

The Role of Young Entrepreneurs in Labor Absorptions and its Implications to Family Economic Resilience

Azhar Nasih Ulwan^{1,*}

¹ Universitas Gadjah Mada,
Indonesia

* Corresponding author:

Email: azhar.n.u@mail.ugm.ac.id

Abstract

The purpose of this study is to determine the role of young online convection entrepreneurs in labor absorption and the obstacles faced by young online convection entrepreneurs as well as to analyze the implications of young online convection entrepreneurs in Bantul Regency on their family economic resilience. This research used a qualitative approach. Primary data is obtained from observations and in-depth interviews with 5 young entrepreneurs from 5 different online convection, namely Arto Convection, Apparelsae Convection, Convection San Project, ID Convection, and Indeeppo Clothing. The data analysis technique used is interactive model data analysis. This study used data validity checking techniques, namely triangulation, and detailed description techniques. The results of the research showed that young entrepreneurs have a role in labor absorption and provide income to the owner convection. Some of the obstacles often encountered by young entrepreneurs of convection online are a constraint on the production, financial management, management of marketing, customer service online base, less qualified human resources constraints, and constraints background education entrepreneurs who are not majoring in business. Young online convection entrepreneurs have made several efforts to overcome these obstacles. Based on the analysis with the income contribution approach and the basic need approach, the impact of online convection makes the economic resilience of young entrepreneur families strong and resilient.

Keywords

Young entrepreneurs, online convection, economic resilience

Received : Oct 26, 2020

Revised : Jan 14, 2021

Accepted : Feb 10, 2021

1. Introduction

The open unemployment rate in Indonesia is still high. Although from year to year it has a downward trend. If the Open Unemployment Rate in 2019 is converted into the population, the figure will be 6.82 million people. Unemployment is dominated by urban people who in fact have more access to employment opportunities (BPS, 2019). The open unemployment rate in the Special Region of Yogyakarta has experienced an upward trend from August 2016 to August 2018 (BPS DIY, 2018). In August 2019 it experienced a decline, but in 2020 it is predicted that there will be an increase due to the Covid-19 pandemic.

Convection business is included in the category of home industry or small industry seen from the number of workers and seeing from several definitions which state that small business is identical to small industry and home industry (Azizah, 2014). Many new convections appeared in DIY due to the market opportunity in the clothing sector is still very wide. Fulfilling the needs of Indonesian clothing that can be met by local companies only reaches 60% of the total needs (Hadijah et al., 2015). Faruq and Usman (2014) in his research concludes that the convection business opportunity comes from consumer demand for new products/designs, the number of young people today as consumers, the growth of fashion distributions/stores as opportunities for collaboration, increasingly developing design creativity, and fashion trends, especially t-shirts that always changing.

Technological developments, especially online marketing channels became a new challenge for convection in Yogyakarta. Alimudin and Sasono (2015) in his research explained that the use of production and marketing technology has an influence on increasing the competitiveness of convection products. The use of marketing technology such as e-commerce through the development of convection websites can increase the number of customers and the selling price of the product. Soekarno and Imran (2018) conducted a study on convection utilizing social media marketing particularly Instagram and Facebook. Social media can be used as a promotional strategy in building a brand image effectively and increasing convection income. Convection who pioneered by young entrepreneurs generally have the capability of online marketing better than old convection. The young generation is a productive resource whose creative ideas can open an entrepreneurship business which helps the government reduce the unemployment rate in the productive workforce (El Hasanah, 2015). Satries (2009) explained young people have roles and responsibilities which are the interest to realize the idea and constancy promise to show the attitude and independent personality.

Convection can be classified as Micro, Small and Medium Enterprises (MSMEs). Micro, Small and Medium Enterprises (MSMEs) are generally included in the category of the informal sector. The informal sector is a small-scale business unit that can produce or distribute goods or services with the aim of creating jobs for itself (Subarsono, 1996; Susepah, 2018). The existence of the informal sector has a large labor absorption capacity and acts as a buffer zone which is very flexible and open. The fact about the informal sector as a buffer zone is proven by its ability to develop during the 1998 economic crisis. There was informalization and homization of workers

amid high inflation and the chaotic economy of Indonesia. Informalization and homization are tangible forms of the flexibility of the informal sector (Pitoyo, 2007).

