

Opportunities and Challenges for "Karang Taruna" as a Human Service Organization to Strengthening KUBE's Management

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Abstract

Karang Taruna is a voluntary youth organization that focuses on the growth and development of social welfare businesses, productive economic businesses, recreation, sports and the arts. One of important goal is to develop the spirit of social entrepreneurship in the younger generation towards independence in their efforts improving social welfare, however, this goal has not been achieved yet, Karang Taruna requires a strategy. This study used qualitative research methods to find out: 1) How is the management of the youth organization; 2) What are the strengths, weaknesses, opportunities and threats; 3) What is the strategy for their developing and implementing youth activities. The research finding showed that it is necessary to implement a strategy to improve KUBE management as a matrix result of weakness and opportunity factors. The weakness of Karang Taruna is that the purpose of developing entrepreneurial activities has not been achieved yet, and the other side there is an opportunity to develop entrepreneurship through Business Group (KUBE) management intervention to improve its performance. KUBE is a kind of social assistance program for underprivileged people by forming micro mini enterprises so that they can become economically empowered.

Keywords: *Karang Taruna, Management, KUBE, Entrepreneurship*

1. Introduction

Social care organizations are required to constantly respond and adapt to the shifting social, legislative, economic and political influences prevalent at any given time (Letchfield & Hafford, 2006). Karang Taruna is one of the social organizations whose existence is recognized in the implementation of social welfare with its intervention is in the field of maintenance services especially in unemployment assistance and social security programs (Zastrow, 2017). As human service organizations, Karang Taruna experience serious difficulties in establishing consensus about what constitutes the adequate or inadequate functioning of social worker's client (Hasenfeld, 1983). The major focus in program that specialized in non profit organization or social organization seems to be on understanding their unique characteristics and on value considerations established by professional associations (Kettner, 2002). Social and welfare work needs to be re-appraised in relation to organisations (Jones & May,1995). Effective practice in human service organization requires a balance among the three key elements of self awareness, knowledge and skill development (Corliss & Corliss,1999).

Organizational conduct could be very influential these days for each enterprise, be it commercial enterprise corporations, authorities agencies, sports activities businesses, community corporations which includes young people organizations, PKK communities

and other businesses (Drucker in Imron, 2021). Karang Taruna is also an area for steering and improvement as well as empowerment with the intention to increase efficient financial activities by utilizing all of the potential to be had in the environment, each human assets and natural assets. Karang Taruna does no longer forget their responsibility that they have to be economically effective to aid their lives (Andayani, 2020). children via the Karang Taruna software ought to be capable of construct the increase and development of each member of society who is skilled, smart, revolutionary, with character and has social focus and obligation in dealing with numerous social welfare issues, the first-class of social welfare for every young era in the Village (Meuraksa & Saputra, 2020).

It was found that the majority of Karang Taruna members have a great interest in entrepreneurship. Even though they have various hobbies such as sports and music, they have a high interest as entrepreneurs. It shows that the younger generation in youth organizations has a strong desire to acquire knowledge about entrepreneurship to support their interests and desires (Ashary, 2016). Entrepreneurship Business Start-up success, or what is commonly called entrepreneurship, is a process of proving individualist abilities or identifying new opportunities and implementing them into products or services in the market (Sri Natahasya, 2015).

In carrying out its various duties and functions, Karang Taruna requires strategies and approaches so that the activities carried out can produce positive results and are in line with expectations. Karang Taruna can have a big impact on society. Karang Taruna has a role in the welfare of village communities, which tends not to be optimal either (Rowasis & Firdausi, 2017). Cibeunying Kaler sub-district has a Karang Taruna group, which is known to be active in various social activities. In the context of organizational development, Karang Taruna of Cibeunying Kaler District needs to develop an organizational strategy in order to carry out activities in its territory.

One of the desires of Karang Taruna, in step with PERMENSOS NO 25 of 2019, is to expand the soul and spirit of social entrepreneurship for the younger technology closer to independence which will improve social welfare. Social welfare is a condition of pleasant the needs of the entire network. except that, law No. 11 of 2009 about Social Welfare states that one of the goals of poverty remedy is to growth capability and broaden the primary talents and enterprise talents of people experiencing poverty.

