

Implementation of Youth Organization Leadership as Village Sustainable Development Goals

Heryanto Susilo^{1*}, Gunarti Dwi Lestari², Gumpanat Boriboon³

¹²Universitas Negeri Surabaya, Indonesia

³Srinakharinwirot University, Thailand

E-mail: heryantosusilo@unesa.ac.id

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Abstract. The degradation of leadership in social organizations is an indicator of a crisis of public trust. To build the character of the younger generation is through internalizing behavioral values, morals, norms, and rules to realize the vision of youth organizations to achieve village sustainable development goals (Village SDGs). This research aims to describe the implementation of youth training and maximize village potential using a qualitative research method with a case study approach. The study was conducted in Purwosari Village, Bojonegoro Regency, Indonesia, from October 2022 to December 2022. The research subjects included seven informants, including five youth group members, one chairman, and one village head. Primary data sources included youth organization Sasana Krida Muda documents and Purwosari Village documents. The results showed that youth leadership training aims to train communication skills, analysis skills, and leadership skills in decision-making. Additionally, the study suggests that an education-based tourism village can realize village sustainable development goals through cross-sectoral collaboration and the formation of the younger generation's character.

Keywords: village SDGs; social organizations; youth leadership;

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INTRODUCTION

Karang Taruna (Youth Organization) is an organizational forum for realizing community welfare programs. The proliferation of social organizations in the village environment is a big challenge for regional leaders. Social organizations will run according to their goals if they are led by trustworthy, firm leaders with a vision that fits the community's needs. Implementation of leadership in youth organizations aims to encourage the younger generation to play an active role in social activities. Youth as the golden generation has an important role in promoting the economy and as heirs to the country's economy (Setiawan, 2023).

Increasing the regional economy is in line with youth who are innovators and able to create great opportunities for the community. Youth organization in society has an important role in overcoming social problems. Youth organization grows and develops based on shared awareness and members' social sense (Mariane et al., 2023). The important of leaders in realizing the awareness of organizational members to increase self-confidence, provide respect, and encourage members to be involved in program decision making (Siswanto et al., 2023).

The decline of the younger generation in a culture of leadership is a major challenge for social organizations. The degradation of leadership, mental weakness, and the lack of self-confidence of the younger generation is a new chapter that must be resolved. Building the character of the younger generation is a process

of internalizing behavioral values, morals, norms, rules that develop in society (Mohamad et al., 2023). Organizational culture has a major influence in realizing the vision and mission of the organization. To realize youth organizations as village sustainable development goals (Village SDGs), the collaboration of all stakeholders is needed. There are 18 village SDGs which are priority programs for the village government and social organizations.

The Village SDGs points that have been adapted to the conditions of the rural environment include: (1) a village without poverty; (2) villages without hunger; (3) healthy and prosperous villages; (4) quality village education; (5) involvement of village women; (6) decent water and sanitation villages; (7) villages with clean and renewable energy; (8) village economic growth is evenly distributed; (9) village infrastructure and innovation according to needs; (10) villages without gaps; (11) village residential areas are safe and comfortable; (12) environmentally conscious village consumption and production; (13) climate change responsive villages; (14) a village that cares about the marine environment; (15) villages that care about the land environment; (16) peaceful village of justice; (17) partnership for development; and (18) dynamic village institutions and adaptive culture (Humas, 2020). Village SDGs from 18 points which are currently a priority in Purwosari Village, one of which is a partnership for village development. As an embodiment of Youth organization Sasana Krida Muda as a partner of Purwosari Village through priority programs it is realized by village development in the realm of the community's economy.

Village development has a plus value if it can adapt to the environment. In addition, each region is unique in various sources and is an attraction. Rural development through economic equity for community welfare oriented towards sustainable regional development. Therefore, village development through increasing natural resources, knowledge, accommodation, infrastructure, destination management, marketing and technology (Setiawati et al., 2023). Youth organization leadership to realize village sustainable development goals correlates with the concept of empowerment and community development. Community empowerment is a transformative value that aims to make individuals or groups accept change for the better. Meanwhile, economic development is a series of economic activities to meet the needs of individuals or groups to create social welfare for the community (Achmad & Fadlurrohim, 2023; Maulida & Achmad, 2021).