There are several studies related to the role of youth and family economic resilience, namely Suyono (2017), Huda (2017); Zulkarnain (2015); Gafara et al., (2017); and Setiawan (2015). However, those studies have not discussed the role of young online convection entrepreneurs and their implications for family economic resilience. Based on this background, this research is aim to: (1) the role of young online convection entrepreneurs in labor absorption in Bantul Regency; (2) the obstacles faced by young online convection entrepreneurs in Bantul Regency; (3) the role implications of young online convection entrepreneurs in Bantul Regency on their family economic resilience.

This study used the role theory that is described by Suhardono (2016) about the role of correlation which refers to the connotation of social science where youth as a subject occupying character (position) in the social structure. The role according to Yusuf et al., (2016) is when someone is actively involved in an activity process. Young entrepreneurs in online convection organizations have managerial roles that need to be encouraged to play a role in increasing economic productivity. Research Listianto et al. (2017) describes the use of internet as a marketing medium, allowing for more advanced convection in marketing their products. Labor theory using theory Suroto (1986) which describes the employment means the state of people who are having a job or a state of energy use people's work. A person who works at the same time will get four kinds of results, namely charcoal and services for entrepreneurs, income, psychological results, and increased work ability.

The theory of the informal sector was first introduced by Keith Harth, a British anthropologist from Manchester University in his research entitled *Informal Income: Opportunities and Urban Employments in Ghana in 1971* (Lamba, 2011). There are 4 theories that are conceptually able to explain the emergence of the informal sector, namely the excess of labor supply approach, neo-Marxist approach, underground approach, and the neo-liberal approach (Pitoyo, 2007). The large role of the informal sector, especially in terms of supporting and protecting workers, has a contribution to economic development and growth. Based on the opinions of Hess and Ross and Blackman, it can be said that the success of economic development can be indicated by the diffusion of economic growth and economic development. One of the theories of economic development that can be used in this research is the theory of development with a structuralist approach. This theory is also known as the structuralist approach of transition and transformation (Taryono & Purnomo, 2012).

The family economic resilience examined in this study is carried out within the scope of the family of young online convection entrepreneurs using 2 approaches, namely: (1) the contribution of income earned by young entrepreneurs can improve the welfare of their families. This can be analyzed by comparing the income with the regional minimum wage (2) Fulfillment of the basic needs of young online convection entrepreneurs in the form of clothing, shelter and food needs. The fulfillment of basic needs can be analyzed using the Central Bureau of Statistics (BPS) or the central of statistics Social Protection Program Data Collection criteria and the criteria of poor people in the Bantul Regent Regulation.

This research used a qualitative approach that directs research in using analysis from specific things to general conclusions. Researchers used purposive sampling technique. The selection of

subjects in purposive sampling is based on certain characteristics which are considered to have a close relationship with known population characteristics (Pitoyo et al., 2017). Primary data is obtained from observations and in-depth interviews with 5 young entrepreneurs from 5 different online convection, namely Arto Convection, Apparelsae Convection, Convection San Project, ID Convection and Indeeeco Clothing. Secondary data is obtained from library data in the form of books, internet sites, and previous research results.

The data analysis technique used by researchers in this study is an interactive model of data analysis. The interactive model data analysis refers to the concept of Hubberman and Miles (1994) in Ibrahim (2015), which consists of data reduction, data presentation, and conclusion drawing and testing. Data checking techniques in qualitative research methods according to Moleong (2006) are made based on four criteria, namely the degree of trustworthiness, transferability, dependability and certainty. This study used data validity checking techniques, namely triangulation and detailed description techniques.

2. Discussion

2.1 Overview of Bantul Regency

Bantul Regency is an area located in the southern part of the Special Region of Yogyakarta. Administratively consist of 17 sub district, 75 village, 933 hamlet. The area of Bantul Regency is 506.85 km², which is 15.905% of Special Region of Yogyakarta province area (Bantul Regency Government, 2015). Over the last five years (2015- 2019) Bantul economic structure is dominated by five (5) categories of the industry, namely: processing industry; agriculture, forestry, and fishery; providing accommodation, food and beverage; construction; and huge trade and retail, vehicle reparations. One of the sub-categories included in the processing industry is the textile and apparel industry. Gross Regional Domestic Product (GDP) of sub-categories of textile and apparel reached 529,197,250,000.00 IDR with a percentage of 13.23% to the GDP of processing industry (BPS Kabupaten Bantul, 2020a).

