman, pemberian nutrisi, dan penanggulangan hama penyakit pada tanaman cabai rawit. Semangatnya untuk terus belajar dan berkembang tidak hanya mencerminkan tekadnya, tetapi juga keyakinannya bahwa menjadi seorang petani bukanlah pekerjaan sepele.

Meskipun menerima tanggapan negatif dari sekitarnya, Lutfiyati tidak patah semangat. Sebagai seorang wanita, ia merasa memiliki tanggung jawab dan peran penting dalam masyarakat Desa Randupitu. Dengan tekad bulat, Lutfiyati berusaha membuktikan bahwa wanita juga dapat menjadi petani yang handal, memberikan kontribusi nyata dalam menghasilkan pendapatan yang menjanjikan.

Tantangan yang dihadapi dalam merintis usaha budidaya cabai rawit tidak membuat Lutfiyati gentar. Meskipun harga cabai rawit sempat mengalami kenaikan signifikan, ia melihat potensi besar di dalamnya.

Meski perjalanan ini tidak terasa mudah, Lutfiyati yakin setiap rintangan adalah peluang untuk tumbuh dan berkembang. Baginya, masih banyak rintangan yang perlu dihadapi, namun dengan usaha, doa, dan konsistensi, ia yakin bahwa kesuksesan akan menjadi miliknya.

Despite facing criticism and skeptical views from those around her, Lutfiyati, a bold young woman pursuing her passion in agriculture, strides forward resolutely, unaffected by these negative words. Even when some questioned, "Why go to college only to end up farming?" Lutfiyati not only provided verbal answers but also demonstrated her courage through the extraordinary journey of her story.

Her initial lack of knowledge about agricultural science was not a hindrance. Lutfiyati started her learning journey from various sources, pursuing knowledge about planting, nutrition, and pest management for bird's eye chili plants. Her eagerness to continue learning and growing not only reflects her determination but also her belief that being a farmer is not a trivial job.

Despite receiving negative feedback from her surroundings, Lutfiyati was not discouraged. As a woman, she feels a sense of responsibility and an important role in the community of Randupitu Village community. With unwavering determination, Lutfiyati strives to prove that women can also be skilled farmers, making a real contribution to generating promising income.

The challenges faced in establishing a bird's eye chili cultivation business did not intimidate Lutfiyati. Despite a notable rise in bird's eye chili prices, she saw great potential in it.

Although this journey has not been easy, Lutfiyati believes that every obstacle is an opportunity to grow and develop. For her, there are still many challenges to face, but with effort, prayer, and consistency, she is confident that success will be hers.



Kesempatan YESS

Lutfiyati, seorang pemula dalam dunia pertanian, menyadari bahwa dengan aset sekitar Rp 3 juta dan omzet bulanan sekitar Rp 1,3 juta, tantangan besar menanti. Namun, perjalannya berubah ketika ia bertemu dengan *Business Development Service Providers* (BDSP) dan mengenal Program YESS, sebuah kesempatan emas yang selama ini dicari. Program YESS dari Kementerian Pertanian memberikan manfaat besar baginya.

Melalui program ini, Lutfiyati mengikuti pelatihan Literasi Keuangan dan Proposal Bisnis yang tidak hanya fokus pada peningkatan keterampilan, tetapi juga memfasilitasi komunikasi efektif, diskusi, studi kasus, dan penyampaian materi secara interaktif.

Praktisi yang kompeten di bidangnya memberinya panduan berharga, membuat pengalamannya sangat memuaskan. Selain itu, Program YESS memberikan bantuan modal usaha sebesar Rp 10 juta melalui Hibah Kompetitif

YESS Opportunity

Lutfiyati, a beginner in the world of agriculture, realized that with assets of around IDR 3 million and monthly sales of around IDR 1.3 million, big challenges awaited her. However, her journey changed when she encountered Business Development Service Providers (BDSP) and was introduced to the YESS Programme, a golden opportunity she had been looking for. The YESS Program from the Ministry of Agriculture has brought great benefits to her.

Through this program, Lutfiyati participated in Financial Literacy and Business Proposal training that not only focused on improving skills, but also facilitated effective communication, discussions, case studies, and interactive delivery of materials.

Competent practitioners in the field provided her with valuable guidance, making her learning experience very fulfilling. In addition, the YESS Programme provided business capital assistance of IDR 10 million through



tahun 2022 digunakan Lutfiyati untuk mengembangkan usaha.

Berkat program ini, Lutfiyati mengalami perubahan signifikan dalam hidupnya. Omzet dan pasar usahanya berkembang, memberkan kesempatan dapat membantu masyarakat sekitar. Melalui kemitraan dan kolaborasi dengan petani cabai lainnya, ia terus memperluas jaringan dan mendukung pertanian yang berkelanjutan.

Dengan semangat inovasi dan keinginan menciptakan perubahan, Lutfiyati mengadopsi teknologi drip irigasi untuk meningkatkan produktivitas tanamannya. Dirinya berkomitmen pada pertanian berkelanjutan dengan mengelola limbah kotoran hewan menjadi pupuk organik, yang tidak hanya bermanfaat bagi tanamannya tetapi juga bagi lingkungan dan masyarakat sekitar.

Sosialisasi tentang penanaman cabai rawit dan distribusi pupuk organik dengan harga terjangkau menjadi bagian dari kontribusinya kepada masyarakat. Pasca intervensi Program YEES, produksinya meningkat

the 2022 Competitive Grant which Lutfiyati used to develop her business.

Thanks to this program, Lutfiyati experienced significant changes in her life. Her business sales and market have grown, allowing her to help the surrounding community. Through partnerships and collaboration with other chili farmers, she continues to expand her network and support sustainable agriculture.

With a spirit of innovation and a desire to create change, Lutfiyati adopted drip irrigation technology to increase her crop productivity. She is committed to sustainable agriculture by managing animal waste into organic fertilizer, which not only benefits her crops but also the environment and the local community.

Socialization about bird's eye chili cultivation and the distribution of affordable organic fertilizer is part of her contribution to the community. After the YEES Programme intervention, her



menjadi 50-60 kg per bulan dengan omzet lebih dari Rp 2 juta.

Lutfiyati tidak hanya melihat kesuksesan sebagai pencapaian pribadi, tetapi juga sebagai kebanggaan bagi orang tuanya. Keyakinannya pada konsistensi, semangat belajar, dan dukungan orang tua sebagai kunci kesuksesan menjadi pendorongnya. Ia ingin terus berkembang, mempelajari lebih banyak tentang pertanian hortikultura, khususnya cabai rawit, untuk aktif berpartisipasi dalam menciptakan pertanian yang berkelanjutan.

Dengan rasa terima kasih kepada Program YESS dan Hibah Kompetitif, Lutfiyati berharap agar program ini terus ada dan memberikan kesempatan kepada pemuda tani, khususnya wanita, di seluruh Indonesia. Melalui perjalanan inspiratifnya, ia ingin memberikan dampak nyata terhadap kemajuan pertanian Indonesia yang berkelanjutan.

production increased to 50–60 kg per month with a sales of more than IDR 2 million.

Lutfiyati not only sees success as a personal achievement but also as a source of pride for her parents. Her belief in consistency, passion for learning, and parental support as the keys to success drive her. She wants to continue growing and learn more about horticultural farming, especially bird's eye chili, to actively participate in creating sustainable agriculture.

With gratitude to the YESS Programme and Competitive Grant, Lutfiyati hopes that this program will continue to exist and provide opportunities for young farmers, especially women, throughout Indonesia. Through her inspirational journey, she aims to make a real impact on the progress of sustainable agriculture in Indonesia.

BAB III

GEBRAKAN PEMUDA TANI BUMI ANGIN MAMIRI

YOUTH BUZZ IN THE LAND WHERE THE WIND BLOWS

P politeknik Pembangunan Pertanian (Polbangtan) Gowa ditunjuk sebagai Provincial Project Implementation Unit (PPIU) di Sulawesi Selatan. Wilayahnya mencakup Kabupaten Gowa, Maros, Bone, Bulukumba, dan Bantaeng.

Gebrakan dari pemuda tani di Bumi Mamiri. Mengubah stereotip pekerjaan perempuan hanya di dapur, Zulfa Madinatul sukses dengan dunia cokelat. Jatuh bangun menjalankan usaha, menjadikan Hartini Dewi tangguh membangun bisnis hidroponik. Diarwanti, menjadi perempuan inspiratif dari Desa Tombolo, Kecamatan Gantarangkeke, Kabupaten Bantaeng dengan bisnis Jagoan Jahe.

The Agricultural Development Polytechnic (Polbangtan) Gowa has been appointed as the Provincial Project Implementation Unit (PPIU) in South Sulawesi. Its area covers the districts of Gowa, Maros, Bone, Bulukumba, and Bantaeng.

A breakthrough from youth in the Land of Wind Blows (locally known as 'Angin Mamiri'). Changing the stereotype that women's roles are confined to the kitchen, Zulfa Madinatul has succeeded with chocolate. Facing the ups and downs of running a business has made Hartini Dewi resilient in building her hydroponic business. Diarwanti, has become an inspirational woman from Tombolo Village, Gantarangkeke Sub-district, Bantaeng District, has established a business called Jagoan Jahe.

Dengan kemampuan dalam IT, Sulfadli Marda, pemuda Bone berhasil merintis start-up Pertanian. Potensi jagung di daerahnya ditangkap Agung Prawira Gani mengembangkan jagung goreng (marning) dengan label Golden Corn. Sementara dengan brand Harapan Jaya, Muhlis menaruh asa pada burung puyuh. Kisah inspiratif ditunjukkan Lukman. Dengan saapan Luken, mantan preman Desa Gattareng ini dinobatkan sebagai *Local Champion Cabai*. Sedangkan Nawir, dengan keterbatasan tubuhnya mampu menjadi peternak kambing sukses.

successfully pioneered an Agricultural Start-Up. Recognizing the potential of corn in his region, Agung Prawira Gani has developed a fried corn (marning) snack business under the name 'Golden Corn'. While under the brand name 'Harapan Jaya', Muhlis places hope in quails. An inspirational story is embodied by Lukman. Known as Luken, this former village thug from Gattareng Village has been crowned as the Chili Champion. As for Nawir, despite physical disability, he has succeeded as a goat farmer.

Cokelat Jahe, Zulfa Patahkan Stereotip Budaya Lokal

Ginger Chocolate,
*Zulfa Breaks Local
Cultural Stereotypes*

Dibalik kelezatan cokelat jahe hasil racikannya, Zulfa Madinatul Munaqisyah ingin mengubah stereotip bahwa pekerjaan perempuan hanya di dapur. Berkat kesuksesan membangun usaha, Zulfa dinobatkan sebagai salah satu *Young Ambassador Agriculture Program* YEES Kementerian Pertanian pada tahun 2023.

Peningkatan kapasitas perempuan sebagai elemen vital dalam SDM sektor pertanian masih menemui tantangan besar. Meskipun berbagai upaya dilakukan untuk meningkatkan akses informasi sebagai sumber pengetahuan petani, kaum perempuan masih belum terlibat secara optimal.

Budaya lokal yang memandang perempuan hanya sebatas "ujung-ujungnya di dapur" menjadi kendala dalam menyebarkan informasi dan meningkatkan pengetahuan para petani perempuan di sektor ini.

Meskipun budaya lokal masih terbelenggu pandangan tradisional yang meletakkan perempuan "ujung-ujungnya di dapur". Namun kenyataannya kaum hawa juga memiliki potensi besar untuk sukses dalam bidang pertanian.



Behind her delicious ginger chocolate, Zulfa Madinatul Munaqisyah aims to challenge the stereotype that women only work in the kitchen. Thanks to the success of her business, Zulfa was honored as one of the Young Ambassador Agricultures of the Ministry of Agriculture's YEES Programme in 2023.

The enhancement of women's capacity as a vital element in the human resources of the agricultural sector still faces significant challenges. Although various efforts have been made to increase access to information as a source of knowledge for farmers, women are still not optimally involved.

The local culture that views women as "only limited to the kitchen" poses an obstacle in disseminating information and improving the knowledge of female farmers in this sector.

Although local culture is still bound by the traditional view that confines women to the "kitchen", in reality, women also have great potential to

Sebuah bukti nyata datang dari Kabupaten Bone. Zulfa Madinatul Munaqisyah atau yang akrab disapa Zulfa berhasil mematahkan stereotip Perempuan di dapur saja. Meski berlatar belakang sarjana pendidikan dan tanpa latar belakang keluarga di bidang pertanian, Zulfa memutuskan mengejar peluang besar di dunia pertanian.

Kisah suksesnya kini menjadi inspirasi. Dirinya membuktikan perempuan memiliki potensi besar untuk berprestasi di bidang apapun, termasuk pertanian. "Saya dan keluarga tidak memiliki dasar pertanian, tetapi saya melihat bisnis dibidang pertanian ini sangat besar, makanya saya mulai bisnis di bidang olahan hasil pertanian yang menurut saya bisa bertahan sampai 10 tahun kedepan," ujar Zulfa.

Zulfa mengelola bisnisnya di sektor olahan pertanian dengan fokus pada minuman instan serbuk coklat jahe. Meski menjanjikan, perjalanan usahanya penuh dengan rintangan. Salah satu tantangan utama adalah menghadapi hama dan fluktuasi iklim yang dapat memengaruhi kualitas bahan baku dari petani lokal.

succeed in the agricultural field.

A real-life example comes from Bone District. Zulfa Madinatul Munaqisyah, known by her familiar name, Zulfa, managed to break the stereotype that women belong only in the kitchen. Despite having a bachelor's degree in education and no family background in agriculture, Zulfa decided to pursue great opportunities in the agricultural field.

Her success story has now become an inspiration. She has proven that women have great potential to excel in any field, including agriculture. "My family and I do not have a background in agriculture, but I see great potential in the agricultural business. That's why I started a business in processed agricultural products that I believe can thrive for the next 10 years," said Zulfa.

Zulfa manages her business in the processed agricultural sector with a focus on instant powdered ginger chocolate drinks. Although promising, her business journey has been filled with challenges. One of the main challenges is dealing with pests and climate fluctuations that can affect the quality of raw materials sourced



Selain itu, absennya Standar Operasional Prosedur (SOP) terkait hasil produksi petani menambah kompleksitas, memaksa Zulfa untuk memilah-milah jahe secara manual setelah pembelian agar mendapatkan bahan baku berkualitas.

Kendala lain yang dihadapi adalah rendahnya kesadaran masyarakat Sulawesi terhadap manfaat minuman herbal untuk kesehatan, berbeda dengan daerah Jawa. Ini mendorong Zulfa untuk lebih giat dalam sosialisasi dan pemasaran cokelat jahe.

Strategi pemasaran digital menjadi fokus, dengan tujuan meningkatkan kehadiran *online* dan memperluas jangkauan pasar. Tantangan terbesar adalah bagaimana menguasai pasar dan bersaing efektif dengan produk-produk yang sudah ada, membutuhkan kerja keras, inovasi, dan keuletan dalam membangun citra merek yang menarik di benak konsumen.

Bergabung dengan YESS

Pada tahun 2022, Zulfa menerima saran dari temannya untuk bergabung dalam program *Youth Entrepreneurship and Employment Support Services* (YESS) Kementerian Pertanian. Melalui program ini, Zulfa mendapatkan berbagai pendampingan dan pelatihan motivasi bisnis. "Setelah bergabung di Program YESS, ternyata banyak hal yang didapatkan untuk pengembangan usaha kita," ujarnya.

Pada tahun yang sama, Zulfa meraih dana hibah kompetitif senilai Rp 50 juta dari Program YESS untuk pengembangan usahanya. Dana tersebut digunakan untuk membeli peralatan penting seperti mesin kemasan dan mesin cuci jahe. Hasilnya, produksi Zulfa melonjak dari sekitar 50 kg menjadi lebih dari 100 kg setelah mendapatkan dukungan dari YESS.

from local farmers.

Furthermore, the absence of Standard Operating Procedures (SOP) related to farmers' produce adds to the complexity, forcing Zulfa to manually sort ginger after purchase in order to obtain high-quality raw materials.

Another challenge faced is the low awareness of the people in Sulawesi regarding the benefits of herbal drinks for health, in contrast to Java region. This encourages Zulfa to be more active in promoting and marketing ginger chocolate.

Digital marketing strategy becomes the focus, with the aim of increasing online presence and expanding market reach. The biggest challenge is how to dominate the market and compete effectively with existing products, requiring hard work, innovation, and perseverance in building an attractive brand image in the minds of consumers.

Joining the YESS Programme

In 2022, Zulfa was encouraged by a friend to join the Youth Entrepreneurship and Employment Support Services (YESS) Programme of the Ministry of Agriculture. Through this program, Zulfa received various mentoring and training in business motivation. "After joining the YESS Programme, I discovered many valuable things to gain for the development of our business," she remarked.

In the same year, Zulfa received a competitive grant amounting to IDR 50 million from the YESS Programme to develop her business. The funds were utilized to purchase essential equipment such as a packaging machine and a ginger washing machine. As a result, Zulfa's production surged from around 50 kg to over 100 kg after receiving support from YESS.

Berkat kesuksesan dalam mengembangkan usahanya, Zulfa diakui sebagai Young Ambassador Agriculture Program YESS Kementerian Pertanian pada tahun 2023. Saat ini, Zulfa telah menjalin kemitraan dengan berbagai pihak seperti Maros Highland, Farmer Market, Surya Indah, Gelael Makassar, Gelael Timika, Bandara Toraja Utara, Ondeway Indonesia, dan Cafe Bogor untuk pemasaran produknya.

Tujuan Zulfa untuk satu tahun ke depan adalah terus mengembangkan usahanya, dengan harapan pada tahun 2025 produk coklat jahe buatannya dapat menguasai pasar di Indonesia Timur. Zulfa juga berkomitmen untuk tetap berperan dalam memajukan sektor pertanian. Tekadnya adalah memotivasi masyarakat, sehingga muncul generasi Zulfa lainnya yang dapat turut serta dalam memajukan pertanian Indonesia.

Due to her success in developing her business, Zulfa was recognized as a Young Ambassador Agriculture of the Ministry of Agriculture's YESS Programme in 2023. Currently, Zulfa has established partnerships with various entities such as Maros Highland, Farmer Market, Surya Indah, Gelael Makassar, Gelael Timika, North Toraja Airport, Ondeway Indonesia, and Cafe Bogor for the marketing of her products.

Zulfa's goal for the next year is to continue developing her business, with the hope that by 2025, her ginger chocolate products can dominate the market in Eastern Indonesia. Zulfa is also committed to playing a role in advancing the agricultural sector. Her determination is to motivate the community, fostering the emergence of another generation inspired by Zulfa to actively contribute to the advancement of agriculture in Indonesia.



Jatuh Bangun Hartini

Bangun Hidroponik Inkiya Farm

Hartini's Ups and Downs to Build Inkiya Farm Hidroponics

Jatuh bangun dalam menjalankan usaha merupakan hal biasa. Tapi bisa bangkit setelah jatuh dan menuai sukses menjadi luar biasa. Begitulah proses yang dilalui Hartini Dewi Yuniati ketika mengalami gagal panen akibat hama *thrips* yang menyerang sayuran hidroponik miliknya.

Bulan Agustus menjadi masa yang cukup sulit bagi Hartini. Ditengah kontrak dan permintaan pasar yang semakin meningkat, pengusaha asal Kelurahan Temmapaduae, Kecamatan Marusu, Kabupaten Maros ini terpaksa harus melakukan sterilisasi green house. Kala itu, semua selada, pakcoy, dan kale di Inkiya Farm miliknya tiba-tiba diserang hama. Hal ini tentunya berdampak pada permintaan pasar yang tak mampu dirinya penuhi.

Ibu dua anak ini mulai memutar otak agar tak mengecewakan pelanggan setianya. Mulailah ia menghubungi teman-teman sesama pengusaha hidroponik untuk mencari stok sayuran yang dibutuhkan. Langkah awal yang diambil Hartini adalah menghubungi pihak yang berpengalaman dalam bertanam secara hidroponik. Meskipun tidak berhasil mengumpulkan stok yang cukup dari lingkungannya, Hartini tekun mencari mitra kerja



Falling and rising in running a business is normal. However, being able to rise after a fall and achieve success is extraordinary. That is the process experienced by Hartini Dewi Yuniati when facing a failed harvest due to thrips pests attacking her hydroponic vegetables.

August marked as a difficult month for Hartini. Amid increasing contracts and market demands, this entrepreneur from Temmapaduae Village, Marusu Sub-district, Maros District was forced to sterilize her greenhouse. At that time, all the lettuce, bok choy, and water spinach in her Inkiya Farm were suddenly attacked by pests. This, of course, had an impact on the market demand that she couldn't fulfill.

