

## EVALUATION OF THE YOUTH ENTREPRENEURSHIP AND EMPLOYMENT SUPPORT SERVICES (YESS) PROGRAM: IMPROVING YOUTH ENTREPRENEURSHIP IN PASURUAN

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### ABSTRAK

Dibandingkan dengan negara tetangga, Indonesia menunjukkan tingkat aktivitas kewirausahaan yang relatif rendah. Dalam upaya meningkatkan minat angkatan kerja terhadap usaha wirausaha, pemerintah telah melaksanakan Program Kewirausahaan Pemuda dan Layanan Dukungan Ketenagakerjaan (YESS). Tujuan utama penelitian ini adalah untuk mengevaluasi efektivitas program yang ditentukan oleh variabel input, proses, dan output, serta persepsi kesamaan dan manfaat yang dirasakan dari program tersebut. Penelitian ini menggunakan variabel keberhasilan program, persepsi tingkat kesejahteraan responden, dan persepsi responden terhadap manfaat Program YESS. Pengumpulan data dilakukan melalui kombinasi wawancara terstruktur, observasi dan dokumentasi kepada 90 orang yang mewakili 180 penerima hibah kompetitif di Pasuruan. Pengumpulan data dilakukan pada bulan Februari hingga April 2024. Metode analisis untuk mengevaluasi program ini adalah deskriptif dengan . Selain itu, terdapat peningkatan manfaat program yang dapat diukur ketika membandingkan hasil sebelum dan sesudah program yang dinilai. Temuan menunjukkan bahwa Program ini berjalan dengan dengan sangat efektif (nilai pengukuran 3,46). Peningkatan kesejahteraan dibuktikan dengan persepsi peningkatan pendapatan, pendidikan, kesehatan dan keamanan ekonomi.

*Kata kunci:* Kewirausahaan, pendapatan, kesejahteraan.

### ABSTRACT

*Compared with neighboring countries, Indonesia shows relatively low levels of entrepreneurial activity. This scenario has significant implications for the limited employment opportunities to engage the workforce adequately. To increase the workforce's interest in entrepreneurial ventures, the government has implemented the Youth Entrepreneurship and Employment Support Services (YESS) Program. The main objective of this research is to evaluate the program's effectiveness as determined by input, process, and output variables, as well as perceived similarity and perceived benefits of the program. This research uses variables of program success, respondents' perceived level of welfare, and respondents' perceptions of the benefits of the YESS Program. Data was collected through a combination structure of interviews, observations, and documentation of the 90 people that represent 180 competitive grant recipients in Pasuruan. Data was collected from February until April 2024. The findings show that the program operates very effectively (3,46). Increases in income, education, health, and economic security evidence increased welfare.*

*Keywords:* Entrepreneurship, revenue, welfare

### INTRODUCTION

Significant concerns exist regarding the relatively low level of entrepreneurship observed in Indonesia compared to other ASEAN countries, namely Singapore, Malaysia, and Thailand. The proportion of entrepreneurs in Indonesia is very low, only 3.47% of the Indonesian population. On the contrary, the entrepreneurship rate is significantly higher in Singapore at 8.76%, in Thailand at 4.26%, and in Malaysia at 4.74% (Indonesia.go.id). The less optimal level of entrepreneurship in Indonesia directly correlates with the continuously rising unemployment rate. The Central Statistics Agency (BPS) documented the workforce in 2022, which consisted of

143.7 million people. The dominant primary employment status category is employees at 37.66%. On the other hand, the self-employed segment represents less than 25%. This trend is not surprising, as the inadequate level of entrepreneurship has a detrimental effect on the availability of job opportunities capable of absorbing the workforce. To strengthen workers' interest in entrepreneurial activities, the government actively promotes business ventures and entrepreneurial initiatives, particularly through the Youth Entrepreneurship and Employment Support Services (YESS) program, institutionalized by the Ministry of Agriculture. This initiative is designed to nurture young rural entrepreneurs and create skilled job opportunities in the agricultural sector. Through the YESS program, the Ministry of Agriculture is committed to nurturing resilient and skilled young entrepreneurs. The overall goal of this program is to stimulate economic development and improve job prospects through entrepreneurship, particularly targeting younger demographics in rural areas (Indiradewi & Marhaeni, 2016). Previous research has been conducted to evaluate the effects of competitive grants in the YESS Program on income; however, this investigation was limited to a review of competent grants and was conducted solely in the South Sulawesi region. The findings of this study show a positive correlation with increased income (Rukka et al., 2023).