The workforce in Bantul Regency from 2016 to 2018 has consistently increased. However, the unemployment rate fluctuates from year to year. Even in 2019 there was a significant increase of 3.06% from the previous year which was only 2.72% (BPS Kabupaten Bantul, 2020b). The conducive business climate in Bantul Regency can be assessed from the effective guidance of MSMEs by the Bantul Regency government. Based on the 2019 Performance Report, the Office of Cooperatives, Small and Medium Enterprises and Industry in Bantul Regency, the number of SMEs who graduated exceeds the target of the program design in 2019. The achievement of industrial growth indicators shows excellent results (KUKM and Industry Office of Bantul Regency, 2019).

2.2 Profile and Characteristics of Young Entrepreneurs

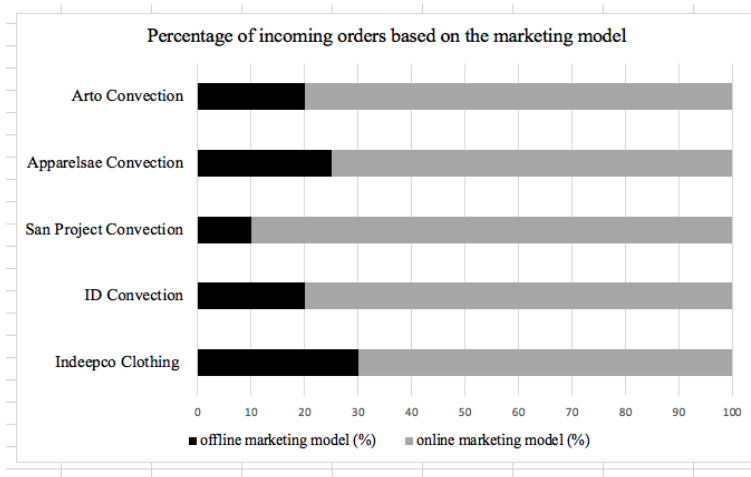
Young entrepreneurs who are the object of his research are aged 16 to 30 years (RI Law No. 40 of 2009). The young online convection entrepreneurs who were informants in this study were all male. Brief data on young online convection entrepreneurs can be seen in Table 1.

Table 1. Brief Profiles of Young Entrepreneurs and their Convection Identities as Research Informants

No	Name	Convection Name	Address Convection	Age	Establishment
1	ATU	Arto Convection	Jl. Cemara No.103 PIK Gunung Sempu	28	2014
2	AMA	Apparelsae Convection	Jln. Bantul Km 9, Pendowoharjo, Kec. Sewon	23	2016
3	AD	San Project Convection	Jln. Randubelang, Salakan, Bangunharjo, Kec. Sewon	27	2017
4	HN	ID Convection	Jln. Brajan Lor RT 06 Tamantirto, Kec. Pity	25	2017
5	YAB	Indeepco Clothing	Jln. Timut Imogiri Km 8,5, Jati, Wonokromo, Kec. Pleret	29	

Source: Primary data and processed by researchers, 2020

The marketing model used by young entrepreneurs in the early days of starting their business generally relied on friendships and colleges to find orders that could be done by convection. Optimizing the relations and networks while building online marketing through the brand name of the convection. In the 2nd year onwards, many orders came from online marketing. The dominance of orders that come from online marketing can be seen in Figure 1 about the percentage of orders that come to online convection.



Source: Primary data and processed by researchers, 2020

Figure 1. Percentage of incoming orders based on the marketing model

The online convection that became the informant in this study got the most orders from online marketing. All convection in this study have online orders 70% and above. The data in Figure 1 confirms that online marketing is the spearhead of online convection income in Bantul Regency. Online marketing makes use of various platforms such as social media, websites, marketplaces, business forums, and design video platforms.

