

Analysis of Youth Entrepreneurship Development in Facing Era 5.0 Using SAST Method

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ABSTRACT: Youth entrepreneurship development with various challenges and potentials in entering the 5.0 revolution era. For this reason, in order to increase competitiveness, it becomes an impetus for Youth to improve their skills, knowledge, and analytical and leadership skills in the work environment. The purpose of this study was to determine the form of youth involvement and role in the Youth Entrepreneurship Program, to determine the driving and inhibiting factors faced by youth in providing their roles and participation in entrepreneurship programs, and to provide an overview of the level of adaptability among youth in the process of implementing youth entrepreneurship programs in terms of mastery and utilization of technology. The method used is the SAST method. Strategic Assumption Surfacing And Testing (SAST) is a software method used to solve complex and interrelated problems, with unclear objectives, conflicts of interest, and environmental uncertainty and social constraints. From the results of the discussion and conclusions above, there are several steps that must be taken: Development of youth entrepreneurship, Synergy and cross-stakeholder collaboration in relevant ministries and institutions, Commitment to resource allocation, especially personnel/institutional and budget, as well as the National Action Plan Movement to purchase products. generated by young entrepreneurs.

Keywords: *Youth Entrepreneurship Development, Entrepreneurship, SAST Method, Era 5.0*

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INTRODUCTION

A quarter of the total population of Indonesia is youth. Youth is a productive age group whose existence is expected to be able to drive the Indonesian economy. Seeing this fact, it is proper for Indonesian youth to be able to play a better role in accordance with their qualities as development catalysts. Youth is the next generation of the nation, responsible and actors of future development. In addition, youth also have potential as subjects to support national productivity, especially related to the use of demographic bonus opportunities. Future challenges for youth development include:

1. Strengthening the character and identity of youth in the era of globalization.
2. Increase the active role and competitiveness of youth to face demographic bonus opportunities.
3. Increasing the role of youth organizations in leadership development and youth pioneering.

One way related to youth development is through the entrepreneurial sector. Youth entrepreneurship needs to be developed to encourage youth independence in the economic field (Setyawati, 2019). Youth in the framework of educated unemployment are youths who have passed the education process, but have not yet found a job. Educated unemployment is closely related to the misalignment of graduate qualifications with the needs of the labor/business market (Link and Match) which has an impact on the non-absorption of youth in existing education graduates with the labor/business market. Therefore, entrepreneurship development efforts are needed specifically for the youth age group.

Based on data from the Indonesian Young Entrepreneurs Association in 2020, it is stated that until now, Indonesian youth who are engaged in or become entrepreneurs, it turns out that only three percent of the total population of around 260 million people. This percentage is not growing, when compared to neighboring countries.

The basic problem of developing entrepreneurship among youth is that there is still a perspective that formal education must always end by entering the world of work with a stable career path, both in the private world and in government institutions. Therefore, to encourage youth entrepreneurship, the pattern and orientation of formal education needs to be modified in such a way that it can become a link and match, not only to the world of work market but also to the development of business potential by youth. If the current challenge is the demographic bonus in which the productive age for working is far more than the age not working.

Common problems facing prospective entrepreneurs involve difficulties in accessing capital, access to finance, access to marketing, access to information and government policies, as well as lack of confidence in facing risks (Woelandari, 2021). Some of these barriers are factors that are often faced by aspiring entrepreneurs. For this reason, an understanding of the importance of entrepreneurship education is needed among the younger generation.

THEORETICAL REVIEW

Entrepreneurship

Entrepreneurship is a discipline that studies the values, abilities, and behavior of a person in facing life's challenges and how to obtain opportunities with various risks that they may face.

An entrepreneur is someone who is independent, that is, a person who has a company as a source of income. In other words, he does not depend on others (Setyawati, 2022).

All successful entrepreneurs must have a background that has changed them or has shaped their character. These backgrounds include the following (Marlinah, 2019):

Environment

The environment is very influential on entrepreneurial interest. This is because an entrepreneur often sees the people around him, be it parents, relatives, other family members, friends and also successful entrepreneurs as idols or as motivators. The encouragement of friends is quite influential on the spirit of opening a business. This is because we can discuss freely with our friends when compared to others. Professional environment can also be asked for assistance, for example in business consulting bureaus, lecturers and other business association bodies. With regard to the work of parents, it is often seen that there is an influence on their children. This situation often also inspires children from a young age. Parents also tend to support and encourage their children to be independent.

