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Role of Stakeholders in Millennial Smartfarming Program in Ciburial Village

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ABSTRACT

This research aims to obtain an overview and analysis of role of stakeholders in empowering millennial farmers through Millennial Smartfarming Program in Ciburial Village. This includes roles of government, local organizations and communities, academics, companies, and media. The study employs a qualitative approach involving 39 stakeholders as informants. For data collection, the researcher utilized observation, literature studies, documentation studies, and interviews. Results indicate that all stakeholders have actively contributed to success of Millennial Smartfarming Program in Ciburial Village. However, the involvement of media was not found, which is a concern for optimizing the program's success. Millennial Smartfarming Program in Ciburial Village also aligns closely with the conceptual framework used by the researcher. Nevertheless, there are still aspects of each stakeholder that need improvement. Therefore, parties such as head of Sukarame Village, head of Jamburaya Hamlet, all hamlets, and all neighborhoods in Ciburial Village, as well as millennial farmers, need to collaborate and build external relationships with outside parties, such as academics and companies, to sustain and enhance the success of Millennial Smartfarming Program in Ciburial Village. This collaboration will help millennial farmers achieve a better quality of life. The researcher also recommends involving the media to strengthen documentation and evaluation of the program and to build a broad network that supports the rights of millennial farmers and promotes positive social change in the community.

INTRODUCTION

The Central Statistics Agency (2023) found that the agricultural sector absorbs a significant amount of labor, including a considerable number of millennials, in West Java. This is evident from the data presented in figure 1 below:

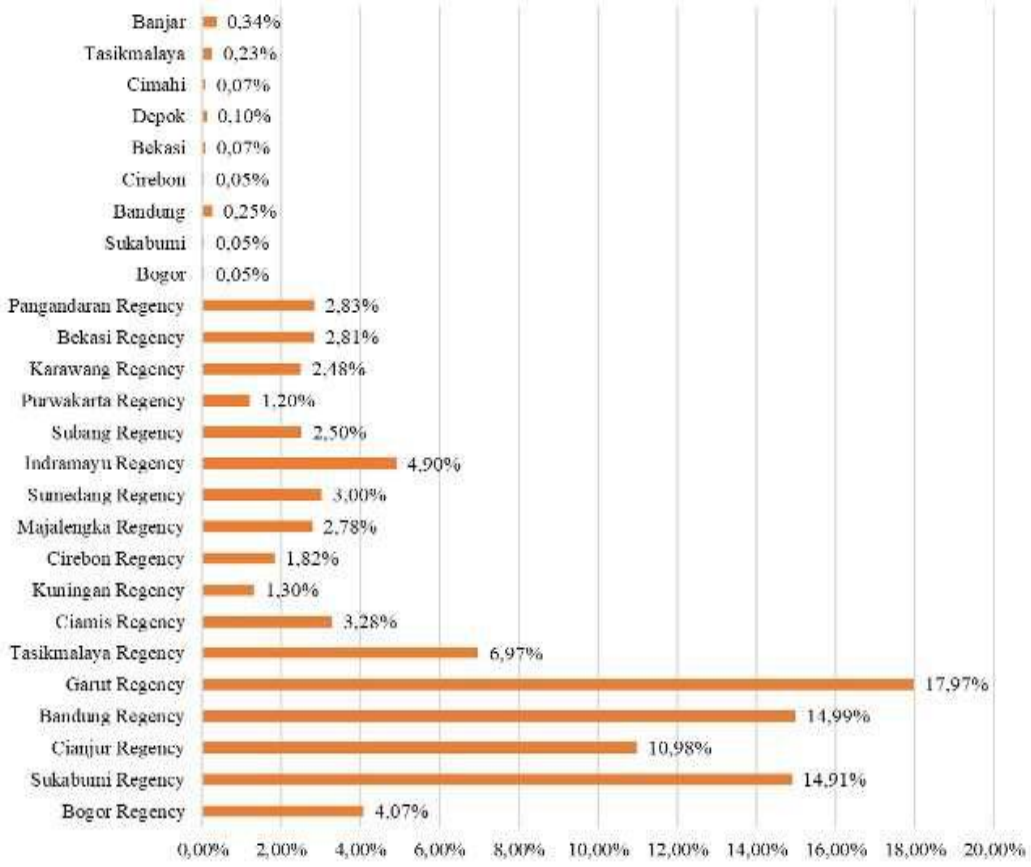

Figure 1: Percentage of Millennial Farmers in West Java

Source: Central Statistics Agency, 2023

Based on the data in figure 1, it can be observed that the percentage of millennial farmers in Bandung Regency is 14.99%, indicating that Bandung Regency has a relatively high proportion of millennial farmers compared to several other regencies/cities in West Java. This percentage places Bandung Regency in fourth position, following Garut Regency (17.97%), Sukabumi Regency (14.91%), and Cianjur Regency (10.98%). This highlights the significant potential for sustaining and developing the agricultural sector in this region by engaging the younger generation. The 14.99% figure suggests that Bandung Regency has a strong base of millennial farmers who can be encouraged to develop agricultural innovations. Millennial farmers are known to be more open to new technologies, modern farming practices, and adaptation to climate change, which can potentially support the development of digital and technology-based agriculture, thereby strengthening food security and economic competitiveness in Bandung Regency (Central Statistics Agency, 2023).

According to findings from Detiknews.com (2021), one factor contributing to the increase in the number of millennial farmers is the resilience of the agricultural sector amidst the economic contraction that affected nearly all business sectors during the Covid-19 pandemic. While other sectors experienced declines due to the recession, agriculture maintained positive growth and even became a pillar supporting the national economy. This condition encouraged people, including the millennial generation, who had previously worked in non-agricultural sectors and were impacted by the economic crisis, to shift to the agricultural sector. The stability of income and opportunities available in this sector attracted their interest to become involved and seek new livelihoods (Detiknews.com, 2021). The Ministry of Agriculture's Bureaucratic Reform (2020) also found that the Covid-19 pandemic, which affected various business sectors, created opportunities for the agricultural sector to become a key provider of food for the population, opening up possibilities for farmers, including millennial farmers, to increase production and fill the gaps caused by declining imports, especially in local commodities.

Meanwhile, the Bandung Regency Agriculture Office (2021) found that agriculture in Bandung Regency still faces various challenges, including increasing pest and disease attacks on crops and livestock, declining productivity and harvest quality, rising food prices correlated with inflation and poverty levels, increasing imports of food and feed, limited accessible agricultural financing for farmer groups, restricted land and water infrastructure, an ineffective agricultural extension system, and the suboptimal role and support of the local government.

Republika.co.id (2022) reported that farmers in Indonesia, especially in the food crops and horticulture subsectors, face difficulties in marketing their produce. This is due to a significant decline in the farmers' exchange rate from January to May 2020. According to data released by the Central Statistics Agency as reported by Republika.co.id (2022), the farmers' exchange rate in January 2020 increased significantly to 104.16, compared to 100.64 in January 2019. However, by May 2020, the farmers' exchange rate had drastically fallen to 99.47, lower than May 2019's 99.92. Republika.co.id (2022) added that the Indonesian Farmers Union requested specific government intervention to help absorb farmers' produce, especially by expanding market reach through online marketing. Although the government has provided aid, such as direct cash assistance of IDR 600,000 for each farmer, it has not significantly benefited farmers. The Indonesian Farmers Union also emphasized the need for special attention to online marketing, aiming to secure food sustainability in Indonesia.

The various challenges faced by millennial farmers, including in West Java as outlined earlier, indicate that the agricultural sector in Indonesia is experiencing obstacles. Arianto (2021), Arvianti, Anggrasari, & Masyhuri (2022), and Ningrum & Rajiyem (2023) argue that millennial farmers are responsible for planting, tending, and harvesting crops, which are the primary sources of food, and play a role in maintaining agricultural production sustainability and ensuring food availability for the population. Therefore, it is crucial to appreciate the role and contributions of farmers in the agricultural sector (Arianto, 2021; Arvianti, Anggrasari, & Masyhuri, 2022; Ningrum & Rajiyem, 2023). Haryanto, Effendy, & Yunandar (2021), and Ilyas (2022) explain that millennial farmers struggle to meet their daily needs as the demand and supply of agricultural products become unstable. Changes in consumer behavior also result in price fluctuations and product availability, affecting the income of millennial farmers who rely on selling their agricultural products. Furthermore, the current situation is changing the work patterns of millennial farmers, particularly in terms of selling their harvests to consumers (Haryanto, Effendy, & Yunandar, 2021; Ilyas, 2022). The use of digital devices has led millennial farmers to adapt in selling their products to remain competitive with agricultural sectors from other regions, making this issue a critical one for the agriculture sector (Haryanto, Effendy, & Yunandar, 2021; Ilyas, 2022).

