

ABSTRAK

FAUZAN, NPM. 2022180, Judul “EFEKTIVITAS PROGRAM WIRAUSAHA MUDA PEMULA (WMP) PADA DINAS KEPEMUDAAN, OLAHRAGA DAN PARIWISATA KABUPATEN HULU SUNGAI UTARA” di bawah bimbingan Bapak **Dr. Reno Affrian, S.Sos, M.AP.** sebagai Pembimbing I dan Bapak **Djayeng Turano Gunade, S.Sos., M.A.P.** sebagai Pembimbing II.

Program Wirausaha Muda Pemula (WMP) merupakan program pemberian bantuan pemerintah kepada pemuda yang sedang merintis usaha atau telah memiliki usaha yang masih pada tahap awal. Pelaksanaan program pun tidak terlepas dari berbagai permasalahan. Beberapa permasalahan yang sering muncul antara lain rendahnya minat berwirausaha, keterbatasan anggaran, kurangnya sosialisasi program, dan kurangnya pendampingan dan pemantauan. Penelitian ini bertujuan untuk mengetahui efektivitas program dan faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan metode deskriptif kualitatif dengan pengumpulan data melalui wawancara, observasi, dan dokumentasi. Sumber data diambil melalui penarikan sampel secara *purposive sampling* berjumlah 13 orang. Setelah data terkumpul, kemudian dianalisis dengan reduksi data, penyajian data dan verifikasi data. Uji kredibilitas data dengan perpanjangan pengamatan, peningkatan ketekunan, triangulasi, analisis kasus negatif, diskusi dengan teman sejawat atau menggunakan bahan referensi, dan mengadakan *membercheck*.

Hasil dari penelitian menunjukkan bahwa efektivitas Program WMP cukup efektif. *Pertama*, Keberhasilan Program dari pelaksanaan program cukup efektif dan realisasi program efektif karena terealisasi secara konsisten setiap tahunnya sejak tahun 2022. *Kedua*, Keberhasilan Sasaran dari ketepatan penerima efektif karena dari penyeleksian peserta sudah selektif dan tingkat keberlanjutan usaha efektif karena penerima dana permodalan mayoritas melanjutkan usahanya. *Ketiga*, Kepuasan terhadap Program dari tingkat kepuasan penerima cukup efektif dan kepuasan terhadap pelayanan dan pembinaan cukup efektif. *Keempat*, Tingkat *Input* dan *Output* dari kesesuaian jumlah bantuan dengan kebutuhan cukup efektif dan hasil usaha efektif karena mayoritas penerima bantuan dapat mengembangkan usahanya. *Kelima*, Pencapaian dan Tujuan Menyeluruh dari kontribusi program cukup efektif dan kemampuan program kurang efektif karena program stagnan dalam menciptakan wirausaha muda baru. Untuk faktor pendorong yaitu komitmen berwirausaha, dukungan pemerintah daerah, ketersediaan anggaran, lingkungan yang mendukung, kemudahan sistem program, dan terbukanya akses pasar untuk berwirausaha. Adapun faktor penghambat yaitu kesiapan peserta, kebijakan pemerintah, rendahnya jumlah wirausaha muda, serta kondisi lingkungan.

Untuk meningkatkan efektivitas Program WMP, dinas diharapkan memperluas sosialisasi program, memperkuat monitoring dan evaluasi, menjalin kerja sama antarinstansi, serta menambah dukungan anggaran. Pemerintah daerah dan provinsi diharapkan meningkatkan anggaran, memberikan kewenangan lebih luas kepada daerah, serta memperkuat kebijakan dan koordinasi program. Peserta program diharapkan memiliki komitmen tinggi dan terus mengembangkan kemampuan kewirausahaan, Sementara itu, masyarakat diharapkan lebih proaktif memanfaatkan peluang, meningkatkan minat berwirausaha, serta memberikan dukungan terhadap perkembangan usaha melalui lingkungan yang kondusif.

ABSTRACT

FAUZAN, NPM. 2022180, Title “THE EFFECTIVENESS OF THE YOUNG ENTREPRENEURS PROGRAM (WMP) AT THE OFFICE OF YOUTH, SPORTS AND TOURISM OFFICE OF NORTH HULU SUNGAI REGENCY” under the guidance of Mr. **Dr. Reno Affrian, S.Sos, M.AP.** as Advisor I and Mr. **Djayeng Turano Gunade, S.Sos., M.A.P.** as Advisor II.

The Young Entrepreneurs Program (WMP) is a government initiative aimed at assisting youth who are either beginning a new business venture or those who have an early-stage business. However, the execution of this program faces several difficulties. Common challenges include the low interest in entrepreneurship, financial limitations, precision in targeting assistance to participants, and insufficient guidance and oversight. This research seeks to evaluate how effective the program is and identify the factors impacting its success.

This research uses a qualitative descriptive approach, gathering information through interviews, observations, and relevant documentation. Data were sourced through purposive sampling of 13 individuals. Once the information was collected, it underwent analysis involving data reduction, data display, and verification. To ensure data reliability, methods such as prolonged observation, meticulous scrutiny, triangulation, analysis of contradictory cases, discussions with colleagues, reference materials, and member checking were employed.

The results reveal that the WMP Program demonstrates considerable effectiveness. *Firstly*, its execution has been notably successful, as the program has been implemented consistently each year since 2022. *Secondly*, the program has effectively achieved its goals, particularly in accurately selecting recipients, and ensuring business sustainability. *Thirdly*, when it comes to recipient satisfaction, those involved report a high level of contentment, and the satisfaction with the services and guidance offered is also rated positively. *Fourthly*, concerning the input and output, the alignment of the assistance amount with the needs is effective, and business outcomes are favorable, with most recipients managing to grow their enterprises. *Fifthly*, while the program's overall achievements and objectives have been met effectively, its capability to foster new young entrepreneurs is less satisfactory, as progress has stalled. Key factors driving the program's success include a commitment to entrepreneurship, support from local government, available funds, a nurturing environment, user-friendly program procedures, and accessible markets for new businesses. Conversely, hindrances consist of the readiness of participants, government regulations, a limited number of young entrepreneurs, and surrounding conditions.

To enhance the effectiveness of the WMP Program, it is recommended that the agency improve transparency in the selection process, broaden the program's reach, enhance monitoring and evaluation, encourage collaboration among agencies, and increase financial support. Local and provincial governments should aim to boost funding, grant more authority to local administrations, and reinforce program policies and coordination efforts. Program participants ought to show a strong dedication to their entrepreneurial journey and continuously work on developing their skills. Meanwhile, the community is encouraged to take a more active role in pursuing opportunities, fostering interest in entrepreneurship, and nurturing business growth within a supportive environment.