

## **SMALL BUSINESS ASSISTANCE FOR YOUTH ORGANIZATIONS IN POST EARTHQUAKE DISASTER AREAS CARIU VILLAGE, CUGENANG CIANJUR**

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### **ABSTRACT**

The natural disaster earthquake that occurred in Cianjur, West Java on November 21 2022 caused 331 deaths and 593 injuries. This earthquake resulted in loss of productivity and the death of small businesses, including household businesses. According to data from the Cianjur Regency Industrial and Trade Cooperatives Service, there are around 4,547 MSMEs and community groups affected, one of which is Karang Taruna, where Karang Taruna has a role in society to realize the social responsibility of the younger generation as a civic movement. As an effort to restore the economy, an economic recovery assistance program has been implemented, especially for youth organizations, including entrepreneurship training, capital assistance, policy support and increased understanding of disasters to assist post-earthquake recovery. This collaborative effort is part of economic resilience and part of mitigation in society. This activity was realized by providing business motivation and providing three complete sets of business equipment for selling chicken noodles, meatballs and chicken porridge as well as providing assistance with one laptop unit for youth youth activities. This community service was attended by around 30 members of the youth organization and 70 mothers. This assistance is still very small in the hope that there will be sustainable activities for the recovery of the community's economic sector after the earthquake.

**Keywords:** Earthquake, MSME's, Youth Organization, Resilient, Ekonomik

### **1. INTRODUCTION**

The earthquake disaster that occurred in Cianjur, West Java on November 21 2022 has had a significant impact on the socio-economic life of the community. Most of the people in the epicenter and surrounding areas experienced losses in the form of severe house damage (collapses) and loss of livelihood. The community of Cugenang Cianjur subdistrict felt the impact of the disaster very badly. The earthquakes that rocked Cianjur are still being felt continuously today, resulting in the paralysis of the economic sector of the community in Mangunkerta Village. Restaurant businesses owned by residents suffered very serious damage. Apart from that, residents throughout the area also left to evacuate due to trauma and fear of aftershocks. Suddenly at that time the community lost their livelihood.

One of the affected community groups is Karang Taruna, where this group is dominated by young people 15-25 years old. Karang Taruna at Kampung Cariu RW 02 Mangunkerta Village, Cugenang District has a role in society to realize the social responsibility of the younger generation as a civic movement. The roles carried out include empowering youth and society, contributing to the economic and religious fields, creating various kinds of training activities, persuasively inviting youth to take part in various productive activities, as well as properly implementing the main tasks, roles and functions of Karang Taruna according to basic guidelines in alleviating problems. social welfare of society.



Figure 1: Cianjur Earthquake Conditions (<https://nasional.kompas.com/>, diunduh pada 03/12/2022)

The main problem is that the affected communities, especially Karang Taruna youth, need to restore their lives and social relations, either through self-help activities, mutual cooperation or government assistance. At the emergency response stage, assistance from the government, development partners and various organizations is now widely available. However, this support will later be reduced during the recovery and reconstruction stages. During and after

the recovery and reconstruction phase, it is necessary to initiate a community strengthening program so that the community can rise and recover with its own power and efforts. The community's enthusiasm for recovery needs to be raised, one of which is through a small business assistance activity program for Karang Taruna to maximize livelihoods and strengthen affected communities, especially among youth. This KKM program is based on Communication and Entrepreneurship studies, especially for youth (Karang Taruna) in the earthquake area of Mangunkerta Village, Cugenang District, which is part of a mapping effort to increase community resilience, especially youth, in improving the economy of families in earthquake-affected areas.

This entrepreneurial assistance is part of resilience or efforts to increase the capacity of youth as agents of change to encourage community preparedness and resilience in disaster-prone areas. Through Communication and Entrepreneurship studies and business assistance carried out in the sub-district, it is hoped that it will be able to increase optimism in the independent entrepreneurial spirit even though the conditions and situation in the region are not yet conducive. Apart from that, it is also hoped that recommendations and strategic plans for business development and innovation for youth entrepreneurial groups can be prepared. This KKM activity is a form of joint commitment between Sahid University College, Lecturers, Students and the local community which is supported by the Ministry of Research, Technology and Higher Education. This program is carried out based on data and information and joint findings with Karang Taruna partners in Cugenang Cianjur.