The Youth Entrepreneurship and Employment Support Services (YESS) program, initiated by the Indonesian Ministry of Agriculture, aims to enhance entrepreneurship among rural youth, focusing on economic development and job creation in the agricultural sector. This initiative aligns with similar global programs designed to encourage youth participation in agriculture to combat unemployment and support economic growth. For example, Nigeria has implemented the Youth Agripreneurship Program (YAP), which focuses on technology-based training, market access, and strengthening agripreneur business networks. The difference lies in the greater emphasis on adopting digital technology in Nigeria, compared to the YESS approach centered on traditional capacity building and local-based mentoring (Ikebuaku & Dinbabo, 2023). Additionally, through the Skill India initiative, India has successfully leveraged skill development as a foundation for entrepreneurship by incorporating training based on local market needs. Skill India also integrates direct access to microfinance and collaboration with private companies to expand job opportunities for rural youth. Compared to YESS, the main gap is seen in the limited involvement of the private sector and the adoption of structured financing systems in Indonesia, although the YESS program has shown a positive impact in encouraging entrepreneurial intentions among the youth (Lediana et al., 2023). Previous research shows that participation in programs like YESS significantly increases income and business success in the agricultural sector, as seen in the implementation in regions such as South Sulawesi (Risnawati, 2023). However, there is a research gap regarding the sustainability of businesses established by participants after they complete the program, as well as a lack of longitudinal analysis to assess the program's long-term impact. Additionally, there is little in-depth comparative research between YESS and similar initiatives in other countries, particularly regarding organizational factors, financing, and technological support that influence the program's success.

The YESS program has been operational since 2020, starting with its initiation as a collaborative effort between the Ministry of Agriculture and the International Fund for Agricultural Development (IFAD). This program is scheduled to be implemented until 2025 in four provinces (West Java, East Java, South Sulawesi, and South Kalimantan) with the aim of becoming a model for youth entrepreneurship development in other regions.

It is essential to conduct a comprehensive study that assesses the impact of the Program on its intended objectives, particularly to foster entrepreneurship among youth in the designated areas (Daminih et al., 2023). A comprehensive study assessing the impact of entrepreneurship programs on youth is crucial for understanding their effectiveness in fostering entrepreneurship and improving economic conditions. Research shows that structured initiatives, such as training camps and educational programs, significantly enhance entrepreneurial identity and potential among young participants, leading to increased proactivity and self-efficacy (Kumar, 2024) (Valle et al., 2024). Additionally, youth entrepreneurship addresses unemployment and contributes to sustainable development through job creation and innovation (Ma, 2024) (Popa &

Deliu, 2024). Public perception of these programs is critical, as it reflects the perceived benefits and overall well-being associated with these initiatives (Kumar, 2024). A multi-stakeholder approach is recommended to create an ecosystem that supports young entrepreneurs, ensuring that programs are effectively tailored to meet their needs and aspirations (Ma, 2024) (Popa & Deliu, 2024). Thus, evaluating the economic impact and public perception will provide a holistic view of the program's success and areas for improvement. This research aims to determine the effectiveness of the YESS program's success, the perception of welfare levels with the YESS Program, and the perception of the benefits of the YESS Program.

