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RESEARCH ARTICLE

Community Empowerment Through the Establishment of a Young Farmers Studio for Modern Genjah Coconut–Based Agribusiness

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ABSTRACT

The student organization program (PPK Ormawa) program of the Universitas Islam Kebangsaan Indonesia (UNIKI) was carried out with the aim of forming an institution of young farmers in Blang Seunong Village through the establishment of the Young Farmers Studio as a forum for learning modern agribusiness based on genjah coconut commodities. This activity involves students across study programs and village communities in order to increase human resource capacity, economic independence, and regeneration of millennial farmers. The implementation method includes institutional formation, technical training (Technical Guidance), and direct assistance in the field. The results showed an increase in the participation of village youth in agriculture, new skills in processing coconut derivative products, and an increase in students' soft skills in leadership, communication, and teamwork. This program contributes to strengthening collaboration between universities and the community in supporting village independence based on local potential.

KEYWORDS

Genjah coconut; young farmers; modern agribusiness; community empowerment

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1. Introduction

The agricultural sector remains the economic backbone of the Acehnese people, especially in Bireuen Regency. According to data from the Bireuen Regency Agriculture and Plantation Office (2023), the area of coconut plantations reaches around 4,350 hectares with more than 3,000 farmers involved. However, cultivation practices remain traditional, have not been integrated with modern agricultural technology, and do not apply sustainable agribusiness principles. The marketing system also still depends on middlemen, so crop selling prices are often unstable and detrimental to farmers. One of the villages with great potential in coconut commodity development is Blang

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Seunong Village, Jeumpa District, Bireuen Regency. However, in recent years, this village has faced serious problems in the agricultural sector. Previously, most people depended on banana plantations for their livelihoods, but the outbreak of *fusarium wilt* disease caused many banana plants to die and caused huge losses. This condition encourages farmers to switch to planting coconuts, especially the genjah type of coconut which has advantages because it bears fruit quickly and has high economic value.

Although the potential of coconuts in this area is quite large, the results of field observations show that farmers in Blang Seunong Village are still running conventional and self-taught farming businesses. Most farmers have never participated in modern agricultural training, which is needed for the cultivation of farmers. They do not have a structured farming business plan, and have not implemented a scheduled maintenance and fertilization system. A structured plan should have a positive influence on the development of farmers. Based on an initial survey conducted by a team of students using an , it is known that 60% of farmers have never participated in agribusiness training, 85% do not carry out regular fertilization, and 95% do not have a written farming business plan. This condition shows the need for targeted and sustainable assistance to increase the productivity and independence of farmers (Bariqi, 2020; Mario et al., 2024)

In addition, the problem of farmer regeneration is also an important concern. Most of the farmers in Bireuen are over 45 years old, while the interest of the younger generation in agriculture is very low. Many young people drop out of school and spend time in coffee shops or playing gadgets, without engaging in productive activities that can improve their standard of living. This phenomenon raises concerns about the loss of farmer regeneration and the decline in the sustainability of the agricultural sector in the future. Seeing these conditions, a strategic program is needed that is able to provide comprehensive solutions, both in terms of economic empowerment, non-formal education, and regeneration of young farmers. Therefore, a student team from the Indonesian National Islamic University (UNIKI) through the Student Organization Capacity Strengthening Program (PPK Ormawa) initiated a service activity entitled "The Establishment of a Young Farmer Studio to Develop Modern Agribusiness Based on Genjah Coconut Commodity in Blang Seunong Village, Bireuen." Genjah coconuts were selected because they are very suitable for coastal areas. Coconuts thrive in hot areas, so establishing a farming studio in a coconut field is very appropriate (Foale et al., 2020; Amit et al., 2023)

With the establishment of the "Young Farmers" Farmer Sanggar, it is hoped that the youth of Blang Seunong Village will not only have productive activities with economic value, but can also become pioneers in the regeneration of competitive modern

farmers. This program is in line with the government's vision to produce one million millennial farmers and support the Sustainable Development Goals (SDGs), especially in the aspects of improving economic welfare and poverty alleviation through the development of local potential.

