

THE POTENTIAL OF POPULATION PROFILES IN STRENGTHENING AND DEVELOPING PRODUCTIVE AND QUALITY YOUNG ENTREPRENEURS FROM AN EDUCATIONAL PERSPECTIVE

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ABSTRACT

Strengthening entrepreneurship is one of the targets in the important agenda in the 2020-2024 RPJMN. Entrepreneurship is not just one virtual world but many worlds, which are starting to form to enable society to deepen and expand social interactions digitally. This study aims to explore the demographic profile and potential of the young generation to develop productive and quality entrepreneurship. Entrepreneurship has a very important role in increasing regional competitiveness, creating jobs, and increasing local revenue (PAD). Each provincial government implements different strategies to promote entrepreneurship development in its region. Mapping entrepreneurial potential, especially among young people, is a strategic step in identifying and optimizing existing resources to create productive and quality young entrepreneurs. Ultimately, this will contribute significantly to economic growth, job creation, and improving the quality of life of the community. Through the right approach, success in developing young entrepreneurship in Indonesia will not only be an opportunity for the individuals concerned, but will also strengthen the foundation of the national economy and increase Indonesia's competitiveness in the international arena.

Keywords: *Entrepreneurship, Population Profile, Mapping Entrepreneurial*

INTRODUCTION

Realizing an independent, advanced, just and prosperous Indonesian society through accelerated development in various fields by emphasizing the establishment of a solid economic structure based on competitive advantages in various regions supported by quality and competitive human resources is a direction stated in the 2020-2024 RPJMN (Putri, 2020; Kaukab, 2023). Strengthening entrepreneurship is one of the targets in the important agenda in the 2020-2024 RPJMN. Entrepreneurship is not just one virtual world but many worlds, which are starting to form to enable society to deepen and expand social interactions digitally (Azzam, 2022). Calculation of the Entrepreneurship Ratio based on the Number of Non-Agricultural Business Actors Whose Businesses Are Permanent divided by the Total Population. BPS economic census data in 2016 showed 26.7 million non-agricultural business actors consisting of 18.9 million residents whose businesses were not settled and 7.8 million residents whose businesses were settled or the entrepreneurship ratio was set at 3.1% in the 2017 period. The 2019 baseline is 3.3% or

equivalent to 8.2 million, meaning that with a target of 3.9%, it is necessary to add 1.5 million Business Actors Whose Businesses Are Settled or by 2024 there must be 9.7 million Residents Whose Businesses Are Settled. (note with a population of 250 million). The addition of 1.5 million new entrepreneurs is of course cumulative over a period of 4 years or starting from 2021 to 2024. The addition of 1.5 million entrepreneurs must be able to create new jobs and increase economic growth. Thus, productive and quality entrepreneurs are needed and young people tend to have that potential (Apip and Erna, 2020; Kemenkopukm, 2022; Windusancono, 2021; Khamimah, 2021).

Therefore, the rational effort that must be made in the future is to prioritize strengthening and developing entrepreneurship among millennials or young people. The potential for young entrepreneurs to drive economic progress is boundless, but it necessitates a supportive ecosystem that includes education, access to capital, mentorship, and government policies that promote entrepreneurship. By fostering an environment that encourages innovation, resilience, and sustainable business practices, we can ensure that the next generation of entrepreneurs is well-equipped to contribute meaningfully to society. This journal will delve into key topics such as the influence of education and skill-building on entrepreneurial success, the role of technology in shaping young businesses, and the importance of creating an enabling environment for youth entrepreneurship. Through this exploration, we hope to inspire policymakers, educators, and entrepreneurs themselves to collaborate and invest in the development of young, productive, and quality-driven entrepreneurs who can lead the charge towards a more inclusive and prosperous global economy.

RESEARCH METHOD

This study aims to explore the demographic profile and potential of the young generation to develop productive and quality entrepreneurship. To achieve this goal, the research method used must be adjusted to explore the characteristics, challenges and opportunities faced by young entrepreneurs. Table 1 is the Gap Analysis table for the research. This study is descriptive exploratory in nature which aims to describe the demographic profile of young entrepreneurs and identify their potential to develop productive and quality businesses. It also aims to explore the factors that influence their success and the obstacles they face. The data used by the author comes from research and analysis of books, documents, the internet, coordination meetings of several ministries and other relevant sources. The data obtained are then analyzed using descriptive analysis methods. This analysis method consists of describing facts, then analyzing them, not only to draw conclusions, but also to understand and explain them.

