

Conference Paper

Youth Empowerment in the Poor Community of Urban Areas

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Abstract

Poverty in Indonesia is one of many problems that has always been discussed since the independence of Indonesia for about seven decades ago. However, the problem is not merely in the poverty itself, but in the way the people who live below the poverty line respond to their condition. Moreover, since the monetary and economic crisis was over, the number of people who live below the poverty line has increased drastically. Poverty also threatens the youths who live in poverty stricken slum areas. This article will describe community service activities that focus on empowering the youth to make them responsible and self-sufficient adults. The activities that have been developed in this article focus on economic empowerment for unemployed youth who live in poor areas in the city of Jakarta.

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1. Introduction

Whether we realize it or not, the rapid growth of Jakarta has caused some changes to appear in the norms and culture of the community, which to a certain extent creates family vulnerability and increases the number of children with special problems (such as street children and neglected children). This vulnerability not only occurs in the psychosocial aspect but also expands to various life aspects, such as economy, health, and perspectives towards technology. Based on that, it is necessary to make efforts to strengthen family resistance. One of the age groups that have problems dealing with rapid changes happening in Jakarta is the youth aged between 18 and 30 years old, who are in their early adulthood phase. This is the early phase of forming personal, social, and economic independence. In this period, these young adults their careers and try to establish them. In this period, they also start looking for a spouse to settle down and have their own family as well as starting their lives as a new family interacting with a new environment. Hence, in this period many challenges that can threaten their independence which is expected to appear in the next period. In this period, a

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shift occurs from their role as teenagers which is still colored by characteristics of the childhood period to the adulthood phase marked with the demand for personal independence and responsibility.

The challenges faced by this youth will be even more serious for those who are still below the poverty line and have a low education level. Because of their physical maturity, this age group is prone to committing crimes or be trapped in a grey area. It happens because they feel that the community expects them to be at the beginning of their career, while in reality they still have limitations to enter the job market due to their capability and education limitations. Consequently, they often do whatever it takes to earn money, which they consider to be part of becoming 'independent adults'.

Things get worse when we look at the youth who are below the poverty line and live in the slums and poor environment. The temptation to do 'shameful' or 'dangerous' acts for the community also gets bigger. For instance, they can exploit little children in their neighborhood and force them to be beggars, street musicians, or thieves. Or they themselves will do those activities. Such conditions make it necessary for us to pay attention to the presence of the youth who are at the beginning of their adulthood, because they have different needs and development duties from when they were still children and teenagers, and they have to deal with community demands that are from those they faced as teenagers.

Without giving them sufficient attention and fulfilling their needs, we are afraid that the youth in this productive age will become burdens for the community and for the state. Meanwhile, this country really needs qualified human resources, individuals that can optimize their potentials, and are independent and responsible.

Qualified human resources certainly cannot exist instantly. On the contrary, the presence of qualified human resources requires a long process that is not simple, and has to start now. The efforts that can be done currently, among others, are increasing the welfare of the youth so that someday they will become independent and responsible adults. The condition of the youth discussed above is also faced by Semper Barat Subdistrict, where there are quite many young people who are below the poverty line.

Semper Barat Subdistrict covers an area of 159.7 Ha consisting of 17 RW (citizen neighbourhood) and 245 RT (neighbourhood associations). The number of people living in Semper Barat Subdistrict based on the report of the subdistrict office in October 2013 was 78,723 people with 29,751 Households Heads. The number of RTS (Target Households) based on the BPS (the Central Statistics Agency) data in 2013 for the reference of the receivers of BLT (Direct Cash Transfer) and *Raskin* (Rice for the Poor) was 1,980

RTS. The RW that has the most RTS is RW 04 (399 RTS) followed by RW 08 (204 RTS) and RW 16 (175 RTS). From the data, we can see that RW 04 and RW 08 are the RWs with the most number of poor families in Semper Barat Subdistrict.

In the effort to increase family welfare, the PKK (Family Welfare Group) of Semper Barat Subdistrict acting as a technical unit at the subdistrict level has conducted various activities to improve family welfare. However, there are still plenty of things that they have not been able to deal with due to the complexity of the problems.