This mother of two began to rack her brains to avoid disappointing her loyal customers. She began contacting fellow hydroponic entrepreneurs to find the needed vegetable stock. Hartini's initial step was reaching out to those experienced in hydroponic cultivation. Although she couldn't gather enough stock from her neighborhood, Hartini persevered to find partners who were willing to work together to fulfill her customers' demands.

yang bersedia bekerja sama untuk memenuhi permintaan konsumennya.

Perjalanan Hartini membawanya bertemu dengan seorang pengusaha hidroponik di Kecamatan Tompobulu, wilayah yang cukup jauh dari tempat tinggalnya. Mitra baru ini memiliki kendala dalam pemasaran, meskipun memiliki stok yang melimpah. Jarak yang signifikan dari kota membuatnya kesulitan memasarkan produknya, sehingga penjualannya terbatas.

Dari tantangan yang dihadapi mitranya, Hartini mulai merancang solusi. Ia menawarkan untuk membeli hasil panen dari petani tersebut guna memenuhi kebutuhan pelanggannya. Tawaran ini diharapkan dapat menjadi solusi yang saling menguntungkan bagi keduanya. Semangat Hartini untuk tidak mengecewakan harapan pelanggan dalam usaha hidroponik mendorongnya terus mencari solusi.

Setelah berhasil memenuhi permintaan pasar, Hartini fokus pada penanganan masalah hama *thrips*. Langkah pertamanya adalah memanen semua sayuran yang masih layak, kemudian menyemprotkan pestisida nabati dari bawang putih, dan sterilisasi pada *green house*. Meski tanpa latar belakang ilmu pertanian yang formal, Hartini telah menjadi pengusaha muda yang berdaya saing.

Hartini's journey led her to meet a hydroponic entrepreneur in the Tompobulu Sub-district, a region quite far from her residence. This new partner faces marketing problem, despite having abundant stock. The significant distance from the city makes it difficult for him to market his products, resulting in limited sales.

Based on the challenges her partner was encountering, Hartini began designing a solution. She offered to purchase the harvest from the farmer to fulfill the needs of her customers. This proposal is expected to be a mutually beneficial solution for both parties. Hartini's determination not to disappoint her customers' expectations in the hydroponic business drives her to continuously seek solutions.

After successfully meeting market demands, Hartini shifted her focus to addressing the thrips pest issue. Her first step was to harvest all viable vegetables, followed by spraying garlic-based pesticide and sterilizing the greenhouse. Despite lacking a formal background in agriculture, Hartini has become a competitive young entrepreneur.



Usaha yang dirintisnya sejak tahun 2020, dengan dukungan lahan dari orang tuanya, kini mulai memperlihatkan hasil. Meskipun perjalanan usahanya penuh dengan tantangan, wanita yang lahir pada 14 Juni 1992 ini selalu mempertahankan optimisme. Kesungguhannya dalam menghadapi setiap rintangan menjadi kunci kesuksesannya.

Bergabung dengan YES

Bagi Hartini, keterlibatannya dalam Program Youth Entrepreneurship and Employment Support Services (YES) menjadi salah satu faktor kunci yang membantunya mengatasi permasalahan hama di lahan hidroponiknya. Melalui YES, ia dapat berinteraksi dengan sesama pengusaha hidroponik dan berbagi pengalaman.

Selain mendapatkan pelatihan dasar, pelatihan lanjutan (*advance*

The business she started in 2020, with land support from her parents, is now starting to show results. Despite facing numerous challenges in her entrepreneurial journey, this woman who was born on June 14, 1992, always maintains optimism. Her persistence in facing every obstacle is the key to her success.

Participate in YES Programme

For Hartini, her involvement in the Youth Entrepreneurship and Employment Support Services (YES) Programme was one of the key factors that helped her overcome the pest problem in her hydroponic farm. Through YES, she was able to interact with fellow hydroponic entrepreneurs and share experiences.

In addition to receiving basic training, advanced training, and smart farming training, Hartini was also



training), pelatihan agribisnis smart farming, dan Kredit Usaha Rakyat (KUR). Hartini juga meraih hibah kompetitif dari Program YESS pada tahun 2022. Saat ini, Hartini diusulkan sebagai salah satu petani Local Champion di Kabupaten Maros.

Perkembangan usahanya yang pesat menjadi hasil nyata dari partisipasinya dalam Program YESS. Lahan yang awalnya hanya memiliki 1.200 lubang tanam, kini telah berkembang menjadi 2.500 lubang. Produksi tanaman pun meningkat secara signifikan.

Bahkan, Hartini mampu memenuhi pesanan hingga 50 kg setiap minggunya tanpa kesulitan. Program YESS membuktikan dirinya sebagai pendorong utama kesuksesan dan pertumbuhan usaha Hartini dalam dunia hidroponik. Meski harus jatuh bangun, Hartini kini sukses membangun Inkiya Farm.

awarded a competitive grant from the YESS Programme in 2022. Currently, Hartini is proposed as one of the Local Champion farmers in Maros District.

The rapid growth of her business is a tangible result of her participation in the YESS Programme. The land, which initially had only 1,200 planting holes, has now expanded to 2,500 holes. Consequently, there has been a significant increase in crop production.

Moreover, Hartini is able to fulfill orders of up to 50 kg every week without difficulty. The YESS Programme has proven itself as a primary driver of Hartini's success and growth in the hydroponic industry. Despite facing ups and downs, Hartini has now successfully built Inkiya Farm.



Perjalanan Sulfadli Bangun Start-Up Pertanian

Sulfadli's Journey to Build an Agricultural Start-Up

Ditengah hamparan hidroponik dan semangat muda yang tak terbendung, terbitlah sebuah inovasi cemerlang. Sulfadli Marda, pemuda dari Bone berhasil merintis start-up Pertanian yang mengubah pandangan dunia terhadap sektor ini.

"Patah Satu Tumbuh Seribu" filosofi ini menjadi pilar utama dalam perjalanan luar biasa Sulfadli mengembangkan usahanya. Dengan tekad kuat dan visi yang jelas, ia bukan hanya menciptakan sebuah start-up pertanian, tetapi juga membuktikan bahwa di kawasan terpencil sekalipun, talenta muda bisa menjadi kekuatan pendorong kemajuan.

Dengan semangat, pemuda Desa Lamakkaraseng Kecamatan Amali, Bone, Sulawesi Selatan, yang akrab disapa Fadli ini berhasil menciptakan gebrakan besar di kampung halamannya. "Saat itu pemerintah mengeluarkan regulasi baru Membangun Indonesia, Membangun Desa. Ini yang menginspirasi saya kembali ke kampung membawa semangat baru. Peluang tidak melulu harus di kota, karena di desa pun sudah ada," kata Fadli.



In the midst of the expanse of hydroponics and unstoppable youthful spirit, a brilliant innovation emerges. Sulfadli Marda, a young man from Bone, successfully pioneered a Farming start-Up that has transformed the world's perspective on this sector.

"The Broken One Grows a Thousand" – this philosophy serves as the main pillar in Sulfadli's extraordinary journey of developing his business. With strong determination and a clear vision, he not only created an agricultural start-up but also proved that even in remote areas, young talent can be a driving force for progress.

With enthusiasm, this young man from Lamakkaraseng Village, Amali Sub-district, Bone, South Sulawesi, who is known by his familiar name, Fadli, managed to create a big breakthrough in his hometown. "At that time, the government issued a new regulation on 'Building Indonesia, Building Villages'. This inspired me to return to my village with a new spirit. Opportunities don't always have to be in the city, because there are opportunities in the village as well," said Fadli.

Dirinya berhasil merintis start-up pertanian yang mengusung inovasi bernama Foodscaping. Keberhasilan ini bukan hanya sekadar sukses bisnis, melainkan juga jawaban atas tantangan dalam pemasaran produk pertanian di Kabupaten Bone.

Dalam perjalannya, Foodscaping tidak hanya menjadi penyedia beragam produk sayur dan buah, seperti sawi, pakcoy, tomat ceri, melon rock, dan jagung pulut susu. Fadli menjalankan inisiatif besar dengan meluncurkan layanan unggulan bernama "Rumah Sayur Bone."

Layanan ini tidak hanya menghadirkan produk-produk berkualitas tinggi melalui sistem hidroponik, tetapi juga membuka jalan baru bagi masyarakat Bone untuk menikmati hasil pertanian yang segar dan inovatif. Foodscaping tidak hanya berhenti pada penjualan produk, melainkan menjembatani kebutuhan masyarakat dalam memahami serta mempraktikkan teknologi hidroponik dan green house.

Fadli tak hanya menjadi pengusaha sukses, tetapi juga seorang pendidik dan pembimbing dengan menyediakan layanan edukasi, pendampingan, serta instalasi peralatan hidroponik. Melalui langkah-langkah ini, Foodscaping tidak hanya tumbuh sebagai start-up pertanian yang sukses, tetapi juga sebagai agen perubahan positif dalam memajukan sektor pertanian di Kabupaten Bone.

Memasuki tahun ke lima, Foodscaping, start-up yang digawangi Fadli, telah mencapai puncak kesuksesannya. Dengan memaksimalkan penggunaan 3 unit green house dan satu hamparan kebun seluas 20 are. Hasilnya, omzet Rp 150 juta per musim tanam diraup Fadli. Keberhasilan ini bukan hanya cerminan bisnis yang kokoh, tetapi juga hasil dari komitmen Fadli dalam mengembangkan sektor pertanian.

He successfully pioneered an agricultural start-up that carries an innovation called Foodscaping, which not only represents a success in business but also serves as a solution to the challenges faced in marketing agricultural products in the Bone District.

In its journey, Foodscaping has not only become a provider of various vegetable and fruit products, such as mustard greens, bok choy, cherry tomatoes, rock melon, and milk corn. Fadli initiated a major endeavor by launching a flagship service called "Rumah Sayur Bone" (Bone Vegetable House).

This service not only delivers high-quality products through hydroponic systems, but also opens up new opportunities for the Bone community to enjoy fresh and innovative agricultural produce. Foodscaping does not stop at selling products, but rather bridges the needs of the community in understanding and practicing hydroponic and greenhouse technology.

Fadli is not only a successful entrepreneur, but also an educator and mentor by providing educational services, mentoring, and hydroponic equipment installation services. Through these initiatives, Foodscaping has not only grown as a successful agricultural start-up, but also as an agent of positive change in advancing the agricultural sector in Bone District.

Entering its fifth year, Foodscaping, the start-up led by Fadli, has reached the pinnacle of its success. By maximizing the use of three greenhouses and a 20 acres fields, Fadli has generated sales of IDR 150 million per planting season. This success is not only a reflection of a robust business but also the outcome of Fadli's commitment to developing the agricultural sector.

Tidak hanya berdiri sendiri, Fadli menjalin kemitraan strategis dengan sejumlah instansi pemerintah dan lembaga swasta. Kolaborasi ini membuktikan bahwa Foodscaping bukan sekadar bisnis, tetapi juga menjadi motor penggerak dalam pengembangan pertanian di wilayahnya. Fadli tidak hanya berhenti pada aspek bisnis semata, tetapi juga membuktikan komitmennya untuk turut serta dalam regenerasi petani muda.

Melalui upayanya, Fadli tidak hanya menghasilkan pendapatan, tetapi juga berperan sebagai advokat untuk pemanfaatan dan penerapan teknologi dalam pertanian. Dengan tekad kuat, ia terus berkontribusi dalam menciptakan perubahan positif, memajukan sektor pertanian, dan membimbing generasi muda untuk terlibat aktif dalam dunia pertanian modern.

Rather than standing alone, Fadli has forged strategic partnerships with a number of government agencies and private institutions. This collaboration proves that Foodscaping is not just a business, but also a driving force in agricultural development in his region. Fadli does not stop at the business aspect alone, but also proves his commitment to participate in the regeneration of young farmers.

Through his efforts, Fadli has not only generated income but also played the role of an advocate for the utilization and implementation of technology in agriculture. With strong determination, he continues to contribute to creating positive change, advancing the agricultural sector, and guiding the younger generation to actively engage in the modern world of agriculture.



Sempat Gagal

Sebelum terjun ke dunia pertanian, Fadli telah meniti perjalanan panjang. Awalnya, ia menekuni profesi sebagai *freelancer* tenaga pengajar di lembaga formal maupun nonformal karena latar belakang keilmuannya yang terfokus pada Sastra Inggris.

Selain menjadi pengajar, Fadli juga mencoba merintis sebuah start-up Pendidikan dan working space yang diberi nama "Euside Center" selama 2 tahun (2014-2016). Sayangnya, usaha tersebut mengalami kegagalan. Kendala utamanya terletak pada latar belakang keilmuannya yang tidak terkait dengan pertanian, sehingga Fadli harus menghadapi tantangan besar. Dirinya pun harus belajar secara mandiri mengenai pertanian dari lingkungan sekitarnya dan melalui penelusuran di internet.

Tantangan terbesar yang dihadapi Fadli adalah masalah permodalan. Perputaran modal untuk berinvestasi dalam usaha *green house* dan instalasinya tidak secepat yang diharapkan, terutama besaran nilai yang cukup signifikan.

Proses riset dan uji tanam pada beberapa varietas tanaman memerlukan waktu agar dapat mencapai tingkatan kemampuan produksi yang optimal dan stabil. Selain itu, upaya membangun jaringan pasar dan konsumen juga merupakan pekerjaan yang memakan waktu.

Meski dihadapkan pada sejumlah kendala, Fadli tidak pernah menyerah. Justru, di tengah-tengah proses pembelajarannya, ia dengan berani mengambil langkah lebih maju dengan meng-*upgrade* legalitas usahanya menjadi CV.Foodscaping.

Failed Attempts

Before venturing into agriculture, Fadli had a long journey. Initially, he pursued a career as a freelance teacher in both formal and non-formal institutions due to his academic background focused on English Literature.

Apart from being a teacher, Fadli also attempted to establish an Educational Start Up and Working Space named "Euside Center" for 2 years (2014-2016). Unfortunately, this venture failed. The main challenge stemmed from his academic background not being related to agriculture, forcing Fadli to confront significant obstacles. He had to independently learn about farming from his surrounding and through online research.

The biggest challenge faced by Fadli is the issue of funding. The capital turnover for investing in the Greenhouse business and its installation did not happen as quickly as expected, especially considering the substantial amount involved.

The research and planting trials for several plant varieties take time to reach optimal and stable production levels. Additionally, efforts to build market and consumer networks are also time-consuming tasks.

Despite facing several challenges, Fadli never gave up. Instead, in the midst of his learning process, he boldly took a step forward by upgrading the legal status of his business to CV.Foodscaping.

Maju dengan YESS

Sebelum terlibat dalam Program YESS, Fadli menghadapi tantangan besar dalam membangun relasi dan membuka akses pemasaran untuk usahanya. "Dulu, sulit untuk menemukan rekanan dengan visi sejalan dalam memajukan pertanian. Bahkan harus membangun jaringan di luar kota hingga keluar pulau," tuturnya.

Namun, setelah bergabung dengan Program YESS, Fadli mengalami perubahan positif yang signifikan. Setelah menjalin komunikasi dengan Dinas Pertanian dan berkolaborasi dengan penyelenggara Program YESS, seperti mobilizer, Fasilitator Pemuda, dan Penerima Manfaat lainnya, ia mulai melihat peluang yang terbuka lebar.

"Ini mencerminkan bagaimana Program YESS telah memberikan dukungan integral, mulai dari pembinaan hingga peluang kolaborasi yang luas, memperkuat tekad dalam mengembangkan dan memajukan usaha di dunia pertanian," katanya.

Dalam program ini, Fadli menjalani berbagai pelatihan yang sangat berharga, termasuk Pelatihan Proposal Bisnis. Pelatihan ini memberikan pemahaman mendalam tentang bagaimana mempresentasikan potensi pengembangan usaha melalui penyusunan Proposal Bisnis, suatu keterampilan yang sangat bermanfaat ketika mencari dukungan keuangan atau investor.

Setelah berhasil menyelesaikan tahap Proposal Bisnis, Fadli memperoleh dukungan berupa bantuan Hibah Kompetitif untuk mengembangkan usahanya. Tahun 2023 menjadi momentum penting bagi Fadli, di mana ia meraih bantuan pengembangan usaha Hibah Kompetitif dari Program YESS Kementerian Pertanian. Tak hanya itu, Fadli juga diberi tanggung jawab sebagai Local Champion Program YESS, khususnya dalam klaster sayur dan buah.

Advancing with YESS

Before participating in the YESS Programme, Fadli faced significant challenges in building networks and expanding marketing access for his business. "Previously, it was difficult to find partners who shared the same vision in advancing agriculture. I had to extend my networks not only beyond the city but also beyond the island," he explained.

However, after joining the YESS Programme, Fadli experienced significant positive changes. Following communication with the Department of Agriculture and collaborating with YESS Programme organizers, such as Mobilizer, Youth Facilitator, and other beneficiaries, he began to see wide-open opportunities.

"This reflects how the YESS Programme has provided integral support, from mentoring to extensive collaboration opportunities, strengthening the determination to develop and advance businesses in the agricultural sector," he said.

In this program, Fadli underwent various valuable trainings, including Business Proposal Training. This training provided an in-depth understanding of how to present the potential for business development through the preparation of a Business Proposal, a skill that is highly beneficial when seeking financial support or investors.

After successfully completing the Business Proposal stage, Fadli received support in the form of Competitive Grant Assistance to develop his business. The year 2023 became an important moment for Fadli, where he received Competitive Grant Business Development Assistance from the Ministry of Agriculture's YESS Programme. Not only that, Fadli was also given the responsibility as a Local Champion of the YESS Programme, particularly in the Vegetable and Fruit cluster.

Diarwanti, Inspirator Kaum Perempuan Bantaeng

Diarwanti,
*Inspiring Women
in Bantaeng*

Diarwanti, Seorang perempuan yang multitalenta dan penuh inspirasi dari Desa Tombolo, Kecamatan Gantarangkeke, Kabupaten Bantaeng. Ditangannya tanaman obat-obat disulap menjadi minuman instan yaitu jahe merah yang dikenal sebagai sarabba bubuk. Dengan Jagoan Jahe, ia menjadi inspirator kaum perempuan di tempat tinggalnya.

Dengan penuh dedikasi, peracik sarabba bubuk maknyus, Diarwanti berhasil mengangkat perekonomian keluarganya melalui produk unggulannya. Di samping menjadi peracik sarabba bubuk, ia juga menjabat sebagai pendidik di tingkat menengah pertama di MTS IT Nurul Khalifah.

Srikandi tangguh yang lahir di desa ini tidak hanya menjadi inovator dalam memajukan pertanian, tetapi juga aktif dalam meningkatkan peran perempuan dalam memajukan Usaha Mikro, Kecil, dan Menengah (UMKM) di Kabupaten Bantaeng. Melalui kreativitasnya, ibu lima orang anak ini berhasil meningkatkan derajat keluarganya dengan mengubah hasil pertanian jahe menjadi produk unggulan yang diberi nama Jagoan Jahe.



Diarwanti, a multi-talented and inspiring woman from Tombolo Village, Gantarangkeke Sub-district, Bantaeng District. In her hands, medicinal plants are transformed into an instant red ginger beverage, famously known as powdered sarabba. Through Jagoan Jahe, she becomes an inspiration for women in her community.

With full dedication, as the creator of the delicious powdered sarabba, Diarwanti successfully uplifts her family's economy through her flagship product. In addition to being the creator of powdered sarabba, she also serves as an educator in the junior high school level at MTS IT Nurul Khalifah.

This resilient heroine born in this village is not only serves as an innovator in advancing agriculture, but also active in increasing the role of women in promoting Micro, Small, and Medium Enterprises (MSMEs) in Bantaeng District. Through her creativity, this mother of five has successfully improved her family's status by transforming ginger produce into a flagship product named Jagoan Jahe.

Tak hanya sebagai peracik semata, Diarwanti juga merupakan petani jahe. Sehingga Jagoan Jahe menjadi caranya untuk meningkatkan nilai tambah menjadi minuman instan siap saji yang bermanfaat untuk kesehatan tubuh. Dikemas dengan apik, sarabba bubuk ini dapat dinikmati kapan pun dan di mana pun, sehingga memudahkan masyarakat untuk menikmati kelezatan sarabba tanpa batasan.

Meskipun Diarwanti memulai usahanya sejak tahun 2017, perjalanan bisnisnya tidak terlepas dari berbagai rintangan dan tantangan yang cukup berat. Sebelum produknya berhasil meraih popularitas di pasaran, ia menghadapi berbagai uji coba yang tidak selalu sukses. Keterbatasan bahan baku menjadi salah satu hambatan, sehingga produknya terkadang hanya memenuhi permintaan secara terbatas.

Dalam aspek pemasaran, produk ini awalnya hanya dipasarkan di pasar-pasar tradisional. Penggunaan alat produksi yang terbatas juga menjadi kendala, membatasi kapasitas produksi. Selain itu, kemasan produk yang kurang menarik tidak mampu menarik minat pelanggan secara maksimal.

