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Strengthening Simarmata Youth Participation in Nation Building through Participatory Entrepreneurship Development in Simarmata Village, Samosir Regency

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Abstract: *This community service activity focuses on strengthening the participation of Simarmata youth (Generasi Muda Simarmata) in national development through participatory entrepreneurship development strategies. In the era of globalization, young people are expected not only to become beneficiaries of development but also to act as active agents of change within their local communities. However, limited entrepreneurial capacity, lack of practical exposure, and insufficient access to empowerment programs often hinder the optimization of their potential. This program was conducted from April 10–12, 2026, in Simarmata Village, Samosir Regency, involving approximately 300 participants representing Simarmata youth and interregional youth communities from various regions in Indonesia. The activity was implemented through interactive seminars and participatory discussions focusing on the strategic role of youth in nation-building and entrepreneurship development strategies. The results indicate a significant improvement in participants' awareness, motivation, and understanding of entrepreneurship as a driver of economic and social transformation. More importantly, the program successfully strengthened the identity and role of Simarmata youth as a community-based development force, fostering collaboration, innovation, and sustainable economic initiatives. This study highlights that community-based participatory programs are effective in empowering local youth communities, particularly in enhancing entrepreneurial capacity and strengthening their contribution to sustainable national development.*

1. INTRODUCTION

Youth participation has increasingly been recognized as a critical driver of national development in the globalization era. However, in local contexts such as Simarmata Village, the role of youth, specifically Generasi Muda Simarmata, remains under-optimized due to structural limitations, including restricted access to entrepreneurial knowledge, lack of practical training, and limited exposure to innovation-driven activities (Suade et al., 2025; Abyan et al., 2025).

The existence of Generasi Muda Simarmata represents a strategic social capital that can contribute significantly to local economic transformation, particularly in a tourism-based area such as Samosir Regency. Nevertheless, this potential remains underutilized due to structural

constraints, including limited entrepreneurial capacity, inadequate practical exposure, and restricted access to empowerment programs (Dodd et al., 2024; O'Brien & Cooney, 2025. As a result, many young people remain passive participants within their communities rather than transformative actors capable of driving sustainable development. Septriana et al., (2025).

Entrepreneurship has been widely acknowledged as a key instrument for empowering youth and strengthening their role in nation-building processes. Beyond economic independence, entrepreneurship fosters essential competencies such as creativity, resilience, and problem-solving skills that are crucial in dynamic socio-economic environments. Strengthening entrepreneurial awareness has been shown to significantly enhance youth engagement in local economic activities (Bečević & Dahlstedt, 2022; Mkwananzi et al., 2021; O'Brien & Cooney, 2025). In addition, community-based educational interventions play a pivotal role in shaping productive and innovative behavior among youth, particularly in regional contexts where access to formal training is limited (Lahrech et al., 2024; Löw-Beer & Luh, 2024). Therefore, targeted and strategic interventions are necessary to bridge the gap between youth potential and their actual contribution to development outcomes.

Another critical challenge lies in the limited availability of platforms that facilitate knowledge exchange and collaborative learning among youth across different regions. Many young individuals lack opportunities to participate in structured and interactive learning environments that connect theoretical knowledge with real-world applications. This gap reduces their ability to develop strategic thinking and entrepreneurial orientation. Empirical studies suggest that participatory and interactive learning approaches are more effective in enhancing engagement, motivation, and knowledge retention among youth (Bečević & Dahlstedt, 2022; Lahrech et al., 2024; Mkwananzi et al., 2021; O'Brien & Cooney, 2025). Consequently, community service initiatives can serve as an effective mechanism to promote experiential learning and foster youth empowerment.

Responding to these challenges, a community service program was implemented as a collaborative initiative involving academic practitioners and youth communities. The program was conducted in Simarmata Village, Simanindo District, Samosir Regency, an area with significant tourism and cultural potential, making it a strategic location for youth-driven economic empowerment. The intervention was delivered through interactive seminars and participatory discussions focusing on the strategic role of youth in national development and entrepreneurship development strategies. This approach aimed to create an engaging learning environment that encourages critical thinking, collaboration, and practical application of knowledge (Muda et al.,2025; Kuntariningsih.et al., 2025).

The objectives of this program are threefold: (1) to enhance youth understanding of their strategic role in national development, (2) to strengthen entrepreneurial awareness and capacity, and (3) to encourage active participation in generating sustainable economic opportunities. Through this initiative, it is expected that youth will not only acquire knowledge but also develop the motivation, confidence, and collaborative networks necessary to contribute meaningfully to sustainable national development (Dunakhir etal., 2025; Widodo. et al.,2025).