Anggia (2019), Wahyu, Golar, & Massiri (2019), Suardi, Mallongi, & Baharuddin (2019), Devi, Aisyiah, Nasirudin, Robidin, Septiyo, & Widiyantono (2021), and Dwinarko, Sjafrizal, & Muhamad (2023) mention that farmer empowerment programs aim to improve the quality of life of farmers and increase sustainable agricultural production. These programs include providing training, technical assistance, and business capital to farmers. Anggia (2019), Wahyu, Golar, & Massiri (2019), Suardi, Mallongi, & Baharuddin (2019), Devi, Aisyiah, Nasirudin, Robidin, Septiyo, & Widiyantono (2021), and Dwinarko, Sjafrizal, & Muhamad (2023) add that one way to empower farmers is by offering training on proper farming techniques, efficient agricultural business management, and understanding markets and the added value of agricultural products.

Additionally, Harahap (2018), Mehendra, Saputra, Febrina, & Islama (2019), Kirnadi, Hidayat, & Pangestu (2022), and Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti (2022) suggest that mentoring by agricultural experts can help millennial farmers address their challenges and provide effective solutions. With this technical assistance and mentoring, it is hoped that millennial farmers will improve the quality and productivity of agriculture (Harahap, 2018; Mehendra,

Saputra, Febrina, & Islama, 2019; Kirnadi, Hidayat, & Pangestu, 2022; Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti, 2022). Moreover, providing business capital assistance can help millennial farmers thrive. This assistance can be in the form of seed, fertilizer, or other agricultural tools, which can enhance agricultural production. With this support, it is expected that millennial farmers will be able to further develop their businesses and achieve better agricultural outcomes. Harahap (2018), Mehendra, Saputra, Febrina, & Islama (2019), Kirnadi, Hidayat, & Pangestu (2022), and Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti (2022) emphasize that with comprehensive and sustainable farmer empowerment programs, millennial farmers can improve their welfare and achieve sustainable agricultural goals.

Freeman & Dmitriyev (2017) argue that, in practice, farmer empowerment programs need to expand their activities by engaging stakeholders comprehensively. This approach aligns with the strategy of stakeholder-oriented farmer empowerment programs, ensuring that activities are well-received by stakeholders and have a positive impact on the performance and reputation of the empowerment programs themselves (Freeman & Dmitriyev, 2017). Worsley (2017) explains that one way to enhance the potential and quality of farmer empowerment programs is by engaging and collaborating with parties that share similar goals and interests. Dickinson-Delaporte, Beverland, & Lindgreen (2010) and Riordan (2017) note that the value of farmer empowerment programs will increase if they align with the interests of all stakeholders involved. Bourne (2010), Anwar (2013), and Riordan (2017) state that there are two key aspects of the stakeholder approach; the interests of farmer empowerment programs and the interests of related parties. Harmonizing these two aspects will result in mutually beneficial relationships and reduce conflict (Bourne, 2010; Anwar, 2013; Riordan, 2017).

Stakeholder involvement is essential as it facilitates farmer empowerment programs in identifying and understanding sustainability issues, including concerns, needs, and goals (Kaur & Lodhia, as cited in Dachi, 2020). Stakeholder analysis is viewed as a practice carried out in farmer empowerment programs to engage stakeholders positively (Greenwood, 2007). To achieve success in the stakeholder approach, farmer empowerment programs must ensure clarity in the objectives of stakeholder involvement, the approach used, expectations and perceptions, the goals of each stakeholder, and the desired outcomes (Hidayah, Hutagalung, & Hermawan, 2019). Moreover, Tiara & Ovami (2020) state that farmer empowerment programs need to identify stakeholders, involve them in identifying needs and expectations, and engage them in planning, implementing, and monitoring the empowerment programs. Anwar (2013), Riordan (2017), and Eggerman, Dajani, Kumar, Chui, Qtaishat, Kharouf, & Panter-Brick (2023) explain that stakeholders involved in farmer empowerment programs can be classified into five types; government, local organizations and communities, academics, businesses, and the media.

Anwar (2013), Riordan (2017), and Eggerman, Dajani, Kumar, Chui, Qtaishat, Kharouf, & Panter-Brick (2023) point out that the government plays a vital role in farmer empowerment programs as it has the authority to create supportive policies, provide assistance, and regulate the agricultural sector as a whole. Local organizations and communities are also crucial as they can partner with farmers to develop their potential and capabilities (Anwar, 2013; Riordan, 2017; Eggerman, Dajani, Kumar, Chui, Qtaishat, Kharouf, & Panter-Brick, 2023). Academics contribute by offering knowledge and skills that can help improve agricultural quality and productivity. Businesses are important partners in marketing farmers' products and providing necessary training and technology (Anwar, 2013; Riordan, 2017; Eggerman, Dajani, Kumar, Chui, Qtaishat, Kharouf, & Panter-Brick, 2023). The media plays a role in providing information and publicity about farmer empowerment programs, thereby increasing public awareness and support. By involving all these sectors, farmer empowerment programs can be more effective and sustainable (Anwar, 2013; Riordan, 2017; Eggerman, Dajani, Kumar, Chui, Qtaishat, Kharouf, & Panter-Brick, 2023).

Previous research has revealed a lack of studies addressing the role of stakeholders in farmer empowerment programs, particularly for millennial farmers. This is evident from studies conducted by

Anggia (2019), Effendy, Nasruddin, & Pratama (2022), dan Dwinarko, Sjafrizal, & Muhamad (2023), regarding empowerment for farmers in cultivating agricultural crops and increasing the quantity of agricultural production by using technology and potential land. However, the concepts and findings of these studies did not explore the role of stakeholders in farmer empowerment programs. The research conducted by these scholars primarily focused on the achievements of farmer empowerment programs, without examining stakeholder involvement. Therefore, based on this research gap, the present study aims to understand the role of stakeholders in the farmer empowerment program conducted in Ciburial Village, Pacet District, Bandung Regency.

LITERATURE REVIEW

Farmer Empowerment Program

Anggia (2019), Wahyu, Golar, & Massiri (2019), Suardi, Mallongi, & Baharuddin (2019), Devi, Aisyiah, Nasirudin, Robidin, Septiyo, & Widiyantono (2021), and Dwinarko, Sjafrizal, & Muhamad (2023) state that farmer empowerment is a program aimed at improving the quality of life of farmers and increasing agricultural production sustainably. The farmer empowerment program is carried out by providing assistance in the form of training, mentoring, technical support, and business capital to farmers. Anggia (2019), Wahyu, Golar, & Massiri (2019), Suardi, Mallongi, & Baharuddin (2019), Devi, Aisyiah, Nasirudin, Robidin, Septiyo, & Widiyantono (2021), and Dwinarko, Sjafrizal, & Muhamad (2023) further emphasize that one effort to empower farmers through this program is by offering training related to good agricultural practices, efficient farm management, and an understanding of markets and value-added agricultural products. Moreover, Harahap (2018), Mehendra, Saputra, Febrina, & Islama (2019), Kirnadi, Hidayat, & Pangestu (2022), and Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti (2022) argue that mentoring by agricultural experts can also help farmers overcome the challenges they face and provide appropriate solutions. With this technical assistance and mentoring, it is expected that farmers can improve the quality and productivity of their agriculture (Harahap, 2018; Mehendra, Saputra, Febrina, & Islama, 2019; Kirnadi, Hidayat, & Pangestu, 2022; Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti, 2022).

Additionally, providing business capital assistance is also an effort that can help empower farmers. Business capital assistance can include help for purchasing seeds, fertilizers, or other agricultural tools that can enhance agricultural production. With this support, it is expected that farmers will be able to develop their businesses more effectively and achieve better agricultural results. Harahap (2018), Mehendra, Saputra, Febrina, & Islama (2019), Kirnadi, Hidayat, & Pangestu (2022), and Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti (2022) add that with a comprehensive and sustainable farmer empowerment program, it is hoped that farmers will be able to improve their welfare and achieve sustainable agricultural goals.

