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INSTITUTIONAL STRENGTHENING OF YOUTH ORGANIZATION TOWARDS GREEN ECONOMY

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ABSTRACT

The urgency of this research is focused on the education of strengthening Youth Organization institutions towards a Green Economy. Through this activity, it is hoped that the Youth Organization of Joglo Hamlet is ready for the Green Economy and can be equipped to take advantage of existing economic opportunities. In addition, this activity can provide assistance to partners (Youth Organization of Joglo Hamlet) in order to improve community welfare through Freshwater Fish Breeding. The purpose of this activity is to provide experience and knowledge for partners (Youth Organization of Joglo Hamlet) to be able to strengthen the Youth Organization institution towards a Green Economy. It is hoped that this activity will become an opening activity to establish closer cooperation between academics and the community, so that in the future more intensive assistance can be carried out.

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Introduction.

Youth Organization of Joglo Hamlet is a youth organization in Cihayu Village that was formed in 2018. The Youth Organization is located in Cihayu Village. This Youth Organization has won the Youth Organization competition at the Sub-district level and represented Kadipaten District for the Youth Organization competition at the Tasikmalaya Regency Level. In 2019 Joglo Hamlet, which was driven by members of the Joglo Hamlet Youth Organization, won the Tasikmalaya Regency Level Healthy Village Competition. At the end of 2019, the Youth Organization of Joglo Hamlet succeeded in counteracting the outbreak of Mobile Banks through the Polybag Planting Movement, so that youth and people who do not have jobs can have a harvest from vegetables grown through polybag media.

In this context, Youth Organization can play an important role. Youth Organization is a youth organization that focuses on developing youth potential and community empowerment. By strengthening Youth Organization institutions, we can expand efforts towards a green economy by engaging youth in environmental and sustainable development initiatives. A green economy is a development model that combines economic growth with improved environmental quality. The concept aims to create green jobs and green investment (Nisreen et al., 2021).

Institutional strengthening of Youth Organization towards a green economy is an effort to integrate the principles of environmental sustainability into the activities and programs run by Youth Organization. Youth Organization, as a youth organization at the village level, has great potential in supporting sustainable development through various environmentally friendly initiatives. According to Ferguson (2015) and Nisreen et al. (2021) several key steps and concepts in this process:

1. Education and socialization on green economy for Youth Organization members.
2. Monitoring and evaluation of the education and socialization program on green economy for Youth Organization members.
3. Involving the community in education and socialization programs on green economy for members of the Youth Organization.

With the institutional strengthening of Youth Organization towards a green economy, it is expected that Youth Organization of Joglo Hamlet can play an important role in promoting environmental sustainability at the local level as well as providing economic and social benefits to the community. Taking into account this background, Universitas Kristen Maranatha in collaboration with Universitas Nurtanio has a plan to educate the institutional strengthening of Youth Organization towards Green Economy in Cihayu Village, Tasikmalaya Regency.

Materials and Methods.

Education on strengthening Youth Organization institutions towards a Green Economy were carried out by instructors and students from Universitas Kristen Maranatha and Universitas Nurtanio. The implementation process is broken down into multiple stages, which are implemented in the following order:

- a. Partner socialization methods.

Partner socialization methods are approaches used to introduce and integrate partners into an organization, project, or community. The main goal is to ensure that the partner understands their role, adapts to the organization's culture, and can collaborate effectively with the team or other members (Banjamahor et al., 2024; Candra et al., 2024; Cristy et al., 2024; Glennisa et al., 2024; Kuang et al., 2024; Meythi, 2024; Novia & Meythi, 2022; Putri et al., 2023; Rohinsa et al., 2022; Setiawan et al., 2022; Tjahyadi & Meythi, 2022; Veronica et al., 2023). In addition, it explains how this education is a solution to the problems and obstacles related to Freshwater Fish Nursery Cultivation that have been experienced by the Youth Organization of Joglo Hamlet as a group entrepreneurial activity in Cihayu Village, Kadipaten District, Tasikmalaya Regency. The method used in the socialization of this partner is in the form of direction and assistance carried out by the proposing university to partners (Youth Organization of Joglo Hamlet) at the location of the activity.

- b. Partner participation

Partner participation refers to the active involvement of partners in a project, organization, or initiative. It involves the contributions, collaboration, and roles played by partners in achieving a common goal. Partners' participation in this education program included:

1. Providing the location and people (Youth Organization members) to participate in each stage of the educational activities;

2. Helping to disseminate information related to this education to all members of youth organizations and the general public who do not know so that they participate in this educational activity.

c. Evaluation of program implementation and program sustainability

Evaluation of the results of the implementation of education to the community was carried out by conducting pretest and posttest tests using the t-Test tool: Paired Two Sample for Means.