2. METODE

Planning Stage

The planning stage of this Community Service (PKM) program was initiated through a systematic situational analysis aimed at identifying the real conditions of youth participation and entrepreneurial readiness in Simarmata Village, Simanindo District, Samosir Regency. This preliminary phase involved close coordination with youth representatives and local stakeholders to ensure that the program design was contextually relevant and aligned with community needs. The situational assessment focused on evaluating the level of youth engagement in development activities, as well as their understanding of entrepreneurship as a strategic instrument for economic empowerment. Consistent with community-based intervention principles, early-stage engagement with stakeholders is essential to ensure program relevance, ownership, and sustainability (Lahrech et al., 2024; Toumi et al., 2024).

To deepen the analysis, informal discussions and exploratory dialogues were conducted with youth participants to identify key challenges, including limited access to entrepreneurial knowledge, low motivation, and minimal exposure to innovation-driven practices. These findings reflect common structural barriers in youth empowerment programs, where lack of access to information and learning platforms constrains the development of entrepreneurial competencies (Kebede, 2023; Tunio et al., 2021). Furthermore, the absence of interactive and participatory learning environments has been shown to reduce engagement and limit knowledge transfer among youth (Lahrech et al., 2024; Prawira Mahardika2025).

Based on these insights, the program theme, “Enhancing Youth Participation in Nation Building through Entrepreneurship Development Strategies,” was formulated as a strategic response to the identified gaps. The target participants comprised approximately 300 youth representatives from diverse regions, including Samosir, Pematangsiantar, Simalungun, Medan, Bandung, Pekanbaru, Jakarta, and Kalimantan, ensuring a heterogeneous learning environment that supports cross-regional knowledge exchange. In addition, the organizing team collaborated with local committees to manage logistical arrangements, scheduling, and

technical implementation. This collaborative planning approach not only ensured operational effectiveness but also strengthened stakeholder involvement and program accountability, which are critical factors in the success of community service initiatives.

Form and Time of Implementation

The PKM program was implemented in the form of an interactive seminar and structured discussion that combined lectures, knowledge sharing, and question-and-answer sessions. The activity was designed to create an engaging learning environment that encourages active participation and critical thinking among youth participants. The event details were as follows:

a. Day/Date: April 10–12, 2026
b. Time: 09.00 WIB – completion (each day)
c. Venue: Simarmata Village, Simanindo District, Samosir Regency
d. Participants: Approximately 300 youth representatives from Samosir, Pematangsiantar, Simalungun, Medan, Bandung, Pekanbaru, Jakarta, and Kalimantan

The seminar emphasized two major topics:

a. The Role of Youth in Nation Building – focusing on the strategic position of young people as agents of change, innovation drivers, and contributors to sustainable development.
b. Entrepreneurship Development Strategies – covering entrepreneurial mindset, opportunity identification, business innovation, and strategies for developing sustainable youth-based enterprises.

The stages of the activity were systematically structured to ensure clarity, effectiveness, and participant engagement:

a. Opening Session: Registration of participants, welcoming remarks from the organizing committee, and an overview of program objectives and expected outcomes.
b. Presentation of Materials: Delivery of key topics by resource persons, namely Hengki Mangiring Parulian Simarmata, S.Si., M.M., and Prof. Dr. Ir. Jongkers Tampubolon, M.Sc., integrating theoretical frameworks with real-world entrepreneurial cases.
c. Interactive Discussion: Two-way communication between participants and speakers, where participants were encouraged to share experiences, challenges, and ideas related to youth participation and entrepreneurship development.
d. Group Reflection and Idea Sharing: Participants discussed potential entrepreneurial initiatives relevant to their local contexts and exchanged ideas to foster collaboration.
e. Closing and Documentation: Summary of key insights, motivational closing statements,

group photo session, and documentation of the activity.

Evaluation and Follow-Up

Program evaluation was conducted systematically to measure the effectiveness of the Community Service (PKM) activity in achieving its objectives. The evaluation process applied a participatory approach through observation, interactive feedback, and reflective discussions with participants at the end of each session. In addition, a simple pre- and post-activity assessment was utilized to capture changes in participants' understanding and attitudes toward youth participation and entrepreneurship.

The evaluation instruments focused on three main indicators: (1) understanding of the strategic role of youth in national development, (2) level of entrepreneurial awareness and motivation, and (3) ability to identify and develop business opportunities based on local potential. These indicators were selected to ensure that the program outcomes were aligned with both cognitive improvement and behavioral transformation among participants.

The evaluation results indicated a significant improvement in participants' comprehension and engagement. Initially, many participants demonstrated limited awareness of their role as development actors and lacked confidence in initiating entrepreneurial activities. After the program, the majority of participants showed increased understanding of entrepreneurship concepts, stronger motivation to start business initiatives, and greater willingness to contribute to community development. Active participation during discussions, critical questioning, and idea-sharing sessions further reflected a positive behavioral shift.