Village development is getting better supported by competent leaders. As the embodiment of a young generation who is capable of leading, the education ecosystem is a top priority. The education ecosystem is as "human capital" to realize economic growth, development of human resources, innovative abilities, skills, knowledge, and community competencies (Nasrin, 2022). In addition, leaders who can empower the community are leaders who are missed. Leadership in realizing the goals of village sustainable development, "...become strengthening the community to have motivation, in developing regional potential as an independent increase in welfare" (Susilo et al., 2023).

Village partner organizations in village development are through village youth organizations. As a social organization, Youth organization is a forum for members to convey aspirations, ideas, ideas and programs to realize social welfare in society. Youth organization has the task of overcoming the problem of social inequality, both as a preventive, rehabilitative, and as a development of the potential of the younger generation in the village environment. Youth organization is a structured organization, so leadership skills are essential for forming the character of its members. Organizational leadership aims to identify, assign responsibilities, build effective communication, motivate, and manage conflict to develop creativity (Mbazor et al., 2023).

Sustainable village development towards Village SDGs through the implementation of youth leadership. Individual abilities in the field of leadership have a large and significant influence on organizational sustainability. This condition is similar to that in Uzbekistan where leadership is a priority for development unity including: (1) as a transformation of youth unions; (2) protection of rights and freedoms; (3) increasing youth activities to build a democratic country; (4) creating proper conditions for the acquisition of youth; (5) forming the immunity of the young generation from ideological threats; (6) propaganda for the younger generation regarding healthy living and prevention of early marriage; (7) the involvement of the younger generation in environmental, cultural and skills development activities; (8) organizing work to provide

material and moral support for young couples; (9) the participation of the young-er generation in preventing juvenile crime; (10) form-ing young generation cadres who are willing to make sacrifices; (11) development of international coopera-tion for the younger generation in obtaining education and working abroad; and (12) providing ideological assistance to the country's economic management to organize the work of the younger generation (Sohibzhanovna, 2023).

The condition of youth leadership in the State of Uzbekistan is similar to the condition of leadership in the State of Indonesia. Leadership in the State of In-donesia in the form of character building for the younger generation through: (1) political education and democracy through regeneration; (2) economic resources by utilizing natural materials as a source of community income; (3) concern for the community through social service; and (4) concern for the envi-ronment by doing greenery (Maha et al., 2023)(Maha, I., Tarmizi, T., Rudjiman, R., & Tambunan, 2023). Each country has differences in formulating leader-ship that is manifested in the development of the younger generation or character building. In this arti-cle, researchers examine the implementation of youth leadership as sustainable development goals in the community of Purwosari Village, Bojonegoro Regen-cy. The purpose of this research is to describe: (1) implementation of youth leadership training; and (2) maximizing village potential.

METHODS

The research method in this article uses qualitative research, while the approach used by researchers is a case study (Miles et al., 2019). Qualitative research is used by researchers to explore in-depth information on research informants. The case study approach was chosen because the informants within the scope of the organizational community have different activi-ties, therefore researchers in seeking field data must interact directly with youth informants. The research location is in Purwosari Village, Purwosari District, Bojonegoro Regency, Indonesia. Researchers stay at the research location for three months from October 2022 to December 2022. The research subjects were members of the youth organization Sasana Krida Muda who were selected using snowball sampling.

The criteria for research informants are: (1) active members of the youth organization Sasana Krida Muda in Purwosari Village; (2) informants attended leadership training held by Purwosari Village; and (3) informants are actively involved in social activities, community empowerment, and youth capacity build-ing programs in Purwosari Village. The number of research subjects as field informants was seven peo-ple. Field data sources are primary and secondary sources. In the primary data source, the researchers examined research informants from members of the Youth Organization in Purwosari Village who partic-ipated in leadership training activities. Meanwhile, secondary data was obtained by researchers through youth organization documents and Purwosari Village documents. The demographic data of research in-formants are presented in Table 1.