Results.

The results of this study indicate that education participants have understood the material on strengthening Youth Organization institutions towards a Green Economy delivered by the presenters. Table 1 presents descriptive statistics of the education participants. The *mean pretest* score of 71.29032258 and the *mean posttest* score of 80.64516129 indicate an increase in participants' insight before and after education.

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Table 1. t-Test: Paired Two Sample for Means.

	<i>Pretest</i>	<i>Posttest</i>
Mean	71.29032258	80.64516129
Variance	118.279569	159.569
Observations	31	31
Pearson Correlation	0.38195001	
Hypothesized Mean Difference	0	
df	30	
t Stat	3.961098144	
Sig. (2-tailed)	0.000424886	

Table 1 also presents the results of testing differences in insights related to education on strengthening youth organizations towards a Green Economy. This finding provides empirical evidence of a difference in insight between participants before and after attending education on the topic. This is reflected in the significance value of 0.000424886 which is less than 0.01, indicating a significant difference in knowledge between participants before and after education.

Discussion.

Today, the concept of sustainability is a global demand, including in developing countries such as Indonesia. The development program run by the Indonesian government prioritizes the Sustainable Development Goals (SDGs). The MSME sector plays a crucial role in Indonesia's economy today, and the Government of Indonesia's top priority is green and blue economy programs applied to MSMEs. Therefore, this education program is designed to develop freshwater fish nurseries in Cibahayu District, Tasikmalaya Regency, West Java. The goal of this education program is for MSMEs in the freshwater fish nursery sector to serve as a prototype for business incubation in Tasikmalaya Regency, West Java.

The solution proposed after discussions between Universitas Kristen Maranatha and Universitas Nurtanio, as well as their partners the Faculty of Law and Digital Business of Universitas Kristen Maranatha and the Faculty of Economics of Universitas Nurtanio, aims to improve the fish

breeding aquaculture business into a more economically competitive business. The Faculty of Law and Digital Business of Universitas Kristen Maranatha as the lead proponent will collaborate with the Faculty of Economics of Universitas Nurtanio as a member proponent in providing education on strengthening youth organizations towards a Green Economy.

The results of this study indicate a significant increase in knowledge before and after education regarding the strengthening youth organizations towards a Green Economy. This finding is consistent with previous research, including studies by Putri & Meythi (2023) on entrepreneurship strategies in Cipanjal Village, Pandanwangi, Manurung, Meythi, et al. (2023) on environmentally friendly packaging counseling for MSMEs in Ciporeat Village, Pandanwangi, Manurung, & Meythi (2023) on the impact of social media on the use of gadgets by children in elementary school, Meythi et al. (2023) on financial management strategies and introduction to taxation for MSMEs in Gunungkidul, Martusa & Meythi (2023) on training in accounting records for MSMEs in Ciporeat Village, Manurung et al. (2023) on empowering women MSME actors for economic independence in Ciporeat Village, Magdalena, Meythi, et al. (2023) regarding the identification of needs in the formation of independent elderly, Magdalena, Budiningsih, et al. (2023) regarding community service for independent elderly Posbindu "Tulip", Lamere & Meythi (2023) regarding solutions in managing business and finance in Ciporeat Village, Ethelind et al. (2023) on business law counseling for MSMEs in Cipanjal Village, and Darmasetiawan et al. (2023) on developing an entrepreneurial spirit to face uncertain challenges.

Conclusions.

This study examines whether there are differences in insights before and after education in youth organizations. Education provides insights on institutional strengthening of youth organizations towards a Green Economy so that youth organizations can achieve a competitive advantage in their business. The findings of this study illustrate that most of the youth organizations that participated in the education program showed an increase in insights regarding strengthening the Youth Organization towards a Green Economy between before and after the education program.

Institutional strengthening of Youth Organization towards green economy has various implications that can affect many aspects, both at the organizational level and the wider community. According to Borojo et al. (2022), Chen et al. (2024), Liu et al. (2024), Tran et al. (2024) overall, institutional strengthening of Youth Organizations towards a green economy will not only support environmental sustainability goals but also has the potential to provide broad social and economic benefits. This requires commitment and concerted efforts from all relevant parties to achieve optimal results.

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Declaration of Interest Statement.

The authors declare no conflict of interest.

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