Meski menghadapi berbagai kendala tersebut, Diarwanti tetap gigih dan tekun dalam mengembangkan usaha. Dari setiap kegagalan dan hambatan, ia terus belajar dan meningkatkan kualitas produknya. Keberanian untuk terus berinovasi dan mengatasi setiap kendala menjadi kunci kesuksesan dalam menghadapi perjalanan bisnis yang penuh dengan tantangan.

Keberhasilan Diarwanti tidak hanya menciptakan dampak positif bagi dirinya sendiri, tetapi juga memberikan inspirasi yang kuat bagi perempuan-perempuan di sekitar tempat tinggalnya. Inspirasi ini mendorong mereka untuk membuka dan memulai usaha rumahan.

Diarwanti is not only a formulator, but also a ginger farmer. Thus, Jagoan Jahe serves as her way to add value by transforming ginger into a ready-to-drink instant beverage that is beneficial for health. Packaged neatly, this powdered sarabba can be enjoyed anytime, anywhere, making it convenient for people to enjoy the deliciousness of sarabba without restrictions.

Although Diarwanti started her business in 2017, her journey has been filled with obstacles and challenges. Before her products managed to gain popularity in the market, she faced various trials that were not always successful. Limited raw materials were one of the obstacles, causing her product to sometimes only meet limited demand.

In terms of marketing, this product was initially only marketed in traditional markets. The use of limited production equipment also posed a constraint, limiting production capacity. In addition, the unattractive product packaging failed to capture customers' interest to the fullest.

Despite facing various challenges, Diarwanti remains persistent and determined to develop her business. From every failure and obstacle, she continues to learn and improve the quality of her products. The courage to continue to innovate and overcome every challenge becomes the key to success in navigating a business journey filled with challenges.

Diarwanti's success has not only created a positive impact for herself but also provides strong inspiration for women in her community. This inspiration encourages them to open and start home-based businesses.

Fenomena ini tidak hanya sekadar memberikan peluang kerja, melainkan juga mengubah peran perempuan menjadi agen produktif yang mampu menghasilkan pendapatan dan meningkatkan perekonomian di kalangan perempuan.

Melalui inspirasi yang lahir dari kesuksesan Diarwanti, terbuka pintu bagi perempuan-perempuan di Desa Tombolo, Kecamatan Gantarangkeke, Kabupaten Bantaeng untuk terlibat dalam kegiatan usaha rumahan. Hal ini tidak hanya menciptakan lapangan kerja, tapi memberikan kontribusi positif pada perekonomian perempuan di wilayah tersebut.

This phenomenon not only provides job opportunities but also transforms the role of women into productive agents capable of generating income and improving the economic status among women.

Through the inspiration arising from Diarwanti's success, doors have opened for women in Tombolo Village, Gantarangkeke Sub-district, Bantaeng District to engage in home-based business activities. This not only creates job opportunities but also makes a positive contribution to the economic empowerment of women in the region.



Berkat YESS

Diarwanti mengaku i pendampingan dari Program YESS sangat mempengaruhi keberhasilannya. Program YESS di Kabupaten Bantaeng, menurutnya mampu memberikan motivasi yang luar biasa. Tidak hanya memberikan ruang untuk belajar dan menambah pengetahuan yang sebelumnya tidak didapatkan, Program YESS juga menyediakan hibah kompetitif yang berperan penting dalam membantu permodalan.

Selain itu, program ini tidak hanya sekadar memberikan bantuan finansial, tetapi juga menyertai dengan pendampingan, perbaikan manajemen keuangan, pelatihan lanjutan, hingga menciptakan kemasan. Dengan berbagai program tersebut membuat produk unggulan seperti Jagoan Jahe semakin dikenal dengan tampilan yang lebih menarik.

Pada tahun 2021, Diarwanti menjadi salah satu penerima Hibah Kompetitif dari Program YESS Bantaeng dengan jumlah hibah sebesar Rp 39,45 juta. Dukungan finansial ini dari Program YESS membawa dampak positif yang signifikan dalam pengembangan usaha Jagoan Jahe. Modal yang diterima tersebut sangat membantu meningkatkan angka produksi, di mana sebelumnya hanya mampu memproduksi 250 bungkus per bulan, kini telah meningkat menjadi 500–750 bungkus per bulan.

Penting untuk dicatat, kesuksesan Diarwanti tidak hanya ditopang hibah finansial semata, tetapi juga melibatkan pendampingan langsung dari Fasilitator Pemuda Program YESS, yaitu Suardi, yang aktif di wilayah desa tersebut. Selain itu, Diarwanti juga mendapatkan bimbingan dan pengawalan dari mobiliser Program YESS, yakni Andi Sultan, yang bertugas di Kecamatan Gantarangkeke, Kabupaten Bantaeng. Kedua pendamping ini memberikan bantuan dan arahan yang berarti

Thanks to YESS Programme

Diarwanti admitted that the guidance from the YESS Programme has greatly influenced her success. According to her, the YESS Programme in Bantaeng District has been able to provide extraordinary motivation. Not only does it provide a space for learning and increase knowledge that was previously unavailable, but the YESS Programme also provides competitive grants that play a crucial role in supporting capital.

In addition, this program not only provides financial assistance but also comes with mentoring, financial management improvement, advanced training, and even packaging design. Through these various programs, flagship products like Jagoan Jahe become more widely recognized with a more appealing appearance.

In 2021, Diarwanti became one of the recipients of a Competitive Grant from the YESS Programme in Bantaeng, with a grant amount of IDR 39.45 million. This financial support from the YESS Programme has had a significant positive impact on the development of the Jagoan Jahe business. The received capital greatly helped increase production figures, where previously only able to produce 250 pieces per month, it has now increased to 500–750 pieces per month.

It is important to note that Diarwanti's success is not solely supported by financial grants but also involves direct mentoring from the YESS Programme's Youth Facilitator, Suardi, who is active in the village. Additionally, Diarwanti also receives guidance and supervision from the YESS Programme's mobilizer, Andi Sultan, who works in the Gantarangkeke Sub-district, Bantaeng District. Both mentors provide meaningful assistance and guidance in running the business and ensuring the positive and sustainable development of Jagoan Jahe.

dalam menjalankan usaha serta memastikan perkembangan positif dan berkelanjutan dari Jagoan Jahe.

Dengan keberanian yang ditunjukkan pengusaha perempuan ini sungguh luar biasa. Tidak hanya berani menghadapi kemungkinan kegagalan, tetapi juga cerdas dalam membaca kondisi pasar. Ia berhasil meningkatkan produksi produknya secara signifikan, sehingga produknya dapat diterima dan tersedia di minimarket serta swalayan bergengsi lainnya.

Bahkan, pencapaiannya tidak terhenti di situ, karena produknya sudah berhasil diterima dan tersedia di Bandara Sultan Hasanuddin, Makassar. Keberhasilan ini menunjukkan kecerdasan dan ketekunan pengusaha perempuan ini dalam menghadapi tantangan bisnis dan membawa produknya ke tingkat yang lebih tinggi.

Mengubah Pola Pikir

Diarwanti berhasil mengubah mindset masyarakat yang memandang bahwa peran perempuan hanya sebatas pekerjaan rumah tangga. Melalui inovasinya menciptakan sarabba bubuk sebagai usaha rumahan, Diarwanti tidak hanya membuktikan bahwa perempuan mampu meraih kesuksesan di dunia bisnis. Ia juga menginspirasi bahwa semua perempuan memiliki potensi untuk menjalankan usaha rumahan yang menghasilkan pendapatan.

Inovasi Diarwanti menciptakan peluang bagi perempuan untuk terlibat dalam dunia bisnis tanpa meninggalkan tugas-tugas rumah tangga. Usaha rumahan ini tidak hanya mengubah pandangan terhadap perempuan sebagai individu yang hanya berkutat di rumah, tetapi juga membuktikan bahwa inovasi dan usaha keras dapat membawa perubahan positif dalam perekonomian perempuan.

The courage shown by this female entrepreneur is truly remarkable. Not only is she brave enough to face the possibility of failure, but she is also smart in reading market conditions. She managed to significantly increase the production of her products, making it accepted and available in Alfamart and other prestigious supermarkets.

Furthermore, her achievements did not stop there, as her product has successfully been accepted and made available at Sultan Hasanuddin Airport, Makassar. This success demonstrates the intelligence and perseverance of this female entrepreneur in facing business challenges and taking her product to a higher level.

Changing Mindsets

Diarwanti successfully changed the mindset of society that viewed the role of women as limited to household chores. Through her innovation of creating powdered sarabba as a home-based business, Diarwanti not only proves that women can achieve success in the business world but also inspires that all women have the potential to run home-based businesses that generate income.

Diarwanti's innovation creates opportunities for women to engage in the business world without neglecting household responsibilities. This home-based business not only changes the perception of women as individuals confined to their homes but also proves that innovation and hard work can bring positive changes to the economy of women.

Keberhasilan dan pencapaian dari petani muda ini tidak hanya tercermin dalam kesuksesannya dalam dunia pertanian, tetapi juga melalui kontribusinya dalam menciptakan lapangan kerja. Dengan mengangkat karyawan sebagai pekerja di usahanya, ia berhasil berperan dalam mengurangi tingkat pengangguran di wilayahnya. Selain itu, petani muda ini mampu memberdayakan perempuan-perempuan di sekitarnya dengan membentuk Usaha Mikro, Kecil, dan Menengah (UMKM).

Terbentuknya UMKM di lingkungan sekitar tidak hanya menciptakan peluang kerja tambahan, tetapi juga memberikan perempuan kesempatan untuk berkontribusi secara ekonomi. Dengan meningkatnya permintaan produk dari pasaran, kesuksesan petani muda ini juga turut meningkatkan perekonomian daerahnya secara keseluruhan.

Pencapaian ini menjadi contoh positif bagaimana keberhasilan individu dalam dunia pertanian dapat memiliki dampak yang luas dan positif bagi masyarakat dan perekonomian lokal. Diarawati, inspirator kaum perempuan di Bantaeng.

The success and achievements of this young farmer are not only reflected in her success in the agricultural field but also through her contribution to creating job opportunities. By employing workers in her business, she successfully plays a role in reducing the unemployment rate in her area. In addition, this young farmer was able to empower women around her by forming Micro, Small, and Medium Enterprises (MSMEs).

The establishment of MSMEs in the neighborhood not only creates additional employment opportunities but also gives women the opportunity to contribute economically. With increased demand for products from the market, the success of this young farmer has also contributed to improving the overall economy of her region.

This achievement serves as a positive example of how individual success in agriculture can have broad and positive impacts on society and the local economy. Diarawati, an inspiration for women in Bantaeng.



Lukman “Luken”, Preman Kampung jadi Champion Cabai

Lukman “Luken”,
*Village Thugs turned
Chili Champion*

Tuhan akan mengubah nasib seseorang, jika dirinya mau mengubah nasibnya. Itulah yang kini dirasakan Lukman, pemuda Desa Gattareng, Kecamatan Gantarang, Kabupaten Bulukumba, Sulawesi Selatan yang akrab disapa Luken. Bahkan ia dinobatkan menjadi *champion Cabai*.

Sebelumnya, Luken dikenal sebagai preman kampung. Kegiatannya sehari-hari hanya berputar di sekitar minuman keras, balap motor, dan begadang setiap malam. Orang-orang sering menyebutnya *madesu* (masa depan suram).

Merasa jemu dengan rutinitas harian dan terdorong komentar pedas dari tetangga, Luken memutuskan untuk mencari kegiatan yang lebih bermanfaat. Gelisah melihat sejumlah lahan yang terbengkalai di desanya, ia memutuskan untuk memanfaatkannya sebagai potensi penghasilan.

Pada pertengahan tahun 2019, dengan tekad yang kuat, Luken memutuskan terjun langsung mengelola lahan seluas 1 hektar milik orang tuanya. Setelah dua tahun mengabdikan diri pada usaha budidaya cabai, Luken akhirnya

God will change a person's fate if they are willing to change it themselves. That is what Lukman, a young man from Gattareng Village, Gantarang Sub-district, Bulukumba District, South Sulawesi, known by his familiar name, Luken, is currently experiencing. He has even been crowned as the Chili Champion.

Luken was previously known as the village thug. His daily activities revolved around alcohol, motorcycle racing, and staying up late every night. People often called him 'madesu' (someone with a bleak future).

Feeling bored with his daily routine and driven by harsh comments from neighbors, Luken decided to seek more meaningful activities. Restless at the amount of abandoned land in his village, he decided to utilize it as a potential source of income.

In mid-2019, with strong determination, Luken decided to directly manage a 1-hectare plot of land owned by his parents. After two years dedicating himself to chili cultivation, Luken finally received the boost he had been hoping for.



mendapatkan dorongan yang sangat diharapkannya.

Pada tahun 2021, Program YEES dari Kementerian Pertanian memulai pelatihannya di Kabupaten Bulukumba, seperti jawaban atas doa-doanya selama ini. Awalnya, Luken diajak penyuluh pertanian di desanya untuk bergabung dalam Program YEES. Dengan penuh semangat, ia memulai perjalanannya menjadi seorang petani.

Pelatihan pertama yang diikuti Luken berkaitan dengan proposal bisnis dan literasi keuangan. Pada tahun 2022, dengan bantuan Fasilitator Pemuda, Luken mengikuti program hibah kompetitif dan berhasil meraih bantuan modal senilai Rp 30 juta. Dana bantuan tersebut digunakan untuk membeli kebutuhan usahanya seperti bibit cabai, *cultivator*, dan peralatan lainnya.

Mengutip pepatah bahwa usaha tidak pernah mengkhianati hasil. Hal ini sangat relevan dengan perjalanan keras Luken terjun ke dunia pertanian. Pada tahun 2022, omzet yang diraih mencapai Rp 20-25 juta/panen. Pendapatan itu menunjukkan hasil nyata dari kerja keras dan ketekunannya.

Tantangan Usaha

Perjalanan Luken dalam mengembangkan usahanya tidaklah mudah, terutama karena kurangnya pengetahuan tentang budidaya cabai. Banyak yang skeptis mengenai kemampuannya bertahan dalam usaha hortikultura yang rawan serangan hama dan memiliki umur pasca panen yang relatif singkat.

Meski demikian, dengan tekad dan ketekunan yang tinggi, Luken berhasil mengatasi berbagai tantangan dan secara konsisten meraih hasil panen yang memuaskan. Meskipun pernah menghadapi kegagalan panen, ia tidak pernah menyerah dan terus melanjutkan usahanya.

In 2021, the YEES Programme from the Ministry of Agriculture began its training in Bulukumba District, like an answer to his prayers all along. Initially, Luken was invited by an agricultural extension worker in his village to join the YEES programme. With great enthusiasm, he began his journey to become a farmer.

The first training attended by Luken was related to business proposals and financial literacy. In 2022, with the help of a Youth Facilitator, Luken participated in a competitive grant program and successfully obtained a capital grant amounting to IDR 30 million. The grant funds were used to purchase necessities for his business, such as chili seeds, a cultivator, and other equipment.

Quoting the proverb that effort never betrays results, this is very relevant to Luken's challenging journey into the world of agriculture. In 2022, his sales reached IDR 20-25 million per harvest. This income demonstrates the tangible results of his hard work and perseverance.

Business Challenges

Luken's journey in developing his business was not easy, especially due to his lack of knowledge about chili cultivation. Many were skeptical about his ability to sustain in the horticultural business, which is prone to pest attacks and has a relatively short post-harvest lifespan. Nevertheless, with great determination and perseverance, Luken successfully overcame various challenges and consistently achieved satisfying harvest results. Despite facing crop failures at times, he never gave up and continued his efforts.

Pelatihan dasar dari Program YESS memberikan pondasi penting, dan keikutsertaannya dalam smart farming pada tahun 2022 membawa perubahan signifikan dalam proses budidaya cabainya. Melalui pelatihan tersebut, Luken belajar menggunakan teknologi pertanian, dan hasilnya. Ia mendapatkan akses KUR senilai Rp 50 juta untuk investasi dalam peralatan smart farming.

Tahun 2023 ini, Luken dan kelompok pemuda tani yang dibentuknya berhasil menerapkan teknologi pertanian. Tak hanya fokus pada budidaya, ia juga melihat peluang dalam pengolahan cabainya. "Saya menjadikan cabai sebagai bahan dasar sambal siap saji yang dijual secara online," ujarnya.

Dengan konsistensi dan usaha membangun ekosistem pertanian di desanya, citra Luken yang dulu negatif telah berubah. Kini, ia diakui sebagai pemuda berprestasi yang berhasil memberdayakan pemuda di desa. Transformasi ini tidak hanya mencakup kesuksesan dalam usahanya sendiri, tetapi juga memberikan inspirasi dan dorongan positif bagi komunitas sekitarnya.

Prestasi Luken semakin cemerlang dengan meraih beberapa penghargaan, seperti Petani Milenial Inspiratif 2023 dan Local Champion

The basic training from the YESS Programme provided an essential foundation, and his participation in smart farming in 2022 brought significant changes to his chili cultivation process. Through the training, Luken learned to use agricultural technology, and as a result, He gained access to microcredit (KUR) amounting to IDR 50 million to invest in smart farming equipment.

In 2023, Luken and the youth farmer group he formed successfully implemented agricultural technology. Beyond focusing solely on cultivation, he identified potential in processing his chilies. "I turn chilies into the base for ready-to-serve sambal (spicy sauce) that is sold online," he said.

With consistency and efforts to build an agricultural ecosystem in his village, Luken's once negative image has transformed. Now, he is recognized as an accomplished young man who has succeeded in empowering youth in his village. This transformation not only includes success in his own business but also provides inspiration and positive encouragement to the surrounding community.

Luken's achievements have been further highlighted by winning several awards Inspirational Millennial Farmer 2023 and Local Champion of



KUR 2023. Keterlibatannya dalam memberikan materi pada pelatihan dari Program YES dan kegiatan pemerintah daerah kabupaten, yang dikenal sebagai "Butta Panrita Lopi" atau 'daerah ahli membuat perahu', menjadi bukti komitmennya terhadap pembelajaran dan pembagian pengetahuan.

Impian Luken

Luken masih mempunyai mimpi besar. Dirinya ingin melihat semakin banyak *local champion* yang muncul di desa-desa. Selain menjadi pengaruh positif bagi generasi muda agar berani beralih ke dunia pertanian, keberadaan *local champion* juga diharapkan dapat mengubah persepsi masyarakat terhadap pertanian.

Luken ingin membuktikan bertani bukanlah pekerjaan kolot, kotor, dan tidak menguntungkan secara ekonomi. Baginya, bertani justru memiliki potensi untuk membawa kemakmuran, seolah membuat kita menjadi "sultan" bukan malah membuat kita miskin dan menderita.

Bagi Luken, peran generasi muda dalam membangun sektor pertanian tidak dapat diabaikan. Mengapa? Karena generasi muda memiliki tanggung jawab besar untuk memastikan bahwa di masa depan tidak ada anak bangsa yang kelaparan akibat krisis pangan. Mereka juga bertanggung jawab untuk memastikan bahwa Indonesia akan menjadi lumbung pangan dunia di masa depan.

Luken memiliki prinsip bahwa terjun ke dunia pertanian adalah sebuah kehormatan. Baginya, bertani bukan sekadar pekerjaan, tetapi juga merupakan kontribusi mulia untuk keberlanjutan peradaban. Dengan keyakinan ini, Luken terus menginspirasi dan memberdayakan generasi muda untuk turut serta dalam membangun masa depan pertanian yang berkelanjutan.

Microcredit (KUR) 2023. His involvement in delivering training materials from the YES Programme and district government activities, known as "Butta Panrita Lopi" or 'boat building region', is a testament to his commitment to learning and knowledge sharing.

Luken's Dream

Luken still has big dreams. He wants to see more and more local champions emerge in many villages. In addition to being a positive influence for the young generation to courageously transition into agriculture, the presence of local champions is also hoped to change society's perception of agriculture.

Luken aims to prove that farming is not an outdated, dirty, and economically unprofitable job. For him, farming actually has the potential to bring prosperity, as if making us "sultans" instead of making us poor and suffering.

For Luken, the role of the young generation in developing the agricultural sector cannot be ignored. Why? Because the younger generation has a great responsibility to ensure that in the future, no citizens will suffer from hunger due to food crises. They are also responsible for ensuring that Indonesia will become the world's food barn in the future.

Luken adheres to the principle that venturing into the world of agriculture is an honor. For him, farming is not just a job but also a noble contribution to the sustainability of civilization. With this belief, Luken continues to inspire and empower the young generation to participate in building a sustainable future for agriculture.