Table 1. Gap Analysis Table for the Research.

No	Aspect	Available Potential	Identified Gaps
1	Population Potential and Entrepreneurship	There is a large number of youth with high entrepreneurial potential.	Not all youth possess the skills needed to become productive and quality entrepreneurs.
2	Access to Entrepreneurship Education	Entrepreneurship education that can provide business skills.	Lack of practical entrepreneurship education implementation in formal and non-formal curricula.
3	Infrastructure and Resources	Facilities for entrepreneurship training in some regions.	Limited infrastructure in certain areas, such as rural regions, which hinders access to training.
4	Access to Business Financing	Funding programs and capital for small businesses.	Youth face difficulties in accessing financing due to lack of experience or collateral required by financial institutions.
5	Social Support and Mentorship	Support from family, friends, communities, and mentors.	Lack of guidance and experienced mentors to help youth develop their businesses.
6	Entrepreneurial Mindset and Culture	Education and environment that support the development of an entrepreneurial mindset.	Underdeveloped entrepreneurial culture, with many youth preferring formal jobs over starting their own businesses.

RESULTS AND DISCUSSION

Universities have many young talents of quality and therefore deserve a priority role in advancing and developing productive and quality young entrepreneurs. Framework conditions for the promotion and development of productive and quality young entrepreneurs by universities. Collaborate in providing business consultation and guidance in the university environment to stimulate students' entrepreneurial interests and talents. Promote entrepreneurship through cooperation in organizing incubators in the university environment to facilitate the implementation of business ideas and the development of start-up companies.

Collaborate in providing financing opportunities in the university environment as a solution for capital sources for incubator graduates. Collaborate in developing business innovation and technology to increase value creation and grow opportunity-oriented entrepreneurs. To develop an entrepreneurial ecosystem in Indonesia, it is necessary to capture the potential for regional entrepreneurship development. A simple stratification model can be used based on the portion of the working age population (productive age population). The target distribution determination model is based on the number of productive age population in each province. The database is the number of productive population. According to BPS (Central Statistics Agency), the productive population is the population aged between 15 and 64 years or working age. The number of productive population is used to determine the proportional distribution of targets (Kartika et al, 2023). Figure 1

is based on 2021 Sakernas data. Sakernas is a national workforce survey conducted by the Central Statistics Agency (BPS). The data is a breakdown of entrepreneurship targets per province, taking into account the innovation index, entrepreneurship rate, and productive age population. The data is calculated from the number of productive population divided by the total number of productive population multiplied by the regional entrepreneurship target multiplied six hundred thousand.

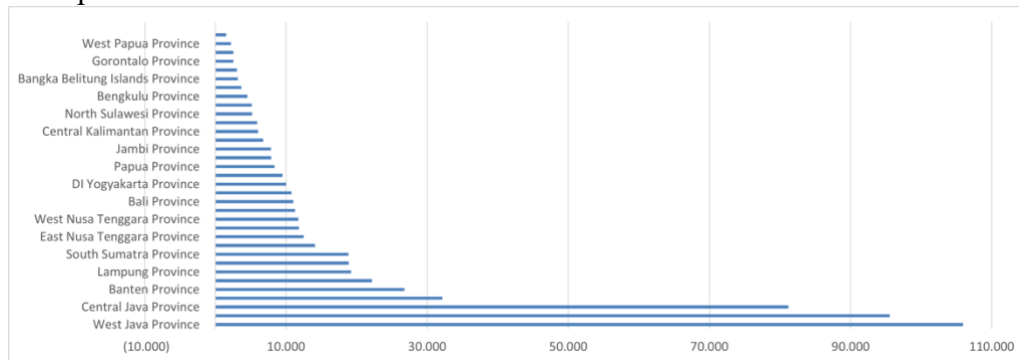


Figure 1. Breakdown of Entrepreneurship Targets per Province, Taking into Account the Innovation Index, Entrepreneurship Rate, and Productive Age Population.