With all of its limitations, PKK of Semper Barat Subdistrict has carried out various activities according to the directions from the kelurahan (or subdistrict consisting of several RW) office. Nevertheless, it turned out that the cadre of PKK could do more than what was planned by the kelurahan office. This was proven in 2010 when we conducted a training for family resistance focusing on the effort to strengthen communication among family members. From this training, the officers of PKK showed their seriousness to help make the activity run smoothly.

Through that activity, we could identify several problems faced by the families below the poverty line in Semper Barat Subdistrict. One of them is that there are quite plenty of young people who drop out of school and are still unemployed. This condition makes the subdistrict become rather prone to conflicts or criminal acts. Based on the Activity Report of Semper Barat Subdistrict Government in 2010, the number of unemployed recorded was 2,173 people.

Although youth problems are mostly handled by *karang taruna* (an organization for young people) whose condition is also between 'alive' and 'dead' for the poor community in Semper Barat Subdistrict, the cadre of PKK can also contribute to the development of young people through activities involving those poor families. Nonetheless, due to the limitation of capability and funding, the cadre of PKK have not been able to help much with the effort to develop the capability of young people to be able to compete in the job market or to create job vacancies.

2. Partnership Problems

Partnership problems in this community service program will not be focused on PKK, as the real partners of this community service program are the poor community in RW 04. Thus, the partnership problems that will be elaborated here are the problems in poor communities in two RWs. The area location is near to one of the biggest industrial areas in Jakarta, *Kawasan Berikat Nusantara* (KBN) in Cakung. As a result, this area has the biggest number of people coming from poor families who work as factory

labors. However, most of the people living there work in the informal sector, such as food traders in small food stands, scavengers and collectors of used items, house call laundry maids, construction labors. There are still plenty of young people working as freelancers here and there so that when there are no jobs, they usually just stay at home.

Besides that, there are many young people who do not want to go to school and do not want to work because of the influence of their friends who often ask them to 'hang out'. For instance, one of the parents complains about his/her child who does not want to go to school and prefers to hang out with his/her friends.

"My oldest (child) used to go to school until Junior High School but because he might have been influenced by his friends, he did not want to go to school, so I could not force him. Finally, he dropped out of school..." (Mrs. Rd)

One of the problems related to the poor condition of the community is their problem to fulfill their basic needs. Due to this problem, they often borrow money from loan sharks who usually come from the area they live in. The loan sharks are commonly known as moneylenders or 'moving banks'. The poor families who are in difficulties because they need money to fulfill their needs will feel they are assisted by the offer of the loan sharks that are easily accessible in their area. The amount of money lent is usually just for their daily needs (less than Rp 1,000,000.-). The installment payment is done daily by paying between Rp 3,000.- and Rp 10,000.- per day depending on the amount of money borrowed. However, the consequence they have to bear from this borrowing activity is the very high interest. This is stated by Mrs. Kd as follows:

"here they are called moving banks. For example, we borrow 500 thousand rupiahs, they will give us only 450 thousand rupiah. But for the installment payment we are supposed to pay 5,000 daily. It is up to 5 months, miss. If we calculate, in total we pay up to 700 thousand (or Rp. 750,000.-). Many people here borrow money from those loan sharks and they are trapped and are forced to sell half of their house and eventually they will have to sell the whole house. Then the people who have sold their house live in a small tented house." (MrsKd)

From the condition above, we can see that for the poor people who work as freelancers or who are unemployed, they have no choice but to borrow money from the 'moving banks' and get trapped in their debts. Due to that, based on the discussion with the cadre of PKK in the preparation phase up to after the training in Semper Barat Subdistrict in 2010, they felt that it was necessary to strengthen family economy so

that the poor people would not be trapped by those loan sharks or they would not force their children to work.

As stated by Mrs. Kd, the condition of economic difficulties faced by poor families threatens the continuity of the children's education and lead to child exploitation because the children are eventually forced to work to fulfill the needs of the family.