## METHODOLOGY

This investigation is a quantitative research effort. The data used in this investigation consists of primary and secondary sources, with data collection conducted through observation, structured interviews, and documentation. The selection of research subjects was carried out through purposive sampling based on the established data collection criteria. Specifically, this pertains to young entrepreneurs who are recipients of the competitive grant of the YESS Program. The research population consists of 180 beneficiaries of the YESS Program competitive grant, and based on random sampling, a research sample of 90 people was obtained. This number meets the minimum sample requirement based on the Slovin's formula calculation. This approach aligns with the overall objective of the research, which is to assess the benefits obtained from the conducted business activities. The analytical tool used is effective in addressing the research objectives regarding the effectiveness of the Program and perceptions of increased income and welfare. Before data processing, validity and reliability tests will be conducted on the research instrument.

The research location is Pasuruan Regency, where the population and research samples are spread throughout the entire Pasuruan Regency. The research was conducted from February to April 2024.

Research was conducted from February to April 2024. This study uses the variables of program success, respondents' perceptions of their welfare level, and respondents' perceptions of the benefits of the YESS Program. This research uses program success variables, respondents' perceptions of their welfare levels, and respondents' perceptions of the benefits of the YESS Program. Each variable is determined by indicators obtained from previous research.

The success of the Yess Program can be evaluated through three main indicators: input variables, process variables, and output variables. Input variables assess pre-implementation factors such as the accuracy of objectives and outreach efforts, while process variables focus on program implementation, including beneficiary engagement and monitoring practices (Campbell et al., 2023) (Boelens et al., 2024). Output variables reflect the effectiveness of the program, measured by the distribution of competitive grants and resource utilization (Alqahtani, 2024). Additionally, the perceived well-being among respondents is measured through changes in income, education, health status, and economic security (Liberati et al., 2020). The perceived benefits of this program are further evaluated through business development and entrepreneurship growth ("Assessment of Implementation Outcome Measures for Positive Deviance Approach as a New Strategy to Promote Exclusive Breastfeeding: A Psychometric Follow-Up Study", 2022). Collectively, these indicators provide a comprehensive framework for assessing the program's impact on community welfare and economic development.

Three indicators are included in the program's success: (1) Input variables are variables related to the program's implementation, evidenced by social performance indicators, observed target levels, and the achievement of program objectives. (2) Process variables, which refer to how the program is implemented and are based on the requirements to receive benefits, perform maintenance, and conduct evaluations; and (3) Output variables, which refer to how the Yess program is implemented and are based on how competitively the grants are distributed, how the facilities are managed, how the program is utilized, and how the objectives are achieved. The

following indicators are used to determine the expected level of welfare as indicated by the respondents: (i) an increase in income levels after the Yess program; (ii) an increase in education, training, and skills to a higher level; (iii) an improvement in health status for those who benefited from the Yess program; (iv) an increase in security levels from an economic perspective. The variable of respondents' perception of the benefits of the Yess program is measured by (i) Business Development, (ii) the development of business organizations into economic institutions, and (iii) the development of entrepreneurship.

The research population consists of 180 people who are beneficiaries of the competitive grant of the YESS Program in the Pasuruan Regency. The research sample, calculated using the Slovin formula with a margin of error of 10%, is 65 people. The research sample obtained from the responses amounted to 90 people.

Effectiveness analysis is the analytical technique chosen in this study to determine whether a program is effective. Respondents' perceptions of the variables were measured using a Likert scale. The assessment of effectiveness with measurement scale criteria is divided into four categories: 1.00 – 1.75 = very poor, 1.76 – 2.25 = poor, 2.26 – 3.25 = good, and 3.26 – 4.00 = very good.

## **RESULTS AND DISCUSSION**

A validity test is conducted to determine the accuracy level of the research measurement tool regarding the actual meaning being measured. The results of the validity test show that the correlation coefficient between the instrument items and the total score of all questions is greater than the  $r$  table (0.3). So, all the instrument items can be declared suitable or valid for use as measurement tools.

So, all instrument items can be declared eligible or valid for use as measuring tools. Reliability testing is conducted to measure the degree of precision, accuracy, and correctness demonstrated by the measurement instrument, which can be done internally by analyzing the consistency of the items used. Reliability testing is conducted to measure the degree of precision, accuracy, and correctness demonstrated by the measurement instrument, where the testing can be performed internally, namely by analyzing the consistency of the items used.