In addition, Harahap (2018), Mehendra, Saputra, Febrina, & Islama (2019), Kirnadi, Hidayat, & Pangestu (2022), and Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti (2022) argue that mentoring from agricultural experts can also help farmers overcome the challenges they face and provide appropriate solutions. With the provision of technical assistance and mentoring, it is expected that farmers can improve the quality and productivity of their agriculture (Harahap, 2018; Mehendra, Saputra, Febrina, & Islama, 2019; Kirnadi, Hidayat, & Pangestu, 2022; Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti, 2022). Furthermore,

providing business capital assistance is also an effort that can help empower farmers. Business capital assistance can include help in purchasing seeds, fertilizers, or other agricultural tools that can enhance agricultural production. With this assistance, it is hoped that farmers can better develop their businesses and achieve more optimal agricultural results. Harahap (2018), Mehendra, Saputra, Febrina, & Islama (2019), Kirnadi, Hidayat, & Pangestu (2022), and Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti (2022) add that with a comprehensive and sustainable farmer empowerment program, it is hoped that farmers can improve their welfare and achieve sustainable agricultural goals.

Mehendra, Saputra, Febrina, & Islama (2019), Sunarno & Anggia (2021), Kirnadi, Hidayat, & Pangestu (2022), and Suharman, Nurhapisah, Rusdin, Jusran, Reski, & Sartika (2022) explain that in implementing empowerment programs for farmers, it is important to identify the issues farmers face and find solutions to address these problems. This approach focuses on solving specific problems faced by farmers, such as low crop productivity, limited market access, or other issues. With this approach, farmers can be provided with specific assistance and support to address the challenges they face (Mehendra, Saputra, Febrina, & Islama, 2019; Sunarno & Anggia, 2021; Kirnadi, Hidayat, & Pangestu, 2022; Suharman, Nurhapisah, Rusdin, Jusran, Reski, & Sartika, 2022). Additionally, Mehendra, Saputra, Febrina, & Islama (2019), Sunarno & Anggia (2021), Kirnadi, Hidayat, & Pangestu (2022), and Suharman, Nurhapisah, Rusdin, Jusran, Reski, & Sartika (2022) also explain that the farmer empowerment program focuses on meeting the needs and aspirations of farmers. This approach takes into account the needs and priorities of farmers in developing empowerment programs, such as improving skills, access to resources, or technical support. By using this approach, the empowerment program can be more effective and relevant to the needs of the farmers.

Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti (2022) explain that the farmer empowerment program also emphasizes the rights of farmers as subjects of development. This approach acknowledges that farmers have the right to access resources, fairness in the distribution of agricultural products, and protection of their rights. By using this approach, the farmer empowerment program can provide more sustainable support to improve the welfare of farmers. Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti (2022) also explain that the farmer empowerment program focuses on utilizing the potential and resources owned by farmers as capital for agricultural business development. This approach encourages farmers to identify and leverage assets they possess, such as land, labor, and capital, to enhance productivity and sustainability in their agricultural ventures. By using this approach, farmers can be empowered to make the most of their potential and resources to improve their welfare.

Stakeholders

Bourne (2010) and Agustya (2020) mention that the farmer empowerment program inevitably involves various external parties. These parties have specific interests and are interconnected, which is why they are commonly referred to as stakeholders (Bourne, 2010; Agustya, 2020). Meanwhile, Cornelissen (2004) and Ambadar (2008) define stakeholders as individuals or groups in society who have legitimacy, power, and an interest in the success of the activities of an entity. In a farmer empowerment program, stakeholders are viewed as subjects identified through an assessment to describe both individuals and organizations that have the opportunity to collaborate, support activities, and contribute to strategies that impact the sustainability of an entity (Freeman & Dmytriyev, 2017).

Fedora (2019) states that as parties with specific objectives, stakeholders also have the ability to influence the resources utilized by the farmer empowerment program. The influence over these resources is determined by the extent of power they hold over them (Fedora, 2019). The power of stakeholders can include the ability to limit the use of scarce resources, access to influential media, or the ability to manage the farmer empowerment program (Ningsih, 2017; Izazi, 2018; Febriandini,

Warsono, Azlansyah, & Sipayung, 2019). Based on the power and capacity of each stakeholder regarding the resources, farmer empowerment programs tend to select stakeholders who play a key role and have actions that can create harmonious relationships with other stakeholders (Nayenggita, 2019; Nirmala, 2019; Rendtorff, 2020).

Role of Stakeholders

Friedman & Miles (2006) also explain, stakeholders refer to parties involved in the farmer empowerment program and can be divided into five categories: the government, local organizations and communities, academics, companies, and the media. The following is an explanation of the types of stakeholders based on Friedman & Miles (2006):

1. Government
   The government, as a stakeholder with the highest level of authority, plays a significant role in the farmer empowerment program, acting as a stabilizer, innovator, and modernizer. As a stabilizer, the government ensures that changes in the agricultural sector do not lead to social unrest, using a selective approach to minimize negative impacts, alongside effective socialization to ensure farmers understand and accept empowerment policies. Persuasive and gradual approaches encourage active farmer participation and ensure sustainable, systematic changes. As an innovator, the government introduces positive changes and new ideas, ensuring that innovations are tested, conceptual, and include effective systems and procedures to improve farmers' productivity and welfare. Finally, as a modernizer, the government aims to make the agricultural sector more independent by promoting the mastery of agricultural science and technology, allowing farmers to use resources more efficiently and add value, while also instilling good managerial skills to enable sustainable agricultural business management.
2. Local organizations and communities
   The involvement of local organizations and communities in the provision and management of infrastructure for farmer empowerment programs is essential, given the limited investment provided by the government. These organizations and communities are expected not only to benefit from the program but also to be actively engaged in its infrastructure. This involvement brings several benefits, including the introduction of new ideas that contribute to the program's sustainability, a sense of recognition and ownership by local groups, and support in the form of goods or resources. Furthermore, their participation helps build awareness, trust, and confidence in other activities of the program, and fosters a sense of being part of the long-term solution to challenges, as they have felt ownership from the planning stages onward.
3. Academics
   The implementation of activities in farmer empowerment programs also needs to involve the role of academics, as they possess expertise or specialized knowledge in certain fields. Their involvement can help ensure that the activities of the program are well-targeted, aligned with shared needs, and sustainable. Academics can contribute as researchers and provide recommendations for activities, allowing the farmer empowerment program to be evaluated and improved for better outcomes.
4. Companies
   Companies play a crucial role as key stakeholders in farmer empowerment through their involvement, which includes capital flow, management, and technical skills. By participating in farmer empowerment programs, companies can bring in external service providers who can offer the support and innovations needed to boost agricultural productivity. Additionally, companies can help enhance the quality of these programs by managing them with the various resources they possess, thus contributing to the creation of a sustainable and productive agricultural ecosystem.
5. Media

The media, as a stakeholder, plays the role of publishing and documenting activities to ensure that the farmer empowerment program's actions are known to the wider public. With the increased publicity of these activities, it is hoped that progress will be made in the implementation of these activities and that other stakeholders will be encouraged to get involved and contribute.

METHOD

This study employs a descriptive qualitative methodology. Data collection was conducted through interviews and document analysis. Additionally, both primary and secondary data were utilized in this research. Primary data were collected from Ciburial Village, Pacet District, Bandung Regency, while secondary data were obtained indirectly, such as the Ciburial Village Profile and the Millennial Smartfarming Program Profile.