Source: data processed from Sakernas (2021)

Furthermore, the discussion on entrepreneurship targets in each province or region in Indonesia is very important to understand how the role of entrepreneurship can contribute to regional economic development. This research also aims to identify and evaluate how entrepreneurship policies are implemented in various regions, as well as to see the entrepreneurship targets desired by local governments and the private sector to support the local economy. Entrepreneurship has a very important role in increasing regional competitiveness, creating jobs, and increasing local revenue (PAD) (Anugrah et al, 2024; Achmad et al, 2023; Triwiyanto et al, 2023; Noverani et al, 2023; Rosari et al, 2023; Yasa et al, 2019). Each province or region in Indonesia has different potential, both in terms of natural resources, leading industries, and cultures that support entrepreneurship. For example, several provinces that have abundant natural resources such as Kalimantan and Papua focus on entrepreneurship related to natural resource management and agriculture (Putri and Rahman, 2021; Dutu, 2015; Irjayanti and Lord, 2024; Hasyem, 2022; Susanto et al, 2022; Herdina et al, 2024; Thamrin and Kadarudin, 2023). On the other hand, provinces such as DKI Jakarta, West Java, and Bali tend to have entrepreneurial potential in the creative industry, information technology, and tourism sectors. Entrepreneurship targets in each province or region must consider this local potential, in order to create opportunities that are relevant to local market needs and conditions. Figure 2 shows the percentage of regional entrepreneurship targets calculated based on the division of targets divided by the total target number of regional entrepreneurs multiplied by one hundred percent.

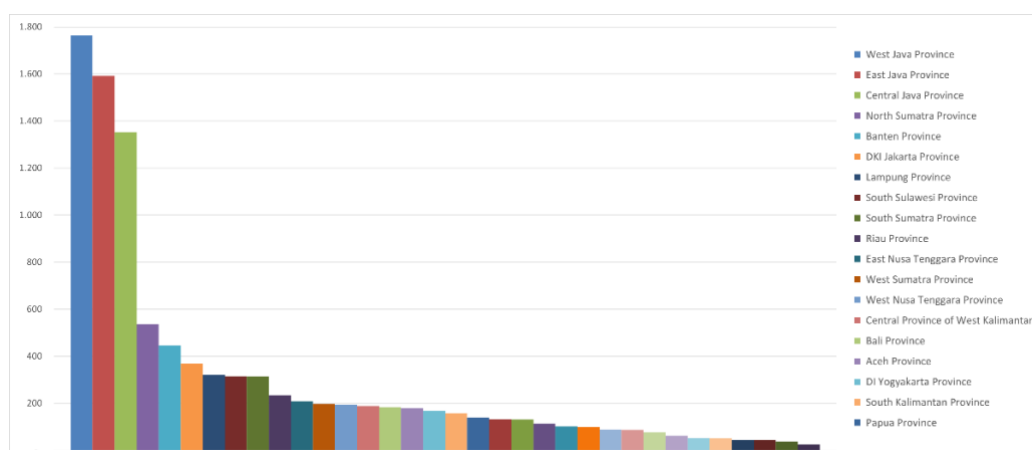


Figure 2. The Percentage of Regional Entrepreneurship Targets.
Source: data processed from Sakernas (2021)

Each provincial government implements different strategies to promote entrepreneurship development in its region. Some regions focus more on developing natural resource-based entrepreneurship, while others develop technology-based, tourism-based or creativity-based sectors (Surya et al, 2021; Moyle et al, 2020; Northcote and Smith, 2017; Cavaye and Ross, 2022; Ndou, 2004; Hernita et al, 2021). For example, the Central Java Provincial Government has set a target of increasing the number of young entrepreneurs through training and mentoring programs in the creative sector, such as batik and culinary. At the same time, the Bali Provincial Government emphasizes entrepreneurship in the tourism and creative industry sectors by supporting small and medium enterprises (SMEs) based on local culture. Entrepreneurship policies in this area often include training programs, access to finance, tax incentives, and the creation of supporting ecosystems such as incubators and entrepreneurship centers. Business targets set by local governments typically involve reducing unemployment, creating jobs, and increasing regional gross domestic product (GDP) (Susanti et al, 2024; Ginting and Rasbin, 2010; Anly, 2023).

In addition to regional entrepreneurship targets, mapping of entrepreneurial potential by ministries or institutions plays a very important role in developing a more focused and efficient entrepreneurship development strategy. With proper mapping, the government can provide appropriate support to entrepreneurs in various regions, create a conducive entrepreneurial climate, and increase regional economic competitiveness (Boldureanu et al, 2020; Testa, 2015; Bauman and Lucy, 2021; Prasannath et al, 2024; Fkun et al, 2023; Cavallo et al, 2019; Sussan and Acs, 2017). However, to achieve these goals, cooperation between various parties, accurate data, and well-coordinated policies are needed. Figure 3 shows the mapping of entrepreneurial potential by ministries or institutions per number of activities. Data based on the results of the confirmation of the PKN Action Plan (general targets to established entrepreneurs).