"We discovered such cases here; in RT 16 there are 4 children, in RT 1 there are 3, in RT 15 there are 2. Even in RT 11 there is one kid who had to stop going to school because he often had to help his parents, so he was left behind in his lessons at school and he was eventually expelled. Then there are some parents who cannot afford to pay the tuition fees. One child had to help his mother because his father was blind and could not work for a living, so he works to polish shoes in markets and everywhere." (Mrs.Kd, December)

Besides the information from Mrs. Kd, other information was also obtained from Fa, a young man from RW 04 who was unemployed because it was difficult for him to find a job as he did not have a Senior High School diploma.

"it is hard for me to find a job, miss. I only went to the second grade of Senior High School and I was expelled because I often fought and skipped classes. So I don't have a Senior High School diploma... everyday I just stay at home, hanging out. Sometimes if a friend asks me to work at a motorcycle wash, I will go there. But if there are only very few customers, I just have to stay at home again, doing nothing." (Fa)

3. Solution Alternatives

To overcome the problems above, in this community service program, the activity proposal that is to be conducted will try to improve the economic condition of poor families that have unemployed children. Hence, the local economic strengthening will focus more on strengthening and empowering the youth who are still unemployed through the development of the Economic Business Group.

Through this activity, a pilot project of the Micro Economic Business Group has been established so that the poor community can generate income that is expected to be able to fulfill their basic needs. The establishment of the Micro Economic Business Group is not done with the 'top-down' approach but with the 'bottom-up' model based on the awareness and willingness of the community to change.

The process of activities in the community that will be carried out in cooperation with the board of RW, the cadre of PKK, and the youth in RW 04, namely by doing several activities, such as:

1. Approaching the target community;
2. Having discussions with the young people who are still jobless, to discuss the existing problems related to their condition and to develop the motivation of the unemployed young people so that they will form a micro economic business group suitable with their capabilities;
3. Developing activities as the pioneers of micro economic empowerment at the community level.

4. Community Service Implementation

According to the activity plan, the activities are conducted in several phases, starting from:

1. establishing relations with the society and target communities;
2. studying the possibility of developing businesses that will be conducted; thus
3. forming the pioneers of business groups as places to support their interests and desire; and
4. assisting young people to develop their new businesses.

Below are several developments that have been accomplished in order to establish those business groups will be elaborated.

5. Economic Business Development for Youth in RW 04

As an effort to anticipate some of the problems faced by youth in this area, in this community dedication activity, several steps have been conducted as follows:

5.1. Establishing relations with the society and target communities

For about one and half months' community worker established relations with various elements in the community in RW 04. These relations were established among others

with several parties that were considered to be able to assist the implementation of this community program. The relations were established with several public figures, such as the board of RW 04, the board of non-profit educational organizations, and the officers of Posyandu (the Integrated Service Posts) that have carried out many activities with young people in RW 04. Besides that, relations were also established with several young people who were below the poverty line, in order to obtain a clearer picture on their current condition.

One of the problems mostly discussed by several public figures in this area was related to the fact that there are quite many young people in RW 04 who have not found jobs yet and do not have a stable income. In relation to the effort to deal with the unemployment problem in RW 04, one of the public figures in RW 04 works together with SAI Foundation to manage a SAI learning center. One of its activities is to conduct programs to increase the capability of young people with the ability to sew clothes and use special edging machines, with the expectation that they will be able to use their skills to start a tailor business. However, from the information obtained, it was found that this activity did not reach its goal because several of the participants chose to leave without completing the program. Whereas those who could sew simple clothes chose to work as labors in the factories at KBN, not start their own business. Finally, the program was discontinued.

Some of the young people who are still unemployed in RW 04 prefer to 'hang out' with their friends in several corners in RW 04 than to open their own business. Below is one of the places that is usually used for hanging out in the late afternoon and in the evening.

The assessment results (by using the techniques of interviews and observation obtained show that many young people in RW 04 are unemployed and do odd jobs. Several of them become unemployed because they drop out of school (one of the reasons of their being expelled from school is because they violate some rules, some drop out of school at the Junior/Senior High School, and some cannot continue their studies to a higher level). Those are stated by one of the public figures in RW 04 as follows:

" here there are many who drop out of school and there are some who were expelled because they were 'naughty'. But most of them cannot continue their education.. Most of those finishing Senior High School want to continue to a higher education but they cannot afford it; looking for a job is difficult for them, so they just stay at home. They just hang out... sometimes there is work at the KBN but this is not certain, such as the job of transporting goods, for instance.