Agung, Raja Golden Corn dari Bulukumba

Agung,
*the Golden Corn King
from Bulukumba*

Kabupaten Bulukumba, dengan ragam destinasi wisata yang memanjakan mata, berhasil menjadi daya tarik bagi pengunjung dari berbagai daerah hingga mancanegara. Kesempatan ini ditangkap Agung Prawira Gani sebagai peluang membuka usaha dengan memanfaatkan komoditi potensial yang ada di Kecamatan Bontotiro.

Pemuda tani berusia 29 tahun asal Desa Tamalanrea, Bontotiro, Kabupaten Bulukumba, Sulawesi Selatan berhasil mengembangkan produk jagung *marning* yang diberi nama Golden Corn. Meskipun usianya relatif masih muda, Agung telah sepenuhnya menyutradarai bisnisnya dalam bidang jagung *marning* dan berhasil mengamankan pasar di berbagai pulau, termasuk Ambon, Kalimantan, dan Papua.

Dari Bulukumba, produk Golden Corn-nya bukan hanya merambah setiap kabupaten di Sulawesi Selatan, tapi juga beberapa kota di Pulau Jawa seperti Bandung, Jakarta, dan Solo. Di lokasi tersebut sudah terdapat reseller. "Mulai dari ritel modern hingga pusat wisata di kawasan Bulukumba telah menjadi pangsa pasar Golden Corn," ujar pemuda asal Tamalanrea ini.

Bulukumba District, with its diverse and visually appealing tourist destinations, has successfully become a magnet for visitors from various regions to international tourists. Agung Prawira Gani seized this opportunity as a chance to start a business by utilizing the potential commodities available in his sub-district.

This 29-year-old young farmer from Tamalanrea Village, Bontotiro, Bulukumba District South Sulawesi has successfully developed a fried corn (*marning*) product called 'Golden Corn'. Despite his relatively young age, Agung has fully directed his business in fried corn and managed to secure markets in various islands, including Amboin, Kalimantan and Papua.

Originating from Bulukumba, his Golden Corn products have not only expanded to every district in South Sulawesi, but also to several cities on Java Island, such as Bandung, Jakarta, and Solo. Resellers are already present in each location. "From modern retail to tourist centers in the Bulukumba area has become Golden Corn's market share," said this young man from Tamalanrea.

Balik Kampung, Bangun Usaha

Sebelum memasuki dunia bisnis, Agung pernah mencoba peruntungannya sebagai *trainer* bahasa asing di sebuah Lembaga Bahasa. Bahkan sempat bekerja sebagai karyawan di salah satu perusahaan swasta di Kota Makassar. Tetapi, dengan rasa yakin ada peluang dan potensi yang belum tergali, pada pertengahan tahun 2019, Agung memutuskan untuk kembali ke kampung halaman membuka usaha.

"Orang tua saya tidak pernah mempermasalahkan ketika harus kembali ke kampung membuka usaha. Karena bagi mereka kebermanfaatan ilmulah yang lebih penting. Membuka usaha dan memberdayakan warga setempat khususnya keluarga, itu jauh lebih baik," tutur pemuda yang lahir dari keluarga petani ini.

Pemuda yang lahir pada 19 September ini mengungkapkan, ketika memulai usaha dirinya hanya mengandalkan pengalaman yang diperoleh dari orang tua. Ia telah terlibat dalam produksi jagung manis sejak masih sekolah dasar.

Sebagai seorang pemuda tani, Agung berusaha mencari inovasi baru untuk produk jagung. Didukung kedua orang tuanya, ia memulai usaha olahan jagung marning yang diberi nama Golden Corn. Di awal perjalanan usahanya, ia berhasil menjual sebanyak 100-200 bungkus dengan harga Rp 10.000/bungkus.

Meskipun modalnya terbatas dan dihadapkan pada berbagai keterbatasan, semangatnya tidak pernah surut untuk mengembangkan usaha berbahan baku jagung. Meski diakui, harus melalui berbagai tantangan dan rintangan. Menurut Agung, salah satu kendala utama terkait proses pengeringan yang masih manual, bergantung pada cuaca atau paparan langsung sinar matahari.

"Musim hujan menjadi hambatan serius saat pengeringan, sehingga mengakibatkan penurunan kualitas

Return to Hometown, Building a Business

Before entering the business world, Agung had tried his luck as a foreign language trainer at a language institute. He even worked as an employee at a private company in Makassar City. However, with the belief that there were opportunities and untapped potentials, in mid-2019, Agung decided to return to his hometown to start a business.

"My parents never objected when I had to return to the village to start a business. Because for them, the usefulness of knowledge is more important. Opening a business and empowering the local community, especially our family, is much better," said the young man born into a farmer family.

The young man, who was born on September 19, revealed that when he started his business, he relied solely on the experience gained from his parents. He has been involved in sweet corn production since he was in elementary school.

As a young farmer, Agung tried to find new innovations for corn products. With the support of his parents, he started a processed fried corn (marning) business called 'Golden Corn'. At the beginning of his business journey, he managed to sell as many as 100-200 pieces at a price of IDR10,000/piece.

Despite having limited capital and being faced with various constraints, his enthusiasm never wavered to develop a corn-based business. Although admittedly, he had to go through various challenges and obstacles. According to Agung, one of the main obstacles is the manual drying process, which depends on the weather or direct exposure to sunlight.

bahan baku. Bahkan berdampak pada hasil penggorengan jagung yang menjadi kurang renyah," ungkapnya.

Kendala lain yang dihadapi adalah terkait keterbatasan alat dan mesin yang digunakan, seperti proses perebusan jagung, penggorengan, dan pengemasan. Hal ini menyebabkan keterbatasan kapasitas produksi, sehingga permintaan terkadang tidak dapat terpenuhi atau memerlukan waktu lebih lama untuk memenuhi kebutuhan pasar.

Berusaha untuk terus mengembangkan diri, Agung kemudian mendengar adanya Program YESS Kementerian Pertanian dari seorang penyuluh pertanian yang bertugas di Kecamatan Bontotiro. Ia kemudian mendaftar sebagai Calon Penerima Manfaat (CPM) melalui fasilitator program yang dikenal dengan istilah Fasilitator Pemuda.

"The rainy season becomes a serious obstacle during drying, resulting in a decline in the quality of raw materials. It even impacts the crispiness of the fried corn," he explained.

Another challenge faced is related to the limitations of tools and machinery used, particularly in corn boiling, frying, and packaging processes. This results in limited production capacity, sometimes causing demand to go unmet or requiring more time to fulfill market needs.

Striving to continue improving himself, Agung then heard about the YESS Programme of the Ministry of Agriculture from an agricultural extension worker assigned in the Bontotiro Sub-district. He then applied as a potential beneficiary (Calon Penerima Manfaat (CPM)) through a program facilitator known as a Youth Facilitator.



Alasan lain yang membuat Agung tertarik mengikuti Program YESS adalah-tempat pelatihan tersebar di kecamatan tempat tinggalnya. Ditambah lagi program ini tidak memerlukan biaya, dan menyuguhkan trainer yang berkompeten di bidangnya masing-masing.

Hingga saat ini, Agung telah aktif mengikuti berbagai Program YESS. Misalnya, mengikuti pelatihan peningkatan kapasitas dalam pembuatan Proposal Bisnis, Pelatihan Literasi Keuangan, Advance Training Digital Marketing, Advance Training Packaging, hingga Young Ambassador Agriculture.

Usaha Berkembang

Dalam menjalankan usahanya, Agung terus membangun kemitraan dengan toko oleh-oleh, hotel, maskapai penerbangan Garuda Indonesia, serta retail di Makassar dan kota lainnya, dengan menggunakan sistem konsinyasi. Selain itu, ia juga menjalin kemitraan dengan lembaga kepemudaan, komunitas UMKM, komunitas usaha, dinas perdagangan, dinas pertanian, dan pihak lainnya.

Banyaknya kemitraan yang terbentuk secara positif berdampak pada peningkatan kebutuhan bahan baku yang semakin besar. Hal ini memberikan dampak positif bagi petani jagung pulut di Kecamatan Bontotiro. Apalagi Agung membangun kemitraan langsung tanpa perantara pengepul, sehingga, harga jagung cenderung lebih stabil dan meningkat.

Untuk menjaga kelancaran pasokan bahan baku, Agung terus membangun kemitraan dengan petani jagung pulut, sehingga stok bahan baku yang berkualitas selalu tersedia. Kerja samanya juga melibatkan lembaga kepemudaan Karang Taruna di desanya.

Pemuda-pemuda Karang Taruna aktif terlibat dalam proses produksi, mulai dari pemilihan bahan baku, perebusan, menjemur, hingga

Another reason that sparked Agung's interest in joining the YESS Programme was that the training locations are spread across the sub-districts where he resides. Additionally, the program does not require any fees and provides competent trainers in their respective fields.

Until now, Agung has actively participated in various YESS Programme's activities. For instance, he has undergone capacity-building training in Business Proposal writing, Financial Literacy Training, Advanced Training in Digital Marketing, Advanced Training in Packaging, and even became a Young Ambassador Agriculture.

Business Expansion

In running his business, Agung continues to build partnerships with souvenir shops, hotels, Garuda Indonesia airlines, and retailers in Makassar and other cities, using a consignment system. In addition, he also established partnerships with youth organizations, MSME communities, business communities, Department of Trade, Department of Agriculture, and other entities.

The number of partnerships formed positively impacts the increasing need for raw materials. This has a positive impact on waxy corn farmers in Bontotiro Sub-district. Moreover, Agung builds direct partnerships without intermediary collectors, resulting in more stable and increased corn prices.

To ensure a smooth supply of raw materials, Agung continues to build partnerships with waxy corn farmers, ensuring a consistent supply of quality raw materials. His partnership also involves the Karang Taruna (youth organization) in his village.

pemasaran. Selain berkontribusi secara profesional, mereka juga terlibat dalam pemberdayaan pemuda desa, melalui pelatihan kewirausahaan dan kegiatan sosial lainnya yang melibatkan pemuda dan masyarakat setempat.

Hingga tahun 2023, Agung Prawira Gani mencatat kemajuan usaha yang sangat signifikan berkat dukungan jejaring, fasilitas, dan bimbingan dari Program YESS. Omzet yang awalnya hanya Rp 1-2 juta/bulan sebelum bergabung dengan Program YESS, kini meningkat menjadi Rp 10-20 juta/bulan.

kerja keras Agung menuai hasil. Dirinya mendapat penghargaan UMKM terbaik dari Garuda Indonesia, juara satu *Local Champion* Pangan tingkat Sulawesi Selatan, dan terpilih sebagai kategori pangan terbaik di wirausaha Bank Syariah Indonesia.

Pemuda alumni UIN Alauddin ini kini menjadi sosok inovatif dan motivator bagi masyarakat, khususnya pemuda desa. Kesuksesan usaha olahan jagung marning menjadi inspirasi besar, karena memberikan dampak ekonomis dan semangat belajar bagi masyarakat dan kaum muda.

Kegigihannya dalam mengikuti berbagai kegiatan Program YESS berdampak positif luar biasa. Agung pun mengakui, pengetahuannya bertambah, pengalamannya semakin beragam, dan jejaringnya semakin luas. Hasilnya, ia berhasil lolos dalam Hibah Kompetitif tahun 2022. Pemuda Desa Tamalanrea ini kini menjadi contoh sukses pemuda tani yang bergabung dengan Program YESS.

The Karang Taruna youths are actively involved in the production process, from selecting raw materials, boiling, drying, to marketing. In addition to contributing professionally, they are also involved in empowering village youth, through entrepreneurship training and other social activities involving local youths and communities.

Until 2023, Agung Prawira Gani has recorded significant progress in his business, thanks to the support of networks, facilities, and guidance from the YESS Programme. His sales, which initially was only IDR 1-2 million/month before joining the YESS Programme, has now increased to IDR 10-20 million/month.

Agung's hard work has paid off. He received the best MSME award from Garuda Indonesia, won first place in the Local Champion of Food category at the South Sulawesi level, and was selected as the best food category in the entrepreneurship competition by Bank Syariah Indonesia.

This UIN Alauddin graduate has now become an innovative figure and motivator for the community, especially rural youth. The success of his processed fried corn business serves as a great inspiration, providing economic impact and a learning spirit for the community and young farmers.

His persistence to participating in various YESS Programme's activities has an extraordinarily positive impact. Agung acknowledges that his knowledge has expanded, his experiences became more diverse, and his network expanded. As a result, he successfully qualified for the Competitive Grant in 2022. This young man from Tamalanrea Village is now a successful example of young farmers who join the YESS Program.

Harapan Jaya, Asa Muhlis dari Usaha si Kecil Puyuh

Harapan Jaya,
*Muhlis's Dream from
a Small Quail Business*

Membangun usaha dengan nama Harapan Jaya menjadi asa bagi Muhlis dalam merintis budidaya burung puyuh. Kini pemuda dari Desa Pattallassang, Kecamatan Tompobulu, Kabupaten Bantaeng menjadi inspirator bagi kaum muda untuk tidak takut terjun ke dunia pertanian, termauk beternak puyuh.

Pandemi yang melanda Indonesia tidak hanya berdampak pada kesehatan, melainkan juga merasuki berbagai sektor ekonomi. Meski demikian, semangat Muhlis, seorang peternak burung puyuh dari Kabupaten Bantaeng, Sulawesi Selatan, tetap tidak tergoyahkan untuk menjalankan usahanya.

Bermodal sekitar Rp 3,5 juta, Muhlis memulai peternakannya dengan populasi awal puyuh sekitar 200 ekor dengan kapasitas produksi 1 rak. Memanfaatkan sekitar 3 x 2,5 meter persegi untuk beternak puyuh, Muhlis memulai usaha dengan riset terkait perlakuan, kondisi lingkungan, respon pasar, dan potensi mitra.

Hanya dalam dua bulan, Muhlis berhasil menambah populasi puyuhnya sebanyak 370 ekor dan meningkatkan produksi menjadi 4 rak per hari. Dengan omzet mencapai

Building a business under the name "Harapan Jaya" has become a hope for Muhlis in venturing quail farming business. Now, the young man from Pattallassang Village, Tompobulu Sub-district, Bantaeng District, has become an inspiration for young generation not to be afraid to enter the world of agriculture, including quail farming.

The pandemic that has hit Indonesia has not only affected health, but also various economic sectors. Nevertheless, Muhlis, a quail farmer from Bantaeng Regency, South Sulawesi, remains unwavering in his determination to run his business.

With an initial capital of around IDR 3.5 million, Muhlis started his quail farm with an initial population of around 200 quails with a production capacity of 1 shelves. Utilizing an area of about 3 x 2.5 square meters for quail farming, Muhlis began his business by conducting research on treatment, environmental conditions, market response, and potential partnerships.

In just two months, Muhlis managed to increase his quail population by 370 quails and increase production to 4 shelves per day. With a monthly sales reaching IDR 4.2 million. His business



Rp 4,2 juta per bulan. Usahanya kian menjanjikan dan menunjukkan pertumbuhan yang menggembirakan.

Saat ini, kapasitas produksi harian mencapai sekitar 4 rak, dengan harga jual Rp 35 ribu per rak. Omzet per harinya mencapai sekitar Rp 140 ribu. Dalam sebulan, total omzet mencapai Rp 4,2 juta dengan laba bersih sekitar Rp 2 juta. Bahkan usaha telur puyuh yang dilakoni Muhlis terus menunjukkan perkembangan yang memuaskan.

Namun ia mengakui, keuntungan yang diperoleh tergantung pada produksi burung puyuh. Banyak faktor yang mempengaruhi, seperti fluktuasi harga pakan dan kondisi puyuh yang dipengaruhi perubahan cuaca dan suhu lingkungan.

Pernakan puyuh milik Muhlis diberi nama Harapan Jaya dengan produk utama yang dijual adalah telur puyuh. Nama tersebut mencerminkan harapan dan cita-cita Muhlis untuk membangun dan mengembangkan usahanya menjadi lebih besar dan lebih sukses di masa depan.

is becoming more promising and showing encouraging growth.

Currently, the daily production capacity reaches around 4 shelves, with a selling price of IDR 35,000 per shelf. The daily sales reaches around IDR 140 thousand. In a month, the total sales reaches IDR 4.2 million with a net profit of around IDR 2 million. Muhlis' quail egg business continues to show satisfactory growth.

However, he admits that the profit earned depends on quail production. Many factors influence this, such as fluctuations in feed prices and the condition of the quails, which are affected by changes in weather and environmental temperature.

Muhlis named his quail farm "Harapan Jaya," with the main product being quail eggs. This name reflects Muhlis's hopes and aspirations to build and develop his business into something bigger and more successful in the future.



Jalin Kerja Sama

Muhlis menekankan, pentingnya menjalin kerja sama yang baik dengan penyedia bahan pakan seperti dedak dan jagung, serta konsentrat. Selain itu, strategi pemasaran juga menjadi fokus utama dalam menjalankan usahanya.

"Saat ini, telur puyuh kami dipasok ke berbagai tempat seperti rumah makan, warung bakso, jajanan bakso bakar, sate telur puyuh, dan beberapa reseller. Namun, permintaan masih belum dapat terpenuhi sepenuhnya hingga saat ini," ungkap Muhlis.

Muhlis mengakui bahwa usaha ternak puyuh di Bantaeng sangat menarik karena permintaan pasar masih jauh dari kapasitas produksi. Fenomena ini terjadi karena kurangnya usaha serupa di wilayah Bantaeng, sehingga kebutuhan akan telur puyuh sulit dipenuhi, bahkan sampai menyeberang ke Kabupaten Bulukumba.

Menurutnya, meski ada beberapa usaha puyuh di Bantaeng, namun kebanyakan berlokasi di kecamatan yang jauh. Di Kecamatan Tompobulu, Pa'jukukang, Eremerasa Gantarangkeke bahkan belum ada usaha serupa. Bahkan, di Kabupaten Bulukumba juga belum terdapat usaha peternakan puyuh. "Ini membuat peluang usaha puyuh di Bantaeng semakin menjanjikan," ujarnya.

Meskipun usaha sudah stabil, Muhlis merasa ilmunya masih kurang dalam budidaya puyuh petelur. Terutama kondisi lingkungan dan tata cara pemeliharaan puyuh yang berpengaruh dalam bisnisnya.

Karena itu, dirinya bergabung dengan Program YEES dengan difasilitasi Fasilitator Pemuda Program YEES dan mobilizer hingga mendapatkan hibah kompetitif senilai Rp 35,8 juta sebagai modal pengembangan usahanya. Beragam pelatihan juga diikuti dalam Program YEES untuk meningkatkan kemampuan budidaya dan bisnis telur puyuhnya.

Establish Partnerships

Muhlis emphasizes the importance of establishing good cooperation with feed providers such as bran and corn, as well as concentrate. In addition, marketing strategy is also the main focus in running his business.

"Currently, our quail eggs are supplied to various places such as restaurants, meatball stalls, grilled meatball snacks vendors, quail egg satay vendors, and several resellers. However, the demand has not been fully met up until now," said Muhlis.

Muhlis admits that quail farming business in Bantaeng is very attractive because the market demand is still far from the production capacity. This phenomenon occurs due to the lack of similar businesses in the Bantaeng region, making it difficult to fulfill the demand for quail eggs, even extending to Bulukumba District.

According to him, although there are several quail businesses in Bantaeng, most are located in distant sub-districts. In the sub-districts of Tompobulu, Pa'jukukang, and Eremerasa Gantarangkeke, there is not even a similar business. In fact, there is also no quail farming business in Bulukumba district. "This makes the quail business opportunity in Bantaeng even more promising," he said.

Although his business is already stable, Muhlis feels that he still lacks knowledge in quail egg farming, especially regarding environmental conditions and quail rearing practices that influence his business.

Therefore, he joined the YEES Programme facilitated by the Youth Facilitator and mobilizer of YEES Programme, eventually securing a competitive grant amounting to IDR 35.8 million as capital for his business development. He also participated in various trainings in the YEES Programme to improve his skills in quail egg farming and business.

Kini, produksi puyuh Muhlis mampu mencapai 10.000 ekor dengan hasil 700 rak perbulan. Peningkatan aset yang dimiliki menjadi poin keberhasilan. Jika awalnya hanya memiliki aset Rp 5 juta kini berkembang menjadi Rp 200 juta. Dengan membangun jejaring usaha, ia kini berhasil membangun klaster puyuh di Bantaeng.

Muhlis mampu memberikan inspirasi kepada pemuda tani, terutama yang berkecimpung dalam ternak puyuh di Bantaeng agar dapat mewujudkan semangat berusaha yang luar biasa. Tujuannya tidak hanya bermanfaat baginya sendiri, tetapi juga bagi banyak orang. Semangat berinovasi dan memberikan manfaat positif menjadi landasan untuk membangun keberlanjutan dalam berusaha.

Now, Muhlis's quail production has reached 10,000 quails with a yield of 700 shelves per month. The increase in assets owned is a point of success. Starting with only IDR 5 million in assets, it has now grown to IDR 200 million. By building a business network, he has now succeeded in established a quail cluster in Bantaeng.