The follow-up plan includes several strategic recommendations:

a. Sustainable Program Implementation: Organizing similar PKM activities periodically with expanded topics such as business incubation, digital entrepreneurship, and financial literacy.
b. Strengthening Institutional Collaboration: Enhancing partnerships between academic institutions, local governments, and youth organizations to support continuous empowerment programs.
c. Mentoring and Assistance Programs: Developing structured mentoring schemes to guide participants in implementing their entrepreneurial ideas and transforming them into sustainable businesses.

This evaluation and follow-up framework ensures that the PKM program does not function as a one-time intervention but evolves into a continuous empowerment model for strengthening youth participation and entrepreneurship development.

3. RESULT

The Community Service (PKM) activity was successfully implemented in accordance with the planned objectives, schedule, and program design. The activity was conducted over three days, from April 10–12, 2026, in Simarmata Village, Simanindo District, Samosir Regency, involving approximately 300 participants representing Generasi Muda Simarmata and youth communities from various regions, including Samosir, Pematangsiantar, Simalungun, Medan, Bandung, Pekanbaru, Jakarta, and Kalimantan. These participants, particularly Generasi Muda Simarmata as the core local actors, brought diverse backgrounds and experiences that enriched the discussion process and strengthened the collaborative learning environment. During the opening session, participants expressed strong expectations to gain practical insights into their role in national development and to enhance entrepreneurial competencies applicable within their local context.

During the opening session, participants expressed strong expectations to gain practical insights into their role in national development and to develop entrepreneurial skills that could be applied within their respective communities. This session successfully established a shared understanding of the importance of youth as key drivers of economic growth and social transformation. The facilitators emphasized that youth empowerment through entrepreneurship is a strategic approach to addressing challenges such as unemployment, limited economic opportunities, and regional development disparities.

The implementation phase was divided into two main sessions: (1) the strategic role of youth in nation building, and (2) entrepreneurship development strategies. The delivery of materials was conducted in a structured, interactive, and contextually relevant manner. Participants were introduced to key concepts such as entrepreneurial mindset, opportunity recognition, innovation, and sustainable business development. Real-world examples and practical case discussions were integrated into the sessions to enhance participants' understanding and applicability of the material.

The interactive discussion sessions demonstrated a high level of engagement among participants. Many participants actively shared their experiences, challenges, and ideas related to youth participation and entrepreneurship. Critical questions emerged during the discussions, such as how to initiate business ventures with limited capital, how to identify market opportunities in local contexts, and how to sustain business growth in competitive environments. These discussions indicate an increased awareness and curiosity among participants regarding entrepreneurship as a viable pathway for personal and community development.

Furthermore, participants showed strong enthusiasm during group reflection and idea-sharing sessions, where they explored potential business initiatives based on local resources and regional characteristics. This collaborative process encouraged knowledge exchange among participants from different regions, fostering a broader perspective on entrepreneurship and innovation. The diversity of participants contributed significantly to the richness of ideas and strengthened the networking aspect of the program.

Based on observational data and participant feedback, several key outcomes were identified:

a. Cognitive Improvement: Participants demonstrated a significant increase in understanding the strategic role of youth in national development and the importance of entrepreneurship as a driver of economic growth.
b. Behavioral Engagement: Active participation throughout the sessions reflected a shift in participants' attitudes, from passive listeners to proactive contributors who are willing to explore entrepreneurial opportunities.
c. Motivational Enhancement: Participants exhibited increased motivation and confidence to initiate business activities and contribute to their communities.
d. Social Impact: The program strengthened collaboration among youth from different regions and reinforced the role of community-based initiatives in supporting sustainable development.

4. DISCUSSION

The results of this Community Service (PKM) activity indicate that strengthening youth participation through entrepreneurship development strategies is an effective approach to enhancing their role in national development. The program was successfully implemented in Simarmata Village, Simanindo District, Samosir Regency, involving approximately 300 participants from diverse regions such as Samosir, Pematangsiantar, Simalungun, Medan, Bandung, Pekanbaru, Jakarta, and Kalimantan. The diversity of participants contributed to a dynamic learning environment, enabling the exchange of ideas, experiences, and perspectives across different socio-economic backgrounds.

During the initial stage of the activity, participants demonstrated a growing awareness of the importance of youth involvement in development processes. The opening session served as a platform to align participants' expectations and to establish a shared understanding of the strategic role of youth as agents of change, innovators, and contributors to economic growth. Many participants expressed their desire to gain practical knowledge related to

entrepreneurship, particularly in identifying opportunities and overcoming common challenges such as limited capital, lack of experience, and market uncertainty.