Based on the results of field observations and situation analysis in Blang Seunong Village, Jeumpa District, Bireuen Regency, there are several main problems that are the basis for the implementation of this community service activity, namely:

1. The lack of knowledge and skills among farmers in the management of coconut cultivation in a modern manner. Most farmers still rely on traditional methods without scheduled fertilization or the use of superior seedlings.
2. There is no structured farmer institution, so agricultural activities are carried out individually without a systematic forum for coaching and coordination.
3. The low regeneration of farmers is due to the lack of interest of the younger generation in agriculture and the number of young people who prefer non-productive activities such as playing gadgets.
4. The lack of innovation in the processing and marketing of coconut derivative products, so that the economic value of coconut commodities has not been optimal.
5. Limited access to training and assistance from external parties, including higher education institutions, in an effort to increase the capacity of farmers and village communities.

These problems have an impact on low agricultural productivity, weak economic independence of rural communities, and loss of farmer regeneration in the future. Therefore, an empowerment program is needed that is able to provide integrated solutions through an institutional, educational, and capacity-building approach oriented towards increasing the capacity of human resources.

The purpose of this service is:

Community service activities through the Capacity Building Program of Student Organizations (PPK Ormawa) with the title "The Establishment of a Young Farmer Studio to Develop Modern Agribusiness Based on Genjah Coconut Commodities in Blang Seunong Village, Bireuen" has several main objectives as follows:

1. Forming a young farmer institution in the form of the Young Farmer Cooperative as a forum for coaching, mentoring, and empowering coconut farmers at the village level.
2. Increasing the capacity and competence of farmers through training (technical guidance) on coconut cultivation based on modern agribusiness, processing of coconut derivative products, and marketing strategies for agricultural products.

3. Encouraging the regeneration of young farmers by involving village youth in productive agricultural activities that have economic value and are oriented towards business independence.
4. Developing a non-formal learning curriculum for young farmers as a systematic guide in the implementation of training and mentoring based on local needs.
5. Improving the hard skills and soft skills of PPK Ormawa students, especially in terms of leadership, communication, teamwork, and problem-solving skills through direct service activities in the field.
6. Encourage the realization of a modern agribusiness village model, which can be an example of community empowerment based on local potential and collaboration between universities and communities.

Benefits of Devotion

The implementation of community service activities through the PPK Ormawa Program provides wide benefits, both for the community, students, universities, and the village government. The benefits can be explained as follows:

1. Benefits for Village Communities

a. Improvement of farmers' skills and knowledge: The community gained a new understanding of coconut cultivation techniques, processing of derivative products, and agribusiness-oriented marketing strategies.
b. Formation of young farmer institutions: *The Young Farmers Cooperative* is a forum for coaching and cooperation between village youth to develop a more professional and sustainable farming business.
c. Improving the local economy: Through diversification of coconut derivative products (such as wicker, coconut fronds, and coconut-based preparations), communities can earn additional income and expand business opportunities.
d. Regeneration of young farmers: This activity motivates young villagers who were previously passive to engage in productive agriculture and become pioneers of millennial farmers.

2. Benefits for Students

a. Strengthening soft skills: This activity trains students' communication, leadership, teamwork, and problem-solving skills in real situations in the field. b. Improvement of hard skills: Students gain hands-on experience in project management, agribusiness analysis, training planning, and non-formal learning curriculum development. Application of multidisciplinary science: Collaboration

across study programs (Agriculture, Management, Accounting, and Informatics) enriches students' understanding in integrating knowledge for socio-economic solutions in society.d. Strengthening social spirit and empathy: Direct involvement in helping the community build economic independence to foster the character of service-based leadership.

3. Benefits for Colleges

a. Increasing the role of UNIKI in community empowerment: This program strengthens the implementation of the Tri Dharma of Higher Education, especially in the field of community service.b. Development of a project-based learning model: The results of the activity can be used as contextual teaching materials for students across study programs.c. Opportunities for scientific publications and academic reputation: This activity produces outputs in the form of scientific articles, publication videos, reflection books, and publication media that increase the visibility of the university. d. Strengthening external networks and cooperation: Through partnerships with village governments, agriculture offices, and related agencies, universities can expand collaboration in multi-year service activities.