Figure 1: One of the corners in the settlement of RW 04 that often becomes a place to 'hang out' for the unemployed young people (Source: Community Dedication Documentation).

*The time for the work is also not certain; occasionally there is some work to do.
When there is no work, we just stay home." (Mrs. Rs)*

From several things discussed with the public figures in RW 04, several possibilities that can be developed to help strengthen the resistance of the youth in this area have been studied.

5.2. Studying the possibilities of developing businesses that will be done

After doing informal interviews with several public figures and young people in RW 04, the people involved in the community service attempted to reach young male and female people directly by visiting target communities with the purpose to invite them to be present in a discussion together with youth who still have not found a job and were still below the poverty line. From this activity, it was recorded that there were 7 young people who were willing to be present at the meeting. The meeting to discuss what would be done for the youth was also facilitated by one of the public figures of RW 04 and held at the SAI learning center. On the day agreed upon, only 1 young person attended the discussion from those 7 young people who stated that they would be present. Consequently, the meeting with the youth was conducted approximately a week later attended by young people they managed to contact through visits to individual young people who fulfilled the criteria to be the targets of the program.

By contacting them door-to-door, the activity plan managed to be discussed with 8 young people. These 8 young people who were interested to become participants' in the mutual business activity development was given a form to write their business plan that they would do in a group. The submission of the forms about the business plan and the amount of funding required was further coordinated by Mrs. Rs as the public figure of RW 04.

The deadline to submit the business plan proposal forms was two weeks after the introduction of the program. However, up to the deadline determined, only one group (with 5 members) submitted the form. This happened because many young people felt that running a business was difficult so that they decided not to join this program. Some of them also felt that they did not have the 'talent' to do business and preferred to 'wait' for odd jobs, even though the jobs were scarce. The following week, the deadline was extended, but no other group submitted the form to register.

5.3. Forming the pioneers of business groups that will support the interests and desires of young people

Finally, in the group's internal meeting, the member of the community service decided to pass 1 group from RW 04 that had registered. The group members consisted of 5 people (1 male and 4 females).

This group proposed a business with the name '*Tongkrongan Kece*'. This group planned to open a mini Café selling food and drinks, such as coffee, fruit juice, burgers, snacks, and others. The profile of the group members is as follows:

1. Mu (the head of the group) – is a female teenager Senior High School graduate. Mu who dreamed to continue her studies had to delay her plan because she had no money to study at a college or university. Currently, Mu fills her time by just teaching elementary or Junior High School students who are her neighbors. However, this activity is done only occasionally when there are her neighbors who need her service to tutor them privately.
2. Sy – is a female teenage graduate from Senior High School. Similar with Mu, she also has a dream to continue her studies, but her parents cannot afford to finance her. Sy also has the same activities as Mu, tutoring elementary or Junior High School students privately.
3. St – is a female teenage graduate from Senior High School and for the last year she has just been staying home, helping her parents by doing household chores.



Figure 2: A business group completing a business proposal form (Source: Activity Documentation).

4. Sa – is a female teenager studying only up to the second grade of Senior High School. Sa stopped going to school because her parents could not afford to pay the tuition fee as she went to a private school. Until that time Sa still intended to continue her studies, although later she took the C Package education (an alternative educational program leading to a senior high school certificate for those who drop out of formal education).
5. Fa – is the same like Sa who only reached the second grade of Senior High School. Fa dropped out of school because he was expelled. He violated school rules, by often fighting and skipping classes. Everyday Fa only stayed home and once a while he did odd jobs washing motorcycles and working at his friend's garage if there were plenty of customers.

After being informed that the business group '*Tongkrongan Kece*' managed to obtain the group fund assistance, the group conducted a meeting for receiving the funds. After this the group would get assistance (in carrying out their business).