Almost all convection has student priority market segments except Indeepco Clothing. Some of the Indeepco Clothing market segments fall into the youth category. The use of a good strategy and proper young age segment becoming a factor that can promote the growth of convection online from time to time. In line with research Al Adwan et al., (2019), the young population

between 22 and 35 years of age generally shop online as a cheaper and more efficient way to buy, not only goods but also services. Offline marketing strategies are increasingly fading with online marketing. Based on the description of the profile and characteristics of each online convection in this study, it can be summarized that the inherent characteristics of online convection are in Table 2.

Table 2. Characteristics of Online Convection and Conventional Convection

Conventional Convection	Online Convection
Having a production place with orders comes predominantly from offline marketing (relying on face-to-face, physical offers such as brochures, and acquaintances/relations)	Having a production place with orders comes dominant from online marketing (relying on various platforms on the internet)
Less oriented towards brand building	Oriented in building brands
Its market segment is dominated by other than young age	Its market segment is dominated by young people
Orders that come generally come from local or areas around the convection location	Orders that come in can reach distant areas easily

Source: Primary and Researcher Processed Data, 2020

Industrial activity from 5 convection online who become informants in this study has same pattern of grooves. The online convection industry workflow can be seen in Figure 2.

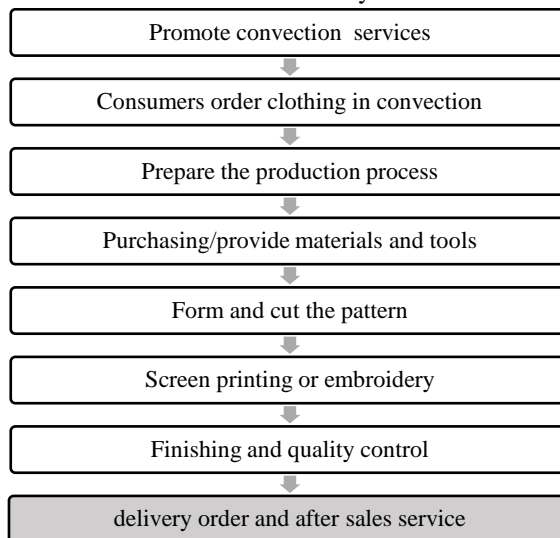


Figure 2. Online Convection Industry Workflow

2.3 The role of Young Entrepreneurs Online Convection in labor Absorption

Young entrepreneurs through online convection businesses are able to open jobs. The online convection that was founded by young entrepreneurs is able to absorb employment of 2 to 10 people. A total of 5 online convection informants in this study were able to absorb 33 labor. The number of online convection labor can be seen in Table 3.

Table 3. Number of Online Convection employee in Bantul Regency

No.	Convection Name	Number of employees
1	Arto Convection	9 people
2	Apparelsae Convection	3 people
3	San <i>Project</i> Convection	10 people
4	ID Convection	9 people
5	Indeepco <i>Clothing</i>	2 persons
Total		33 people

Source: Primary data and processed by researchers, 2020

Most of the online convection employees come from the youth age group, within 15 to 29 years of age. When recruiting employees, young entrepreneurs prioritize those who are young. The hope is that it will be more productive and easier to learn. The production factor of labor is not only in the physical sense but also human capital. Human capital affects the quality of the workforce such as individual character, health level and skill level (Santoso, 2012). One of the main ways that online convection takes is to increase employee skills and knowledge through mentoring and training. Training and mentoring have an influence on improving employee performance in line with research conducted by Safitri (2013) which explains that job training has a positive effect on employee performance.

Another way to enhance human capital is by providing an additional base salary. Online convection employee salaries generally various, which are differentiated by the application of the work system, position and the level of difficulty of the job. In total there are 4 of 5 convection still have employees with a salary under minimum wage Regency/City in Bantul Regency in 2020 amounted 1,790,500 IDR (Decision of the Governor of Yogyakarta no. 257/KEP/2019). The four convections provide work bonuses and other facilities to improve the welfare of their employee.