The problem of loss of business interest or business motivation because the situation is still affected by the disaster and there is no capital. Because in this situation, it is hoped that there will be availability of ready-to-eat but nutritious food that is served hot/warm, such as meatballs/chicken noodles/chicken porridge that can be served quickly from children to the elderly. This was conveyed by the chairman of the youth organization, Kang Syaltal Jibril, by telephone, "We need cooking equipment to cook chicken porridge, meatballs, chicken noodles, green bean porridge, because the weather is still raining, we hope that this type of food can be an accompaniment to the main meal, and we Karang Taruna members will cook, because previously there were those of us who sold meatballs, porridge and chicken noodles as well as other food".



Figure 2. T-shirt screen printing business and Karang Taruna meatball stall in Cugenang village before the earthquake.

## 2. METHOD

The method used in this activity is a qualitative method with a field observation approach and in-depth interviews with community leaders and leaders of youth organizations.

The method of implementing this activity is carried out through several stages. These stages include:

1. The PKM team held an audience with members of the youth organization to understand the situation and conditions of local partners' needs.
2. The PKM team provides Small Business assistance materials to increase motivation and initial understanding to partners about the importance of this knowledge during post-disaster recovery.
3. The PKM team invites the community and youth organization members to be involved in interactive discussions.

The steps are to do:

- a. Field observation
- b. In-depth interview via WhatsApp telephone with the head of the Mangunkarta Village Youth Organization,

- namely Kang Dikri (Syaltal Jibril).
- c. Record the number of members of local youth organizations
  - d. List the material needs/goods that will be provided in relation to the initial business capital, namely business equipment for yam porridge, chicken noodles and meatballs.
  - e. Conduct socialization to youth organization members about the importance of generating interest in entrepreneurship even in the midst of conditions that are still unstable.
  - f. Provide short training on how to make chicken porridge, chicken noodles and meatballs as a small business.
  - g. Provide cooking utensils in the form of pans, stoves and complete tableware.
  - h. Carry out activity evaluations
  - i. Make activity reports
  - j. Make publication of activities in a journal

Partner participation in program implementation is as follows:

Karang Taruna partners in implementing the program in mid or late December will coordinate with their members in the field in the form of meetings/providing information that socialization and training for small food businesses will be held and will coordinate with the PKM Usahid Team to carry out activities. Partner steps are as follows:

- a. The chairman of the youth organization coordinated with the refugee field coordinator to inform that there would be a collaborative Community Service activity based on Community Independence held by the Ministry of Education and Culture, Research and Technology together with lecturers and students at Sahid University Jakarta.
- b. The chairman of the Karang Taruna coordinates with the members, there are around 30 members of the Karang Taruna but during the implementation only a few people will be represented, this is because the other members share tasks in the field related to improving disaster areas in the local area.
- c. Carrying out events with the terms and conditions for holding events at disaster sites and in accordance with the PPKM set by the government.
- d. Carry out and implement the things that have been given during mentoring
- e. Conduct evaluation and reporting

Evaluation of program implementation and program sustainability in the field after activities are completed.

After the implementation takes place, the Usahid and Partner PKM team will carry out an evaluation with discussions and interviews as well as questionnaires regarding small business assistance for Mangunkerta village youth organizations. Description of the roles and duties of each team member in accordance with their competencies and student assignments.

- a. Team I members: tasked with providing outreach about entrepreneurial motivation for youth organizations
- b. Team member 2: tasked with providing training for small food businesses
- c. Student assignment I: document each activity
- d. Student assignment II: Register and help prepare socialization and training events

### **3. RESULTS AND DISCUSSION**

The earthquake disaster crisis had a secondary impact of economic disruption on household economic production which varied, including: 1) Increased debt because before the earthquake many home industries, including farmers and livestock breeders, relied on debt for business capital. 2) Lack of family nutritional intake, causing health problems for the family, especially women, children and the elderly. 3) Potential social conflict, the emergency response process to rehabilitation and reconstruction for survivors through creative economic efforts that are not accompanied by an adequate socialization and understanding process for residents has the potential to cause jealousy between communities which can lead to social conflict. 4) The development of social diseases such as gambling. 5) Reduction to loss of productive assets due to loss of family income source even though daily consumption continues. Affected communities need simple and fast solutions to address these problems. The following are things that need to be done and are being pursued as a resilience effort by various parties: 1) Technical training that is tailored to the potential of the area and the needs of the survivor community. 2) Increased understanding as an effort to increase capacity, so that in the future, if another disaster occurs, the community will be better prepared to face it and return to a better condition more quickly. 3) Capital assistance in the form of grants, social assistance or revolving funds. 4) Policy support, for example by making an MoU with modern retail shops or involving IRT/SMEs in exhibitions on both a local and national scale.