Table 1. Demographics of Research Informants

| No | Name | Age | Gender | Level of Education | Role |
|----|-------------|-----|--------|--------------------|-------------------------------|
| 1 | Informant 1 | 20 | Male | Senior High School | Member of the Karang Taruna |
| 2 | Informant 2 | 21 | Female | Vocational School | Member of the Karang Taruna |
| 3 | Informant 3 | 19 | Female | Senior High School | Member of the Karang Taruna |
| 4 | Informant 4 | 19 | Male | Senior High School | Member of the Karang Taruna |
| 5 | Informant 5 | 22 | Female | Senior High School | Member of the Karang Taruna |
| 6 | Informant 6 | 35 | Male | Bachelor's Degree | Leader of the Karang Taruna |
| 7 | Informant 7 | 40 | Female | Bachelor's Degree | The Head of Purwosari Village |

Source: Documents of researchers, 2022

Table 1 presents the demographics of seven re-search informants. The data for each informant consisted of five members of the youth organization Sasana Krida Muda, the chairman of the youth organization Sasana Krida Muda, and the head of Purwosari Village. In collecting field data, researchers used in-depth interview techniques with leadership training participants and stakeholders. The researcher used the participant observation technique to observe the training activities that took place for three days at the Purwosari Village Hall. The study of documents in this study by searching for documents and photos and activities of learning residents is through the youth organization Sasana Krida Muda documents and activity documents at the village hall. The researcher presents an in-depth interview instrument in table 2.

Table 2. Informant interview instrument

| Main Theme | Indicator | Research Question |
|------------------------------------|---|---|
| Leadership Training Implementation | Communication skills | In your opinion, what communication skills will be acquired during the leadership training? |
| | The ability to analyze field conditions | As a potential future leader, what field condition analysis skills do you already have to become a future leader? |
| | As a good listener | In your opinion, a leader should be a good listener? And how do you try to be a good listener? |
| | Firm and responsible | Karang Taruna organization as a forum for young people who are ready to build a village. What do you think about a firm and responsible leader? |
| | The ability to make decisions | Does a leader have to be competent in making decisions? And how to cultivate decision-making skills? |
| Maximizing Village Potential | Hydroponic Garden | What is the potential of the village through hydroponic gardens to produce? And how does the community respond to the existence of a hydroponic garden? |
| | Education-based tourism village | The tourist village in Purwosari Village is a local area advantage. What movements raise the awareness of the community to create a tourism village? |

Source: Field observations of researchers, 2022

Analysis of research data through three stages, namely: data condensation, data reduction, presentation and concluding (Miles et al., 2019). Field data findings are sorted to be simplified, and abstracted and then transformed into written notes. Field analysis data include leadership training, and maximizing village potential. Checking the validity of field findings, researchers use credibility, dependability, confirmability, and transferability.

RESULTS AND DISCUSSION

Karang Taruna (Youth Organization) is a forum for community activities in developing regional potential. As the vanguard, youth organization has programs aimed at the welfare of the community. The younger generation who has a social spirit become the driving force for regional progress. As a social organization, youth organization has a central role in gathering community aspirations for regional progress. To develop the area, members of youth organizations are required to can organize and be active in community service activities.

Karang Taruna members must have a social spirit, good communication skills, be responsive to environmental conditions, and be able to make programs that suit the needs of the community. Therefore, the task of youth organizations in each region is to address community social welfare issues, as preventive, rehabilitative, and as decision makers for program development by village potential. The ability of youth members in the field of leadership has a major influence on the organization. The spirit of leadership is an essential value for developing the character of the young generation of youth. The role of leadership in

community organizations is expected to become a leading sector to bring about organizational change at a higher level. The position of the youth organization in the community is to influence, guide and evaluate programs to suit the needs of the community and members of the organization.

Karang Taruna Sasana Krida Muda in Purwosari Village, Purwosari District, Bojonegoro Regency as a pilot youth organization that has creativity and innovation in community development. To increase the golden generation of youth organization *Sasana Krida Muda* members, Purwosari Village is holding leadership training for sustainable development goals. The activities of the youth group members include: (1) implementing youth leadership; and (2) maximizing village potential.

Youth Organization Leadership Training

Leadership in the organization plays a vital role. Organizational goals will go according to plan if it has a quality leader. Leaders who have superior quality must have skills in understanding the various behaviors of different members. Therefore, through good leadership the organization can be moved and directed according to the goals of the organization. Research on leadership training for youth group members has findings, namely: (1) communication skills; (2) skills in analyzing field conditions; (3) as a good listener; (4) firm and responsible; and (5) decision-making skills.