Apparelsae Convection provides an additional work bonus (based on the number of sales) of around 100,000-300,000 IDR. The San Project Convection provides additional work bonuses (based on work results according to the division) ranging from 200,000-400,000 IDR plus lunch and dinner facilities. ID Convection provides work bonuses (based on work results) ranging from 100,000- 275,000 IDR plus lunch and dinner facilities. Indeepco Clothing provides work bonuses (based on attendance, targets and work results) ranging from 300 thousand IDR to 400 thousand IDR. Other benefits, such as lodging mess, internet connection, basic needs, snacks and subsidy can also improve employee welfare.

2.4 Obstacles faced by Online Convection

During the time online convection started business, some of the obstacles encountered were: constraints in the production process; financial management constraints; online marketing management constraints; constraints on online customer service; constraints of inadequate human resources; constraints on the educational background of entrepreneurs who are not from business majors. Young online convection entrepreneurs have made several efforts to overcome these obstacles, namely: making work order letter or SPK (work order letter) and SOP (standard operating procedure) to minimize production problems; use of financial management applications; optimize online marketing; make rules of order terms and conditions for consumers; employee training and mentoring; and entrepreneurs regularly attend business training.

2.5 Economic Resilience of Young Entrepreneur Families

Young online convection entrepreneurs get net profits ranging from 10% -30% of turnover. Net profit is obtained from sales or turnover less production costs, operating costs and equipment depreciation costs (Pramudyarto et al., 2017). The data for calculating online convection net profit can be seen in Table 4. The net profit obtained from the online convection business is partly for further business development. Additional capital is really needed by online convection businesses which are still in the pilot stage.

Table 4. Allocation of Use of Online Convection Business Profits

No	Convection Name	Average Profit/Month (IDR)	Business Development Allocation		Allocation of Living Needs	
			%	IDR	%	IDR
1	Arto Convection	15,600,000	40	6,240,000	60	9,360,000
2	Apparelsae Convection	7,500,000	30	2,250,000	70	5,250,000
3	San Project Convection	10,000,000	50	5,000,000	50	5,000,000
4	ID Convection	14,250,000	50	7,125,000	50	7,125,000
5	Indeepco Clothing	9,000,000	45	4,050,000	55	4,950,000

Source: Primary and Researcher Processed Data, 2020

Income derived from operating results net income convection a sovereign, when compared with the MSE Bantul so far beyond the numbers. The Regency/City Minimum Wage (UMK) in 2020 in Bantul Regency is 1,790,500.00 IDR. The budget used by young entrepreneurs to allocate living needs is already considered to be above the UMK. The net profit earned by young online convection entrepreneurs is mostly above the GDP (gross domestic product) per capita of Indonesia. Indonesia's GDP per capita in 2019 reached 59,100,000.00 IDR or 4,174.9 USD per year (bps.go.id). If divided by the number of months in a year, the amount is 4,925,000.00 IDR/month. The economic resilience of young online convection entrepreneur families with the income contribution approach can be classified into the strong and resilient categories. The BPS uses a basic needs approach concept to measure poverty. In 2011, BPS conducted a 2011 Social Protection Program Data Collection which used 13 indicators as criteria for poor households (BPS, 2011). This criterion is also used in the Macro Poverty Analysis of Indonesia (BPS, 2019), whose data is processed into characteristics of Indonesia's poor households. When compared between the indicators of poor households in BPS with the criteria for poor people, Bantul Regent Regulation No. 53 of 2016, the number of points from the Regent Regulation is 14 points, while the BPS indicator is 13 points. The analysis in this approach uses both, so the discussion takes 14 points of criteria for the poor. Based on the analysis through the basic needs approach, the economic resilience of the online convection entrepreneur family can be classified as strong and resilient. This is because 13 of the 14 indicators used show the economic resilience of young entrepreneur families is strong and resilient. Only one indicator is the tenure status of residence which is not classified as strong and resilient.