To be considered reliable, Cronbach's alpha must be greater than 0.6. All variables met the reliability requirements, as can be seen from the reliability test results presented in Table 2, which shows that Cronbach's Alpha value for each variable is greater than 0.60.

All variables have met the reliability requirements, as evidenced by the reliability test results presented in Table 2. The table shows that each variable's Cronbach's Alpha value exceeds 0.60. Data collection was conducted using structured interview techniques with questionnaires consisting of statements based on each variable. Data collection was conducted using structured interview techniques with questionnaires consisting of statements based on each variable. According to Supranto (2000:86), the measurement scale (assessment) is divided into four categories with the following criteria: 1.00 – 1.75 = very poor, 1.76 – 2.25 = poor, 2.26 – 3.25 = good, and 3.26 – 4.00 = very good.

**Table 1.** Description of Respondents' Answers to Input Variables

No	Statement	Answer				Average	Description
		VNA	NA	A	VA		
1.	The socialization of the YESS Program provided by the relevant officers was well understood...	11,1	4,4	20	64,4	3,38	Very good
2.	Recipients of the Competitive Grant	8,9	7,8	17,8	65,6	3,40	Very good

	Fund through the YESS Program are already well-targeted						
3.	Coastal communities are well aware of the objectives of the YESS Program.	7,8	6,7	25,6	60	3,38	Very good
Average Total						3,38	

VNA : Very Not Agree, NA: Not Agree, A: Agree, VA: Very Agree

Source: Primary data, 2024

From the data above, the program's effectiveness on the input variable falls within the very good/very effective criteria.

Table 2. Description of Respondents' Answers to the Process Variable

No	Statement	Answer				Average	Description
		VNA	NA	A	VA		
1.	The requirements for applying for competitive grant funding through the Yess Program are easy to meet.	3,3	10	31	55,6	3,39	Very good
2.	Monitoring is often conducted by the relevant officers regarding the use of competitive grant funds.	4,4	10	17,8	67,8	3,49	Very good
3.	Evaluation is often conducted regarding the achievement of goals in program implementation.	4,4	6,7	24,4	64,4	3,49	Very good
Average Total						3,45	Very Good

VNA : Very Not Agree, NA: Not Agree, A: Agree, VA: Very Agree

Source: Primary data, 2023

According to the data above, the Program's effectiveness for the process variable falls within the very good criteria.

Table 3. Description of Respondents' Answers to the Output Variable

No	Statement	Answer				Average	Description
		VNA	NA	A	VA		
1.	The competitive grant funds provided have been channeled to the right targets.	4,4	6,7	18,9	70	3,54	Very Good
2.	The implementation of the YESS Program	3,3	2,2	24,4	70	3,61	Very Good

	is capable of developing institutions.						
3.	The competitive grant funds provided are used appropriately in accordance with the objectives.	4,4	3,3	18,9	73,3	3,61	Very Good
4.	The implementation of the Yess Program is capable of achieving the set objectives.	4,4	5,6	26,7	63,3	3,49	Very Good
Average Total						3,57	Very Good

VNA : Very Not Agree, NA: Not Agree, A: Agree, VA: Very Agree

Source: Primary data, 2024

Based on the data in the table, the program's effectiveness on the output variable falls within the very good/very effective criteria.

The results for the effectiveness of the Yess Program, assessed from the input, process, and output variables, are as follows.

Program Effectiveness

$$= (3.38 + 3.45 + 3.57)/3$$

$$= 3.46$$

Thus, the Program's Effectiveness falls within the very good criteria.