In addition to primary and secondary data, the study also references scientific publications, including articles, books, theses, and dissertations discussing the role of stakeholders in farmer empowerment. The researcher conducted an analysis of stakeholder roles in empowering farmers, particularly millennial farmers, aimed at improving their quality of life (Creswell, 2014). The data analysis stages in this study include data reduction, which involves selecting data relevant to the research objectives, data presentation, which organizes the sorted data into a narrative, and conclusion drawing, which synthesizes the final research findings based on the literature review (Creswell, 2014). The following is a list of informants who are the stakeholders examined in this study:

Table 1: List of Stakeholders

No.	Stakeholders
1.	Governor of West Java
2.	Regent of Bandung Regency
3.	Bandung Regency Agriculture Office
4.	Head of Sukarame Village
5.	Secretary of Sukarame Village
6.	Head of Jamburaya Hamlet
7.	Chairman of Resident Association 01
8.	Chairman of Resident Association 02
9.	Chairman of Resident Association 03
10.	Chairman of Resident Association 04
11.	Chairman of Resident Association 05
12.	Chairman of Neighborhood 01
13.	Chairman of Neighborhood 02
14.	Chairman of Neighborhood 03
15.	Chairman of Neighborhood 04
16.	Chairman of Neighborhood 05
17.	Chairman of Neighborhood 06
18.	Chairman of Neighborhood 07
19.	Chairman of Neighborhood 08
20.	Chairman of Neighborhood 09

No.	Stakeholders
21.	Karya Bhakti Farmer Group
22.	Rahayu I Farmers Group
23.	Rahayu II Farmer Group
24.	Sigurahurip Farmers Group
25.	Kiara Payung Farmer Group
26.	P3A Mitra Cai
27.	Tunas Harapan
28.	Sukrame Village Youth Organization
29.	Sukarame Village Consultative
30.	Sukrame Village Family Welfare Development
31.	Investors
32.	Coffee observer practitioners (Ujang)
33.	Bogor Agricultural Institute
34.	Trees 4 Trees
35.	Bank Negara Indonesia
36.	Sukrame Village Business Agency
37.	Sukarame Village Cooperative
38.	CV. Tribentang
39.	Sinergi Foundation

Source: Ciburial Village Profile, 2021

RESULT AND DISCUSSION

Overview of Ciburial Village

According to the Ciburial Village Profile in 2021, the administrative boundaries of Kampung Ciburial are as follows; Sukajaya Village to the north, the Citarum River to the west, Wangunjaya Village to the east, and Sukarame and Cipancur Villages to the south. Ciburial Village consists of two neighborhood associations, eight community units, and has 205 households. Ciburial Village has various local communities such as family welfare empowerment, youth organization, mosque prosperity council, health cadres, integrated health service post, the village community empowerment institution, and the Ciburial Village Farmers Group. These organizations play a role in supporting the local community, particularly farmers, by promoting optimal empowerment, which in turn enhances their ability to respond to various challenges. Ciburial Village, located in Pacet District, Bandung Regency, holds significant potential in the agricultural sector, supported by its geographical and demographic conditions. Geographically, Ciburial Village is situated in a mountainous area with an elevation ideal for various types of horticultural crops. The cool air temperature and fertile soil provide favorable conditions for cultivating vegetables, fruits, and other plantation crops. The abundant water resources from mountain springs also contribute to effective irrigation of agricultural land. These factors make the area highly suitable for sustainable and modern agricultural development, including the implementation of smart farming technologies. Demographically, the majority of Ciburial Village's

population works in the agricultural sector. The residents possess traditional knowledge and skills in farming, but they are also open to modern agricultural innovations. The farmer community is strong and active, facilitating the implementation of programs aimed at increasing agricultural productivity through collaboration and extension services. The support from the local community and the tradition of mutual cooperation in farming activities further enhance the development potential of this sector. With the synergy between its favorable geographic conditions and active community participation, Ciburial Village has great potential to become a model for modern and sustainable agricultural development in Bandung Regency.

Additionally, the researchers gathered information regarding the age distribution of Ciburial Village's population, as illustrated in figure 3 below:

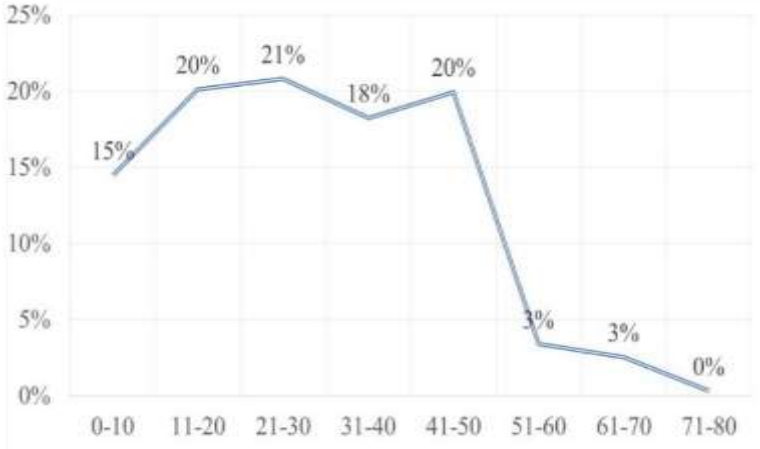

Figure 2: Percentage of Age of Ciburial Village Community

Source: Ciburial Village Profile, 2021

Based on the information presented in figure 3, the majority of Ciburial Village's population falls within the age range of 21 to 30 years. This indicates that most of the residents are either adolescents or in their productive age group. Therefore, Ciburial Village has significant human resource potential, as its population generally possesses high energy and motivation for work. This age group is characterized by newly acquired skills, creativity, and a willingness to learn. These qualities enable the local community of Ciburial Village to become key drivers of the economy and contributors to improving the quality of life, especially among millennial farmers.

Support and guidance from the village government, relevant agencies, and collaboration with the private sector can further assist individuals aged 21 to 30 in maximizing their potential in fulfilling their roles as development agents in Ciburial Village.

The researchers also obtained information on the percentage of Ciburial Village's population based on educational attainment, which is illustrated in figure 4 below:

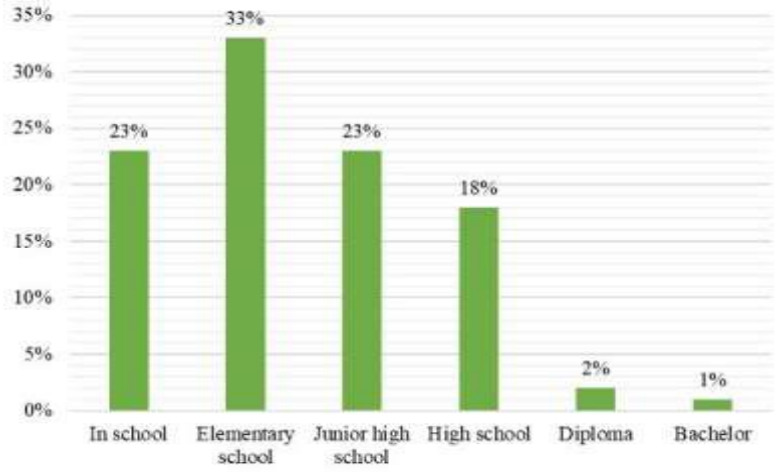

Figure 3: Percentage of Education Level of Ciburial Village Community

Source: Ciburial Village Profile, 2021

Figure 4 illustrates that the majority of Ciburial Village's population has completed only elementary school or an equivalent level of education. This indicates that Ciburial Village still requires empowerment efforts in the area of formal education. However, according to information from the head of Ciburial Village, despite the fact that most residents have only completed elementary school, they tend to be more active in community and political participation. The community is involved in decision-making processes at the village level, joins local groups, and participates in empowerment initiatives. Thus, Ciburial Village benefits from a resource of active community engagement, which enhances the effectiveness of empowerment efforts, including initiatives aimed at empowering millennial farmers.

Lastly, the researchers obtained information on the percentage of Ciburial Village's population based on their livelihoods, which is presented in figure 5 below:

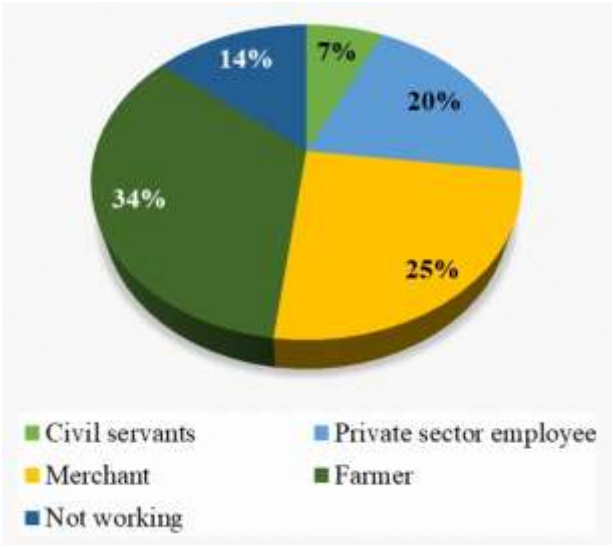

Figure 4: Percentage of Livelihood of Ciburial Village Community

Source: Ciburial Village Profile, 2021

Ciburial Village is a region that experiences daily temperatures ranging from 28°C to 32°C and is situated at an altitude of 900 meters above sea level, with an annual rainfall of approximately 380.00 mm. The Citarum River flows through Ciburial Village and is utilized by the local community for irrigating rice fields. This geographic advantage supports the livelihoods of the majority of Ciburial Village's residents, particularly in the agricultural sector, as depicted in figure 5. The figure shows that 34% of the local population, or 153 individuals, are engaged in farming. This is one of the reasons the researcher selected farmers as the subjects of this study, as farming represents the largest occupation percentage compared to other livelihoods in Ciburial Village.