Personal Value

From a personal point of view, it is rather difficult to distinguish a successful entrepreneur from a failed entrepreneur. However, according to Robert Hisrich, there are values that can be observed as characteristics of success in entrepreneurship, namely: Desire to produce superior products, Desire to serve consumers with quality services, Flexibility in adapting to changes, Ability in management, and Have good manners and ethics. in business.

Age

One thing to remember that trial by trial in entrepreneurship is one of the predicates of the best steps of success. Therefore, most entrepreneurs are aged 22 to 55 years. Starting a business outside of this age limit is actually not a problem, but the person concerned lacks experience for those who are young or it is too late for those who are old.

Education

Many people state that the level of education of entrepreneurs is also important, especially in maintaining the continuity of their business. In addition, adequate education is also needed in overcoming all problems. When starting a business, the level of education does not play an important role. Many of the

successful entrepreneurs are dropouts, call them Andrew Carnegie, William Durant, Henry Ford, and many others. However, education is still important.

Employment history

To start a business, people often need experience from previous jobs. Maybe someone is not satisfied with the job he is doing, there is no opportunity for advancement, there is no possibility of promotion or conflict in the right place at work. These things can trigger someone to start or start their own business. Many employees who have worked for many years and have complex skills and knowledge about their work then quit their jobs and open their own businesses.

Factors Affecting Entrepreneurship (M.Anwar, 2014)

Entrepreneurial Motivation

Motivation is an encouragement or enthusiasm to move forward. Entrepreneurial motivation in youth is the encouragement or effort of youth to make creative, innovative, and useful efforts by developing ideas and resources to find opportunities and improve life, and engage in business competition. Entrepreneurial mentality is a person's attitude in behavior, people with entrepreneurial mentality have a strong will to achieve their goals and needs. Humans who have an entrepreneurial mentality have the nature of honesty and responsibility.

Entrepreneurial Spirit

The entrepreneurial spirit here is the entrepreneurial nature and character that has been embedded in the individual as a result of the individual's lifelong learning process. The entrepreneurial spirit resides in everyone who wants to think creatively and innovatively. The entrepreneurial spirit of a person is not a hereditary factor, but can be studied scientifically and grown for anyone.

Entrepreneurial Attitude

Attitude is an organization of everyday beliefs about objects and situations. While the entrepreneurial attitude (Marlinah, 2019) states that attitude is a disposition or mental state in the soul and self of an individual to react to his environment, both the human environment and or society, both the natural environment and the physical environment.

METHODOLOGY

This research was analyzed using descriptive analysis method, Strategic Assumption Surfacing and Testing (SAST). This analysis is used to identify and map youth entrepreneurship policy analysis. The data collected are primary and secondary data. Primary data with interviews/discussions involving key persons, competent practitioners in the field of entrepreneurship and purposive practitioners and justification/summary results of various meetings related to entrepreneurship policy.

Strategic Assumption Surfacing And Testing (SAST) is a software method used to solve complex and interrelated problems, with unclear objectives, conflicts of interest, and environmental uncertainty and social constraints.

Table 1 : SAST Rating Components and Values

NILAI	KOMPONEN	
	PENTING	YAKIN
1	SangatTidakPenting	SangatTidakYakin
2	TidakPenting	TidakYakin
3	CukupTidakPenting	CukupTidakYakin
4	KurangPenting	KurangYakin
5	CukupPenting	CukupYakin
6	Penting	Yakin
7	SangatPenting	SangatYakin

RESULTS

Following are the results of the analysis of strategic issues of youth entrepreneurship which were developed into alternative formulations of youth entrepreneurship policies.

Building the entrepreneurial character of Youth, especially technology-based entrepreneurship

The results of the SAST analysis show the level of importance and level of confidence of each strategic assumption. Based on the results of the analysis, the following assumptions can be identified:

- a. Assumptions with a value of 6.6 (important- sure) are strategic assumptions A4 (Human activities that have started to depend on the internet);
- b. Assumptions with a value of 5.6 (Sufficiently important- sure) are strategic assumptions A1 (Youth as productive age as potential HR assets);
- c. The assumption with a value of 5.5 (Quite important- quite sure) is with the strategic assumption of A7 (Capital constraints are often the dominant factor when starting a business);
- d. The assumption with a value of 6.2 (important- not sure) is with the strategic assumption of A2 (Youth Awareness about entrepreneurship as a strategic activity for current economic development);
- e. The assumption with a value of 5.3 (quite important- quite unsure) is the strategic assumption of A3 (Availability of Technology that is evenly distributed and is Plug 'n Play);
- f. The assumption with a value of 2.6 (not important- sure) is with the strategic assumption of A5 (there are still many youths in the age range of 15-30 years who are joining in);
- g. The assumption with a value of 2.5 (not important- quite sure) is with the strategic assumption of A6 (Youth in the Age Range 16-25 years are still in the process of dissolving their identity, so they often change, and have not been consistent (focused) in carrying out activities (including business);