Muhlis is able to inspire young farmers, especially those involved in quail farming in Bantaeng, to realize their extraordinary entrepreneurial spirit. His goal is not only to benefit himself, but also many people. The spirit of innovation and providing positive benefits serves as the foundation for building sustainability in business.



Nawir, si Kecil dengan Tekad Besar

Nawir,
*the Little Man with
Big Determination*

Keterbatasan kadang kala membuat seseorang merasa kurang. Itulah yang sempat dirasakan Nawir, pemuda asal Desa Bonto Bahari, Kecamatan Bontoa. Tapi penerima manfaat (PM) Program Youth Entrepreneurship and Employment Support Services (YES), kini justru menjadi peternak kambing yang sukses di daerah tempat tinggalnya.

Sejak kecil, Nawir telah menyadari perbedaan yang melekat pada dirinya. Meskipun dihadapkan pada keterbatasan fisik, ia dengan gigih bangkit untuk membuktikan mampu meraih prestasi tanpa terbatas, meski tubuhnya mungkin terbatas.

Pemuda kelahiran 1996 ini, menghadapi tantangan besar dengan kondisi *dwarfisme* yang memengaruhi postur tubuhnya menjadi lebih pendek dari orang kebanyakan. Sejak masa sekolah dasar hingga menyelesaikan pendidikan S1 di Jurusan Agribisnis, Universitas Muslim Maros, Nawir sering kali menjadi sasaran ejekan dan perundungan dari lingkungannya.

Kehidupan yang berbeda ini tentu membawa sejumlah kesulitan bagi Nawir. Dengan postur tubuh yang tidak lazim, setiap kegiatan harian menjadi tantangan tersendiri. Namun,



Limitations sometimes make someone feel lacking. That's what Nawir, a young man from Bonto Bahari Village, Bontoa Sub-district, experienced. But as a beneficiary of the Youth Entrepreneurship and Employment Support Services (YES) Program, he has now become a successful goat farmer in his area.

From a young age, Nawir has been aware of the inherent differences within himself. Despite facing physical limitations, he resiliently rose to prove that he could achieve unlimited achievements, even with limitations on his body.

This young man, born in 1996, faces a significant challenge due to dwarfism, which affects his posture to be shorter than most people. From elementary school to completing his bachelor's degree in Agribusiness at Universitas Muslim Maros, Nawir often became the target of mockery and bullying from those around him.

This different life undoubtedly posed various difficulties for Nawir. With an unusual body posture, every daily activity became a challenge in itself. However, he has the belief that limitations are not a barrier to achieving success in business.

dirinya memiliki keyakinan bahwa keterbatasan bukanlah penghalang untuk bisa sukses berusaha.

Ketertarikan Nawir pada dunia peternakan sejak usia 11 tahun. Memulai dengan dua ekor kambing yang diberikan sang ayah, ia berhasil mengembangiakkan hingga melampaui empat puluh ekor. Prestasi ini sungguh luar biasa, terutama mengingat kesulitan yang dihadapi saat merawat kambing tersebut seorang diri.

Akhirnya di tahun 2021, dirinya mendengar adanya Program YES dari penyuluh pertanian yang selama ini mendampinginya di desa. Program hasil kerja sama Kementerian Pertanian bersama *International Fund for Agricultural Development (IFAD)* ini berupaya menciptakan wirausaha muda tangguh dan berkualitas dari perdesaan, sehingga pertanian akan menjadi lapangan kerja menarik, prospektif dan menguntungkan, dan dapat berdampak pada penurunan angka pengangguran serta terjadinya urbanisasi.

Dorongan kuat untuk terus belajar membuat Nawir bergabung dalam program ini. Ia mendaftarkan diri melalui Fasilitator Pemuda dan mulai mengikuti berbagai pelatihan yang disediakan seperti pelatihan teknis budidaya maupun peternakan, literasi keuangan, motivasi bisnis, hingga rencana usaha.

Awalnya hanya memiliki keterampilan merawat kambing dari sang ayah, Nawir kini mulai memahami aspek-aspek kunci menjadi seorang wirausaha. Pelatihan yang diikuti membantunya memahami manajemen usaha dan pentingnya pencatatan untuk mengelola perkembangan bisnisnya. Ia juga aktif mengikuti berbagai pelatihan lain yang dianggap mendukung perjalanan bisnisnya di bidang peternakan.

Nawir's interest in animal husbandry began at the age of 11. Starting with two goats given by his father, he managed to breed over forty goats. This achievement is truly remarkable, especially considering the challenges he faced in caring for the goats on his own.

Finally, in 2021, he heard about the YES Programme from an agricultural extension worker who had been assisting him in the village. This program, a collaboration between the Ministry of Agriculture and the International Fund for Agricultural Development (IFAD), aims to create resilient and qualified young entrepreneurs from rural areas, making agriculture an attractive, prospective, and profitable field that can contribute to reducing unemployment and urbanization.

A strong desire to continue learning made Nawir join this program. He registered through a Youth Facilitator and began participating in various provided trainings, including technical cultivation and animal husbandry training, financial literacy, business motivation, and business planning.

Initially only possessing goat-tending skills from his father, Nawir now starting to understands the key aspects of being an entrepreneur. The training he underwent helped him understand business management and the importance of record-keeping to manage the development of his business. He also actively participates in various other trainings that are considered to be beneficial for his entrepreneurial journey in the livestock sector.

Hibah Kompetitif

Selain menyelenggarakan pelatihan, Program YEES turut memberikan hibah kompetitif kepada pemuda di perdesaan yang tersebar di 4 Provinsi dan 19 Kabupaten di lokasi program *Youth Entrepreneurship And Employment Support Service* (YEES) beroperasi. Hibah ini bertujuan mendorong penerima dana, khususnya para pemuda pengusaha pertanian di perdesaan yang memiliki akuntabilitas, untuk berkembang menjadi agrosociopreneur.

Hibah kompetitif ini memberikan peluang kepada penerima manfaat untuk mendapatkan dana dalam kisaran antara Rp 10 juta hingga Rp 50 juta. Besaran hibah ini tergantung pada proposal pengembangan usaha yang diajukan oleh penerima manfaat.

Tertarik untuk mengembangkan usahanya, Nawir pun mencoba menyusun proposal bisnis untuk mengajukan hibah dalam Program YEES di tahun 2022. Sayangnya, proposalnya hanya sampai tahap *reviewer District Implementation Team* (DIT) karena beberapa revisi yang diperlukan.

Meskipun nama Nawir tidak muncul dalam pengumuman penerima hibah tahun 2022, kegagalan ini tidak meruntuhkan semangatnya. Bagi Nawir, kegagalan mendapatkan hibah bukanlah masalah besar. Ia merasa telah memperoleh banyak ilmu dari Program YEES, dan usahanya semakin dikenal dengan jaringan yang semakin luas. Dampak positif ini memberikan kontribusi besar pada peningkatan produktivitas dan penjualan kambing yang dimilikinya.

Tidak menyerah dalam mencari kesempatan, di tahun 2023 Nawir kembali berusaha dengan menyusun proposal untuk meraih hibah kompetitif. Meski dua kali pengumuman sebelumnya tak mencantumkan namanya, namun Nawir tetap berusaha. Akhirnya dirinya

Competitive Grant

In addition to organizing training, the YEES Programme also provides competitive grants to rural youth spread across 4 Provinces and 15 Districts where the Youth Entrepreneurship And Employment Support Service (YEES) Programme operates. This grant aims to encourage fund recipients, especially young agricultural entrepreneurs in rural areas who have accountability, to develop into agrosociopreneurs.

This competitive grant offers beneficiaries with the opportunity to receive funding ranging from IDR 10 million to IDR 50 million. The amount of the grant depends on the business development proposal submitted by the beneficiary.

Interested in developing his business, Nawir tried to prepare a business proposal to apply for a grant in the YEES Program in 2022. Unfortunately, his proposal only reached the District Implementation Team (DIT) reviewer stage due to some required revisions.

Although Nawir's name did not appear in the announcement of the 2022 grant recipients, this failure did not crush his spirit. For Nawir, the failure to secure a grant is not a big deal. He feels that he has gained a lot of knowledge from the YEES Programme, and his business is becoming more widely recognized with a wider network. This positive impact has contributed greatly to the increase in productivity and sales of his goats.

Not giving up on finding opportunities, in 2023 Nawir made another attempt by preparing a proposal for competitive grant. Despite his name not being mentioned in the two previous

bisa tersenyum saat pengumuman ketiga pada 4 September 2023, namanya tercantum sebagai penerima Hibah Kompetitif dengan total anggaran mencapai Rp 30,5 juta.

Menerima hibah kompetitif menjadi anugerah bagi Nawir. Dirinya berharap dana tersebut dapat mengembangkan usahanya bernama Jaya Punggawa Kambing Farm yang menjadi sumber penghidupan bagi keluarganya. Ia juga berambisi agar pencapaiannya dapat menjadi inspirasi bagi individu yang menghadapi keterbatasan, serupa dengan dirinya, untuk terus berusaha menuju kesuksesan.

Dari perjalanan hidup Nawir, putra Bonto Bahari, kaum pemuda tani bisa mengambil pelajaran berharga bahwa keterbatasan tidak pernah menjadi penghalang. Di balik kekurangan fisik, tersembunyi tekad besar dalam diri Nawir untuk membahagiakan orang tua.

announcements, Nawir kept trying. Finally, he could smile when his name was listed as a recipient of the Competitive Grant in the third announcement on September 4, 2023, with a total grant of IDR 30.5 million.

Receiving the competitive grant is a blessing for Nawir. He hopes that the funds can develop his business ,Jaya Punggawa Goat Farm, which serves as the source of livelihood for his family. He also aspires for his achievements to inspire individuals who face limitations, similar to himself, to continue striving for success.

From Nawir's life journey, a youth from Bonto Bahari Village, young farmer generations can draw a valuable lesson that limitations should never be perceived as obstacles. Despite facing physical challenges, Nawir's profound determination shines through, driven by the desire to bring happiness to his parents.



BAB IV

KETELADANAN DARI TANAH LAMBUNG MANGKURAT

EXEMPLARY STORIES FROM THE LAND OF LAMBUNG MANGKURAT*

Lokasi Program YESS lainnya adalah Kalimantan Selatan. Di Tanah Lambung Mangkurat, lokasinya berada di Kabupaten Hulu Sungai Selatan, Banjar, Tanah Laut dan Tanah Bumbu dengan penanggung jawab kegiatan Sekolah Menengah Kejuruan Pertanian Pembangunan (SMK-PP) Banjarbaru.

Tak kalah dengan pemuda tani lainnya di lokasi Program YESS. Kaum perempuan di Kalimantan Selatan pun bisa menjadi teladan. Sebut saja, Rifana Ayu, lulusan perawat ini justru sukses merawat kambing. Sedangkan Siskawati, mantan petugas kebersihan mendapat berkah dari hewan Jangkrik.

A nother location of the YESS Programme is in South Kalimantan. In the Land of Lambung Mangkurat, its locations are situated in the districts of Hulu Sungai Selatan, Banjar, Tanah Laut, and Tanah Bumbu, with the activities overseen by Development Vocational Agricultural High School (SMK-PP) Banjarbaru.

Not inferior to other millennials in the YESS Programme location. Women in South Kalimantan can also be role models. Rifana Ayu, a nurse graduate, is actually successful in caring for goats. Meanwhile, Siskawati, a former janitor, got a blessing from crickets.

Sementara dari inovasinya, Joko Nugroho mengangkat pamor keripik pisang Sari Mulya. Riki Yakub harus melalui jalan panjang dalam menekuni usahanya sebagai peternak itik dan kini menjadi Duta Petani Muda. Geluti hidroponik, Riyadi menjadi sosok panutan petani Desa Pandahan. Kisah inspiratif datang dari Lutfi Susanto, tak memiliki ilmu pertanian dan mempunyai keterbatasan sensorik, pemuda tersebut jatuh cinta pada melon dan kini menuai berkah.

In terms of innovation, Joko Nugroho has gained popularity with the Sari Mulya banana chips. Riki Yakub embarked on a long journey in his endeavor as a duck farmer and now serves as a Young Farmer Ambassador. Engaging in hydroponics, Riyadi has become an exemplary figure for farmers in Pandahan Village. An inspirational story comes from Lutfi Susanto, who, despite lacking agricultural knowledge and having sensory limitations, find passion with melons and is now reaping the rewards.

**Lambung Mangkurat is a figure who played a crucial role in the establishment of the Negaradipa Kingdom, a kingdom that became the origin of the Banjar Kingdom, South Kalimantan.*

Inovasi Joko Nugroho, Angkat Pamor Keripik Pisang Sari Mulya

Innovation by Joko Nugroho,
*Raising the Prestige of
Sari Mulya Banana Chips*

Inovasi Joko Nugroho pada usaha yang dirintis orang tuanya bisa dibilang sukses. Dengan perubahan rasa, kemasan dan pemasaran yang dilakukan paska mengikuti pelatihan Program YESS membuat keripik pisang Sari Mulya bisa berkembang pesat. Bukan hanya penjualan, omzet pun meningkat hingga Rp 30 Juta/bulannya.

Usaha keripik memang bukan sesuatu yang baru bagi Joko Nugroho. Karena usaha tersebut merupakan usaha yang telah dirintis kedua orang tuanya sejak lama. Awalnya ibunda Joko memproduksi dan memasarkan keripik singkong maupun pisang ke pasar sekitar. Namun, keripik pisang Sari Mulya yang sudah banyak dikenal ini pun meredup ketika ayahanda Joko meninggal dunia. Penjualan hanya mampu dilakukan ke warung-warung kecil di sekitar kediamannya.

Melihat keadaan tersebut dan keinginan yang kuat untuk membesarkan usaha orang tuanya, Sarjana Ekonomi ini pun mulai mengambil alih dan melakukan semuanya dari awal. Diakui Joko, semua dilakukan sendiri mulai dari membeli bahan baku pisang,

Innovation by Joko Nugroho in the business that was initiated by his parents can be considered a success. Following his participation in the YESS Programme training, he implemented changes in taste, packaging, and marketing, leading to the rapid growth of Sari Mulya banana chips. This resulted not only in increased revenue but also in monthly sales reaching IDR 30 million/ month.

Joko Nugroho is no stranger to the chip business, as it has been a longstanding business initiated by both of his parents. At first, Joko's mother engaged in the production and promotion of cassava and banana chips within the local market. Unfortunately, the widely recognized Sari Mulya banana chips experienced a decline in popularity following the passing of Joko's father. Subsequently, sales were limited to small stalls around their residences.

Encountering the situation and fueled by a strong determination to grow his parents' business, Joko, an Economics graduate, began to take over and manage all aspects from the ground up. Joko admitted that he did everything by himself, including



membungkus, memotong sampai memasarkan. Hal itu menjadi tantangan tersendiri bagi Joko.

"Banyak rintang yang dihadapi saat menjalankan usaha tersebut seperti pernah ditipu oleh pelanggan, ban bocor atau rusak pada saat memasarkan, serta pembayaran tidak langsung cash kadang kredit dan bahkan sampai kehabisan bahan baku," ungkapnya.

Usaha yang mulai pulih dengan omzet yang sudah mencapai Rp 4 juta/bulan ini pun di akui Joko kembali mendapatkan pukulan yang sangat terasa. Di tahun 2020, saat pandemi COVID-19 melanda, eksistensi keripik pisang Sari Mulya berhenti karena akses keluar sangat sulit juga bahan baku yang sulit didapat.

purchasing raw banana materials, packaging, cutting, and marketing. This presented a distinctive challenge for him.

"Numerous obstacles were faced while running the business, including customer deception, facing punctured or damaged tires while marketing, dealing with delayed cash payments with occasional credit transactions, and even experiencing shortages of raw materials," he conveyed.

Joko admitted that the business, which began to recover with sales that had reached IDR 4 million / month, suffered another significant blow. In 2020, during the COVID-19 pandemic, the existence of Sari Mulya banana chips came to a halt due to the extreme difficulty in access and the difficulty in obtaining raw materials.





Ikut Pelatihan Program YESS

Ditengah kegalauan Joko dalam menjalankan usaha keripik pisangnya, tahun 2021 ia diajak diajak untuk mengikuti Program YESS oleh salah satu fasilitator wilayah Kecamatan Sungai Loban. Program Kementerian Pertanian yang bekerja sama dengan IFAD ini bertujuan membangun dan merekrut petani-petani muda di wilayah Program YESS.

"Saya diajak ikut serangkaian pelatihan swakelola dengan materi start-up, awalnya ragu ragu ingin mengikuti pelatihan ini, kemudian setelah mengikuti kegiatan pelatihan dengan tema literasi keuangan disitulah saya tertarik dengan Program YESS," jelasnya.

Karena menurut Joko Program YESS sangat membantu dalam pengembangan usaha keripik yang sedang dijalani mulai dari perhitungan profit, laba rugi, pemasaran dan lain sebagainya. Puncaknya terjadi pada 2022, Joko yang semakin yakin untuk mengembangkan usahanya mengajukan hibah kompetitif dan mendapatkan tambahan modal usaha.

Participating in YESS Programme's Training

In the midst of turmoil faced by Joko in running his banana chips business, in 2021 he was invited to join the YESS Programme by one of the facilitators in Sungai Loban District. This program, a collaboration between the Ministry of Agriculture and IFAD, aims to cultivate young farmers in the YESS Programme area.

"I was invited to participate in a series of self-management training sessions with startup-related content. Initially, I was hesitant to join this training, but after participating in a financial literacy-themed training session, that's where I became interested in the YESS Programme," he explained.

According to Joko, the YESS Programme has been very helpful in the development of the chip business he is currently running, covering aspects such as net income calculation, profit and loss, marketing, and so on. The culmination occurred in 2022 when Joko, increasingly confident in expanding his business, applied for a competitive grant and secured additional business capital.

Pemuda yang saat ini kerap diundang mengikuti pelatihan di berbagai wilayah seperti di Bogor, Banjarmasin, Makassar dan lain sebagainya ini mencoba berinovasi. Banyak inovasi yang sudah dikembangkan Joko mulai dari kemasan, rasa, hingga taktik pemasaran melalui online maupun offline.

Dari sisi kemasan, inovasi yang dilakukan ialah dengan mengubah kemasan yang awalnya terlihat biasa saja menggunakan plastik bening yang diberi label nama usaha dan Produk Industri Rumah Tangga (PIRT). Dibuat lebih menarik dengan menggunakan bahan plastik, namun bagian luarnya penuh gambar seperti kemasan kemasan yang ada di minimarket serta memiliki logo halal. "Untuk rasa yang awalnya hanya *original* diubah menjadi berbagai varian rasa seperti pedas, manis dan rasa lainnya," ujar Joko.

The young man, who is frequently invited to attend training sessions in diverse locations like Bogor, Banjarmasin, Makassar, and others, is actively engaging in innovation. Joko has developed many innovations ranging from packaging and flavors to marketing strategies both online and offline.

In terms of packaging, the innovation involves a transformation of the packaging which initially looked plain using just clear plastic with a business name label and Household Food Industry Registration Number (P-IRT). It is then made more appealing by utilizing plastic material with a full-color outer design similar to the packaging found in convenience stores like minimarket, complete with a halal logo. "As for the flavors, which originally were only original, they have been diversified into various options such as sweet and spicy and other flavors," said Joko.



Sedangkan untuk pemasaran, dijelaskan Joko inovasi yang dilakukan ialah dengan memperkuat sistem keliling dan menaruh di toko-toko sekitar dengan sistem penjualan *online* seperti di *Shopee* agar penjualannya bisa menembus pasar nasional, bahkan internasional.

Lewat inovasi yang dikembangkan pada usahanya serta dukungan dana hibah, Keripik Pisang Sari Mulya pun berkembang pesat. Dari yang awalnya hanya memproduksi 400–500 bungkus setiap bulannya, saat ini Joko bisa memproduksi sampai 3.000 bungkus keripik pisang setiap bulan dengan omzet mencapai Rp 10–15 juta/bulan.

Dengan kesuksesan yang diraih Joko, banyak pemuda di wilayah setempat terinspirasi dengan kisah perjuangan pemuda ini mulai dari nol sampai sukses. Dengan keberhasilan tersebut, Joko sering diundang dalam mengikuti berbagai kegiatan baik itu di dalam daerah maupun di luar daerah yang digelar berbagai instansi terkait.

Bahkan, sekarang Joko sudah bisa memperkerjakan 4 orang karyawan dari warga sekitar. "Regenerasi petani itu penting dan kebanyakan sekarang ini banyak petani hanya kalangan lansia, seharusnya para pemuda tani ini harus ikut andil dan meregenerasi untuk kedepannya," ujarnya.