Millenial Smartfarming Program in Ciburial Village

Based on the researcher's observations, Ciburial Village, Pacet District, Bandung Regency, is an area where millennial farmers and agricultural laborers continue to face various challenges that hinder productivity and market access. Around 55% of young farmers and laborers in Ciburial Village lack knowledge and skills in online marketing, making it difficult for them to reach broader markets and increase their income. Additionally, traditional farming tools remain dominant, which are often inefficient and result in suboptimal agricultural yields.

Aligned with the researcher's observations, further information pertains to the Millennial Smartfarming Program implemented in Ciburial Village, Pacet District, Bandung Regency. The Millennial Smartfarming Program is an initiative that provides training and support to millennial farmers to develop their agricultural businesses using modern technology and best farming practices. In Ciburial Village, this program was initiated by the Bandung Regency Department of Agriculture in collaboration with the head of Sukarame Village in January 2023.

Bandung Regency Department of Agriculture selected Ciburial Village as one of the locations for the Millennial Smartfarming Program because this area has the highest number of millennial farmers and laborers compared to other areas in Sukarame Village, totaling 153 individuals. Bandung Regency Department of Agriculture also explained that the Millennial Smartfarming Program in Ciburial Village will run for seven years, starting from its first year in 2023 and continuing until 2030. However, the program's goals are segmented according to the changing needs of the millennial farmers and laborers in Ciburial Village over time.

For the goal achievement segment from 2023 to 2024, Bandung Regency Department of Agriculture has set objectives for millennial farmers and laborers in Ciburial Village to be able to market their products online, reaching a wider market through online platforms, and to be proficient in using modern agricultural technologies such as tractors, cultivators, water sprayers, and fertilizer spreaders. These tools will help accelerate agricultural production in Ciburial Village.

The Millennial Smartfarming Program in Ciburial Village is financially supported by Bank Negara Indonesia and operationally supported by the head of Jamburaya Hamlet, five neighborhood association leaders, nine community unit leaders in Ciburial Village, and six representatives from Sukarame Village's Youth Organization. This program provides training to 153 millennial farmers in Kampung Ciburial, aged between 20 and 35 years, in online marketing to expand their market beyond Bandung through platforms such as Instagram, Facebook, WhatsApp, and Shopee Food. To achieve this goal, Bandung Regency Department of Agriculture assigned five people, assisted by three instructors from Bogor Agricultural University, to train millennial farmers in Ciburial Village on creating accounts, linking with online platform administrators, and producing engaging content for these platforms.

Additionally, the training sessions, held three times a month, also teach the 20 to 35 years old farmers how to use modern agricultural technologies, such as tractors, cultivators, water sprayers, and fertilizer spreaders, to manage their farmland more efficiently and increase agricultural production. Five trainers from the Bandung Regency Department of Agriculture are involved in these sessions.

Head of Sukarame Village explained that there are five farmer groups in Ciburial Village involved in the Millennial Smartfarming Program. These groups include Karya Bhakti and Sigurahurip, which focus on vegetable and rice cultivation, as well as Rahayu I and Rahayu II, which prioritize coffee and

tobacco crops. Meanwhile, Kiara Payung is specifically dedicated to coffee cultivation. Head of Sukarame Village also acknowledged that there was previously an issue with the accuracy of land data used by these farmer groups. This was due to errors in the initial survey conducted by Bandung Regency Agriculture Office, resulting in inaccurate information regarding land area and usage. To address this issue, the village authorities coordinated with Bandung Regency Agriculture Office to conduct a resurvey in March 2023, ensuring that the data is now accurate and can serve as a reliable basis for effective program planning, such as the one currently being implemented.

Head of Jamburaya Hamlet provided information that Millennial Smartfarming Program in Ciburial Village involves millennial farmers from each neighborhood. In neighborhood 01 and 02, there are 17 millennial farmers each from Rahayu I. Karya Bhakti, which consists of farmers from neighborhood 03 and 04, also includes 17 millennial farmers in each neighborhood. Neighborhood 05 and 06 contribute 17 millennial farmers from Sigurahurip. Additionally, neighborhood 07 has 17 millennial farmers from Kiara Payung, while neighborhood 08 and 09 each involve 17 millennial farmers from Rahayu II. Training for neighborhood 01 through 04 was provided by one academic from Bogor Agricultural Institute, two instructors from Trees 4 Trees, and two instructors from Bandung Regency Agriculture Office. The same training was given to neighborhood 05, 06, 08, and 09, while neighborhood 07 received training from one academic from the Bogor Agricultural Institute, one instructor from Trees 4 Trees, and one instructor from Bandung Regency Agriculture Office. The training has been carried out as planned, and it is hoped that the millennial farmers will be able to use the knowledge gained to improve agricultural yields and optimize the use of modern technology.

Role of Government in Millenial Smartfarming Program in Ciburial Village

The Governor of West Java has supported the Millennial Smartfarming Program in Ciburial Village by providing millennial farmers and laborers with fertilizers, tobacco seeds, and eight tractors to enhance land cultivation and improve agricultural efficiency. In collaboration with Regent of Bandung, the program also introduced subsidy cards that allow farmers to purchase agricultural materials at lower costs, reducing production expenses. Despite some initial technical issues, the subsidy distribution was successful with assistance from local officials. The program, designed by Bandung Agricultural Office, aims to boost productivity through modern technology, training, and resource allocation, receiving positive feedback from participants.

Chairman of resident association and head of Jamburaya Hamlet have played a key role in supporting millennial farmers and laborers through distribution of agricultural aid from Bandung Regency Agricultural Office. This aid includes fertilizers for various crops like coffee, tomatoes, rice, leeks, tobacco, and chilies, along with pesticides to manage pests. They have also collaborated with head of Sukarame Village to resolve technical issues in registering millennial farmers for subsidy cards, ensuring accurate data collection for proper distribution. Additionally, they helped distribute support from Governor of West Java and Regent of Bandung, which includes fertilizers, tobacco seeds, and modern tractors, aimed at increasing agricultural productivity and efficiency. Through these efforts, millennial farmers and laborers receive critical resources for Millennial Smartfarming Program, enhancing their farming operations.

Millennial Smartfarming Program in Ciburial Village has seen active involvement from chairman of neighborhood in supporting millennial farmers and laborers. Chairman of neighborhood have facilitated the distribution of agricultural aid from Bandung Regency Agricultural Office, including fertilizers for crops such as coffee, tomatoes, rice, leeks, tobacco, and chilies, as well as pesticides to control pests. They have also played a crucial role in registering farmers for subsidy cards to ensure they receive the necessary support for their agricultural activities. Additionally, chairman of neighborhood have assisted in distributing aid from the Governor of West Java, which includes fertilizers, tobacco seeds, and modern tractors aimed at increasing efficiency and productivity. Recognizing the importance of

securing agricultural equipment like tractors, cultivators, water sprayers, and fertilizer spreaders, chairman of neighborhood have taken responsibility for monitoring the safety of these assets, particularly by conducting nighttime security checks. These proactive efforts not only safeguard the equipment but also provide peace of mind for the farmers and laborers, ensuring smooth operations in Millennial Smartfarming Program.