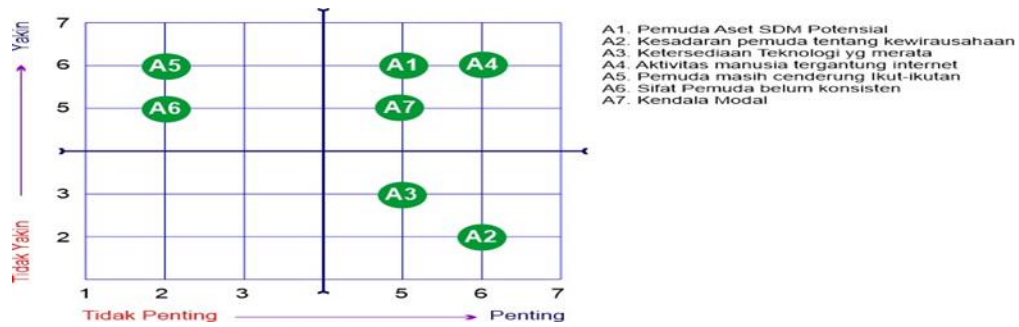


Figure 1: The entrepreneurial character of Youth.

SAST Quadrant Image

Youth Entrepreneurship Character Development, Especially Technology-Based Entrepreneurship

From the results of the SAST analysis above, it shows that human activities that have started to depend on the internet have become an advantage that can be used to do business. The dependence of people on the internet network causes all the facilities in the gadget to be very complete which are able to meet all the needs of society in general. This is what makes some people able to use it as a field to make money.

One of the effects of the wide internet network that penetrates all human activities makes the digital world a very potential market for business today. This technology-based online business certainly targets millennials as the biggest gadget users. This is in accordance with the second SAST analysis, namely Youth as a productive age as a potential HR asset. Youth or millennials are a productive age that must be nurtured and directed to take part in utilizing this digital world as a positive and productive activity.

However, the obstacle that is often faced in starting business activities (especially independent businesses), is the problem of capital. This problem is often complained of by most prospective entrepreneurs. The results of the SAST with the strategic assumption of A7, where capital constraints are often the dominant factor when starting a business are relevant to be addressed. By making regulations that regulate a clear partnership pattern, it will provide certainty for young people as prospective entrepreneurs not to hesitate in starting business activities. The impact that arises from certainty in entrepreneurship for millennials will certainly raise Youth Awareness about entrepreneurship as a strategic activity for current economic development.

Awareness of entrepreneurship as a strategic activity for economic development is easier to implement with the availability of technology that is already evenly distributed and is Plug 'n Play.

The purpose of Plug n Play is where current technological developments are not only complex to help all human activities, but are easy to use. Technology is designed not only cheap, easy, and multifunctional.

Youth entrepreneurship incubation

The results of the SAST analysis show the level of importance and level of confidence of each strategic assumption, the following assumptions can be identified:

- The assumption with a value of 6.7 (Important- Very Confident) is the strategic assumption of B4 (There are still many incubators that do not yet have clear partnerships with other parties, such as capital or marketing partners).
- Assumptions with a value of 6.6 (Important-Sure) are B3 strategic assumptions (There is still a lack of continued assistance for tenants who have been released from the incubator);
- The assumption with a value of 5.6 (quite important-sure) is the strategic assumption of B1 (the conditions made by several business incubators are still too high).
- The assumption with a value of 5.5 (quite important-quite sure) is B2 with strategic assumptions. There is still a lack of information about the availability of incubator institutions for budding entrepreneurs;



Figure 2 : Youth entrepreneurship incubation.

SAST Quadrant Picture

Youth entrepreneurship incubation

The explanation from the results of the SAST analysis above is that the purpose of entrepreneurial incubation (business incubation) which is mostly carried out by business incubator institutions is still not optimal. Tenants, as incubation participants, tend to have difficulty being independent after leaving training in incubation. This is usually due to the fact that there are still many incubators that do not yet have a clear partnership with other parties, such as capital or marketing partners.

Apart from the problems above, another obstacle commonly faced by tenants is the lack of continued assistance for tenants who have been released from the incubator. Incubators tend to make entrepreneurship training for beginners just a core business. The incubator institution only aims to 'generate' entrepreneurial training businesses for beginners' as the main business. So that prospective entrepreneurs who should intend to start a business by entering as

an incubation participant become independent after completing the incubation program.