5.4. Providing assistance to develop their new business

In the beginning of third month of intervention, the assistance process of the business that have been developed by youth was began by discussing all the things that needed to be prepared to start the business. In this phase, the business group discussed a suitable place for the business location. By considering the limited funds owned (the funds raised was Rp. 1,495,000.00), it turned out that the group were not able to rent a place so that it was decided that temporarily the business would be carried out in the terrace of the house of the group's head. Afterwards, they also discussed the purchase of business equipment and supplies. Some of the equipment they planned to buy was stoves, frying pans, grilling tools, a blender, jars, glasses, plates, spoons, and forks. The supplies they planned to buy were sausages, meatballs, bananas, bread, jam, cheese, butter, several juice sachets, and others. The head of the group divided the tasks to buy the items required for the business among the members about the responsibility.

The food stands of the business group '*Tongkrongan Kece*' was opened at the location of the house terrace of the group head. This food stand provided processed food that is grilled, such as grilled sausages, grilled corn, grilled meatballs, and several juice drinks. The group chose to sell a variety of grilled snacks because in this area there were no stalls selling such food. Most of the food stands selling processed food served fried food. On the first day their food stand was opened, there were many customers coming to try the snacks offered, and they were male and female teenagers who were friends of the group members. Besides that, they were also little children from that area. On the first day, the group managed to earn a gross income of Rp. 192,000.00.

One week after the business of the food stand '*Tongkrongan Kece*' run and managed by five young people in the area of RW 04 was opened, an internal evaluation was done among the group members and the people providing assistance. The group reported that up to that day they could only open their food stand business 2 to 3 days a week, especially on Saturday and Sunday considering that it was difficult for all group members to run their business together. Besides that, another reason was due to their business location that was still in the house terrace of the group's head so that this made the other group members feel uncomfortable to run the food stand when the group head was not at home. And the next consideration was that there were plenty of customers only on weekends (Saturday – Sunday), while when the group tried to open their food stands on Wednesday, there were no customers so that they decided to close the food stands less than 2 hours after they opened it. Considering those conditions, the people providing the assistance attempted to provide several

alternatives, such as dividing the working days and hours to run the food stand among the group members so that it would not be necessary for all of them to be present; in addition, to deal with the business location problem which made several group members feel uncomfortable, the mentors suggested the group to find an alternative location to move the food stand. The consideration of moving the location was also further discussed by the group to reach more customers, not only the children or young people in RW 04.



Figure 3: Some equipment to support the business.

After three months of undergoing the programme, the assistance and the internal evaluation of the group was conducted. In this phase, the group also did the financial evaluation. The following is the financial record from the results of the food stand business '*Tongkrongan Kece*'.

During the first seven days the group business was run, the group managed to earn an income of Rp. 430,000.00. The group had also given each member wages amounting to Rp. 40,000.00 (the total expenditure was Rp. 200,000.00) and the group could save (the net income) as much as Rp. 230,000.00.

Seeing the positive development of the group business that had been carried out, the mentors recommended that the group obtain the second fund to be able to develop their business. Therefore, the mentors delivered the news to the group head so that the group could prepare the phase 2 fund proposal.

The group delivered the second phase fund proposal to the mentors in which they proposed renting a business place on a main street and purchasing tables and chairs for the customers to sit so that later this food stand would not only be a common snack food stands but rather a food stand where people could sit and eat comfortably. In the fund proposal submitted by the group, they also included the business menu development with healthier products, such as boiled corn with milk, grilled corn, and French fries.

From the evaluation results with the group, the mentors saw that some changes had happened in this group of teenagers. Among others they felt that before joining the business development program they just waited for a job because they were still unemployed. All of that time they also felt that to open a business was almost impossible to do since it would require a lot of funding that they did not have. This was reported by Mu as follows:

"it's true that after graduating I was confused what to do next. If I wanted to go to work with my Senior High School diploma, I would probably end up working as a laborer in KBN Cakung just like the others. I felt it was a waste to work as a laborer after going to school all this time. I once thought about opening a business of my own but I had no money. I did not feel comfortable with my family as I was still unemployed after they financed me to go to school. Alhamdulillah, Thank God, with this program there is a way for a positive activity, learning to become a businessperson." (Mu)

