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## **Empowerment of Youth in the Management of Natural Resources in Gintung Village, Sukadiri District, Tangerang Regency**

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| INDEXING                                                                                                                                                                           | ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <p><b>Keywords:</b></p> <p>Keyword 1; Empowerment<br/>Keyword 2; Gintung Village<br/>Keyword 3; Natural resource management<br/>Keyword 4; Sustainability<br/>Keyword 5; Youth</p> | <p>The management of productive and sustainable natural resources (SDA) is one of the keys to rural development. Gintung Village, Sukadiri District, Tangerang Regency has great potential in agriculture, fisheries, and ecotourism, yet it has not been fully utilized. This research aims to empower the youth to take an active role as a driving force in managing SDA based on innovation and sustainability. The implementation methods include situational analysis, technical training, entrepreneurial mentoring, marketing digitization, and continuous evaluation. The results of the activities show a significant increase in the knowledge, skills, and motivation of the youth in managing SDA potential. Several youth groups have successfully initiated organic farming ventures, catfish farming, and the promotion of local products through digital media. This program also encourages the creation of environmental awareness and multi-stakeholder collaboration among youth, village governments, academics, and the private sector. This success proves that a participatory approach, targeted training, and sustainable support can strengthen the capacity of youth in promoting self-sufficient, competitive, and sustainable village development.</p> |

### **Article History**

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## **INTRODUCTION**

Gintung Village, located in Sukadiri District, is a village with a diverse wealth of natural resources (SDA). Its strategic geographical location, soil fertility, and availability of water resources give this village great potential in agriculture, fisheries, and ecotourism. However, this great potential will not have a maximum impact if it is not managed well, especially by involving youth as agents of change.

In the context of rural development, youth play an important role as drivers of innovation (Yunas & Nailufar, 2021). Youth have access to technology, information networks, and better adaptability compared to previous generations (Wu, 2022). In Gintung Village, the presence of youth can be a driving force for sustainable management of natural resources, whether to increase agricultural productivity, develop fishing businesses, or create attractive ecotourism concepts.

Nevertheless, youth involvement in natural resource management is not without its challenges. Many young people are still trapped in conventional mindsets, lack technical skills, and face insufficient capital support, which pose unique challenges, as

well as explained by Morris and Tucker (2023). Additionally, low awareness of environmental sustainability leads to natural resource management practices often being carried out without considering long-term impacts (Yong *et al*, 2020). This certainly poses a threat to the preservation of resources and the future welfare of communities.

Strengthening youth capacity has become an urgent solution to address these challenges. With a structured empowerment approach, the youth of Gintung Village can be encouraged to innovate, develop productive enterprises, and create sustainability-based programs (Azhar *et al.*, 2025). This empowerment not only enhances economic welfare but also fosters a strong ecological awareness.

The village government, educational institutions, the private sector, and civil society organizations play an important role in supporting these efforts. Through multi-stakeholder collaboration, youth can access technical training, funding, and marketing networks (Nur *et al.*, 2025). Additionally, digitization approaches can also be utilized to expand the reach of village products to broader markets. This innovation has the potential to propel Gintung Village to become a model village that successfully integrates natural resource potential with technology and the entrepreneurial spirit of the younger generation.

Conceptually, youth empowerment in natural resource management refers to the principles of sustainable development that prioritize a balance between economic, social, and environmental aspects (Anshori *et al.*, 2024). Youth are not only seen as objects of development but as subjects who have the capacity to design, implement, and evaluate natural resource management programs (Wridt, 2018). With active involvement, youth can become agents of transformation towards self-reliant and competitive villages.

Furthermore, the enhancement of youth capacity also has significant social implications. The improvement of skills and knowledge will encourage the emergence of young entrepreneurs capable of creating new jobs, reducing unemployment rates, and improving the living standards of rural communities (Kesumadewi & Aprilyani, 2024). In addition, youth involvement in the management of natural resources will strengthen social cohesion and foster a sense of ownership over the village's potential.