Millennial Smartfarming Program in Ciburial Village is a comprehensive initiative aimed at empowering millennial farmers by enhancing their access to resources, technology, and market opportunities. Supported by Governor of West Java and Regent of Bandung, the program provides essential agricultural inputs such as fertilizers, tobacco seeds, and modern tractors, helping farmers reduce production costs and increase productivity. By integrating technology and modern farming practices, the program fosters independence and sustainability within the farming community (Anggia, 2019; Devi, Aisyiah, Nasirudin, Robidin, Septiyo, & Widiyantono, 2021; Dwinarko, Sjafrizal, & Muhamad, 2023; Effendy, Nasruddin, & Pratama, 2022; Musthafa, Wahyudi, Fauzan, Rahmawat, Lestar, Khotijah, Yunita, Rahmadila, Calista, Tania, & Wardani, 2023; Jumadi, 2020; Kirnadi, Hidayat, & Pangestu, 2022; Mehendra, Saputra, Febrina, & Islama, 2019; Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti, 2022; Suharman, Nurhapisah, Rusdin, Jusran, Reski, & Sartika, 2022; Sunarno & Anggia, 2021). Despite challenges in subsidy distribution, the involvement of local leaders, including head of Sukarame Village, ensures smooth program implementation. This collaboration between different levels of government highlights the importance of innovation, capacity-building, and organized resource distribution to achieve long-term success in agricultural development (Freeman, 1984; Clarkson, 1995; Mitchell, Agle, & Wood, 1997; Friedman & Miles, 2006; Aspary, 2015; Benn, Abratt, & O'Leary, 2016; Freeman & Dmytriyev, 2017; Dewi, 2019).

Role of head of Sukarame Village in Millennial Smartfarming Program at Ciburial Village is crucial in bridging needs of millennial farmers with Bandung Regency Agriculture Office. Acting as a liaison, the village head ensures that the aspirations, concerns, and technical needs of farmers are communicated and addressed. Additionally, village head with secretary of Sukarame Village and head of Jamburaya Hamlet is involved in distributing aid, such as fertilizers and pesticides, and overseeing the proper allocation of subsidy cards, which play a vital role in reducing production costs. Regular monitoring and reporting of the program's progress to Bandung Regency Agriculture Office demonstrate importance of continuous evaluation to enhance the program's effectiveness. This approach reflects a holistic and participatory empowerment model, aiming to ensure the independence and productivity of millennial farmers while fostering sustainable agricultural development (Freeman, 1984; Clarkson, 1995; Mitchell, Agle, & Wood, 1997; Friedman & Miles, 2006; Aspary, 2015; Benn, Abratt, & O'Leary, 2016; Freeman & Dmytriyev, 2017; Dewi, 2019).

The role of chairman of Resident Association 01, 02, 03, 04, and 05, along with head of Jamburaya Hamlet, in Millennial Smartfarming Program reflects a comprehensive empowerment approach. Through the distribution of fertilizers, pesticides, and modern farming equipment, these leaders enhance the access and control of millennial farmers over critical resources, increasing productivity and independence. Their efforts in managing subsidies ensure accurate targeting, reflecting active participation and resource control by the farmers (Anggia, 2019; Devi, Aisyiah, Nasirudin, Robidin, Septiyo, & Widiyantono, 2021; Dwinarko, Sjafrizal, & Muhamad, 2023; Effendy, Nasruddin, & Pratama, 2022; Musthafa, Wahyudi, Fauzan, Rahmawat, Lestar, Khotijah, Yunita, Rahmadila, Calista, Tania, & Wardani, 2023; Jumadi, 2020; Kirnadi, Hidayat, & Pangestu, 2022; Mehendra, Saputra, Febrina, & Islama, 2019; Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti, 2022; Suharman, Nurhapisah, Rusdin, Jusran, Reski, & Sartika, 2022; Sunarno & Anggia, 2021). Collaboration with regional governments underscores the holistic nature of the program, which integrates economic, social, and technological dimensions to achieve sustainable empowerment. This partnership also aligns with various theoretical perspectives on empowerment, highlighting the importance of critical awareness, long-term welfare, and role of key stakeholders in driving innovation and modernizing agricultural sector. The synergy between local and central governments ensures that

farmers receive continuous support, vital for fostering resilience and long-term agricultural sustainability (Freeman, 1984; Clarkson, 1995; Mitchell, Agle, & Wood, 1997; Friedman & Miles, 2006; Aspary, 2015; Benn, Abratt, & O'Leary, 2016; Freeman & Dmytriyev, 2017; Dewi, 2019).

In Millennial Smartfarming Program in Ciburial Village, chairman of neighborhood play a crucial role in empowering millennial farmers through a holistic approach. Neighborhood 01 to 09 have facilitated the distribution of fertilizers, pesticides, seeds, and modern agricultural equipment from local government agencies, ensuring that farmers gain access to essential resources. Moreover, their efforts extend beyond economic support, as they also ensure the safety and proper use of these tools through security measures, such as night patrols. By overseeing distribution of subsidy cards and promoting use of modern farming technologies, these leaders contribute to the farmers' productivity, security, and independence. Their proactive roles highlight integration of economic, social, and technological dimensions in achieving sustainable empowerment for millennial farmers in Ciburial Village (Freeman, 1984; Clarkson, 1995; Mitchell, Agle, & Wood, 1997; Friedman & Miles, 2006; Aspary, 2015; Benn, Abratt, & O'Leary, 2016; Freeman & Dmytriyev, 2017; Dewi, 2019).

Role of Local Organizations and Communities in Millenial Smartfarming Program in Ciburial Village

Millennial Smartfarming Program in Ciburial Village involves various farmer groups, including Karya Bhakti, Rahayu I, Rahayu II, Sigurahurip, and Kiara Payung, as beneficiaries. This initiative seeks to enhance agricultural productivity and efficiency by introducing relevant modern technology tailored to millennial farmers and agricultural laborers. Each group, specializing in different crops such as tomatoes, chilies, leeks, rice, coffee, and tobacco, plays an active role in the program through their leaders, who act as representatives to communicate the needs and aspirations of members. By aligning technological innovations with the specific requirements of each group, the program is expected to improve yields, efficiency, and overall farmer welfare through more sustainable and modern agricultural practices.

Millennial Smartfarming Program in Ciburial Village is supported by P3A Mitra Cai and Tunas Harapan in managing and maintaining the agricultural irrigation system. These organizations collaborate to construct irrigation channels that ensure optimal water supply to farmlands. In addition to building the infrastructure, they conduct routine inspections every three months to keep the channels clean and maintain the smooth flow of water. In the event of any damage or disruption, P3A Mitra Cai and Tunas Harapan take responsibility for repairs. They also encourage millennial farmers and agricultural laborers to actively monitor and maintain the irrigation systems on their respective lands, ensuring the continued success of Millennial Smartfarming Program through efficient water management.

Millennial Smartfarming Program in Ciburial Village is supported by various community organizations, including Sukrame Village Youth Organization, which provides land and essential facilities such as projectors, chairs, sound systems, and tents to ensure smooth program execution. They also manage communication, delivering written updates to participants when program agendas change, and offer transportation for distributing aid from provincial and local authorities. The program is further supported by Sukarame Village Consultative, which assists with planning, training proposal submissions, land measurement, and irrigation system placement, while also helping farmers market coffee and tobacco crops online. Sukrame Village Family Welfare Development plays a role in processing agricultural products, turning them into higher-value items like cooked foods and coffee, and managing agricultural waste to promote a sustainable environment, aligning with the goals of modern agricultural practices introduced by the program.

Millennial Smartfarming Program in Ciburial Village is an initiative aimed at empowering millennial farmers and agricultural laborers by providing the necessary funding to start or expand their farming ventures. Financial support from investors covers the purchase of seeds, fertilizers, farming tools, and operational costs. Additionally, investors contribute to agricultural infrastructure development, including irrigation systems in collaboration with P3A Mitra Cai and Tunas Harapan. This support not only boosts agricultural productivity but also ensures the sustainability of farming businesses. To further enhance market access, the program offers storage facilities and adequate transportation for agricultural products, allowing for more efficient distribution. By integrating capital, infrastructure, and market access, Millennial Smartfarming Program strives to create a more modern and sustainable agricultural ecosystem in Ciburial Village.

Millennial Smartfarming Program in Ciburial Village receives support from Ujang, who plays a role in educating millennial farmers and agricultural laborers. Ujang provides training on effective coffee cultivation, covering techniques for planting, plant maintenance, and pest control. His outreach helps farmers and laborers understand best practices to enhance both the yield and quality of coffee. Additionally, Ujang is involved in developing optimal processing methods for coffee beans, teaching participants about proper harvesting, fermentation, and drying techniques to improve flavor and quality. His contributions extend beyond technical education; Ujang also fosters a sense of community among millennial farmers and laborers by facilitating collaboration among them, extension workers, and other stakeholders, thereby creating a supportive network for sharing experiences and resources.