Communication Skills

Communication within the organization is a means of supporting the realization of the goals of the organization. In youth organization *Sasana Krida Muda* leadership training activities, communication skills are a reciprocal process of influencing one another. The participation of youth members in leadership training aims to train communication skills. A leader has two-way communication skills. Communication skills in leadership training were revealed by a member of the youth group, informant that, "during the training I was taught how to convey ideas and information according to conditions in the field" (Informan 1, 2022).

Verbal and nonverbal communication skills have a major impact on village development. This was also expressed by a member of the youth group, informant who revealed that, "during the training I acquired a good way of communicating, conveying arguments accompanied by field conditions, how to convey ideas and concepts so that they are by the goals of the youth group." (Informan 3, 2022). The results of field observations provide an overview of the communication skills of youth group members getting better and more organized in conveying ideas and concepts (Researchers, 2022). Communication skills can be improved effectively through training and courses, the goal is for individuals to be more productive, can digest information, and be able to understand themselves (Raximbayevna & Raxmatullayevna, 2023)

Communication skills as a candidate for organizational leaders are needed to prepare professional leaders. Although communication skills are often used in the identification of important factors in modern business activities. There are three groups of communication categories namely: (1) organizational communication; (2) leadership communication; and (3) interpersonal communication skills (Conrad & Newberry, 2012; Tankovic et al., 2023). Furthermore, communication skills can be categorized into six, namely: (1) interpersonal communication; (2) mediated communication; (3) communication spirit, entrepreneurial spirit, and creativity; (4) nonverbal communication; (5) speaking and listening; and (6) communication between group members (Tankovic et al., 2023; Waldeck et al., 2012). Based on several statements about communication skills, it is explained that: communication skills are an important indicator in society, individuals can convey ideas, ideas, arguments, convey information, practice speaking and listening, and increase individual creativity interpersonally and group.

The Ability to Analyze Field Conditions

Leadership in organizations comes through practice, fighting spirit, and failure. A leader has a tough soul and an unyielding spirit. The ability to analyze field conditions is a special skill that must be possessed by an organizational leader, especially societal organizations such as youth organizations. Through the ability

to analyze field conditions, a leader can select learning needs that exist in the community. The ability to analyze field conditions was expressed by a member of the youth group, informant who revealed that, "The ability to analyze field conditions after attending leadership training has sensitivity in seeing opportunities that can be developed in the community such as fish farming in "reservoirs" or lakes (Informant, 2022).

The ability to analyze field conditions was also expressed by the chairman of the youth organization, Informant revealed that, "through leadership training, members of the youth organization Sasana Krida Muda in Purwosari Village have the skills to analyze field conditions for community entrepreneurial activities by reactivating a lake-like "reservoir" for water storage and rice field irrigation, apart from that later this pond will be used for fishing events managed by members of youth organizations" (Informant 6, 2022). Proficiency in analyzing field conditions is the advantage of organizational leaders. The role of the leader is to foster a learning environment for members, foster member participation, and develop member skills in solving problems experienced (Cao et al., 2012; Saabye et al., 2022).

The ability to analyze field conditions is usually owned by senior leaders because they have: (1) a good track record in the community; (2) sharp thinking and analyzing field conditions; (3) have good interpersonal skills in the community; and (4) as a key that voices good internal and external influences (Paus et al., 2021). Therefore, leaders in carrying out their duties and functions aim to achieve organizational goals, direct, influence group members related to organizational activities. Based on several statements about field condition analysis skills, it is understood that: field condition analysis skills are individual skills in seeing opportunities, the ability to analyze problems, the ability to foster a learning environment, member participation, voicing internal and external influences, and training skills interpersonal problem solving.

As a Good Listener

Being a leader in an organization apart from having a big soul you also have to be a good listener. To be a good listener, a leader must also learn to build trust in members. Leaders have great influence to realize the goals of the organization. The efforts of members of the youth organization *Sasana Krida Muda* to create leaders as good listeners were disclosed by the caretaker of the youth organization, informant.

Efforts made by the leadership of youth organization Sasana Krida Muda to become good listeners through regular meetings of all members which are held once every three months at the Purwosari Village Hall. For the youth organization daily management, a regular meeting is held once every two months. The purpose of the daily board meeting is to capture the aspirations of each board as material for discussion at the quarterly meeting. In addition, the head of the youth group also often asks what programs will be planned and which have been agreed upon shortly. Through meeting activities to gather aspirations, suggestions, input, and program proposals from each individual is a way to be a good listener (Informant 4, 2022).