With various existing potentials and challenges, this research is essential to deeply examine the capacity, role, and strategies for empowering youth in the management of natural resources in Gintung Village. This research aims to empower the youth to take an active role as a driving force in managing SDA based on innovation and sustainability.

## LITERATURE REVIEW

Natural resources form the bedrock of human activity. People and institutions routinely consume large quantities of these resources, often without considering their long-term availability or the real cost of depletion. Over recent decades of industrial development, various actors—from corporations to communities and governments—have sought to safeguard their interests by investing in and securing access to the natural resources that fuel economic progress. The industrial sector, commonly referred to as the "extractive industries," plays a central role in providing essential non-renewable materials such as oil and coal for energy, and iron and aluminium for infrastructure. As society's dependence on these resources continues to intensify, the

issue of sustainability has become a key concern in both policy-making and executive decision-making. Yet, academic inquiry into how natural resources are managed and organized remains sparse, particularly in relation to the industrial networks that govern their use and trade, and the broader effects on individual choices, organizational outcomes, and overall quality of life (George *et al*, 2018).

## RESEARCH METHOD

This program is carried out with a participatory descriptive approach that places youth as the main actors. The stages of activity implementation are as follows:

Firstly, a situational analysis is conducted to map natural resource potential and identify the problems faced by the youth of Gintung Village. This analysis is carried out through field surveys, in-depth interviews, and focus group discussions (FGD) with youth leaders, village government, and the local community.

Secondly, technical training is conducted to enhance the skills of youth in the fields of agriculture, fisheries, and digital marketing. The training includes the use of organic fertilizers, modern planting systems, fish cultivation management, as well as digital marketing strategies based on social media and e-commerce.

Third, entrepreneurship mentoring is carried out to assist the youth in developing business ideas, preparing business plans, accessing funding, and building marketing networks. This mentoring is conducted continuously to ensure the sustainability of the business.

Fourth, evaluation and monitoring are conducted periodically to assess program achievements, identify obstacles, and formulate relevant improvement strategies. Evaluation is carried out involving all stakeholders, so that the program can continuously be adjusted to field needs.

## RESULT AND DISCUSSION

The results of community service activities show a significant development in the capacity, role, and contribution of the youth of Gintung Village towards the management of natural resources (SDA) that is more productive and sustainable. This change can be seen from various aspects as follows:

### Agricultural Sectora

- a. Adoption of organic farming techniques

The youth have begun to switch from using chemical fertilizers to environmentally friendly organic fertilizers. This step not only reduces production costs but also improves the quality and competitiveness of agricultural products.

- b. Efficiency of the irrigation system

With the training provided, the youth are able to manage irrigation using more water-saving and effective methods, such as drip systems and seasonal planting pattern adjustments.

- c. Increased productivity

Field data show an increase in harvest yields of 15-20% after the implementation of new techniques, which directly impacts the income of young farmers.

## **Fishery Sector**

- a. Modern Fish Farming  
Several youth groups have successfully developed catfish and tilapia farming using tarpaulin ponds and more efficient water circulation systems.
- b. Feed Management and Water Quality  
Youth have started utilizing simple technologies such as water quality sensors and app-based feed management, which have reduced fish mortality rates and increased harvest weights.
- c. Product Diversification  
In addition to selling fresh fish, youth have begun processing fishery products into value-added products, such as fish floss and fish chips, which increase the village's income potential.

## **Digital Marketing and Technology Innovation**

- a. Utilization of social media  
Today's youth are actively using Instagram, TikTok, and WhatsApp Business to market local products. This expands market reach beyond the Tangerang Regency area.
- b. E-commerce integration  
Some village products have been marketed through national marketplaces, providing access to a wider market and increasing the average income of young entrepreneurs by up to 30%.
- c. Digital literacy training  
Digital marketing training activities enhance young people's skills in managing creative content and developing more effective promotional strategies.