Selain itu diungkapkan Joko, saat ini sudah mulai bermunculan tokoh petani muda yang memungkinkan untuk mengubah masa depan agar lebih maju lagi di bidang pertanian. Dirinya berharap para pemuda tani bisa bermanfaat bagi masyarakat sekitar seperti mengajarkan kepada kalangan lain, baik itu muda maupun tua.

"Kunci dari kesuksesan yaitu sabar, harus mental baja dan pantang menyerah. Capek boleh, menyerah jangan," ujar Joko memberikan tips kesuksesannya.





As for marketing, Joko explained that the innovation involves strengthening the mobile system and placing the products in nearby stores with an online sales system, such as on Shopee, to ensure sales can penetrate the national and even international markets.

Through innovations developed in his business and the support of grant funding, Sari Mulya Banana Chips has grown rapidly. From initially producing only 400 to 500 pieces every month, Joko can now produce up to 3000 pieces of banana chips every month with sales of IDR 10-15 million/month.

Joko's success has become a source of inspiration for numerous youths in the local community, motivating them with his journey from zero to success. As a result of his accomplishments, Joko frequently receives invitations to participate in various activities, both within and beyond the region, organized by various relevant institutions.

Moreover, now Joko is able to employ 4 workers from the local community. "The regeneration of farmers is crucial, and currently, many farmers are from the elderly generation. Ideally, young farmers should actively engage and contribute to regenerating the farming sector for the future," he stated.

Furthermore, Joko revealed that currently there are emerging figures, young farmers, who are contributing to the possibility of advancing the future of agriculture. He expresses hope that these young farmers can bring benefits to the local community, for instance, by imparting knowledge to individuals of all ages.

"The key to success is patience, having a strong mentality, and never give up. Even if you're tired, don't give up," said Joko, sharing his tips for success.

Jatuh Cinta dengan Melon, Lutfi Ubah Image Pertanian

Embracing a Passion for Melons,
Lutfi Transforms the Image
of Agriculture

Tak memiliki ilmu pertanian dan mempunyai keterbatasan sensorik, Lutfi Susanto justru mempunyai cita-cita tinggi mengubah image pertanian yang identik dengan kotor dan usaha tak menguntungkan. Jatuh cinta pada melon, kini ia justru menuai berkah dari bertani melon ramah lingkungan menggunakan green house.

Anak muda dan inovasi memang tidak bisa terpisahkan. Itulah yang ditunjukkan Lutfi dengan pertanian melon ramah lingkungan yang dikembangkan. Walaupun dimulai secara otodidak, namun pertanian melon yang digeluti pemuda dari Desa Sidomulyo, Kecamatan Mantewe, Kabupaten Tanah Bumbu, Kalimantan Selatan terus berkembang.

Bahkan latar belakang yang bukan dari pertanian tidak menjadi halangan bagi Lutfi untuk menjadi petani. Saat anak muda lain menghindari dunia pertanian, ia malah sebaliknya. Dirinya mencoba mengubah pertanian yang dahulu identik dengan kotor dan tidak menguntungkan menjadi pertanian modern yang tentunya ramah lingkungan.

Despite having no agricultural expertise and facing sensory impairments, Lutfi Susanto has high aspirations to change the image of agriculture, often associated with dirtiness and unprofitable business. Developing a passion for melons, he is currently enjoying the blessings of cultivating environmentally friendly melons through greenhouse farming.

Young people and innovation are indeed inseparable. That is what is demonstrated by Lutfi with the environmentally friendly melon farming that he developed. Although started as a self-taught endeavor, the melon farming pursued by Lutfi, a youth from Sidomulyo Village, Mantewe Sub-district, Tanah Bumbu District, South Kalimantan, continues to thrive.

Even his non-agricultural background did not prevent him from becoming a farmer. While other young people may avoid the agriculture field, he does the opposite. He strives to transform agriculture, which was typically associated with dirtiness and unprofitability, into a modern and environmentally friendly practice.



Dalam bertani Lutfi memilih melon sebagai komoditas utama yang dikembangkan. Hal itu bukan tanpa alasan, karena menurut Lutfi, melon memiliki banyak keunggulan. Diantaranya mudah dikembangkan, harga relatif lebih tinggi dibandingkan komoditas hortikultura lainnya, dan digemari karena rasanya yang manis segar juga mengandung banyak vitamin dan mineral yang baik untuk kesehatan.

Pria yang sehari-hari bekerja sebagai Perangkat Desa (Non PNS) ini mencoba belajar budidaya melon secara otodidak melalui media sosial seperti Youtube dan Facebook. Dibutuhkan waktu yang tidak sebentar bagi lulusan D3 Manajemen Infromatika ini untuk belajar budidaya melon.

In running his farming business, Lutfi chose melon as his main cultivated commodity. This decision is not without reason, because according by Lutfi, melons have numerous advantages. Among them include ease of cultivation, relatively higher prices compared to other horticultural commodities, and popularity due to their sweet and refreshing taste, as well as containing many vitamins and minerals that are good for health.

This man who works as a Village Official (Non-Civil Servant) tries to learn melon cultivation by himself through social media platform such as YouTube and Facebook. It required a significant amount of time for this Diploma 3 of Informatics Management graduate to learn melon cultivation.



"Setelah beberapa kali percobaan dan terus belajar dari komunitas petani yang saya ikuti, tepatnya pada Maret 2022 saya memutuskan untuk budidaya melon secara hidroponik dengan green house," ungkap pemuda yang mengalami keterbatasan sensorik akibat kecelakaan saat kecil.

Gunakan Green House

Lutfi memulai usaha budidaya melon dengan membangun 1 green house dengan kapasitas 100 bibit melon dengan metode DRFT (*Dynamic Root Floating Technique*). Ada beberapa alasan yang membuat dirinya memilih melon. Diantaranya, tidak terpengaruh ketika mengalami pemadaman listrik, bisa mengakomodir perakaran melon yang sangat lebat, tidak terpapar air hujan secara langsung yang bisa menyebabkan penyakit. "Masa panen lebih cepat dari pada ditanam secara konvensional," ujarnya.

Lutfi mengakui, banyak kendala yang dihadapi saat merintis usaha. Mulai dari ketidaktahuan perawatan yang tepat, penanganan hama, dan penyakit belum tepat, hingga menyebabkan kegagalan panen.

Untuk mengatasi permasalahan tersebut, Lutfi sering mengikuti komunitas petani melon secara online untuk diskusi dan bertanya tentang pembibitan, perawatan, pengendalian hama dan penyakit, dan cara mengatasi perubahan cuaca.

"Jika budidaya menggunakan pestisida tidak terkontrol akan memberikan efek pada lingkungan dan kesehatan jika dikonsumsi. Hal inilah memotivasi saya untuk menghasilkan buah melon yang sehat serta ramah lingkungan," katanya.

Dengan menghasilkan melon yang sehat dan ramah lingkungan, Lutfi yakin potensi pasar akan semakin besar karena semua kalangan dan usia bisa menikmati tanpa khawatir akan terpapar racun dari pestisida yang berbahaya bagi kesehatan.

"After several attempts and continuous learning from the farming community that I joined, precisely in March 2022, I decided to cultivate melons hydroponically with a Greenhouse," expressed the young man who faced sensory impairment due to an accident in childhood.

Utilizing Greenhouse

*Lutfi started his melon cultivation business by constructing a Greenhouse with a capacity for 100 melon seedlings using the DRFT (*Dynamic Root Floating Technique*) method. Several reasons influenced why he chose melon, among them, including their resilience during power outages, ability to accommodate dense root systems, and protection from direct exposure to rain, which can lead to diseases. "The harvest period is faster compared to conventional planting," he noted.*

Lutfi admits that he faced many obstacles when starting his business. Starting from lack of knowledge about proper maintenance, inadequate pest and disease management, all the way to harvest failures.

To address these issues, Lutfi often participates in online watermelon farming communities for discussions and ask inquiries about seedling, maintenance, pest and disease control, and how to cope with weather changes.

"If the cultivation using pesticides is uncontrolled, it will have impacts on the environment and health when consumed. This is what motivates me to produce healthy and environmentally friendly melons," he said.

By producing healthy and environmentally friendly melons, Lutfi believes the market potential will be even greater because all groups and ages can enjoy without worrying about being exposed to toxins from pesticides that are harmful to health.



Makin Moncer

Disaat usahanya baru berjalan 3 bulan, semangat Lutfi dalam bertani melon semakin bertambah ketika mendapatkan informasi Program YESS dari seorang Fasilitator Pemuda Kecamatan Mantewe.

Lutfi yang tidak mengenyam pendidikan formal pertanian tentu tertarik untuk bergabung dengan Program YESS. Selama mengikuti Program YESS ia telah mengikuti berbagai pelatihan mulai dari *Business Motivation Pathways*, *start-up*, hingga *Literasi Keuangan*. Tidak sampai disitu, Lutfi pun memperoleh kesempatan untuk mengakses Hibah kompetitif sebesar Rp 50 juta pada tahun 2022.

Getting More Successful

After only three months of starting his business, Lutfi's enthusiasm for melon farming grew even stronger when he received information about the YESS Programme from a Youth Facilitator in the Mantewe Sub-district.

Lutfi, who did not have formal agricultural education, was certainly interested in joining the YESS Programme. Throughout the YESS Programme, he participated in various trainings ranging from *Business Motivation Pathways*, *Start-Up*, to *Financial Literacy*. Not only that, Lutfi also had the opportunity to access Competitive Grant amounting to IDR 50 million in 2022.

Berkat Program YESS usaha budidaya melon ramah lingkungan yang dikembangkan Lutfi semakin moncer. Dengan dana Hibah Kompetitif, Lutfi membangun 2 green house berkapasitas masing-masing 400 dan 600 bibit melon. Dalam waktu dekat ia akan membangun green house dengan kapasitas 500 bibit, karena permintaan konsumen semakin banyak.

Dengan permintaan yang semakin banyak, Lutfi mengatakan omzetnya melonjak tajam, dari yang awalnya Rp 3 juta/panen, menjadi Rp 20 juta/panen. Bahkan setiap panen, ia tidak sempat memasarkan, karena dari masa tanaman telah dipesan konsumen.

Thanks to the YESS program, Lutfi's environmentally friendly melon cultivation business is thriving. Utilizing the Competitive Grant funding, Lutfi has built 2 greenhouses with a capacity of 400 and 600 melon seeds respectively. In the near future, he will construct a greenhouse with a capacity of 500 seedlings to meet the rising demand from consumers.

With increasing demand, Lutfi mentioned that his sales have surged significantly, rising from the initial IDR 3 million per harvest to Rp 20 million per harvest. In fact, he doesn't even have the chance to market each harvest, as consumers have already placed orders during the plant's growing period.





Pencapaian tersebut ternyata tidak membuat Lurfi berpuas, berbagai inovasi budidaya melon hidroponik. Dirinya mencoba menanam bibit unggul seperti Hamiqua, Ivory Gaiya, Musk dan Golden serta membuat bentuk pada buah melon seperti bentuk hati, kotak dan lain sebagainya.

Keuntungannya, harga jual yang lebih tinggi, memiliki warna kulit dan bentuk yang unik, tingkat kemanisan mencapai angka 13-16 Brix. Padahal melon biasa hanya memiliki tingkat kemanisan di angka 6-9 Brix. "Saya juga mengemas produk dengan unik sehingga bisa menjadi oleh-oleh khas," tegasnya.

Untuk menghadapi persaingan dengan petani melon konvensional, Lutfi ketat menjaga SOP budidaya ramah lingkungan yang dijalankan dan terus berinovasi, serta meningkatkan kualitas buah melon yang dihasilkan. Lutfi juga mengajak pemuda setempat untuk budidaya melon hidroponik ramah lingkungan dengan belajar dari apa yang dilakukan. Semangat buat Lutfi. *

Not content with this accomplishment, Lutfi pursued various innovations in hydroponic melon cultivation. He experimented with cultivating superior seed varieties such as Hamiqua, Ivory Gaiya, Musk, and Golden, and also molded the melons into shapes such as hearts, squares, and more.

The advantages include a higher selling price, unique skin color and shape, and sweetness level that reaches 13-16 Brix. Whereas regular melons typically have sweetness levels ranging from 6-9 Brix. "I also package the products uniquely, making them distinctive souvenirs," he emphasized.

*To compete with conventional melon farmers, Lutfi strictly maintains the Standard Operating Procedure (SOP) for environmentally friendly cultivation and continues to innovate, as well as improve the quality of the melons produced. Lutfi also encourages the local youth to engage in environmentally friendly hydroponic melon cultivation by learning from what he has done. Kudos to Lutfi. **

Rifana, Perawat yang Sukses Merawat Kambing

Rifana,
*a Successful Nurse
in Goat Farming*

Potensi pasar yang besar dari berternak kambing memikat Rifana Ayu Wardani untuk terjun ke usaha tersebut. Walaupun beternak identik dengan kaum pria, namun lulusan D3 Keperawatan ini tidak canggung menjalankannya. Bahkan dengan keuletan dan tekad yang kuat untuk mengangkat ekonomi keluarga membuat usahanya berkembang pesat hingga bisa membuka lapangan kerja bagi masyarakat.

Walaupun tidak memiliki dasar ilmu beternak, wanita yang akrab disapa Rifana ini tetap yakin untuk memulai usaha beternak kambing. Tepatnya pada tahun 2018 Rifana mulai mewujudkan keinginannya beternak kambing dengan modal minimal. "Beternak kambing peluangnya sangat menjanjikan karena permintaan pasar yang besar. Karena itu saya tertarik untuk menjalankan usaha ini," katanya.

Wanita yang sempat bekerja sebagai pegawai apotek selama 2 tahun ini memulai dengan sepasang kambing yang dipelihara di kadang belakang rumahnya. Karena tidak ada pengetahuan seputar beternak kambing, berbagai kendala sempat menghadang terutama dalam hal teknis perawatan.



The huge market potential of goat farming lured Rifana Ayu Wardani to venture into the business. Despite the stereotypical association of animal husbandry with men, this Diploma 3 graduate of nursing did not hesitate to pursue it. Even driven by her determination and strong commitment to improving her family's economic situation, she has rapidly grown her business, even creating job opportunities for the community.

Despite not having a basic knowledge of animal husbandry, the woman who is familiarly called Rifana was still confident to start a goat farming business. Precisely in 2018 Rifana began to realize her desire to venture into goat farming with minimal capital. "Goat farming is a very promising opportunity due to the large market demand. That's why I was interested in running this business," she said.

The woman, who had worked as a pharmacist for 2 years, began with a pair of goats raised in the backyard of her house. Due to a lack of knowledge about goat farming, various challenges arose, especially in terms of technical care.

Namun diakui Rifana, dengan terbukanya akses informasi dan komunikasi di era teknologi sekarang ini berbagai kendala yang dialami berhasil dilalui. "Sempat kesulitan dalam pemberian vitamin. Karena dulu di kesehatan kami menyuntik orang, sekarang malah menyuntik kambing," ungkapnya.

Ketelatenan Rifana dalam beternak kambing patut diacungi jempol, karena selain tidak melupakan tugas utamanya sebagai ibu rumah tangga ia juga giat melakukan semua proses berternak mulai dari pengecekan kondisi kesehatan ternak, menjaga kebersihan kandang, sampai pemenuhan kebutuhan pakan.

Miliki Puluhan Ekor

Di tengah keseriusannya membesarkan usaha ternak kambing, Rifana mendapatkan informasi seputar program *Youth Entrepreneurship and Employment Support Services* (YESS) yang merupakan program Kementerian Pertanian bekerja sama dengan *International Fund For Agricultural Development* (IFAD).

However, Rifana admitted that with open access to information and communication in the current technological era, various obstacles that were faced have been successfully overcome. "There were difficulties in giving vitamins. We used to inject people, but now we inject goats," she expressed.

Rifana's diligence in goat farming deserves applause. In addition to not neglecting her primary role as a housewife, she is also active in carrying out all the farming processes, from checking the livestock's health conditions, maintaining the cleanliness of the barn, and ensuring the provision of feed.

Owning dozens of goats

In the midst of her seriousness to growing her goat farming business, Rifana received information about the *Youth Entrepreneurship and Employment Support Services* (YESS) Programme, a collaboration between the Ministry of Agriculture and the International Fund for Agricultural Development (IFAD).



Mendengar adanya program tersebut, wanita 31 tahun ini memutuskan untuk aktif mengikuti berbagai kegiatan yang difasilitasi oleh pemerintah tersebut. Rangkaian pelatihan yang pernah ia ikuti mulai dari, pelatihan peningkatan kapasitas pada proposal bisnis, pelatihan literasi keuangan, pelatihan start-up hingga pembuatan fermentasi pakan untuk penggemukan ternak.

"Support pengetahuan dan juga relasi yang diberikan oleh Program YESS sangatlah berdampak bagi usaha saya. Selain mendapatkan pelatihan dan penyuluhan yang masif, tahun 2021 lalu saya mendapat bantuan modal usaha yang diajukan melalui proposal Hibah Kompetitif (HK) dari Program YESS," tuturnya.

Rifana mengatakan setelah menerima bantuan perkembangan usaha peternakan kambing miliknya sangat signifikan. Bila awalnya hanya berjumlah 7 ekor, setelah mendapatkan modal jumlah ternak kambing yang dipelihara menjadi 30 ekor, dengan omzet rata-rata Rp 15 juta per bulan.

Inovasi Bank Pakan

Tidak sampai disitu, untuk memberikan pakan puluhan ekor kambingnya, wanita dari desa Gunung Ulin ini mulai berinovasi. Ia membuat bank pakan yang belum pernah ada di daerahnya. "Bank pakan ini sebagai mitigasi berkurangnya suplai pakan pada masa paceklak serta musim penghujan yang mengakibatkan banjir tahunan," katanya.

Jenis rumput yang ditanam adalah pakcong yang dikenal luas memiliki berbagai kelebihan diantaranya kandungan protein yang tinggi juga mudah dipelihara. Rifana menanam rumput pakcong di lahan miliknya sendiri seluas 1 hektar.

Upon hearing about the program, this 31-year-old woman decided to actively participate in various activities facilitated by the government. The series of trainings she has participated in included capacity-building training on business proposals, financial literacy training, start-up training, and the production of feed fermentation for livestock fattening.

"The knowledge support and network provided by the YESS Programme have had a significant impact on my business. In addition to receiving massive training and extension services, last year in 2021, I received financial assistance for my business through the submission Competitive Grant (Hibah Kompetitif (HK)) proposal to the YESS Programme," she explained.

Rifana stated that after receiving assistance, the development of her goat farming business has been very significant. Initially, there were only 7 goats, after receiving capital, the number of goats she raised increased to 30, with an average monthly sales of IDR 15 million.

Feed Bank Innovation

Not stopping there, to provide feed for her dozens of goats, this woman from Gunung Ulin village started to innovate. She established a feed bank that had never existed in her area previously. "This feed bank serves as a mitigation measure for the shortage of feed supply during the famine and the rainy season, which causes annual flooding," she said.

The type of grass planted is known as "pakcong," which is widely recognized for various advantages, including its high protein content and easy maintenance. Rifana plants pakcong grass on her own land, covering an area of 1 hectare.



Dalam menjalankan usahanya Rifana tidak sendiri. Ia dibantu suami tercinta juga 2 orang karyawan. Selain dipelihara di kandang, kambing juga digembala di lahan pakcong yang dimiliki. Dengan kesuksesannya membangun ternak kambing, tidak heran bila Rifana Ayu diangkat sebagai salah satu Duta Pemuda Tani di daerahnya.

Khairunnas anfaahum linnas, sebaik-baiknya manusia adalah yang bermanfaat bagi yang lain, inilah yang menjadi landasan Rifana dalam menjalankan usaha ternak kambingnya.

Rifana is not alone in running her business. She is assisted by her beloved husband and 2 employees. In addition to being kept in the barn, the goats are also herded on the pakcong fields that they own. With her success in building a goat farm, it is not surprising that Rifana Ayu was appointed as one of the Young Farmer Ambassadors in her region.

Khairunnas anfaahum linnas, the best human being is the one who is beneficial to others, this is the foundation that Rifana adheres to in running her goat farming business.

Jalan Panjang Riki Yakub jadi Duta Pemuda Tani

Riki Yakub's Long Journey
to Become a Young Farmer Ambassador

Jiwa wirausaha sudah terpatri dalam diri Riki Yakub. Meski kerap gagal, pemuda asal Astambul, Banjar, Kalimantan Selatan ini tidak pernah memiliki keinginan untuk berhenti. Konsistensi inilah yang kini membentuknya menjadi seorang peternak itik sukses, bahkan dengan inovasinya ia bisa mengangkat ekonomi peternak itik di daerahnya.

"Mulailah saja dulu, memang perlu keberanian dan juga kenekatan. Lalu teruskan dengan Istiqomah, maka hasil yang didapat dari sebuah konsistensi akan melebihi hasil yang diperoleh dari sebuah bakat," inilah kata-kata motivasi yang keluar dari Riki Yakub, seorang peternak itik dari Astambul, Banjar, Kalimantan Selatan.