The skill of being a good listener is a process for instilling members' trust in organizational leaders. The greater the level of member trust, the easier it will be to coordinate members in planning and implementing activities. Efforts made to be a good listener were also emphasized by the opinion of the head of the youth organization, Informant 6 (informant).

It's hard to be a good listener, sir, but we still try to be the best for activities to improve social welfare in the community. We tried to hear the complaints of the residents. Some complained that there was a shortage of water for agriculture, and that the environment was getting more and more garbage. Therefore, we invite members of youth organizations and daily administrators to find solutions together to overcome problems in the environment. We provided alternative solutions from the results of the meeting, namely: (1) for the water crisis by reactivating the "reservoirs" or lakes around the village as rainwater reservoirs and rice field irrigation; and (2) to overcome environmental problems that are increasingly dirty by holding community service activities, and cooperation to clean up trash around community residents' homes (Informant 6, 2022).

The role of the leadership in managing the organization and being willing to accept people's aspirations is a high value of public trust. As good listeners, future leaders will emerge along with the greater contribution of youth organizations in society. Ability as a good listener is part of communication. Interaction between members to establish effective communication is an important factor to realize an organization that is by common goals (Sampe, F., Kusnady, D., & Supendi, 2023). Through effective communication, organizational leaders can become good listeners. In addition, organizational leaders also act as facilitators who can change the mindset and behavior of members of the organization through commitment and effective communication skills, as well as being a good listener (Saabye et al., 2022).

As a good listener, leaders also can accommodate people's aspirations. Community participation to improve development by being active in decision making, knowing problems and how to solve them (Hidayat & Syahid, 2019). In line with the concept of a leader as a good listener, power, leadership, and influence in society is when a leader has: (1) the ability to cooperate with the environment and influential people; and (2) deploying leadership to make a positive impact on society (Ramadani et al., 2020).

Several views about the leader as a good listener provide an explanation that: the leader as a good listener is manifested through activities to capture aspirations through member meetings, listening to community complaints, effective communication, practicing cooperation with the environment and influential people, and spreading leadership to provide positive influence in society.

Firm and Responsible

Community organizations will run well if they have a firm and responsible leader. Smart and broad-minded leaders tend to have positive behavior in society. The firmness of the leader in taking policy is an indicator of a leader who is responsible for the decisions he makes. A firm and responsible leader was expressed by a member of the youth group, informant revealed that, "the current leadership of Mr. Informant is good, he is also firm and responsible with all the programs implemented" (Informant 2, 2022). The leadership style applied by the chairman of the youth organization is leadership that is ready to take responsibility for whatever happens to the organization.

This condition is confirmed by the opinion of the chairman of the youth group, Informant who revealed that, "a leader who has responsibility and is firm in making decisions aims so that community activities are not delayed, and youth members can develop productive economic businesses in Purwosari Village" (Informant 6, 2022). A firm and responsible attitude is the motivation of members of youth organization *Sasana Krida Muda* in developing creative ideas and innovation in their work.

Leaders as stakeholders have a big responsibility (Maak & Pless, 2006). Therefore, leadership occurs because "there is a leadership center" and "the heart of leadership" (Ciulla, 2014). As the center of leadership which means that the leader becomes the center of decision-making in a firm and responsible manner. Meanwhile, the leader as the heart of leadership means that values, norms, and ethics form the basis of character education as a leader. Some views on organizational leadership must be firm and responsible which means that: a leader has firmness in determining rules, and policies that are can organizational goals in a responsible manner, have positive behavior, is smart, able to motivate members to think creatively, and innovatively.

Decision-making Skills

A future leader has skills in decision making. Leaders who are capable of exploring creative and innovative ideas can make decisions. Leadership in an organization is not a leader who has to work alone. However, leaders can motivate and direct their members to carry out decisions based on group interests by the norms of truth. Decision-making within the organization is the result of deliberation and consensus of all members. Therefore, leaders in making decisions must be reasonable and appropriate by organizational goals.

This condition was expressed by a youth group member, Maya (informant) that, "how to cultivate leadership skills to make decisions by practicing wisdom, simplicity, honesty, humility, upgrading skills,

knowledge, exemplary, being able to understand the attitudes of others, creative, patient, helpful, honest, humble, and trustworthy” (Maya, 2022). The decision-making skills of a leader are the result of a process of learning, practice, and a culture that is firmly held by the leader.