Fulfilling the needs of young online convection entrepreneurs when linked with the theory of "Maslow's Hierarchy of Needs" has reached a high level of fulfillment. Maslow in Čížek (2012) divides basic human needs into 5, namely physiological, security, love, appreciation and self-actualization. Ownership of tertiary goods is a reward for young entrepreneurs, which not

everyone can afford. Čížek (2012) describes self - actualization of an entrepreneur as self-satisfaction in running his business, motivated by recognition and having a vision for the future in running his business. Young online convection entrepreneurs have a high passion for entrepreneurship. The strong and resilient economic resilience of young online convection entrepreneur families has contributed as a micro community in: (1) strengthening the basic foundation for the integrity of sustainable development; (2) strengthening national resilience through a system of integration between the elements from the economic dimension at the micro level.

3. Conclusion

Based on the research conducted, it can be concluded as follows: First, young online convection entrepreneurs get more orders coming from online marketing channels. The duration of starting a convection business ranges from 2 years to 6 years with the largest market segments, namely students and youth. Young entrepreneurs have a role in absorbing labor through their convection businesses. The online convection of five entrepreneurs who became informants in this study was able to absorb 33 employees. Employees who work in young entrepreneurs' online convection are generally trained to improve their knowledge and skills. In addition to getting a basic salary, online convection employees also get various additional allowance facilities such as food allowance, work bonuses, holiday subsidy, lodging mess, and internet connection.

Second, while starting the business, some of the obstacles that were often encountered were: constraints in the production process; financial management constraints; marketing management constraints; constraints on online customer service; constraints of inadequate human resources; constraints on the educational background of entrepreneurs who are not from business majors. Young online convection entrepreneurs have made several efforts to overcome these obstacles.

Thirdly, online marketing that do entrepreneurs can encourage their convection business growth efforts. It is proven by the turnover achieved by young online convection entrepreneurs in amount at least 30,000,000.00 IDR/month and a maximum of 104,000,000.0 IDR/month. The turnover earned is able to generate a net profit from 7,500,000.00 IDR/month to 15,600,000.00 IDR/month. The profit earned is used for life needs and business development. Most of the online convection can still survive during the Covid-19 pandemic because of the readiness of young convection entrepreneurs to anticipate the worst, strategies to change quickly and take good opportunities combined with the use of qualified online technology. Based on the analysis with the income contribution approach and the basic needs approach, the impact of online convection makes the economic resilience of young entrepreneur families strong and resilient. This study provides the following recommendations: First, young online convection entrepreneurs need to establish good organizational system by applying the Standard Operating Procedure (SOP) to all employees with tools that support such Work Order (SPK) and Terms and Conditions (T & C) in ordering clothes. Second, it is necessary to conduct workshops and training for young convection online entrepreneurs to be able to expand business into a strong and resilient entrepreneur. In this case, training needed are financial management, training, internet marketing rate of advance, and training in manufacturing production systems.

Third, young online convection entrepreneurs should immediately improve the financial management of its business based on accounting rules. Poor financial management and mixing of personal finances with business finances can reduce the performance of a convection business.