The empowerment of millennial farmers is a strategic effort to enhance their capacity, access, and control over necessary resources, enabling them to actively participate in social change and improve their quality of life. In Ciburial Village, Millennial Smartfarming Program, implemented through farmer groups such as Karya Bhakti, Rahayu I, Rahayu II, and Sigurahurip, exemplifies this holistic empowerment approach. These groups focus on adopting modern agricultural technologies to increase productivity, while their leaders play a crucial role in communicating the needs of their members to program organizers (Anggia, 2019; Devi, Aisyiah, Nasirudin, Robidin, Septiyo, & Widiyantono, 2021; Dwinarko, Sjafrizal, & Muhamad, 2023; Effendy, Nasruddin, & Pratama, 2022; Musthafa, Wahyudi, Fauzan, Rahmawat, Lestar, Khotijah, Yunita, Rahmadila, Calista, Tania, & Wardani, 2023; Jumadi, 2020; Kirnadi, Hidayat, & Pangestu, 2022; Mehendra, Saputra, Febrina, & Islama, 2019; Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti, 2022; Suharman, Nurhapisah, Rusdin, Jusran, Reski, & Sartika, 2022; Sunarno & Anggia, 2021). The program not only boosts economic outcomes but also fosters critical awareness, decision-making participation, and social transformation. Active involvement of local organizations and communities in managing the program's infrastructure is essential, addressing limitations of government intervention and promoting a sense of ownership among farmers. This collaboration strengthens the sustainability of the initiatives, ensuring long-term benefits for the millennial farmers, in line with theories of empowerment and participatory development (Freeman, 1984; Clarkson, 1995; Mitchell, Agle, & Wood, 1997; Friedman & Miles, 2006; Aspary, 2015; Benn, Abratt, & O'Leary, 2016; Freeman & Dmytriyev, 2017; Dewi, 2019).

The empowerment of millennial farmers in Ciburial Village through Millennial Smartfarming Program emphasizes a holistic approach, addressing economic, social, and environmental dimensions to enhance their power, skills, and access to resources. Key organizations such as P3A Mitra Cai and Tunas Harapan play a crucial role in irrigation management, fostering collaboration between millennial farmers and local organizations. This partnership not only improves productivity and sustainability but also strengthens the sense of ownership and collective responsibility among farmers. By actively involving farmers in decision-making and resource management, the program supports their independence and overall well-being, creating a model for sustainable empowerment and community development (Freeman, 1984; Clarkson, 1995; Mitchell, Agle, & Wood, 1997; Friedman & Miles, 2006; Aspary, 2015; Benn, Abratt, & O'Leary, 2016; Freeman & Dmytriyev, 2017; Dewi, 2019).

Millennial Smartfarming Program in Ciburial Village highlights the pivotal roles of various local organizations in empowering young farmers. Sukarame Village Youth Organization enhances

participation and access by providing land, facilities, and facilitating effective communication, which boosts education, skills, and aid distribution, fostering trust and ownership among farmers. Sukarame Village Consultative plays a critical role in planning and infrastructure development, involving the community directly to promote responsibility and market access. Meanwhile, Family Welfare Development enhances the value of agricultural products and manages environmental sustainability. Together, these organizations create a holistic empowerment model that strengthens farmer independence, well-being, and socio-economic conditions (Freeman, 1984; Clarkson, 1995; Mitchell, Agle, & Wood, 1997; Friedman & Miles, 2006; Aspary, 2015; Benn, Abratt, & O'Leary, 2016; Freeman & Dmytriyev, 2017; Dewi, 2019).

Millennial Smartfarming Program in Ciburial Village focuses on the holistic empowerment of young farmers by providing essential resources, access to funding, and financial support. It supplies funding for agricultural initiatives, such as seeds, fertilizers, and tools, crucial for enhancing farmers' livelihoods. The program also emphasizes infrastructure development, including irrigation systems and storage facilities, to improve productivity and market access, thus making agricultural products more competitive. This integration of funding, infrastructure, and market access creates a modern and sustainable agricultural ecosystem that encourages active participation in decision-making (Anggia, 2019; Devi, Aisyiah, Nasirudin, Robidin, Septiyo, & Widiyantono, 2021; Dwinarko, Sjafrizal, & Muhamad, 2023; Effendy, Nasruddin, & Pratama, 2022; Musthafa, Wahyudi, Fauzan, Rahmawat, Lestar, Khotijah, Yunita, Rahmadila, Calista, Tania, & Wardani, 2023; Jumadi, 2020; Kirnadi, Hidayat, & Pangestu, 2022; Mehendra, Saputra, Febrina, & Islama, 2019; Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti, 2022; Suharman, Nurhapisah, Rusdin, Jusran, Reski, & Sartika, 2022; Sunarno & Anggia, 2021). Local organizations play a significant role in addressing gaps in government interventions, fostering community ownership and recognition of the program. By engaging stakeholders in provision and management of infrastructure, the program not only tackles economic challenges but also strengthens social connections. Additionally, Ujang's contributions as an educational advocate underscore the importance of a comprehensive approach that enhances yield and quality in coffee cultivation while fostering critical awareness. His efforts in developing processing methods and promoting community collaboration further support the program's goals, making it a successful model of young farmer empowerment that aligns with various scholarly perspectives (Freeman, 1984; Clarkson, 1995; Mitchell, Agle, & Wood, 1997; Friedman & Miles, 2006; Aspary, 2015; Benn, Abratt, & O'Leary, 2016; Freeman & Dmytriyev, 2017; Dewi, 2019).

Role of Academics in Millenial Smartfarming Program in Ciburial Village

Millennial Smartfarming Program in Ciburial Village has received significant support from the Bogor Agricultural Institute to empower millennial farmers and agricultural workers through digital marketing training. This comprehensive training includes understanding digital marketing, utilizing social media, and e-commerce platforms such as Instagram, Facebook, WhatsApp, and Shopee Food. Participants are equipped with relevant skills to effectively market agricultural products, learning to create engaging content, including product photography and compelling descriptions, along with effective communication strategies to attract consumers. They also gain insights into effective marketing strategies, including market segmentation, pricing, and competitor analysis, enabling them to plan and execute marketing campaigns. Additionally, Bogor Agricultural Institute introduces relevant technologies for online marketing, such as inventory management and customer relationship management software. The program facilitates networking among millennial farmers, agricultural workers, and other stakeholders, fostering information exchange to enhance marketing capacity. Moreover, Bogor Agricultural Institute provides ongoing support through mentoring and consultation to help participants apply their knowledge in practice, empowering them to face market challenges with greater confidence and efficiency.

Trees 4 Trees offers comprehensive training on cultivation techniques for various crops, including tomatoes, chilies, green onions, and rice. This training encompasses selecting the right varieties, planting methods, plant maintenance, pest and disease control strategies, and effective harvesting techniques. In addition to training, Trees 4 Trees provides essential fertilizers and seeds for millennial farmers and agricultural workers, enabling them to significantly enhance their yields and product quality. The organization also fosters a sense of community among these participants, allowing them to learn from one another, strengthen support networks, and improve their collective knowledge in agricultural management. Thus, Millennial Smartfarming Program in Ciburial Village not only promotes better agricultural practices but also creates a mutually supportive ecosystem for millennial farmers and agricultural workers.

Millennial Smartfarming Program in Ciburial Village exemplifies a comprehensive approach to empowering young farmers through collaborative efforts of the Bogor Agricultural Institute and Trees 4 Trees. Bogor Agricultural Institute enhances this initiative by offering digital marketing training, equipping farmers with essential skills for effective product promotion via social media and e-commerce, while also facilitating connections between farmers and stakeholders to strengthen community ties. Concurrently, Trees 4 Trees emphasizes resource accessibility and practical training in cultivation techniques, which, combined with the provision of fertilizers and seeds, improves yield and quality. This dual focus not only fosters a supportive community among participants but also promotes economic independence and social improvement, ultimately creating a sustainable agricultural ecosystem tailored to the needs of young farmers (Freeman, 1984; Clarkson, 1995; Mitchell, Agle, & Wood, 1997; Friedman & Miles, 2006; Aspary, 2015; Benn, Abratt, & O'Leary, 2016; Freeman & Dmytriyev, 2017; Dewi, 2019).