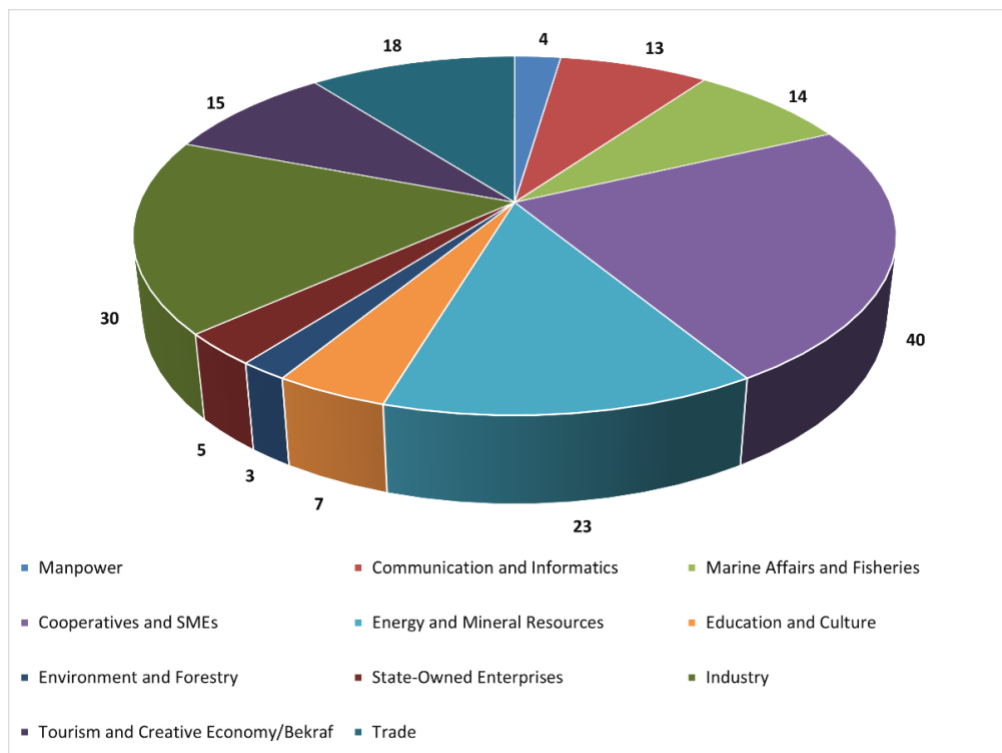


Figure 3. Mapping of Entrepreneurial Potential by Ministries per Number of Activities.

Source: data processed from the confirmation of the PKN Action Plan (general targets to established entrepreneurs) (2021)

Entrepreneurial potential mapping by ministries or institutions aims to identify and develop entrepreneurial potential in different regions or sectors, focusing on activities that can promote the growth of productive and skilled entrepreneurs. An important aspect of this research is to determine the number of activities to be implemented and the number of objectives expected to have the greatest impact on entrepreneurship development (Nicotra et al, 2018; Theodoraki and Messeghem, 2017; Stam and Van, 2021). In addition to the activities, mapping entrepreneurial potential also involves determining the objectives—namely, the target groups addressed by the entrepreneurial program to be implemented. These objectives must be carefully defined so that the activities implemented can achieve optimal results. Figure 4 shows entrepreneurial target of ministry or agency activities.