Incubator institutions that already have clear programs, partnership programs and clear funding patterns tend to provide high requirements. So it is difficult to be accessed by prospective young entrepreneurs. Problems related to the conditions made by several business incubator institutions are still too high, this has resulted in the decline in public interest in learning entrepreneurship, this is still coupled with the problem of the lack of information about the availability of incubator institutions for novice entrepreneurs.

With the strategic issues above, of course, by making a policy on youth entrepreneurship incubation which includes materials on standardization of incubation, partnership patterns, funding patterns, and mentoring patterns which are all integrated, sustainable and inclusive, of course the spirit to develop the economy through youth entrepreneurship can be achieved.

Funding Support Model for Youth Entrepreneurs

The results of the SAST analysis show the level of importance and level of confidence of each strategic assumption. Based on the results of the analysis, the following assumptions can be identified:

- Assumptions with a value of 5.5 (quite important - quite sure) are strategic assumptions C-3 (Need for Alternative Financing Institutions that are able to provide solutions to the needs of young entrepreneurs).
- The assumption with a value of 6.6 (important - sure) is a strategic assumption of C-2 (There is still a lack of alternative financing as business capital for young entrepreneurs)
- Assumptions with a value of 7.6 (important- sure) are strategic assumptions C-1 (Need information on financial assistance that can be accessed by young entrepreneurs that is integrated, integrated, sustainable and inclusive)

Assumptions with a value of 4.5 (less important - quite sure) are strategic assumptions C-4 (The need for Bank Financial Institutions to be more pro-active and in favor of Young Entrepreneurs Beginners (WMP)).



Figure 3 : Funding Support Model for Youth Entrepreneurs.

SAST Model Quadrant Image Funding Support for Youth Entrepreneurs

From the analysis above, the need for information on financial assistance that can be accessed by young entrepreneurs must be integrated, integrated, sustainable and inclusive. The Information System on funding assistance for young Entrepreneurship is the order, procedure, and mechanism for the collection, processing, delivery, management and dissemination of data and/or information on Entrepreneurship funding that is integrated in supporting policies on national entrepreneurship. Integrated ; This means that every element in the funding information system, both as a user and a provider of funds, must be blended into a unified whole.

The lack of information that can be accessed by young entrepreneurs has an influence on the development of young entrepreneurs' businesses. From the results of discussions and questions and answers with the Bandung Youth Forum Entrepreneurial Community during a field survey, it was found that they did not know where to look and get information about funding or financing their business or business. When businesses are growing demand increases they do not have sufficient working capital.

Changing the principles of banking institutions to be "startup friendly" or pro-active in favor of young entrepreneurs, especially beginners, is certainly not easy. For now it's even impossible to do. So what is needed is the birth of Alternative Financing Institutions that are able to provide solutions to the needs of startups born with various business models. Capital Financing Institutions that enter the equity side are indispensable in accelerating the acceleration of startup business growth.

When a start-up business operates, it requires additional working capital to increase its business volume at an economic scale. Alternative financing is needed as venture capital for young entrepreneurs, alternative financing for start-up businesses, both based on individuals and cooperatives. One alternative financing for young entrepreneurs is through crowdfunding. A method of generating capital by raising funds for a business activity through a special website. Crowdfunding consists of three driving components, namely project owners, crowdfunding institutions or operators (online websites or social media), and donors).

DISCUSSION

The implementation of youth entrepreneurship development in Indonesia, of course, must be carried out based on legal norms or relevant provisions so that they can be accounted for. For this reason, it is necessary to group strategies in developing youth entrepreneurship, namely: Improving Youth Entrepreneurship Ability

To increase the ability to do through the steps:

1. Develop youth entrepreneurship for entrepreneurs and prospective entrepreneurs to improve performance, especially through increasing work ethic, creativity and innovation, productivity, decision-making and risk-taking abilities, as well as mutually beneficial cooperation and by applying business ethics.
2. Improving the business performance of young people that are beneficial to society and the national economy, especially through; creation of new jobs, creation of better quality and/or more diverse goods and services, increasing competitiveness, both in the domestic market and in the international market.
3. Developing youth entrepreneurship which is expected to encourage increased business and economic activities and performance of the community through increasing work ethic, efficiency discipline, and national productivity.
4. Disseminate the basic principles of entrepreneurship as a practical guide for youth who are interested and related to entrepreneurship development and for those who want to know, to live more deeply, it is recommended to take part in entrepreneurship culture activities.