This condition was also confirmed by the opinion of the village head, informant revealed that, "organizational leaders must have the skills to make decisions. Wisdom in leadership, making decisions that are in favor of the community, decisions that are effective and right on target" (Informant 7, 2022). Leadership training as a regeneration of new leaders who are capable and capable of making decisions. This has similarities with distributed leadership in that the power of a leader is given to a new leader candidate who is considered capable in making organizational decisions (Mifsud, 2023).

In addition, a leader has a good self-profile, has a directed vision, and builds self-confidence among organizational members (Mburung & Edabu, 2023). So leaders who are capable in making their decisions are leaders who are trained, "...visionary, solutive, managers, effective leaders, have skills, and can serve and guide others" (Martin & Collie, 2019). Leaders who are capable in making decisions deserve to be community leaders. Through community leaders who have power, decision making is a shared responsibility, not making decisions alone, fixing all problems that arise, and collaborating with everyone to mobilize, guide and facilitate, as well as a place for community aspirations (Ekpenyong, 2021).

Various views about leaders must be proficient in making decisions provide an explanation that: a leader is required to have skills in motivating members, directing, and making decisions wisely, full of honesty, setting an example, humble, responsible, leading properly effective, and able to provide services and guidance to the community.

Maximizing Village Potential

The potential of the village is the main attraction for the community to work together in developing the village. The process of maximizing village potential requires time, energy, thoughts, and suggestions from various parties. Village potential can be in the form of natural products, man-made, or human resources. Maximizing village potential aims to improve the welfare of the community, especially in the economic and education sectors. In the current era, several villages are starting to compete in developing village potential through: (1) educational tourism; (2) agro-tourism; (3) nature tourism; (4) cultural tourism; and (5) culinary tourism. Various maximization of village potentials were also carried out by youth organization *Sasana Krida Muda* in Purwosari Village through a hydroponic garden program and an education-based tourism village.

Hydroponic Gardens

The abundant natural potential in Purwosari Village, Purwosari Subdistrict, Bojonegoro Regency is developing a source of livelihood for the community with hydroponic gardens. Improving the community's economy through village potential is a creative idea for developing villages. Maximizing village potential by creating a hydroponic garden was disclosed by the Head of Purwosari Village, informant.

One of the community activities in Purwosari Village is maximizing village potential in the field of hydroponics and orchards. We are currently starting to plant a longan and avocado orchard of 100 trees. In addition, the hydroponic garden contains vegetables such as lettuce, pakcoy, kale, spinach and kailan. For further development, we are improving the facilities in the tourist village by creating a flower garden (Informant 7, 2022).

Village government support through community welfare improvement programs is maximizing village potential. The results of field observations related to hydroponic gardens provide an illustration that, "the existence of hydroponic gardens is a business opportunity for the people of Purwosari Village. This can be seen from the daily activities of the hydroponic farming community every morning controlling the plants, adding water, checking the electric current for the water pump, and harvesting vegetables for sale by leaving them at the nearest stall and taking them every day" (Researchers Observations, 2022). Improving community welfare through maximizing community potential in the field of hydroponics is a business opportunity. This is in line

with social welfare which has conditions including: spiritual needs, material needs, social needs for a decent life, and being able to carry out social functions in society (Hasan et al., 2020).

Maximizing village potential through hydroponic business units is a business opportunity for village communities. Various business opportunities will run optimally if they get stakeholder support. Social infrastructure support and the effectiveness of community action to jointly build and contribute to building local products. There are three important points in village sustainable development, namely: (1) the treatment of community members and social organizations for newcomers; (2) community support for local businesses to develop; and (3) the success of various stakeholders and leaders of social organizations in managing local conflicts in the community (Sharp et al., 2002). In addition, in the sustainability development goals, information networks are an important opportunity for improving education and community empowerment. This concept provides an understanding that educational opportunities, non-traditional agricultural skills, innovation, and business opportunities developed by community groups have an economic impact on the agricultural economy on local markets in the community (Brasier et al., 2009; Korsching & Allen, 2004).