## **Environmental Awareness and Action**

- a. Reforestation Program  
Youth initiates a movement to plant trees in agricultural areas and along irrigation channels to prevent erosion and maintain soil quality.
- b. Integrated Waste Management  
A group of youth caring for the environment is formed to manage the village's waste bank, educate the community, and convert plastic waste into useful products.
- c. Community Education  
Regular campaigns through socialization and digital media are conducted on the importance of preserving the environment, which is beginning to change community behavior towards cleanliness and conservation.

## **Institutional Strengthening and Collaboration**

- a. Formation of youth business groups  
Several farmer groups and youth entrepreneurship groups have been formed, focusing on the collective management of natural resources.
- b. Multi-stakeholder collaboration  
Partnerships established with village governments, academics, and the private sector support the sustainability of the program. Capital assistance, technical guidance, and market access from strategic partners accelerate the development of youth businesses.

c. Capacity building of organizations

Management and leadership training activities encourage youth to be more independent in managing business groups and planning long-term programs.



**Figure 1. Strengthening And Collaboration**  
(Source : Author, 2025)

This positive change confirms that the participatory and collaborative approach applied has been the key to the success of the program. Youth are not only positioned as beneficiaries but as key actors in every stage of the program, from planning, implementation, to evaluation.

The improvement of technical skills in the agriculture, fisheries, and digital marketing sectors forms a strong foundation for developing the potential of villages. The innovations carried out by the youth also demonstrate their ability to adapt to technological advancements and market dynamics.

Furthermore, this program has successfully fostered collective awareness about the importance of environmental sustainability. Green actions and integrated waste management are concrete evidence that the youth are not only oriented towards economic profit but also towards the ecological sustainability of the village.

However, challenges remain. Limitations in business capital, inadequate village infrastructure, and the need for long-term mentoring are issues that must be addressed to maintain the sustainability of the program. Therefore, a sustainable strategy is needed that integrates village policy support, partnerships with the private sector, and strengthening youth institutions so that this program can continue to grow.

## CONCLUSION

The community service program in Gintung Village, Sukadiri District, Tangerang Regency, demonstrates that youth empowerment is the key driver in the management of productive, innovative, and sustainable natural resources. Through a series of structured activities, including seminars, technical training, entrepreneurship mentoring, and marketing digitalization, the youth not only acquire new skills but also gain the confidence to be the driving force of village development. This success is evident in the increase in agricultural productivity by up to 20% through the implementation of organic farming techniques and water-saving irrigation systems, the growth of the fisheries sector through efficient modern aquaculture, and an average income increase

of 30% thanks to the integration of social media and e-commerce in marketing local products.

In addition to providing economic impact, this program has also succeeded in raising collective awareness of the importance of maintaining environmental balance. Young people actively initiated greening programs, integrated waste management, and public education campaigns, which changed community behavior to be more concerned about the sustainability of the village ecosystem. On the institutional side, the formation of youth business groups and multi-stakeholder collaboration networks among youth, village government, academics, and the private sector has become an important foundation to ensure the sustainability of this program in the future.

This success affirms that a participatory and collaborative approach is a key factor in building a sustainable empowerment ecosystem. However, challenges such as limited capital, inadequate infrastructure, and the need for long-term assistance remain issues that must be strategically addressed. Overall, this program not only improves the economic welfare of the youth but also strengthens collective awareness of the importance of environmentally friendly natural resource management. With consistent support from various parties, Gintung Village has great potential to become a model of an innovative village that integrates youth empowerment, economic independence, and environmental preservation, while also providing inspiration for other villages in promoting inclusive and sustainable development.

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I also extend my sincere thanks to the campus who has provided assistance, guidance, and facilities in the implementation of this program. The synergy between the youth, village government, and the campus is the main key to the success of this program and also serves as an important foundation for the development of similar activities in the future.

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