The delivery of materials was divided into two core sessions: (1) the role of youth in nation building, and (2) entrepreneurship development strategies. Each session was presented in a structured, practical, and contextually relevant manner. Participants were introduced to key entrepreneurial concepts, including opportunity recognition, innovation, risk management, and sustainable business development. The speakers integrated real-life case studies and practical examples to enhance participants' understanding and encourage the application of theoretical knowledge in real-world contexts. This approach aligns with participatory learning models that emphasize active engagement and experiential learning as key factors in improving knowledge retention and behavioral change (Hsu et al., 2021; Lahrech et al., 2024; MNCWANGO & ADANLAWO, 2025).

The interactive discussion sessions revealed a high level of participant engagement and enthusiasm. Participants actively shared their ideas, challenges, and experiences related to entrepreneurship and youth development. Several critical questions emerged, such as how to initiate business ventures with limited resources, how to identify competitive advantages in local markets, and how to sustain business growth in a rapidly changing economic environment. These discussions reflect an increasing level of awareness and critical thinking among participants regarding entrepreneurship as a viable pathway for personal and community development (Biney, 2023).

Another important outcome of this activity was the emergence of collaborative ideas and networking among participants. Through group reflection and idea-sharing sessions, participants explored potential business initiatives based on local resources, cultural strengths, and regional opportunities. This collaborative process not only enhanced participants' creativity but also encouraged cross-regional partnerships, which are essential for developing sustainable and scalable business models (Lahrech et al., 2024).

Based on observational data and participant feedback, several key indicators of success were identified. First, cognitive improvement was evident in the increased understanding of entrepreneurship concepts and the strategic role of youth in development. Second, behavioral engagement was reflected in active participation, critical questioning, and willingness to share ideas during discussions. Third, motivational enhancement was observed through participants' increased confidence and enthusiasm to initiate entrepreneurial activities. Finally, social impact was demonstrated by the strengthening of networks among youth and the creation of a collaborative environment that supports innovation and community development (Dodd et al.,

2024; O'Brien & Cooney, 2025).

In the context of Simarmata Village, the role of Generasi Muda Simarmata cannot be separated from local cultural values, social cohesion, and the tourism-based economic structure of the region. Therefore, entrepreneurship development within this community should not be viewed solely as an economic activity, but also as a socio-cultural empowerment strategy. This approach emphasizes that local identity, collective participation, and community-based collaboration are essential elements in strengthening sustainable development at the village level. Despite the overall success of the program, several challenges were identified during implementation. Some participants indicated limitations in access to capital, lack of continuous mentoring, and uncertainty in transforming ideas into sustainable businesses. This finding emphasizes that the empowerment of Generasi Muda Simarmata is not only a social intervention but also a strategic approach to strengthening local economic resilience, particularly in tourism-based regions such as Samosir Regency.

Figure 1. Explanation of increasing entrepreneurship among the younger generation.

Figure 2. Explanation of Youth Participation in Building the Country.

Figure 3. Photo with Activity Participants.

5. CONCLUSION

This Community Service (PKM) program successfully demonstrated that strengthening the role of Generasi Muda Simarmata through participatory entrepreneurship development is an effective strategy for enhancing local capacity and contributing to sustainable national development. The activity, titled "Enhancing Youth Participation in Nation Building through Entrepreneurship Development Strategies: A Community Service Program in Simarmata Village, Samosir Regency," was conducted from April 10–12, 2026, involving approximately 300 youth participants from various regions across Indonesia. The program significantly enhanced participants' understanding of the strategic role of youth in national development, as well as their awareness and capacity in entrepreneurship as a key driver of economic growth and social transformation. Participants demonstrated high levels of enthusiasm, active engagement, and critical thinking throughout the sessions, reflecting a positive shift in their mindset toward becoming proactive contributors to society.

The core benefits of this PKM activity can be summarized into three main dimensions. First, the cognitive dimension was strengthened through improved understanding of entrepreneurship concepts, opportunity recognition, and the strategic role of youth in development. Second, the behavioral dimension was developed through active participation, reflective discussions, and increased willingness to initiate entrepreneurial activities. Third, the social impact dimension was evident in the creation of collaborative networks among participants and the strengthening of youth communities as platforms for innovation and

sustainable development.

For sustainability, several strategic recommendations are proposed. It is essential for academic institutions, local governments, and youth organizations to maintain and strengthen collaborative partnerships in order to support continuous empowerment programs. Future initiatives are encouraged to expand their scope by incorporating practical components such as business incubation, digital entrepreneurship training, and structured mentoring programs. In addition, providing access to financial support and market networks will be crucial in transforming entrepreneurial ideas into sustainable ventures.

This PKM program demonstrates that community-based educational initiatives can serve as effective platforms for empowering youth and fostering entrepreneurship. By integrating knowledge, motivation, and collaboration, this program contributes to the development of a productive, innovative, and socially responsible young generation capable of supporting sustainable national development.

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