4. Benefits for Village Governments and Stakeholders

Supporting central and local government programs: This program is in line with the Ministry of Agriculture's policy on the regeneration of one million millennial farmers and the development of coconut-based agribusiness. b. Capacity building of village officials: The village government receives assistance in the management of community empowerment activities based on local potential.c. Strengthening the sustainable village economy: With the institution of young farmers and the diversification of coconut products, the village has the opportunity to become a center of coconut-based agribusiness in the Bireuen area.

With these various benefits, PPK Ormawa's activities not only have an impact on increasing community capacity, but also become a model of real collaboration between universities, students, and village governments in realizing independent, productive, and sustainable village development.

2. Literature review

Several studies show that the regeneration of farmers in Indonesia faces serious challenges due to the low interest of the younger generation (Sukesi, 2020). According to Nasution (2021), agricultural education based on field experience can increase the

younger generation's interest in entrepreneurship in the agricultural sector. A modern agribusiness approach that combines aspects of production, processing, and marketing is an effective strategy to increase the added value of local commodities (Ramesh & Praveen, 2024).

Genjah coconut is a type of coconut that is easy to grow and has a fast harvest period compared to other coconuts. In addition, almost everything can be used, from the leaves, stems, roots, fruits, and so on, to provide benefits. The Sanggar Tani program is a model of community empowerment based on local institutions that encourages synergy between campuses and village communities (Simahatie, 2024). (Sisunandar et al., 2025)(Wicaksono et al., 2021)

In addition, this activity also supports the implementation of the Sustainable Development Goals (SDGs) point 8 (Decent Work and Economic Growth) and point 12 (Responsible Consumption and Production) (Harsanto et al., 2024a).

3. Methods

Location of the Service activity

The location of Penbadian is located in Blang Seunong Village, Jeumpa District, Bireuen Regency, Aceh Province

Participants

The participants of this activity were 11 students from various departments at the Islamic University of Kebagansaan Indonesia such as Management, Accounting, Agriculture, and Informatics, then three resource persons, namely Dr. Mai Simahatie, S.E. M.M from the Faculty of Economics and Business, Mizan Maulana, S.P. M.Si from the Faculty of Agriculture and Animal Husbandry, and Iskandar, M.Pd from the Faculty of Teacher Training and Education, all three from the Indonesian National Islamic University. The next participants were young farmers in Blang Seunong Village, Jeumpa District, Bireuen Regency, and the village head and other village officials also attended. The activity was carried out using a participatory action research (PAR) approach that actively involved students, lecturers, and the community in each stage of the activity. The stages of implementation include:

1. Socialization and Institutional Formation: Carried out through village deliberations to form the Young Farmers Studio and develop an organizational structure. (Mujtahidah et al., 2024)
2. Training and Technical Guidance: Three trainings were conducted, namely (1) modern agribusiness-based genjah coconut cultivation, (2) processing of coconut derivative products, and (3) digital marketing strategies.

3. Field Assistance: Students assist young farmers in the process of planting genjah coconuts on the target land and assist in the development of farming businesses. (Mario et al., 2024)
4. Evaluation and Sustainability: Periodic evaluations are carried out by the accompanying lecturer and LPPM UNIKI to assess the impact of activities and prepare a program sustainability plan.

4. Results and Discussion

4.1. The stages of activities that will be carried out include:

1. The The PPK Ormawa team conducted observations with community leaders, farmers, village youth, and prospective young farmers to identify problems occurring in the village, analyze farmers' most urgent needs, and determine solutions to be implemented through interviews and question-and-answer sessions (talks).

Figure 1. Socialization of activities

2. The Ormawa PPK team identified the potential that occurred in the village through field observation and saw firsthand the condition of the plantation, and obtained results as described in the background of the proposal, including, many bananas died from disease, farmers suffered many losses, there was no farmer regeneration, farmers have begun to switch like other villages to plant coconut, because coconuts are a leading commodity in Bireuen district and have a lot of potential. Furthermore, they provided assistance in planting coconuts.