References

- Al Adwan, A., Aladwan, K. M., & Al-Adwan, A. S. (2019). E-Marketing Strategic for Jordanian Small Business to Increase Sale in Local E-Market. *Academy of Strategic Management Journal*, 18(6), 1-13.
- Alimudin, A., & Sasono, A. D. (2015). Peningkatan daya saing produk konveksi usaha kecil berbasis iptek di desa tri tunggal kecamatan babat lamongan. In *Prosiding Seminar Nasional Teknologi Terapan SV UGM* (pp. 64-68).
- Azizah, N. (2014). Model Pengembangan Industri Kecil Konveksi Melalui APIK (Asosiasi Pengrajin Industri Konveksi) di Desa Tritunggal Kecamatan Babat Kabupaten Lamongan Jawa Timur. *Economics Development Analysis Journal*, 3(2).
- Bantul Regent Regulation No. 53 of 2016 concerning Criteria and Procedures for Documenting the Poor.
- Bantul Regency Government. 2015. Overview of Bantul Regency. <<https://bantulkab.go.id/sekilas-bantul>> (accessed April 19, 2020).
- BPS Daerah Istimewa Yogyakarta (BPS DIY). (2018). *Kota Yogyakarta dalam Angka 2018 (Yogyakarta Municipality in Figures 2018)*. Available: <https://jogjakota.bps.go.id/publication/2018/08/16/8e60dd366fc77ddeee9ea008/kota-yogyakarta-dalam-angka-2018.html>.
- BPS Kabupaten Bantul. (2020a). *Bantul Regency in Figures, Data Provider for Development Planning*. BPS catalog: 1102002.3402.
- BPS Kabupaten Bantul. (2020b). *Bantul Regency Gross Regional Domestic Product by Business Field 2015-2019*. BPS catalog: 9302021.3402.
- BPS. (2019). *Statistik Indonesia 2019 (Statistical Yearbook of Indonesia 2019)*. Available: <https://www.bps.go.id/publication/2019/07/04/daac1ba18cae1e90706ee58a/statistik-indonesia-2019.html>.
- BPS. 2011. Data Collection for Social Protection Programs (PPLS) 2011. <<https://bps.go.id/news/2011/07/11/4/pendata-program-perlindungan-social-ppls-2011-indonesian-version-.html>> (accessed May 5, 2020)
- Čížek, P. (2012). The application of maslow's hiearchy of needs to the entrepreneur's motivation- the example from region Pardubice. *Scientific papers of the University of Pardubice. Series D, Faculty of Economics and Administration*. 24 (2/2012).
- El Hasanah, L. L. N. (2015). Pengembangan Wirausaha Muda Ekonomi Kreatif Berbasis Budaya di Daerah Istimewa Yogyakarta. *Jurnal Studi Pemuda*, 4(2), 268-280.
- Faruq, M. A., & Usman, I. (2014). Penyusunan Strategi Bisnis Dan Strategi Operasi Usaha Kecil Dan Menengah Pada Perusahaan Konveksi Scissors Di Surabaya. *Jurnal Manajemen Teori dan Terapan/ Journal of Theory and Applied Management*, 7(3).
- Gafara, C., Riyono, B., & Setiyawati, D. (2017). Peran Karang Taruna Dalam Pemberdayaan Penyandang Disabilitas Di Desa Karangpatihan, Kabupaten Ponorogo Dan Implikasinya Terhadap Ketahanan Ekonomi Keluarga. *Jurnal Ketahanan Nasional*, 23(1), 37-48.