Cultivating entrepreneurship

Cultivating entrepreneurship among youth, especially millennials, is a challenge in itself. Directing young entrepreneurs, especially to rational, profitable, integrated, sustainable and comprehensive economic activities. Steps to achieve this are done through:

1. Rational economic activities, especially those that are handled or organized with business entities. Thus, the rational nature of these activities can be measured by common performance measures.
2. Offering beneficial youth activities for program participants and society in general.
3. Offer sustainable and replicable activities for youth. In addition, cultivating entrepreneurship must be intensive, comprehensive, integrated and sustainable, the achievements of which are carried out through:
 - Priority scale of targets Good preparation and planning, taking into account the effectiveness of various activities.
 - Comprehensive and integrated activities, including pre-training activities, guidance and consultation, internships and comparative studies, promotions and business meetings, as well as increasing market access and providing reinforcement assistance selectively.

- Emphasis on the suitability of the dynamic conditions of youth or groups of youth program participants who are fostered.
- Activities to increase enthusiasm, attitude and entrepreneurial behavior among youth.

Empowering youth resources

Empowering youth resources is using available resources, which are related to youth and information technology in the 4.0 era. Steps taken:

1. Available youth resources along with facilities and infrastructure, as well as budgets need to be mobilized and utilized properly to implement and support youth entrepreneurship development in accordance with applicable laws and regulations.
2. Cultivate entrepreneurship to the youth through self-development efforts while carrying out business activities or learning by doing. In an effort to make it easier for prospective new entrepreneurs to access sources of capital for working capital.

This part allows you to elaborate on your results findings academically. You must not put numbers related to your statistical tests here; instead, you have to explain that numbers here. You have to compile your discussion with academic supports to your study and a good explanation according to the specific area you are investigating.

CONCLUSIONS AND RECOMMENDATIONS

The results of the discussion above produce several conclusions, which are a summary of the results of the analysis.

Youth entrepreneurship in terms of education

Although formal education is not a requirement for starting a new business, the knowledge gained from formal education provides a good basis, especially if the formal education is directly related to the line of business being managed. Education in finance, strategic planning, marketing (especially distribution), and management are very important supporting factors in entrepreneurial activity.

Youth Entrepreneurship in terms of behavior and attitudes

Entrepreneurship is an action that is supported by creative and innovative abilities based on tips and resources to find opportunities for success. The essence of entrepreneurship is to create something new and different through creative thinking and innovative action to create opportunities and face challenges, so that aspects of the behavior and attitudes of youth and the environment will greatly determine the development of entrepreneurship.

Youth Entrepreneurship in terms of self-esteem

The results of research conducted in the city of Bandung show that entrepreneurship is growing rapidly when young people have high self-confidence in trying and being creative. Self-esteem is a self-assessment that is influenced by the attitude of interaction, appreciation, and acceptance of others towards the individual.

Youth Entrepreneurship in terms of innovation

The emergence of innovation and creation in fashion, food, art and hangout products in the city of Bandung is a form of innovation that is able to encourage the development of entrepreneurship among young people in the city of Bandung. It can be said that innovation is the ability to do something new and different. Entrepreneurs who have new ideas generated from a creativity bring their business to grow faster.

Strengths, Opportunities and Challenges

Youth who are of productive age are a very potential resource as independent business actors (entrepreneurship). The large number of productive age which reaches 68.18 percent is a strategic opportunity to make this group as prospective independent business actors.

The challenges faced when optimizing the productive age group as a group that can become independent entrepreneurs are youth, where the age range of 16-30 years is a generation whose activities and routines are still dominated by playing, tend not to have a full sense of responsibility, and the majority still dependent on parents, thus making programs in the form of

entrepreneurship whose main target is the youth become 'a little' more difficult to run optimally.

The issues faced in the development of Youth entrepreneurship programs are the development of technology-based businesses in the Industrial revolution era, youth entrepreneurship programs can be one of the effective programs to reduce unemployment.

FURTHER STUDY

Entrepreneurship development is expected to build the ability of youth to face the challenges of entrepreneurship in the 5.0 era. From the results of the discussion and conclusions above, there are several steps that must be taken:

1. Youth entrepreneurship development needs to be carried out by strengthening youth individuals and the supporting environment with mentoring by successful entrepreneurs and the government.
 2. Synergy and cross-stakeholder collaboration in related ministries and institutions
 3. Commitment to resource allocation, especially personnel/institutional and budget
 4. The National Action Plan Movement to buy products produced by young entrepreneurs
- Every research is subject to limitations; thus, you can explain them here and briefly provide suggestions to further investigations.

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