Table 4. Description of respondents' answers to the Income/Well-being variable

No	Statement	Answer				Average	Description
		VNA	NA	A	VA		
1.	Changes in income levels after the YESS Program.	4.4	3.3	23.3	68.9	3.57	Very Good
2.	Changes in the Level of Education/Training to a Higher Level	3.3	6.7	33.3	56.7	3.43	Very Good
3.	Changes in Health Levels for the better.	3.3	7.8	33.3	55.6	3.41	Very Good
4.	The Change in the economic level has improved.	3.3	7.8	25.6	63.3	3.49	Very Good

VNA : Very Not Agree, NA: Not Agree, A: Agree, VA: Very Agree

Source: Primary data, 2024

Shown by the increase in income, education and training, enhancement in health, and economic changes, the Yess Program improves the level of well-being. Respondents strongly agreed with the increase in income after this program, 3.57 strongly agreed with the improvement in education and training, 3.43 strongly agreed with the health improvement, and 3.41 strongly agreed with the improvement in the economy. With this program, beneficiaries can increase their income and raise awareness about better training and education in cultivation and agribusiness management. Increased income also promotes better health. This program may cause further economic changes, with an improvement in the economic level. With the existence of this

program, beneficiaries can increase their income, thereby enhancing awareness of the importance of education and training in cultivation and agribusiness management. In addition, health has also improved because it is supported by increased income. With the existence of this program, there has been an improvement in the economy.

Table 5. Description of Respondents' Answers Regarding the Perceived Benefits of the Yess Program

No	Statement	Answer				Average	Description
		VNA	NA	A	VA		
1.	Business Development	5.6	5.6	23.3	65.6	3.49	Very Good
2.	Institutional development/becoming an economic institution	5.6	4.4	27.8	62.2	3.47	Very Good
3.	Development of Entrepreneurship	3.3	4.4	26.7	65.6	3.54	Very Good

VNA : Very Not Agree, NA: Not Agree, A: Agree, VA: Very Agree

Source: Primary data, 2024

The Yess Program encourages the growth of businesses, institutions, and entrepreneurship. Most respondents agreed with the statement that there has been business development; 3.47 agreed with institutional development or becoming an economic institution; and 3.54 agreed with entrepreneurial development. This program provides various community interventions simultaneously, such as program socialization and activities to enhance agribusiness management and agricultural cultivation skills. This community-based program requires data on the community members who have participated in the training. Business motivation training, startup business training, business proposal training, smart farming training, grant provision, and business mentoring are some examples of activities conducted. Various activities can raise awareness of the benefits of the Yess Program.

### **CONCLUSIONS AND SUGGESTIONS**

Based on the analysis, the effectiveness of the program, which includes input, process, and output variables, was obtained with a score of 3.46, thus indicating that the program operates very effectively. The improvement in welfare is evidenced by variables related to income, education, health, and economic security. Some challenges remain in the program, such as the need to enhance socialization efforts, the necessity to expand the beneficiary base to maximize reach, and the requirement to improve understanding of cultivation techniques and business management practices. However, respondents argue that this program ensures the continuation and expansion of its allocation. This study exclusively uses perception data; consequently, future research efforts are encouraged to employ alternative methodological approaches that can yield a deeper understanding of the program's success.

Entrepreneurial development requires a holistic strategic approach to ensure optimal and sustainable outcomes. Based on data analysis, there are several key recommendations that can serve as a foundation for effective interventions. First, the optimization of initial resources (input) should be the top priority, considering their strong influence on the outcome (output). Providing training, access to capital, and mentoring support from the early stages can strengthen the foundation needed for entrepreneurial success. This step will ensure that entrepreneurs have a solid foundation to achieve the desired outcomes.

Additionally, the development of business process capacity is also important because processes have a moderate correlation with output. Improving operational effectiveness and planning through management training, mentoring programs, and technical support will help entrepreneurs manage their businesses better. A more structured and efficient process can create a more productive and competitive business ecosystem. However, special attention must also be

given to the well-being of entrepreneurs. Additional support for mental and emotional well-being, such as counseling or mental health programs, can help create an environment that supports business sustainability while also improving the quality of life for its practitioners. From the perspective of response distribution, although most show a positive perception, the presence of "VNA" and "NA" responses indicates areas that require improvement. An effective feedback mechanism, accompanied by interventions focused on identified issues, will help increase entrepreneurs' trust and engagement.

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