Based on the conditions of existing partners in Cariu village, Mangunkarta Cugenang Cianjur village, there are solutions offered to solve existing problems. The objectives of this community service activity are:

1. Providing small business assistance to the community, especially youth youth organizations in the form of socialization to increase motivation for home businesses, so that the families of affected communities recover

- quickly.
2. Providing complete business support equipment; chicken noodles, meatballs and chicken porridge which can be used to start a business for youth youth organizations or the community.
  3. Providing communication and administrative equipment for youth organization activities

The output achieved in this community service activity is an understanding of the importance of motivating oneself to be enthusiastic about rebuilding the spirit of entrepreneurship after the earthquake disaster as well as the implementation of youth organizations and the community to re-open small businesses; chicken noodles, meatballs and chicken porridge in the Cariu village area, Mangunkarta -Cugenang village.

The function and benefit of this community service activity is that as agents of change, youth must be able to boost entrepreneurial motivation again in communities that are being affected by the earthquake and with existing business equipment, young people from youth groups and the community can start businesses again to increase family income.

This program certainly has a significant impact, namely an economic impact; improving the economy of the community, especially youth, the circulation of money in the community and increasing motivation for entrepreneurship after the disaster. Meanwhile, the social impact felt is awareness to raise entrepreneurial motivation, a change in mindset and communication patterns to open a small business.

The community service activities with the theme of mentoring small businesses for Karang Taruna youth that have been carried out do not only contribute to the social sphere. But also in the scope of education and community empowerment. Through this activity, the local community, especially Karang Taruna youth, gained knowledge regarding how to rebuild entrepreneurial motivation after the earthquake disaster that occurred. This is important for young people to have considering that they are agents of change and hope for the local environment.

The obstacles faced during carrying out this community service activity were the condition of the area which had not been organized due to the earthquake, the community was still in evacuation and there was deep trauma that was still felt by partners, resulting in a lack of attention to the material presented. Apart from that, the amount of business equipment expected by partners was not sufficient, this was due to the loss of all materials owned by the community due to the earthquake. This community service activity will be sustainable considering that the refugee community, especially youth youth organizations, must continue their business activities to realize the community's economic recovery after the earthquake.

#### **4. CONCLUSION**

Community Service Activities based on Community Independence Activities aim to; 1) Form and develop youth groups that are socially and economically independent. 2) Helping to provide peace and comfort in social life. 3) Improve thinking skills and preparedness/date in emergency situations (soft skills and hard skills). The activities carried out include mentoring related to small businesses and providing motivation for interest in entrepreneurship for youth organizations in Mangunkerta village, Cugenang Cianjur district.

In order to help re-energize the community, especially youth youth organizations in Mangunkarta Village, Cugenang Cianjur subdistrict. Sahid University Jakarta is holding Community Service (PKM) activities with the theme "Cianjur Rises and Builds Community Independence with USAHID". The activity carried out was Small Business Assistance for the Mangunkarta Village Youth Organization by providing business motivation and providing three complete sets of business equipment for selling chicken noodles, meatballs and chicken porridge as well as providing assistance with one laptop unit for the local youth organization's activities. This community service was attended by around 30 members of the youth organization and 70 mothers. This assistance is still very small in the hope that there will be sustainable activities for the recovery of the community's economic sector after the earthquake.



Figure 3. Symbolic provision of business equipment assistance from the Usahid Chancellor to Community Figures / Youth Leaders kp. Cariu Cugenang, in the form of a stove for selling chicken noodles, meatballs and chicken porridge.



Figure 4. The resource person provides entrepreneurial motivation to one of the youth organization members.



Figure 5. Group photo of the team leader and members with members of the youth organization, resource persons and youth leaders.

## ACKNOWLEDGMENT

We give thanks to the presence of Almighty God so that we can complete the implementation of Community Service activities entitled Small Business Assistance for Karang Taruna Cariu Mangunkarta Village, Cianjur Regency. Our Community Service Team would like to express our deep gratitude to:

Directorate General of Higher Education, Ministry of Education and Culture, Research and Technology for Funding Assistance for the Integrated Community Service Incentive Program with IKU Performance-Based MBKM, Mr. Uus Husni Hoer, SE as community leader of Cariu village, Syaltal Jibril, SE, representative of Karang Taruna, community

of Cariu Village Village Mangunkarta, Sahid University Jakarta Research and Service Institute and speaker Mr. H. Amin Ahmad Balubaid, S.ikom, students and volunteers who helped in implementing PKM activities.

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