Maximizing the potential of this village has similarities with businesses managed by village-owned enterprises (BUMDes). Various village potentials are optimized through the decentralization of regional autonomy to empower the community. The existence of BUMDes aims to develop the economy and develop village infrastructure through: (1) increasing the community's economy; (2) optimization of village assets; (3) increasing village community businesses and maximizing village potential management; (4) establishing cooperation between villages as an effort to spread village superior products; (5) creating market networks and community business opportunities; (6) the opening of employment opportunities that can absorb local human resources; and (7) increasing village business and income (Sirait, S., & Sinaga, 2020). So to realize maximizing village potential in the field of village agriculture, it provides community learning facilities through BUMDes management, namely: (1) opening cooperatives; (2) community participation; (3) emancipation; (4) transparent; (5) accountable; and (6) sustainable (Kamaroesid, 2016; Sirait, S., & Sinaga, 2020).

Various views on maximizing village potential through hydroponic gardening provide an explanation that: organizational leaders have skills in maximizing village potential as an effort to develop villages through activities to increase community welfare in village economic development, utilization of natural resources, and optimizing community skills in modern agriculture.

Education-Based Tourism Village

Making the village an educational-based tourist village area is the dream of regional leaders. Education-based tourism village is a tourism village concept that integrates regional development through tourist destinations. This concept is a village sustainable development goals (SDGs) program with economic, social, environmental, legal and community governance development at the village level. Maximizing the village's potential through an education-based tourism village was revealed by the head of the youth group, informant.

As the daily caretaker of youth organization *Sasana Krida Muda*, we are entrusted by the village head to manage the natural potential that exists in Purwosari Village as activities for developing community skills, economic activities, and educational activities, as well as tourism activities. Currently the youth program is being facilitated by the village leadership by functioning the "reservoir" as a water reservoir, sawan irrigation channel, and fishing pond. For residents who like agriculture, the village leadership provides hydroponic facilities as a side business and aims to increase the welfare of the village community (Informant 6, 2022).

The attention of the village government is to create an education-based tourism village through cross-sector collaboration. Various social organizations are partnered with by village leaders starting from youth organizations, tourism awareness groups (Pokdarwis), neighborhood associations, family welfare coaches (PKK), community empowerment organizations (LPM), and private parties who are aware of village development. Social organizations have a vital role in the development of tourist villages. The participation of social institutions that focus on tourism villages starting from: village management, accommodating community aspirations, providing community education, and facilitating tourism awareness groups

(Pokdarwis) (Nugroho et al., 2023). To realize public awareness, the quality of the program is increased according to the needs of the community in order to create a sense of belonging to tourist sites. The tourism sector which is utilized as a village potential becomes a locomotive for education-based local economic development for the empowerment of self-sufficient tourism communities (Wahyuni et al., 2023).

An education-based tourism village will develop optimally if the community has the character of being aware of local wisdom. As a cultural capital of local wisdom if managed properly it will produce character education in the community. Local wisdom as a capital for character education based on local culture in the future becomes cultural ideas and values (Saraswati & Narawati, 2017). There are three important points in preserving local culture through an education-based tourist village, namely: (1) to create a generation that has good thoughts; (2) speak good words; and (3) have a good attitude as the embodiment of the character of the younger generation to become future leaders (Arta et al., 2023).

Based on several statements about education-based tourism villages, it explains that: education-based tourism villages are village concepts that integrate the development of tourist destinations as village sustainable development goals (SDGs) through: (1) cross-sectoral collaboration; and (2) as the formation of character through local wisdom to create generations of good thinkers, good speech, and the formation of good leadership attitudes.

CONCLUSION

Leadership in social organizations like ka-rang taruna focuses on two aspects: leadership training and individual experience in optimizing village potential. Youth leadership is formed through leadership training, which includes communication skills, analysis of field conditions, effective listening, firm and responsible leadership, and decision-making skills. The village's potential is maximized through hydroponic gardening programs and education-based tourism villages. Hydroponic gardens utilize the land as fruit, vegetable, and fishery "reservoirs," improving people's welfare. They optimize natural resources, modern agricultural skills, and village economic development, improving the community's economy. Education-based tourism villages can become tourist destinations, achieving village sustainable development goals (SDGs) through cross-sectoral collaboration and character building of the younger generation as future leaders. In conclusion, leadership in social organizations like ka-rang taruna involves two aspects: leadership training and individual experience. Youth leadership is developed through communication, analysis of field conditions, effective listening, and decision-making skills. These efforts aim to create wise, honest, and effective leaders who can contribute to the community's sustainable development goals.

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