Figure 2. Coconut planting assistance

3. Additionally, training is also conducted on how to process and develop coconut derivative products.

Additionally, the team also conducted an evaluation of the planted coconuts and examined the eighth growth cycle. If any coconuts were dead, the team would replant and replace them with new seedlings.

Figure 3. Training assistance

Figure 4. The process of evaluation and replacement with new seedlings in the coconut does not grow

The program has been successfully implemented with tangible results in the field. The selection of genjah coconut is a commodity because this coconut bears fruit quickly and does not take a long time for the growth process. Besides that, the characteristics of this genjah coconut are very suitable for coastal areas such as Bireuen regency. The formation of the Young Farmers Studio is an important milestone in the process of regenerating millennial farmers in Blang Seunong Village. This institution serves as a forum for coaching, training, and collaboration between village youth, students, and the local government in developing coconut-based agribusiness. A total of five young farmers have started the cultivation of genjah coconuts on their respective lands with an average area of 1 hectare, accompanied by technical assistance by students of the Indonesian National Islamic University (UNIKI).(Yunindanova et al., 2025)(Yunindanova et al., 2024a)(Yunindanova et al., 2024b)(Harsanto et al., 2024a)

The implementation of three training activities (technical guidance) has a significant impact on improving community skills, as training can enhance the ability and expertise of farmers. Among them, the first training discussed modern agribusiness-based coconut cultivation techniques, which introduced organic methods of planting, fertilizing, and pest control. The second training focused on the processing of coconut derivative products, which resulted in craft innovations such as weaving from coconut leaves, ornamental flowers from coconut fronds, and the use of coconut

fiber as an economical material with high selling value. Meanwhile, the third training provided insight into digital marketing strategies and branding of local products to expand market access for processed coconut products. Organizing modern agricultural training to improve farmers' ability to manage their businesses in a business-like manner so that they do not only focus on production but also on management, marketing, and innovation (Tantalo, 2020) (Latifah & Sisunandar, 2024).

From the community perspective, this program encourages increased interest in productive agricultural activities. Youth who were previously less involved in agricultural activities began to show commitment and enthusiasm to manage land independently. This proves that the educational-participatory approach applied in the PPK Ormawa program is able to foster a sense of ownership and social responsibility among the young generation of the village. (Harsanto et al., 2024b)

From the student side, this activity provides a comprehensive learning experience. Students gain improved soft skills such as communication skills, leadership, team coordination, and problem solving in the field. In addition, collaboration across study programs (Agriculture, Management, Accounting, and Informatics) strengthens academic synergy and integrates knowledge in a practical way — from the technical aspects of agriculture to business planning and activity documentation.

The main obstacles encountered during implementation were unpredictable weather and limited coconut processing equipment. However, these obstacles were overcome by rescheduling field activities, alternating equipment use, and cooperating with the Agriculture Office and Village Government, who provided additional facility and logistical support . The active participation of the community and institutional support from the university also strengthened the program's success.

Post-activity evaluation results indicate that community participation increased to 80%, and students demonstrated a real increase in competence in both academic and social aspects. This program not only produced physical outputs in the form of farming workshops and training, but also non-physical outputs in the form of behavior change, increased economic awareness, and the formation of a collaborative learning ecosystem between the campus and the community.

Overall, the results show that the Young Farmers Cooperative is effective in increasing the capacity of village communities and becoming a model for economic empowerment based on local potential. This activity shows a positive synergy between academics, the community, and the government, and can be used as an example of best practice for the development of modern agribusiness villages in other regions.

5. Discussion

The program for the establishment of the Young Farmers Studio in Blang Seunong Village has succeeded in increasing the capacity of the community and students in the field of modern coconut-based agribusiness. The positive impact is seen in three main aspects:

1. Institutional: The formation of a forum for sustainable young farmer development.
2. Students: Enhancing *students' technical skills* and *interpersonal skills* through hands-on field activities.
3. Community: Increasing youth participation in the agricultural sector and fostering an entrepreneurial spirit based on coconut products.

In the future, this program is expected to continue through the development of genjah coconut derivative products, strengthening partnership networks, and scientific publications to become a model of sustainable community service in Aceh.

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Conflict of interest

The authors declare that there is no conflict of interest regarding the publication of this paper.

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