Besides Mu, St previously also had felt pessimistic about becoming a businessperson until she followed this program. She felt more optimistic to be more serious in running a business of her own. *"at first when Mu asked me to join her, I was not sure that I could run a business but when we received the first wages, I felt very happy. I feel confident that we can run a business." (St).*

Mrs. Ot as the mother of Mu also felt the benefits of this program because before the group obtained the assistance of the business development program, she felt burdened with negative views of her relatives and neighbors since of her daughter Mu who after graduating from Senior High School was still unemployed and had not found the job that she wanted. Through this program, Mrs. Ot saw that her daughter had become more excited to become a businesswoman, especially because in a short time the business run by Mu and her group had shown results. This is revealed as follows:

“Alhamdulillah (Thank God) Miss, it turns out that there is a way. Before, in the past I felt confused. Muhad already graduated for a long time but she still hadn’t found a job; I did not feel comfortable about the way my relatives and neighbours had been talking about this condition. They kept asking whether Mu had already found a job or not. She received a lot of offers to become a tailor in KBN, but she did not feel that the job suited her since she is a clever girl, she does not want to become a laborer. Now she has the spirit to do business. Everyday she is talking about profits all the time, and I as her mother do not understand. She just divided the earnings among her group members and she told me about it.” (Mrs. Ot)

After obtaining the second phase business fund and considering several possible locations to move the food stand business, the group searched for new location alternatives, such as a kiosk on Tipar Cakung street (one of the main streets in Sempet Barat). After contacting the owner of the kiosk, they were informed that the rent of the kiosk was Rp. 2,000,000.- per year and it could not be paid monthly. Then the group searched for another alternative, such as the partner business location of one of the minimarkets on one of the streets. However, the group also came across the same obstacle, which was a quite big rent and they had to pay at least one year lease.

Less than one week after the group attempted to find an alternative business location, they finally decided to move their business to a street near a Public Junior High School and to use a show window to sell their food. This location choice was based on the reason that the group would not be burdened with a monthly or yearly rent fee because to have a business in that location every trader was just charged rp. 10,000.00 per week for putting their show window or cart on the owner’s land as much as.

Another consideration of choosing this new location was that the location was frequented by many people because it was close to a school, and in this area it was pretty well-known as the center for snacks in Sempet Barat so it was often visited by the people. By moving to this business location, it was expected that the group could expand their customer segmentation and of course develop healthier snack business products.

In the third week of November, the group started to do their business in the new location. In this location, the business was no longer conducted at the weekend only just like when the business was still in the house terrace of the group head. However, the group could carry out their business five days a week (from Monday to Friday from 8 AM to 1 PM by displaying their products in a show window to sell their products). Figures 6 and 7 show the group serving the customers.

Up to the first week in December, the group had done their business activity in the new location for nine (9) days and obtained a profit amounting to Rp. 287,500.00. Compared with the income obtained in the old business location, we can see that there was a decrease of income. In the previous location, up to the seventh day the business run by the group managed to earn a profit of Rp. 430,000.00, yet in the new business location up to the ninth day the group had just earned a profit of Rp. 199,700.00. This is what became the group internal evaluation facilitated by the mentors. The group members explained that in the previous location it was easy for them to attract customers because the customer segmentation was still limited to the people they already knew, whereas in the new location they had not been able to compete with other food or snack sellers that had been in the location longer than them. Besides that, one of the group members also explained that the products they offered had not attracted the interest of many people since still plenty of people did not know the products they sold. This was stated by Sa who said that: "those who passed by kept looking at our show window but they hesitated to stop by. They were probably thinking, "what kind of snacks are those?" (Sa)



Figure 4: The Business Group Members using a 'Moving Show Window' to sell their food (Source: Activity Documentation).

Therefore, the solution alternative offered was by promoting their business products. The first thing to do was putting the business name board on the business show

window so that people would find out what products were offered. In addition to that, the escorts also suggested that the group did the promotion more actively to the surrounding community, such as the school children in the area.