Hidup dan belajar dari pesantren ke pesantren, ternyata membuat pemuda asal Desa Kelampaian Tengah ini kaya akan pemikiran dan ide dalam berwirausaha. Kesempatan awal untuk mencoba membangun usaha dilakukan Riki saat mendalamai ilmu agama di Ma'had Aly.

Tepatnya pada tahun 2011, Riki mengaku mencoba peruntungannya dengan membuka usaha warnet. Bermodalkan 1 unit komputer, usaha warnetnya berkembang hingga



An entrepreneurial spirit is deeply ingrained in Riki Yakub. Despite facing frequent failures, this young man from Astambul, Banjar, South Kalimantan, has never had the desire to quit. It is this consistency that has now shaped him into a successful duck farmer. With his innovations, he has even managed to uplift the economy of duck farmers in his region.

"Just start first, it indeed requires courage and determination. Then continue with consistency, as the results obtained from persistence will surpass those obtained from mere talent," these are the motivational words from Riki Yakub, a duck farmer from Astambul, Banjar, South Kalimantan.

Living and learning from Islamic boarding schools to other Islamic boarding schools turned out to enrich this young man from Central Kelampaian Village with thoughts and ideas in entrepreneurship. Riki took the initial opportunity to try building a business while studying religious sciences at Ma'had Aly.

In 2011, to be precise, Riki tried his luck by opening an internet café business. Starting with just one computer, his internet café business grew to have 12

memiliki 12 unit komputer. Walaupun keuntungan yang didapat lumayan, namun hal tersebut tidak membuat Riki berpuas.

Pria yang saat ini telah dikaruniai 2 anak ini juga mencoba peruntungan dijasa pengisian pulsa, pembayaran listrik, jasa perbaikan *handphone* dan komputer. Usaha itu pun di lepas Riki, bersamaan dengan selesainya ia menuntut ilmu selama 2 tahun di Ma'had Aly. Di tahun 2013, Riki yang melanjutkan pendidikannya di bangku kuliah kembali memutuskan untuk membangun usaha.

Berbagai usaha pernah dijalankan sarjana Akutansi yang satu ini. Dari mulai berternak burung *lovebird*, ternak burung murai, menanam jeruk, budidaya timun, budidaya cabai, hingga jasa menjahit, dan tentunya ternak itik petelur.

Riki mengungkapkan, berbagai usaha yang dilakoninya tersebut tidak bertahan lama. Tepat pada hari wisudanya musibah besar terjadi. Kebakaran besar melanda kediamannya bersama beberapa rumah tetangga, yang juga menghanguskan impiannya dalam membangun usaha.

computers. Although the profits were decent, it didn't make Riki satisfied.

This man, who is now blessed with two children, also tried his luck in services such as mobile credit top-up, electricity bill payment, as well as phone and computer repair. Riki eventually let go of that business, along with the completion of his two years of study at Ma'had Aly. In 2013, Riki who continued his education in university, decided to establish a new business.

This accounting graduate has engaged in various businesses, ranging from breeding lovebirds and magpie birds, growing oranges, cultivating cucumbers and chili, offering sewing services, and, of course, running a laying duck farming.

Riki revealed that various businesses he undertook did not last long. Right on the day of his graduation, a major disaster struck. A large fire engulfed his residence along with several neighboring houses, shattering his dreams of building a business.





Namun kesedihan yang dialami Riki tidak berlarut. Pemuda kelahiran 7 NoveMBER 1988 ini kembali bangkit dan ia mencoba untuk menjalankan usahanya. Diungkapkan Riki, pada tahun 2020 ia memulai budidaya timun dan cabai, serta berternak itik petelur.

"Belum sempat mengecap hasil, pada awal tahun 2021 musibah banjir melanda dan mematikan tanaman dan menghilangkan hampir seluruh populasi itik yang saya pelihara," ujarnya.

Memilih Beternak Itik

Dari berbagai usaha yang pernah dijalankannya, beternak itik inilah yang menjadi pilihan utama. Walau berbagai cobaan melanda, Riki tetap konsisten dalam menjalankan usaha peternakan itik petelurnya.

Perlahan tapi pasti, konsistensi Riki membawa hasil. Peternakan itik petelur yang dijalankan mulai menunjukkan hasil. Bahkan Riki juga menjadi pelopor terbentuknya koperasi di Desa Kelampaian Tengah bertujuan mengembangkan potensi anak muda di bidang pertanian.

However, the sorrow experienced by Riki did not linger. Born on November 7, 1988, this young man rose again and attempted to restart his business. Riki shared that in 2020, he began cultivating cucumbers and chili, as well as engaging in laying duck farming.

"Before having a chance to taste the results, at the beginning of 2021, a flood disaster struck, killing the plants and wiping out almost the entire population of ducks I was raising," he said.

Choosing to Raise Ducks

Among various businesses he has undertaken, duck farming has become the primary choice. Despite facing various challenges, Riki remains consistent in running his laying duck farming business.

Slowly but surely, Riki's consistency paid off. The laying duck farm he operates is starting to show positive outcomes. Moreover, Riki even pioneered the formation of a cooperative in Central Kelampaian Village with the aim of developing the potential of youths in the field of agriculture.

Tidak sampai disitu, Riki juga membentuk klaster peternakan itik untuk mengentaskan berbagai permasalahan klasik peternak dengan pemberian pakan olahan mandiri, pembibitan Day Old Duck (DOD) mandiri, hingga menjalin kerjasama dalam pemasaran produk usaha. Dengan memberdayakan masyarakat sekitar, Riki bukan hanya berkontribusi terhadap ekonomi namun juga berperan positif membangun Sumber Daya Manusia di daerahnya.

Perkembangan pesat peternakan itik Riki tidak lepas dari peran Program Kementerian Pertanian yang bekerja sama dengan *International Fund For Agricultural Development (IFAD)*. Lewat program *Youth Entrepreneurship and Employment Support Services (YESS)* Riki mendapat banyak sekali pelatihan dan pembekalan. Diantaranya, *Smart Farming*, Peningkatan Kapasitas pada Proposal Bisnis, Literasi Keuangan, Pemanfaatan *Digital Marketing* untuk Bisnis.

"Manfaat yang luar biasa dirasa setelah mendapatkan penyuluhan dari program tersebut. Saya mengakui banyak akses terbuka lebar, bukan hanya akses pengetahuan tapi juga akses bantuan modal dan tentunya relasi," ujarnya.

Setelah memenuhi berbagai persyaratan, pada tahun 2021 lalu Riki berhasil mendapatkan bantuan modal dari Program YESS, yakni bantuan Hibah Kompetitif (HK). Dengan bantuan modal tentunya usaha yang dijalankan Riki berkembang secara signifikan. Dirinya juga mendapat pembekalan dari penyuluhan, sehingga menjadikan usahanya maju sangat pesat. Tentunya berdampak baik pada kondisi ekonomi pula.

Not stopping there, Riki also formed a duck farming cluster to address various classic issues faced by farmers, by providing self-processed feed, independent duckling breeding, and establishing cooperation in marketing the business's products. By empowering the local community, Riki not only contributes to the economy but also plays a positive role in building human resources in his region.

The rapid development of Riki's duck farming is attributed to the role of the Ministry of Agriculture's program in collaboration with the International Fund for Agricultural Development (IFAD). Through the Youth Entrepreneurship and Employment Support Services (YESS) Programme, Riki received numerous trainings and provisions. Among them included Smart Farming, Capacity Building on Business Proposals, Financial Literacy, and the Utilization of Digital Marketing for Business.

"I felt tremendous benefits after receiving guidance from the program. I recognize that many accesses are wide open, not only in terms of access to knowledge but also access to financial assistance and, of course, networks," he said.

After fulfilling various requirements, in 2021 Riki managed to get financial assistance from the YESS Programme, namely Competitive Grant (Hibah Kompetitif (HK)). With this financial assistance, Riki's business has developed significantly. He also received training from extension workers, making his business progress very rapidly. This has a positive impact on the economic conditions as well.

Begitu banyak perubahan baik yang dialami Riki setelah mengikuti Program YESS ini, Riki Yakub menegaskan dari segala usaha yang dulu ia geluti, hanya di YESS dia menemukan kecocokan dan kemampuan. "Konsistensi akan mengalahkan bakat alami, apapun latar belakang kita, ketika kita menjalani sesuatu dan kita konsisten, kita akan mendapatkan hasil yang bagus," ungkapnya.

Selain itu, pria yang juga Duta Petani Muda inti mengatakan bahwa kontinuitas sangat amat penting, sebab menimbulkan dampak positif tidak akan bertahan lama ketika tidak ada keberlanjutan.*

So many positive changes have been experienced by Riki after participating in YESS Programme. Riki Yakub emphasized that of all the businesses he used to pursue, it's only with YESS that he found compatibility and stability. "Consistency will surpass natural talent; regardless of our background, when we engage in something and remain consistent, we will achieve good results," he expressed.

*In addition, this man who is also the core Young Farmer Ambassador stated that continuity is crucial. Positive impacts will not last long without sustainability. **



Geluti Hidroponik, Riyadi Sosok Panutan Petani Desa Pandahan

Engaging in Hydroponics,
Riyadi is an Exemplary Figure for Farmers in Pandahan Village

Riyadi Hidroponik, begitulah masyarakat mengenal pemuda 28 tahun dari Desa Pandahan, Kecamatan Bati-Bati, Kabupaten Tanah Laut, Kalimantan Selatan ini. Kesuksesannya menjadi pioner membangun pertanian hidroponik membuat ia menjadi panutan. Bukan hanya itu, diusianya yang tergolong cukup muda, Riyadi dipercaya masyarakat dan penyuluh pertanian sebagai Ketua Kelompok Tani dan Ketua Gabungan Kelompok Tani Desa Pandahan.

Sukses menjalankan usaha hidroponik mungkin tidak terbayangkan sebelumnya bagi Riyadi. Pasalnya, pemuda kelahiran 4 September 1995 ini bukan seorang sarjana pertanian, bahkan di daerahnya belum ada yang menjalankan pertanian hidroponik sebelumnya.

Riyadi mengawali usaha Budidaya Sayur Hidroponik pada tahun 2017 dengan status sebagai mahasiswa aktif di Fakultas Ekonomi Program Studi Manajemen Universitas Islam Kalimantan Muhammad Arsyad Al Banjari (UNISKA) Banjarbaru.

Riyadi Hydroponics, that's how the community knows this 28-year-old from Pandahan Village, Bati-Bati Sub-district, Tanah Laut District, South Kalimantan. His success as a pioneer in establishing hydroponic farming has made him a role model. Not only that, despite his relatively young age, Riyadi is trusted by the community and agricultural extension workers as the Chairman of the Farmer Group and the Chairman of the Joint Farmer Groups in Pandahan Village.

Successfully running a hydroponic business may have been unimaginable for Riyadi. After all, this young man, born on September 4, 1995, is not an agricultural graduate, and no one in his area has even run a hydroponic farm before.

Riyadi started his Hydroponic Vegetable Cultivation business in 2017 while still an active student at the Faculty of Economics, Management Study Program, at the University of Islam Kalimantan Muhammad Arsyad Al Banjari (UNISKA) in Banjarbaru.

Meskipun bukan berlatar belakang bidang pertanian, namun keinginan kuat untuk maju serta keberanian memulai usaha agar dapat hidup mandiri dan bermanfaat menjadi motivasi awal pemuda desa Pandahan ini melakukan budidaya sayur hidroponik.

Pemuda yang pernah bekerja sampingan sebagai pencabut bulu ayam potong untuk membayar biaya kuliahnya ini, terus menggali informasi tentang pertanian hidroponik. Dirinya memanfaatkan berbagai media sosial seperti *youtube*, *instagram* serta media sosial lainnya.

Merasa ilmu bertani hidroponik yang didapat dari media sosial masih belum maksimal dan pembelajaran hidroponik yang sangat terbatas di Kabupaten Tanah Laut, Riady memutuskan belajar langsung ke sentra usaha hidroponik di daerah Panglima Batur, Kota Banjarbaru. Disana ia diajarkan proses budidaya hidroponik mulai dari penyemaian bibit sampai panen, pengemasan, dan juga tentang pemasaran.

"Setelah bekal pemahaman cukup, di bulan September 2017 saya memutuskan untuk memulai usaha budidaya sayuran hidroponik dengan 1.100 lubang tanam," ungkapnya. Kebun yang diberinama Hidroponik Tanah Laut ini menanam berbagai jenis sayuran seperti pakcoy, selada, kangkung dan sawi.

Masih Banyak Masalah

Bertani hidroponik ternyata tidak semudah yang dibayangkan, dan Riady telah merasakannya. Seiring berjalannya waktu, masalah mulai muncul diantaranya pembuatan instalasi yang salah, sistem pengelolaannya yang salah, dan pemasaran juga salah.

"Pada awalnya sistem hidroponik yang digunakan adalah DFT (*Deep Flow Technique*) yaitu air cenderung menggenang hal ini menjadi evaluasi dimana pertumbuhan ataupun





Despite not having a background in agriculture, the strong desire to move forward and the courage to start a business for self-sufficiency and being beneficial became the initial motivation for this young man from Pandahan Village to engage in Hydroponic Vegetable Cultivation.

The young man, who once worked part-time as a feather plucker from slaughtered chickens to pay for his tuition fees, continued to seek information about hydroponic farming. He utilized various social media platforms such as YouTube, Instagram, and other social media channels.

Feeling that the hydroponic farming knowledge gained from social media was still not optimal and recognizing the limited hydroponic learning opportunities in Tanah Laut District, Riyadi decided to learn directly from the hydroponic business center in Panglima Batur, Banjarbaru City. There, he was taught the entire process of hydroponic cultivation, from seed germination to harvesting, packaging, and also marketing.

"After gaining enough knowledge, in September 2017, I decided to start a hydroponic vegetable cultivation business with 1,100 planting holes," he expressed. The garden named "Hidroponik Tanah Laut" cultivates various types of vegetables such as bok choy, lettuce, water spinach, and mustard greens.

Still facing many problems

Hydroponic farming turns out to be not as easy as imagined, and Riyadi has experienced it. Over time, various problems began to emerge, including incorrect installation, mismanagement of the system, and marketing mistakes.

"At first, the hydroponic system used was the Deep Flow Technique (DFT), where water tends to stagnate. This became an evaluation point as the growth and production results were not optimal due to the stagnant water in the pipes, causing heat and impacting plant growth," he said.

hasil produksi kurang maksimal dikarenakan air yang menggenang di dalam pipa itu menjadi panas sehingga berdampak pada pertumbuhan tanaman" ujarnya.

Dari hasil evaluasi, Riyadi beralih menggunakan sistem NFT (*Nutrient Film Technique*), yaitu sirkulasi air yang baik dan hasil dari sistem ini sampai sekarang adalah yang sesuai untuk skala besar. Hasil evaluasi ternyata memang benar menggunakan sistem DFT itu lebih cocok ke skala rumahan atau kecil. Untuk NFT lebih cocok pada Budidaya Hidroponik skala besar/industri karena sirkulasi air yang mengalir membuat air tidak menggenang dan panas.

Ujian lain hadir saat ambruknya atap *green house* 3000 lubang tanam, dan diganti dengan *green house* yang terbuat dari kayu berkapasitas 2.500 lubang tanam dengan perhitungan kerugian hingga Rp 10 juta. Namun hal tersebut tidak menyurutkan semangat dan keyakinan Riyadi untuk terus bertani hidroponik. Musibah tersebut dijadikan Riady sebagai sebuah evaluasi untuk dapat diperbaiki kedepannya bukan malah diratapi dan menyerah.

Semangat Riady akhirnya memberikan jalan. Dirinya dipertemukan dengan Program YEES dari seorang teman yang sudah mengetahui dan mengikuti program Kementerian Pertanian yang bekerja sama dengan *International Fund For Agricultural Development* (IFAD) tersebut.

Ia diajak untuk mengikuti pelatihan Proposal bisnis pada tahun 2021. Meskipun saat itu COVID-19 sedang terjadi namun tidak menyurutkan keinginan Riyadi untuk bisa menggapai impiannya. Proses awal pengajuan diakui, tidak mudah. Dirinya hanya diberikan format biasa saja, tanpa ada contoh proposal yang telah lolos.

Following the evaluation results, Riyadi switched to using the Nutrient Film Technique (NFT) system, which has good water circulation and is suitable for large-scale operations. The evaluation results indeed proved that using the DFT system is more suitable for home or small-scale applications. NFT is more suitable for large-scale/industrial hydroponic cultivation because the flowing water circulation prevents water from pooling and getting hot.

Another challenge emerged when the roof of the 3000-plant hole green house collapsed and was replaced with a wooden greenhouse with a capacity of 2,500 planting holes, the calculated losses are up to IDR 10 million. However, this did not dampen Riyadi's enthusiasm and confidence to continue hydroponic farming. He turned the adversity into an evaluation, aiming to make improvements in the future instead of lamenting and giving up.

Riyadi's efforts finally paved the way. He was introduced to the YEES Programme by a friend who already knew and participated in the Ministry of Agriculture's program in collaboration with the International Fund For Agricultural Development (IFAD).

He was invited to take part in business proposal training in 2021. Despite the ongoing COVID-19 pandemic at that time, it did not deter Riyadi's desire to achieve his dreams. The initial process of submission was admittedly not easy. He was only given a standard format, without any examples of successful proposals that had passed.

"Karena belum ada penerima hibah kompetitif di Kecamatan Bati-Bati, saya mencoba mencari contoh proposal di kabupaten lain ataupun bayangan dari proposal yang akan dibuat meskipun beda komoditas," kenangnya.

Mengingat terbatasnya waktu, informasi yang diterima, minimnya pendampingan, membuat Riyadi terlambat mengirimkan proposal dan akhirnya ditolak. Setelah dinyatakan tidak lolos Hibah Kompetitif tersebut. Riyadi sempat kecewa dengan Program YESS selama berbulan-bulan.

Namun dukungan yang terus mengalir dari penyuluhan, mobilizer dan Fasilitator Pemuda membuat Riyadi kembali termotivasi untuk kembali aktif dan mengikuti kegiatan-kegiatan dari Program YESS seperti pelatihan literasi keuangan, *smart farming* dan motivasi bisnis.

Hingga saat ini kegiatan ataupun pelatihan yang telah diikuti cukup banyak seperti Pelatihan Motivasi Bisnis, *start-up*, Proposal Bisnis, Literasi Keuangan, *Smart Farming*, sertifikasi hidroponik di Balai Besar Pelatihan Pertanian Binuang, menjadi perwakilan petani berprestasi Kabupaten Tanah Laut untuk mengikuti kegiatan (PENAS) Pekan Nasional Petani Nelayan di Padang Provinsi Sumatera Barat, hingga mendapatkan bantuan modal pengembangan usaha dari Program YESS yaitu Hibah Kompetitif kategori Usaha Maju sebanyak Rp 50 Juta.

Omzet Berlipat

Modal bantuan pengembangan usaha dari hibah kompetitif membuat usaha hidroponiknya sangat berkembang. Sekarang, kebun Hidroponik Tanah Laut memiliki 12.000 lubang tanam dengan berbagai varietas sayur yang ditanam. Jika diawali usaha dengan 1.100 lubang tanam, Riyadi bisa memperoleh omzet Rp 3 juta perbulan, maka dengan 12.000 lubang tanam meningkat berkali lipat berkisar antara Rp 10 – 15 juta/bulan.

"As there were no recipients of competitive grants in Bati-Bati Sub-district, I tried to find examples of proposals from other districts or envision a proposal to be created, even though it involved different commodities," he recalled.

Given the limited time, information received, and the lack of guidance, Riyadi was late in submitting the proposal and was eventually rejected. After being declared unsuccessful for the Competitive Grant, Riyadi was disappointed with the YESS Programme for months.

However, the continuous support from extension workers, mobilizers, and facilitators motivated Riyadi to become active again and participate in activities organized by the YESS Programme, such as financial literacy training, smart farming, and business motivation.

Until now, Riyadi has participated in numerous activities and trainings, including Business Motivation, Start-Up, Business Proposal, Financial Literacy, Smart Farming, and hydroponic certification at the Balai Besar Pelatihan Pertanian Binuang (Binuang Agricultural Training Center). He also represented accomplished farmers from Tanah Laut District to participate in the National Farmers and Fishermen's Week (PENAS) in Padang, West Sumatra. Additionally, he received financial assistance for business development through the YESS Programme, specifically a Competitive Grant in the Advanced Business category amounting to IDR 50 million.