- Hadijah, S., Chumaidiyah, E., & Aisha, A. N. (2015). Analisis Kelayakan Pengembangan Usaha Cv. Arga Konveksi Di Kota Depok, Ditinjau Dari Aspek Pasar, Aspek Teknis, Dan Aspek Finansial. *eProceedings of Engineering*, 2(1).
- Hubberman, A. M., & Miles, M. B. (1994). *Qualitative data analysis*. Beverly Hills: Sage.
- Huda, A. M. (2017). *Partisipasi pemuda anggota komunitas sedekah ilmu dalam peningkatan ketrampilan pemasaran online umkm dan implikasinya terhadap ketahanan ekonomi wilayah di daerah istimewa Yogyakarta*. Unpublished, Master Thesis, Department of National Defense, Gadjah Mada University.
- Ibrahim, M. A. (2015). *Metodologi penelitian kualitatif*. Bandung: Alfabeta.
- KUKM and Industry Office of Bantul Regency. (2019). *2019 Performance Report of the Office of Cooperatives, Small and Medium Enterprises and Industry, Bantul Regency, 2019*.
- Lamba, A. (2011). Kondisi Sektor Informal Perkotaan dalam Perekonomian Jayapura-Papua. *Jurnal Ekonomi Bisnis, TH*, 16.
- Law of the Republic of Indonesia No. 40 of 2009 concerning Youth.
- Listianto, K. F., Fauzi, R. I., Irviani, R., Kasmi, K., & Garaika, G. (2017). Aplikasi E-Commerce Berbasis Web Mobile Pada Industri Konveksi Seragam Drumband Di Pekon Klaten Gadingrejo Kabupaten Pringsewu. *J. TAM (Technol. Accept. Model)*, 8(2), 146-152.
- Moleong, L. J. (2006). Metode penelitian kualitatif edisi revisi. Bandung: Remaja Rosdakarya.
- Pitoyo, A. J. (2007). Dinamika Sektor Informal di Indonesia Prospek, Perkembangan, dan Kedudukannya dalam Sistem Ekonomi Makro. *Populasi*, 18(2).
- Pitoyo, A. J., Eddy, K., & Pande, M. K. Sumini. 2017. *Manajemen Survei Kontemporer*. Yogyakarta: Indie Book Corner Pusat Studi Kependudukan dan Kebijakan
- Pramudyarto, H. S., Armawi, A., & Riyono, B. (2017). Kepemimpinan Pemuda Dalam Program Pemberdayaan Masyarakat Untuk Meningkatkan Ketahanan Ekonomi Keluarga (Studi Kepemimpinan Wawan Yuanda di Desa Tumiyang, Kecamatan Kebasen, Kabupaten Banyumas, Provinsi Jawa Tengah). *Jurnal Ketahanan Nasional*, 23(1), 17-36.
- Safitri, E. (2013). Pengaruh Pelatihan Dan Disiplin Kerja Terhadapkinerja Karyawan. *Jurnal Ilmu Manajemen (JIM)*, 1(4).
- Santoso, R. P. (2012). *Economics of Human Resources and Employment*. Yogyakarta: UPP STIM YKPN Yogyakarta.
- Satries, W. I. (2009). Peran serta pemuda dalam pembangunan masyarakat. *Jurnal Madani*, 9(1).
- Setiawan, D. (2015). Perilaku Belanja Petani Tembakau Pasca Panen Raya Dan Implikasinya Terhadap Ketahanan Ekonomi Keluarga (Study Di Desa Campur Sari, Kecamatan Bulu, Kabupaten Temanggung, Propinsi Jawa Tengah). *Jurnal Ketahanan Nasional*, 21(1), 43-57.
- Soekarno, M. H. L., & Imran, A. I. (2018). Brand Image Konveksi Kibo Industries Melalui Media Sosial Instagram. *eProceedings of Management*, 5(1).
- Subarsono, S. (1996). *Toward Managing the Informal Sector for Urban Economic Development: Government Policy and the Informal Sector: A Case Study of the Informal Sector in Yogyakarta*. Unpublished, Doctoral dissertation, Flinders University of South Australia.
- Suhardono, E. (2016). *Teori Peran: Konsep, Derivasi dan Implikasinya*. Jakarta: Gramedia Pustaka Utama.
- Suroto. (1986). *Strategi pembangunan dan perencanaan tenaga kerja*. Yogyakarta: Gadjah Mada University Press.

- Susepah, I. (2018). Profil dan Kinerja Usaha 'Mindring' di Sektor Informal: Studi Eksplorasi tentang Kisah Perantau Kuningan di Godean Sleman Yogyakarta. *Jurnal Pemberdayaan Masyarakat: Media Pemikiran dan Dakwah Pembangunan*, 2(1), 91-112.
- Suyono, S. (2017). *Peran pengusaha muda dalam menanggulangi pengangguran dan implikasinya terhadap ketahanan ekonomi pekerja (studi pada pengusaha muda di kota Yogyakarta)*. Unpublished, Master Thesis, Department of National Defense, Gadjah Mada University.
- Taryono, T., & Purnomo, A. H. (2012). Ekonomi Pembangunan Perikanan. In *Pengantar Teori Ekonomi Pembangunan* (pp. 1-51). Jakarta: Universitas Terbuka.
- Yogyakarta Governor Decree Nomor 257/KEP/2019 tentang Minimum Wage Fixing Regency/City in 2020.
- Yusuf, I. F., Martono, E., & Prasetya, A. (2016). Peran Pemuda Dalam Pengembangan Eduwisata Energi Terbarukan Dan Implikasinya Terhadap Ketahanan Ekonomi Wilayah (Studi di Desa Poncosari Kecamatan Srandakan Kabupaten Bantul Daerah Istimewa Yogyakarta). *Jurnal Ketahanan Nasional*, 22(3), 285-305.
- Zulkarnain, M. I. (2015). Peran Balai Pemuda dan Olahraga Yogyakarta dalam Upaya Pengembangan Kewirausahaan Pemuda Untuk Mendukung Ketahanan Ekonomi Keluarga (studi tentang Persepsi Peserta Kegiatan Pelatihan Keterampilan BPO DIY). *Jurnal Ketahanan Nasional*, 21(3), 197-207.