To realize the product promotion plan, the group together with their mentors designed the business name board that would be put up. The name board was designed as interestingly as possible containing information about the name of the business, the menu, and photos of the products sold. Showing the photos of the products aims to make the community recognize the products offered easily. In the discussion about the name board design, the group also proposed to add the business name to become '*Tongkrongan Kece the SOSISter 1001*' because most of the group members were girls who ran the business based on the feeling of sisterhood. Meanwhile, the word '1001' meant that their business products are sold at the price of Rp. 1000.00 per product, such as *otak-otak* (fish cake) and sausages.

Moreover, they had a coordination meeting with the community service group related to the plan of making this name board, and they discussed further the technicalities of making it. The name board was made in the form of an outdoor banner to be attached to the sides of the show window and a roll up banner to be put standing up at one side of the show window. On the roll up banner, the business product photos were presented showed the product samples more clearly and interestingly.



Figure 5: The Business Name Board of "*Tongkrongan Kece the SOSISter 1001*" (Source: Research Documentation).

After putting up the name banner as the business promotion facility, the mentors monitored and observed the responses of the community, especially the school children near the business location. Compared with other food sellers in the surrounding location, the show window of *'Tongkrongan Kece'* seemed to be more attractive because of the color composition and the pictures presented on the name banner. Several school children who passed looked at the food stand and no longer hesitated to buy the products offered, and they even asked their friends to also buy the food.

After putting up the stall's name, the evaluation was done to see the progress of the business. The group revealed that after putting up the name board, their business products got more attention from the community so that their income increased drastically compared with the previous days when the average income did not reach Rp. 100,000.00. This was reported by the head of the group as follows: "Miss, please tell UI thank you very much for the banners. People are attracted and we have a lot of customers... Yes Alhamdulillah (thank God) today we earned Rp 150,000.-." (Mu).

After six days of selling using the name board as the group's business promotion media, the internal evaluation was conducted again in relation to the financial management between the mentors and the group. The income calculation and the business expenditure was as follows:

During six days of business, the group obtained a profit of Rp. 408,000.00. If we see the average per day, the group managed to earn an income of above Rp. 100,000.00. However, on the fifth day, the income earned was only Rp. 71,000.00. The group admitted that this occurred because on that day it was raining so that their food stand had few customers: "at that time it was raining heavily Miss. The children who usually come to our food stand after they finish school went home directly." (Mu).

Besides that, the group also managed to divide the wages for the second time to each group member amounting to Rp. 50,000.00 (the total of the wages expenditure was Rp. 250,000.00) so that the group could save a net income of as much as Rp. 158,000.00.

Seeing quite good development of this business group, the mentoring will be continued, particularly in increasing the motivation and the spirit of doing business of the group members as well as facilitating the routine evaluation activity conducted to prepare the capability of the group in dealing with obstacles in carrying out business.



Figure 6: School children passing by the food stand of '*Tongkrongan Kece*'. (Source: Research Documentation).

6. Conclusion

The first conclusion that can be made from this programme is based on the progress of development, where there are still plenty of challenges that have to be faced to empower the young people who are still unemployed in RW 04 of Semper Barat Subdistrict. The most difficult challenge is from the mentality of the young people who are used to 'taking it easy and lack hard work' and 'not being courageous to take risks'. The mentality of feeling comfortable with their current condition becomes a challenge on its own when we want to develop a community. A longer time is required to develop the motivation of young people to have their own business, and it is necessary to seek several pioneers who can build the spirit of the young people.

The second conclusion is related to the condition of RW 04, where there are several young people who still have the courage to do business, and this is shown by their seriousness to manage their own business. The presence of '*tongkrongan kece*' is one of the early efforts to encourage entrepreneurship in the youth. Nevertheless, in this relative short period of time (because the business has just been run for about a month) the presence of their business still has not been tested with other challenges that will appear as time goes by. However, their courage is a positive effort and



Figure 7: School children enjoying grilled sausages. (Source: Research Documentation.)

needs to be appreciated. It is because they have succeeded to change their habits and behavior from being relaxed and not serious in dealing with life challenges to becoming productive and to start thinking about the future.

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