Role of Companies in Millenial Smartfarming Program in Ciburial Village

Millennial Smartfarming Program in Ciburial Village is supported by Bank Negara Indonesia, which has allocated funding of 50 million rupiah over next seven years. This collaboration between Bank Negara Indonesia, the Regent of Bandung, and Governor of West Java aims to assist millennial farmers and agricultural workers. One of the key supports provided is the issuance of subsidy cards for these participants, which can be used to purchase various agricultural necessities such as fertilizers, seeds, hoes, pesticides, and seedlings. Additionally, Bank Negara Indonesia supplies modern agricultural equipment, including tractors, cultivators, water sprayers, irrigation machines, and fertilizer spreaders. To promote sustainable agricultural practices, Bank Negara Indonesia also offers optional agricultural credit to millennial farmers and workers in need of extra funding, which is expected to enhance productivity and improve the welfare of these farmers in Ciburial Village.

Millennial Smartfarming Program in Ciburial Village is receiving support from the Sukarame Village Business Agency, which has allocated 100 million rupiah over next seven years. This collaboration, alongside the Sukarame Village Consultative, aims to assist millennial farmers and agricultural workers by providing coffee processing machines to enhance the efficiency and quality of local coffee production. Additionally, Sukarame Village Business Agency supplies fertilizers and tobacco seeds, promoting crop diversification and boosting agricultural productivity among millennial farmers and workers. Sukarame Village Cooperative also plays a critical role in the program by drafting a Memorandum of Understanding (MoU) that outlines essential aspects of agricultural operations. This Memorandum of Understanding (MoU) includes agreements on selling prices for agricultural products to ensure stable income for millennial farmers and workers, as well as targets for product quality and quantity to improve the competitiveness of local agricultural output in the market. Through this agreement, Sukarame Village Cooperative aims to establish a clear and equitable framework to support the sustainable success of millennial farmers and agricultural workers in their farming endeavors.

CV. Tribentang plays a vital role in the success of Millennial Smartfarming Program in Ciburial Village by providing written guidance to P3A Mitra Cai and Tunas Harapan on agricultural land irrigation management. This guidance includes instructions for creating efficient irrigation channels and monitoring their cleanliness every three months. Additionally, CV. Tribentang outlines procedures for

repairing irrigation channels in the event of damage or disruptions that could impede water distribution to agricultural lands. To ensure sustainable irrigation management, CV. Tribentang encourages P3A Mitra Cai and Tunas Harapan to actively engage millennial farmers and agricultural workers in monitoring the irrigation channels on their farms. This approach aims to enhance the efficiency of the irrigation system and support optimal agricultural productivity in Ciburial Village.

Millennial Smartfarming Program in Ciburial Village receives support from Sinergi Foundation, which focuses on enhancing the capacity of millennial farmers and agricultural workers in managing local resources. The foundation provides training to help these participants convert livestock manure into organic fertilizer, allowing them to utilize livestock waste more productively and environmentally friendly. As part of this initiative, Sinergi Foundation distributes 30 bags of organic fertilizer made from animal waste for use in farming. This initiative aims not only to improve soil quality and agricultural yields but also to promote more sustainable and economical farming practices in Ciburial Village.

The involvement of various organizations in Millennial Smartfarming Program in Ciburial Village highlights a comprehensive and sustainable empowerment approach for young farmers. Bank Negara Indonesia contributes significantly by allocating 50 million rupiah over seven years, enhancing resource access and promoting independence through agricultural subsidies, modern tools, and credit offerings. This creates a supportive ecosystem that strengthens community ties and improves long-term welfare. Similarly, Sukrame Village Business Agency invests 100 million rupiah, collaborating with Sukarame Village Consultative to provide essential production tools, thereby promoting crop diversification and fostering critical awareness and active participation among young farmers. Sukarame Village Cooperative further empowers these farmers by establishing a Memorandum of Understanding (MoU) that ensures income stability and control over resources, reflecting trends in privatization and decentralized management. CV. Tribentang enhances this empowerment by offering technical guidance for irrigation management, improving farmers' skills and participation in resource management, while the Sinergi Foundation provides training in sustainable practices and organic fertilizer production. Collectively, these initiatives underscore the vital collaboration between the private sector and government in fostering agricultural efficiency, productivity, and social change, ultimately promoting the independence and economic well-being of young farmers in the community (Freeman, 1984; Clarkson, 1995; Mitchell, Agle, & Wood, 1997; Friedman & Miles, 2006; Aspary, 2015; Benn, Abratt, & O'Leary, 2016; Freeman & Dmytriyev, 2017; Dewi, 2019).

Role of Media in Millenial Smartfarming Program in Ciburial Village

Empowering millennial farmers is a strategic process aimed at equipping them with the strength and control necessary to manage resources for land management and active participation in social change. This empowerment encompasses enhancing skills, access, and rights protection, which are closely tied to economic improvement and social status elevation. For optimal independence, it requires a holistic approach addressing economic, welfare, critical awareness, and active participation aspects (Anggia, 2019; Devi, Aisyiah, Nasirudin, Robidin, Septiyo, & Widiyantono, 2021; Dwinarko, Sjafrizal, & Muhamad, 2023; Effendy, Nasruddin, & Pratama, 2022; Musthafa, Wahyudi, Fauzan, Rahmawat, Lestar, Khotijah, Yunita, Rahmadila, Calista, Tania, & Wardani, 2023; Jumadi, 2020; Kirnadi, Hidayat, & Pangestu, 2022; Mehendra, Saputra, Febrina, & Islama, 2019; Nurussalam, Vinasyiam, Nuradzani, Adamy, Taufiqurrahman, Hamsyana, Kamal, Lazuardi, Rahmawati, Putri, Ramadhina, Rusdiawan, Akbar, Nurhendra, Tiara, Nurdiansyah, & Adianti, 2022; Suharman, Nurhapisah, Rusdin, Jusran, Reski, & Sartika, 2022; Sunarno & Anggia, 2021).

However, the absence of media involvement in Millennial Smartfarming Program in Ciburial Village poses a significant barrier to these empowerment efforts. Media plays a crucial role in disseminating information, raising awareness, and facilitating community participation, without it, these initiatives may lack necessary attention and support from the broader community, diminishing young farmers'

ability to build networks for capacity development. Moreover, the lack of media engagement can hinder young farmers' advocacy for their rights and influence agricultural policies, as media serves as a bridge for voicing interests, accessing important information, and expanding support networks.

Therefore, integrating media into empowerment programs like Millennial Smartfarming Program is essential for enhancing effectiveness and sustainability. This integration will strengthen program's impact and help achieve better social, economic, and environmental outcomes in Ciburial Village, while also creating a documented legacy that can guide similar future initiatives. Establishing partnerships with media will not only promote the program effectively but also bolster support networks to advance the broader goals of empowering millennial farmers (Freeman, 1984; Clarkson, 1995; Mitchell, Agle, & Wood, 1997; Friedman & Miles, 2006; Aspary, 2015; Benn, Abratt, & O'Leary, 2016; Freeman & Dmytriyev, 2017; Dewi, 2019).

CONCLUSION

Millennial Smartfarming Program in Ciburial Village, initiated by Bandung Regency Agricultural Office and supported by local and provincial governments, focuses on empowering millennial farmers through modern technology, agricultural subsidies, and market access. Collaboration between the government and local leaders ensures that farmers' needs are met and resources are effectively distributed. The involvement of community organizations and institutions like Bogor Agricultural Institute and Trees 4 Trees strengthens technical skills and market access, while support from private companies enhances productivity and sustainability. However, a lack of media involvement limits the program's visibility and potential impact. Addressing these challenges through better communication, training, and collaboration could lead to long-term social, economic, and environmental benefits.

To enhance the effectiveness of Millennial Smartfarming Program in Ciburial Village, it is recommended that the government and relevant stakeholders strengthen collaboration by involving millennial farmers in program planning and implementation. Increased training in farm management and access to modern technology should be complemented by regular evaluations to ensure that farmers' needs are met and support is effectively delivered. Additionally, improving communication between the government and the community is essential for conveying farmers' aspirations and fostering active participation in decision-making. By implementing these measures, the program can overcome existing challenges, create a sustainable agricultural ecosystem, and significantly improve the welfare of millennial farmers in Ciburial Village.

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