Increased Sales

The business development assistance capital from the competitive grant has significantly expanded his hydroponic business. Now, Hidroponik Tanah Laut farm has 12,000 planting holes with various varieties of vegetables. If at the beginning of the business with 1,100 planting holes,

Selain varian sayur yang beragam, pelayanan kepada konsumen juga menjadi hal yang membuat Kebun Hidroponik Tanah Laut terus berkembang. "Saya selalu menyediakan sayur segar dan menjaga kualitas sayur serta kepercayaan konsumen. Setiap membeli sayur konsumen akan mendapat bonus sayur, menyediakan layanan antar kepada pembeli dan apabila ada komplain sayur siap diganti," tuturnya.

Kebun Hidroponik Tanah Laut juga telah membuka lapangan kerja bagi masyarakat sekitar baik dari produksi maupun penjualan. Selain itu juga menjadi tempat pembelajaran bagi dosen dan mahasiswa, masyarakat umum, hingga aparatur desa. Berbagai kunjungan juga telah dilakukan ke kebun miliki Riyadi mulai dari *District Implementation Team* (DIT) Kabupaten Tanah Laut, PPIU Kalimantan Selatan, bahkan hingga Tim NPMU Pusat.

Riyadi could generate monthly sales of IDR 3 million, then with 12,000 planting holes, it has multiplied to approximately IDR 10 - 15 million/month.

In addition to a diverse range of vegetable varieties, customer service is also a factor that contributes to the continuous growth of Hidroponik Tanah Laut farm. "I always provide fresh vegetables and maintain the quality of the vegetables as well as the trust of the customers. Each time a customer buys vegetables, they will receive bonus vegetables, providing delivery services to buyers, and if there are complaints, the vegetables are ready to be replaced," he explained.

Hidroponik Tanah Laut farm has also opened job opportunities for the surrounding community, both in production and sales. In addition, it serves as a learning center for lecturers and students,



Berbagai pencapaian tersebut merupakan hasil dari ketekunan dalam belajar, evaluasi usaha setiap bulannya baik dari segi pengemasan, menjaga kualitas sayur, mengikuti perkembangan zaman dalam pengelolaan hidroponik modern.

Selain itu selalu berani mencoba, berani mengambil keputusan dengan risiko kegagalan dan kemudian mengevaluasinya juga menjadi salah satu hal yang membuat usaha yang dijalankan Riady dapat terus berkembang.

"Sekarang sistem sudah dipelajari dengan baik, pengelolaan juga sudah cukup baik sehingga meminimalisir kegagalan. Tidak lupa, salah satu yang menjadi faktor penting dalam budidaya sayur hidroponik ini adalah dukungan dari Program YESS, baik itu dari segi bantuan modal pengembangan usaha melalui Hibah Kompetitif maupun pelatihan sangat bermanfaat untuk perkembangan usaha saya," tuturnya.

Riyadi ingin membuktikan kepada pemuda bahwa petani itu bisa sukses, petani tidak boleh dianggap rendah. Harapan dan tujuannya adalah dapat memotivasi pemuda bahwa petani bisa sukses. Apalagi mayoritas pemuda daerahnya dan mungkin mayoritas pemuda lainnya sekarang memilih masuk ke perusahaan, sehingga sangat jarang ada yang ingin bekerja sebagai petani.

"Kita harus berani mencoba, mengevaluasi setiap prosesnya, pantang menyerah meskipun gagal, karena Kalau bukan kita sebagai anak muda yang melanjutkan pertanian siapa lagi," ungkap Riyadi memberikan semangat kepada generasi muda yang akan terjun ke dunia pertanian.

the general public, and village officials. Various visits have been made to Riyadi's farm, including visits from the District Implementation Team (DIT) of YESS Programme in Tanah Laut District, Provincial Project Implementation Unit (PPIU) of YESS Programme in South Kalimantan, and even the National Project Implementation Unit (UNIT) of YESS Programme.

These various achievements are the result of diligence in learning, monthly business evaluations in terms of packaging, maintaining the quality of vegetables, and keeping up with modern advancements in hydroponic management.

In addition, always daring to try, daring to make decisions with the risk of failure, and then evaluating them are also among the factors that enable Riyadi's business to continue to thrive.

"Now, the system has been well studied, and the management is also quite good, minimizing failures. Not to forget, one of the crucial factors in hydroponic vegetable cultivation is the support from the YESS Programme, both in terms of financial assistance for business development through competitive grants and training, which has been very beneficial for the development of my business," he said.

Riyadi wants to prove to the youth that farmers can be successful and should not be underestimated. His hope and goals are to motivate the youth that farmers can be successful. Especially since the majority of youth in his area, and perhaps the majority of youth in general, now choose to work in companies, making it rare for anyone to want to work as a farmer.

"We must dare to try, evaluate each process, and never give up even if we fail, because if it is not us as young people who continue in agriculture, who else will?," expressed Riyadi encouraging young farmer generations who will enter the agriculture field.

Berkat Jangkrik, Ekonomi Siskawati Membaik

**Thanks to Crickets,
Siskawati's Economy
Improves**

Bila bagi sebagian orang menganggap jangkrik sebagai hewan berisik, tidak untuk Siskawati. Karena jangkrik, kehidupan ekonomi Wanita dari Desa Tambang Ulang, Kabupaten Tanah Laut ini bisa membaik. Siskawati yang awalnya hanyalah seorang petugas kebersihan di Polsek Kecamatan Tambang Ulang, kini bisa sukses budidaya jangkring dengan omzet belasan juta per bulan.

Melihat kebutuhan jangkrik sebagai pakan burung yang besar di daerahnya, menimbulkan ide bagi Siskawati untuk menjalankan usaha budidaya jangkrik. Belum lagi adanya ajakan dari serang teman yang lebih dahulu membudidayakan jangkrik membuat dirinya semakin mantab untuk tejun ke usaha ini. "Saya sering mendengar keluh kesah pedagang burung yang tidak memiliki cukup pasokan jangkrik untuk pakan. Karena itu saya tertarik untuk beternak jangkrik," ungkapnya.

Belum lagi diungkapkan Siskawati, budidaya jangkrik memiliki beberapa kelebihan mulai dari perawatan yang mudah, tidak memerlukan modal besar, ramah lingkungan karena tidak memerlukan lahan yang luas, tidak memerlukan air minum jika musim

While some people may consider crickets as noisy animals, not for Siskawati. Because of crickets, the economic life of the woman from Tambang Ulang Village, Tanah Laut District, can improve. Siskawati, who initially was just a janitor at the Tambang Ulang Sub-District Police Station, can now successfully cultivate crickets with monthly sales of IDR tens of millions.

Seeing the high demand for crickets as bird feed in her area sparked an idea for Siskawati to start a cricket farming business. Furthermore, an invitation from a friend who had already been breeding crickets made her more determined to venture into this business. "I often hear complaints from bird traders who don't have enough cricket supplies for feed. That's why I am interested in breeding crickets," she expressed.

Not to mention, Siskawati points out that cultivating crickets offers several advantages, ranging from easy maintenance, not requiring large capital, being environmentally friendly as it does not require extensive land, not needing water during the dry season, only requires



kemarau, hanya membutuhkan ketelatenan, dan juga tidak perlu meninggalkan rumah dalam melakukan budidaya.

Berbekal tekad dan didorong keadaan ekonomi yang sulit pada tahun 2018, akhirnya Siskawati memutuskan untuk beternak jangkrik. Dengan bermodalkan sisa tabungan senilai Rp 400 ribu, Siskawati membuat 1 kotak sebagai tempat pembesaran jangkriknya.

Sempat Merugi

Beternak jangkrik yang dijalankan Siskawati tentunya penuh dengan keterbatasan dan tantangan yang menghadang. Selain dari modal, keterbatasan lokasi juga mengharuskan Siskawati membuat kandang jangkrik di dalam rumah tempat tinggalnya. "Tidur di bawah kotak jangkrik pernah saya lakukan bersama keluarga di awal usaha," ujarnya.

Bahkan Siskawati bercerita, dirinya sempat merasakan masa sulit ketika awal menjalankan usaha. Musibah angin puting beliung menyapu bersih kandang jangkrik dan rumahnya, ditambah lagi kondisi kesehatan suami yang semakin memburuk.

"Saya juga sempat beberapa kali mengalami gagal panen karena keadaan cuaca. Belasan kotak yang berisi jangkrik mati setiap selesai dipanen, kerugian bisa mencapai Rp 10 juta. Harga pakan jangkrik yang tidak stabil juga terkadang membuat saya kesulitan dalam mengatur keuangan," jelasnya.

Bukan hanya itu, ia juga sempat kesulitan dalam menjual jangkrik karena permintaan konsumen yang menurun dan belum adanya pelanggan atau offtaker. Persaingan yang mulai ketat antar penjual jangkrik di wilayah Kabupaten Tanah Laut juga menjadi penyebab sulitnya pemasaran.

diligence, and the convenience of conducting cultivation without leaving the house.

Armed with determination and driven by difficult economic conditions in 2018, Siskawati finally decided to start breeding crickets. With the remaining savings amounting to IDR 400,000, Siskawati built 1 box as a place for breeding her crickets.

Experienced Losses

Siskawati's cricket farming is certainly full of limitations and challenges. Apart from capital constraints, the limited space also requires Siskawati to build a cricket cage inside the house where she lives. "I once slept under a cricket box with my family at the beginning of the business," she stated.

Siskawati even shared that she went through tough times when she first started the business. A tornado disaster wiped out her cricket cage and house, and her husband's health deteriorated.

"I also experienced several failed harvests due to weather conditions. Dozens of boxes of crickets died for each harvest, resulting in losses of up to IDR 10 million. The unstable price of cricket feed also sometimes made it difficult for me to manage my finances," she explained.

Not only that, but she also faced difficulties in selling crickets due to declining consumer demand and the absence of customers or off-takers. The increasing competition among cricket sellers in the Tanah Laut District area also contributed to the challenges in marketing.

"Namun hal tersebut tidak membuat saya menyerah. Saya menyanggupi permintaan konsumen walaupun hanya 3 kg per hari dan harus mengantarnya ke Kabupaten Banjar yang berjarak sekitar 50 km. Yang penting saya masih dapat untung dan bisa makan," ujarnya.

Bangkit Bersama YESS

Di saat mendapat berbagai ujian dan kesulitan dalam menjalankan usaha pembesaran jangkriknya, Siskawati mendapatkan penyuluhan dari Balai Penyuluh Pertanian (BPP) Kecamatan Tambang Ulang. Tepatnya pada tahun 2021, ia mendapatkan informasi mengenai Program YESS, suatu program dari Kementerian Pertanian yang bekerja sama dengan IFAD.

"However, that didn't make me give up. I agreed to customer requests, even if it was only 3 kg per day, and had to deliver it to the Banjar District, which is approximately 50 km away. The important thing is that I can still make a profit and have enough to eat," she said.

Rising together with YESS

While facing various challenges and difficulties in running her cricket breeding business, Siskawati received guidance from the Agricultural Extension Worker of Agricultural Extension Center (Balai Penyuluh Pertanian (BPP)) of Tambang Ulang Sub-district. In 2021, she received information about the YESS Programme, a program from the Ministry of Agriculture in collaboration with IFAD.

The YESS Programme provides many





Program YEES memberikan begitu banyak manfaat, sehingga Siskawati memutuskan untuk mencoba mendaftar menjadi CPM (Calon Penerima Manfaat) dari Program YEES. Ia kemudian mengikuti beragam pelatihan dan dari CPM menjadi PM (Penerima Manfaat). Pelatihan yang dia ikuti diantaranya Pelatihan Motivasi Bisnis, Pembuatan Proposal Bisnis, start-up, Literasi Keuangan dan Pelatihan Digital Marketing dan Desain Kemasan.

Tak hanya pelatihan, Siskawati juga mendapatkan banyak bantuan teknis seperti pendampingan dari Fasilitator Pemuda Program YEES, dia juga dibantu oleh mobilizer dalam mencari offtaker. Bahkan, Siskawati juga berhasil mendapatkan bantuan Dana Hibah Kompetitif dari Program YEES senilai Rp 21.835.000, yang pastinya sangat membantu dalam mengembangkan ternak jangriknya.

benefits that Siskawati decided to try registering as a Potential Beneficiary (Calon Penerima Manfaat (CPM)) of the YEES Programme. She then underwent various trainings and transitioned from being a Potential Beneficiary/ CPM to a Beneficiary (Penerima Manfaat (PM)). The trainings she attended included Business Motivation, Business Proposal Writing, Start-up, Financial Literacy, and Digital Marketing and Packaging Design.

Not only training, Siskawati also received a lot of technical assistance including mentoring from Youth Facilitators of YEES Programme. She was also assisted by Mobilizers in finding off-takers. Moreover, Siskawati also managed to obtain Competitive Grant Fund assistance from the YEES Programme amounting to IDR 21,835,000, which undoubtedly greatly contributed to the development of her cricket breeding business.

Dengan bantuan modal serta semangat untuk terus berkembang, membuat usaha ternak jangkrik yang dijalankan Siskawati pun semakin melejit. Usaha ternak jangkriknya semakin dikenal banyak pemancing juga pemelihara burung se-Kabupaten Tanah Laut.

Dengan dana hibah kompetitif, Siskawati memutuskan untuk menambah kotak kandang jangkriknya kembali menjadi 70 kotak penetas dan pembesar jangkrik. Omzet yang didapatkannya pun meningkat drastis, yaitu sebesar Rp 16 juta per bulan dari hasil memanen jangkrik sebanyak 600 kg.

Wilayah penjualan Siskawati tidak hanya sekitar Kecamatan Tambang Ulang, permintaan terbanyak bahkan hingga ke Kabupaten Tanah Bumbu karena disana banyak penghobis burung berkicau dan mancing yang memang membutuhkan jangkrik. "Selain menjual secara offline saya juga mamasarkan melalui media sosial. Bahkan tidak sedikit yang langsung datang kerumah untuk membeli jangkrik," tambah wanita yang saat ini juga mencoba beternak burung puyuh ini.



determination to continue growing, Siskawati's cricket breeding business has skyrocketed. Her cricket breeding business is becoming increasingly recognized among anglers and bird keepers throughout the Tanah Laut District.

With the competitive grant funds, Siskawati decided to expand her cricket cage boxes to 70 boxes for hatching and raising crickets. Her sales have increased drastically, amounting to IDR 16 million per month from harvesting 600 kg of crickets.

Siskawati's sales area is not only around the Tambang Ulang Sub-district but also in the Tanah Bumbu District, where there is significant demand from bird enthusiasts and anglers who specifically need crickets. "Apart from selling offline, I also market through social media. There are even some who come directly to my house to buy crickets," added the woman who is currently also trying to breed quails.



Berkat jangkrik kehidupan ekonomi Siskawati jauh lebih baik. Hal tersebut bisa dilihat kendaraan pribadi yang dimiliki, anak-anaknya yang terus bisa bersekolah, hingga kedai minuman kecil-kecilan yang juga dibukanya sebagai tambahan untuk ekonomi keluarga.

Berkat keberhasilannya beternak jangkrik, tidak sedikit petani muda wilayahnya yang ingin belajar beternak jangkrik. Siskawati juga tergabung komunitas peternak jangkrik se-Kalimantan Selatan dan kini menjadi offtaker untuk beberapa peternak jangkrik di wilayahnya.

Siskawati membuktikan, menjadi seorang ibu rumah tangga juga bisa membantu perekonomian keluarga dan tetap tidak meninggalkan kewajibannya sebagai istri maupun ibu dari anak-anaknya. "Untuk masa depan anak-anak yang cerah, kita orang tua dilarang menyerah," kata Siskawati memberikan semangat kepada kaum hawa yang ingin terjun menekuhi usaha.

Thanks to crickets, Siskawati's economic life has significantly improved. This can be seen from the personal vehicle she owns, her children can continue their education, and even the small beverage stall that she also opened as an additional source of income for the family. Thanks to her success in cricket farming, many young farmers in her region are interested in learning how to breed crickets. Siskawati is also part of a cricket farming community in South Kalimantan and has become an off-taker for several cricket farmers in her region.

Siskawati has proven that being a housewife can also contribute to the family's economy without neglecting her responsibilities as a wife and mother to her children. "For a bright future for our children, as parents, we are not allowed to give up," said Siskawati, providing encouragement to women who aspire to pursue their own businesses.

BAB IV

PENUTUP

CLOSING

Tantangan regenerasi petani terjawab sudah dengan implementasi program *Youth Entrepreneur and Employment Support Services* (YESS) yang merupakan hasil kolaborasi antara Kementerian Pertanian (Kementan) dan *International Fund For Agricultural Development* (IFAD). Keberanian menjadikan petani muda sebagai *key actors* dan pengungkit pertumbuhan ekonomi di perdesaan berbasis pertanian, menjadikan program YEES sangat spesifik dan membangunkan mata berbagai pihak bahwa pemberdayaan petani muda merupakan suatu keniscayaan. Pengkhususan pada petani muda ini bukannya tanpa alasan, karena melalui program YEES ini, dapat dibuktikan bahwa tingkat adaptif, adoptif, kolaboratif, *risk taking* dari petani muda ampuh mendorong peningkatan produktivitas komoditas pertanian. Dengan demikian, tujuan utama dari Program YEES untuk menciptakan

The Youth Entrepreneur and Employment Support Services (YEES) Programme is a collaboration between the Ministry of Agriculture (MOA) and the International Fund For Agricultural Development (IFAD). The main objective of the YEES Programme is to create young entrepreneurs in rural areas and improve the competence of the workforce in the agricultural sector.

Through the YEES Programme, the Ministry of Agriculture is creating strong and qualified millennial entrepreneurs. This programme is aimed at youth to develop the economy through entrepreneurship and increase employment opportunities, especially in rural areas.

wirausaha muda di pedesaan serta meningkatkan kompetensi tenaga kerja di sektor pertanian telah terwujud.

Lebih lanjut melalui Program YES, Kementerian Pertanian mampu menciptakan wirausaha milenial yang tangguh dan berkualitas. Program ini juga ditujukan untuk mengembangkan perekonomian melalui kewirausahaan dan menambah peluang kerja, khususnya di wilayah pedesaan.

Dengan sasaran 220.000 generasi muda di pedesaan selama periode 2019-2025, YES menjadi landasan untuk membuka peluang ekonomi dan memberikan kontribusi positif pada pertumbuhan ekonomi lokal. Satu harapan, Program YES, lahir sebagai jawaban atas tantangan dalam permasalahan regenerasi petani.

Ada empat komponen dalam Program YES yakni, *Rural Youth Transition to Work* (Transisi Pemuda Perdesaan untuk Bekerja), *Rural Youth Entrepreneurship* (Kewirausahaan Pemuda Perdesaan), *Investing to Rural Youth* (Berinvestasi untuk Pemuda Perdesaan di bidang Pertanian) dan *Enabling Environment for Rural Youth* (Lingkungan Penunjang untuk Pemuda Perdesaan).

Targeting 320,000 young people in rural areas over the 2019-2025 period, YES provides a platform to unlock economic opportunities and contribute positively to local economic growth. One hopes that the YES Programme will be born as an answer to the challenges of farmer regeneration.

The four components are Rural Youth Transition to Work, Rural Youth Entrepreneurship, Investing to Rural Youth in Agriculture, and Enabling Environment for Rural Youth. Additionally, it covers Gender Equality.

Kisah Sukses PETANI MUDA YESS

SUCCESS STORIES OF YESS YOUNG FARMERS

Saat ini Program YESS (*Youth Entrepreneurship and Employment Support Services*) telah melakukan peningkatan kapasitas kaum muda melalui pelatihan *financial literacy* dan manajemen usaha. Sudah lebih dari 35 ribu pemuda yang mengikuti kegiatan peningkatan kapasitas yang diinisiasi oleh Program YESS.

Tantangan terbesar saat ini adalah mengajak pemuda untuk terjun ke dunia pertanian. Karenanya, hadirnya Program YESS menjadi bagian tak terpisahkan untuk mempercepat regenerasi petani dan mencetak pemuda tani. Program YESS juga bertujuan untuk melahirkan wirausaha muda pertanian dengan berbagai kegiatan maupun usaha yang dirintisnya.

Program regenerasi petani seperti Program YESS menjadi solusi yang tepat, untuk membawa perubahan cara anak muda memandang dan terlibat dalam dunia pertanian. Mari bersama-sama menciptakan pertanian yang dinamis dan berkembang dengan melibatkan generasi muda.

Currently, the YESS Programme (Youth Entrepreneurship and Employment Support Services) has been increasing the capacity of young people through financial literacy and business management training. More than 35 thousand young individuals have participated in capacity-building activities initiated by YESS Programme.

The biggest challenge today is encouraging youth to enter the challenging field of agriculture. Hence, the presence of the YESS Programme is an integral part of accelerating the regeneration of farmers and producing young farmers. The YESS Programme also aims to cultivate young agricultural entrepreneurs or young farmers through various initiatives and businesses that they initiate.

Regeneration programs for farmers, such as YESS Programme, are the right solution as they bring changes in the way young people perceive and engage in the agricultural sector. Let's work together to create a dynamic and evolving agriculture by involving the younger generation.

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