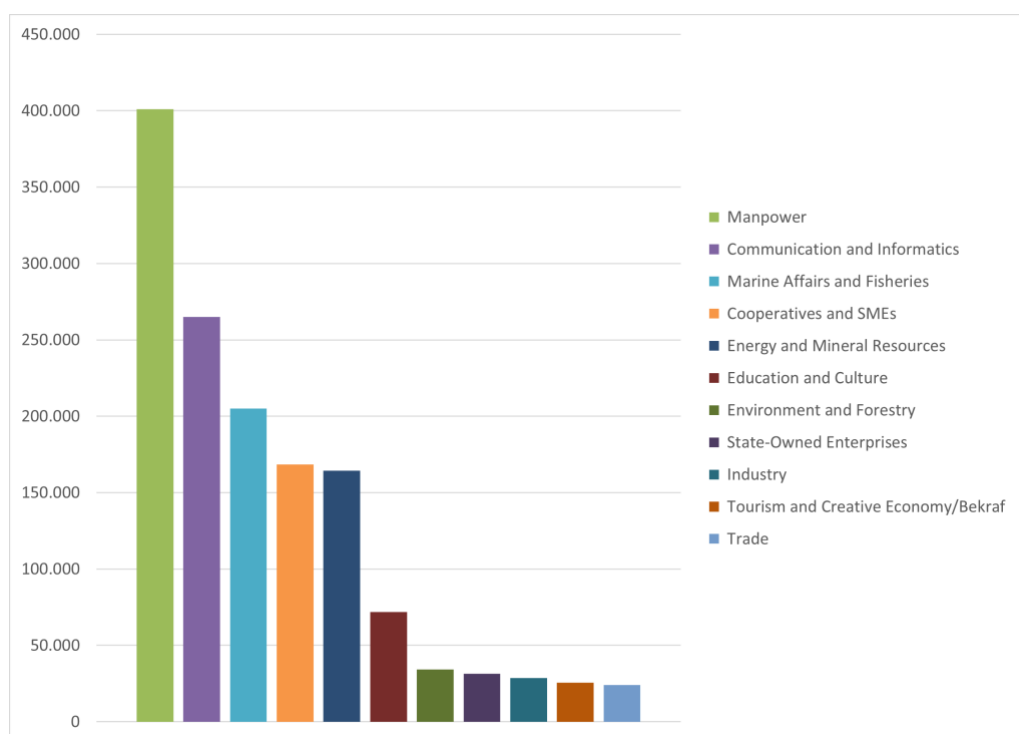


Figure 4. Entrepreneurial Target of Ministry Activities.

Source: data processed from the confirmation of the PKN Action Plan (general targets to established entrepreneurs) (2021)

Mapping entrepreneurial potential, especially among young people, is a strategic step in identifying and optimizing existing resources to create productive and quality young entrepreneurs. Through this research, we can see that entrepreneurship not only plays an important role in the economy, but also in social empowerment and sustainable community development. Ministries and institutions involved in entrepreneurship development need to continue to innovate and collaborate to create a supportive environment, both in terms of education, financing, and marketing. Strengthening the capacity of young entrepreneurs through training, mentoring, and better access to business opportunities will strengthen their competitiveness, both at the national and global levels. However, existing challenges, such as limited resources, market access, and less than optimal regulations, still require serious attention (Rahman, 2016; Reim et al, 2022; Bolesnikov, 2019).

Therefore, mapping entrepreneurial potential must be carried out sustainably by involving various stakeholders to design policies that are more inclusive and based on accurate data. With this mapping of entrepreneurial potential, it is hoped that a stronger entrepreneurial ecosystem can be formed that is more supportive of young entrepreneurs in facing challenges and taking advantage of existing opportunities. Ultimately, this will contribute significantly to economic growth, job creation, and improving the quality of life of the community. Through the right approach, success in developing young entrepreneurship in Indonesia will not only be an opportunity for the individuals concerned, but will also strengthen the foundation of the national economy and increase Indonesia's competitiveness in the international arena

(Cosenz and Bivona, 2021; Sitompul et al, 2022; Anatan and Nur, 2023; Fridayani et al, 2024; Raya et al, 2021).

CONCLUSION

Research on Population Profile Potential to Strengthen and Develop Productive and Quality Young Entrepreneurs provides in-depth insight into the importance of the role of young entrepreneurs in the economy and the potential of this group to strengthen and develop businesses productively and with quality. Mapping entrepreneurial potential, especially among young people, is a strategic step in identifying and optimizing existing resources to create productive and quality young entrepreneurs. With this mapping of entrepreneurial potential, it is hoped that a stronger entrepreneurial ecosystem can be formed that is more supportive of young entrepreneurs in facing challenges and taking advantage of existing opportunities. Ultimately, this will make a significant contribution to economic growth, job creation, and improving the quality of life of the community. Suggestions for further researchers include in-depth studies on social factors that influence youth entrepreneurship, comparative studies between regions, analysis of the impact of entrepreneurship education programs and conducting studies on innovation in entrepreneurship financing.

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