To tackle increasing poverty, the government is proposing a community empowerment program, one of which is the Joint Business Group Program (KUBE), which can be managed in groups and work together. The KUBE poverty alleviation program is one of the developing microfinance institutions (LKM). Since 2003, the Ministry of Social Affairs has implemented the KUBE Poverty Reduction Program and established prosperous LKM-KUBE in all regions (Tami et al., 2020). Therefore, Karang Taruna, as a youth organization that aims to develop a social entrepreneurial spirit to improve welfare, can be an important pillar in optimizing KUBE in Cibeunying Kaler District.

2. Methods

The research method used in this study is the mixing method. Mix method research, namely researchers using qualitative research methods or techniques in one phase and using quantitative research methods or techniques in other phases (Yusuf, 2016). Data collection techniques used were direct observation, interviews, documentation and data triangulation. The selected informants must have sufficient information about the phenomena to be studied so that researchers can understand the phenomena that occur. In this study, the informants of the research were those who, according to their position, were directly related to the implementation of Karang Taruna. Respondents are MSMEs whom Karang Taruna fosters. Records evaluation is an effort that is accomplished with the aid of working with statistics, organizing data, sorting it into potential units, synthesizing it, seeking out and locating styles, locating what's crucial and what's found out, and determining what can be instructed to others.

3. Results

Karang Taruna is a company formed with the aid of the community as a forum for young humans to expand themselves, develop and expand on the premise of attention and social obligation from, by way of and for the younger technology, which is orientated closer to attaining social welfare for the network. The development of Karang Taruna once in a while has by no means changed path; Karang Taruna changed into born and formed via the community. This organization was born because of the wishes of the community. In carrying out its duties, Karang Taruna has principles, namely, social spirit, independence, togetherness and participation. The agency defines achievement on the basis of the development of human resources, teamwork, worker dedication, and difficulty for people (Bendak et al., 2020). the principle objective of Karang Taruna is to create consciousness of the social responsibility of every younger technology in stopping various social troubles, as well as to develop the capability of the younger generation to organize social welfare thru social rehabilitation, social safety, social empowerment and social safety.

In improving social welfare, Karang Taruna has an administrative and managerial function, which is the organization and administration of Karang Taruna Social Welfare, aside from being an organizational and administrative organizer. This organization consists of people/people who have a common recognition to work together and help every other to development together. attention of running collectively and additionally supporting to help (Yuliarmi et al., 2020).

Karang Taruna also has a function as a facilitation, namely efforts to develop the organization, increase the capacity of the younger generation, and provide facilities and assistance for the younger generation. Good Youth Organization management will affect the optimization of the functions and duties of Youth Organizations. The Karang Taruna membership system is passive; namely, all young people aged 13 to 45 years are members of Karang Taruna. It shows the clarity of the target object used as the guidance and development of the younger generation. The wealth owned by Karang Taruna consists of:

- a. Dues, donations or self-help members;
- b. Donations or assistance received by Karang Taruna from the community or other parties do not conflict with the applicable laws and regulations, which are interested in supporting the aims and objectives of Karang Taruna;
- c. Waqf;
- d. Testamentary Grants;
- e. Government Assistance;
- f. Other acquisitions that do not conflict with the Karang Taruna Articles of Association and/or applicable laws and regulations.

Karang Taruna uses government assistance for

- a. Procurement of administrative equipment, strengthening the HR of Karang Taruna organizations
- b. Provision of facilities and equipment for sports, recreation and arts activities
- c. Activities that support community empowerment, environmental preservation and youth capacity building
- d. Data Collection for People In Need for Social Welfare Services and Data Collection for Social Welfare Sources
- e. Skills training and business management in order to create entrepreneurs

Control is the feature inside the enterprise worried with the implementation of policies in the limits set by way of the administration and the work of the agency for certain objects formerly determined. It includes 5 components, namely making plans, organizing, actuating and controlling. The explanation of these functions are:

1. Planning (Planning)

The entire process of carefully estimating and determining what will be done in the future in order to achieve the stated goals. In simple terms, planning is a process of formulating what will be done and how it will be implemented. Without the planning function, there is no clear sequence for achieving organizational goals.

2. Organizing (Organizing)

It is a process of managing all the resources in an organization. This arrangement includes the division of tasks, tools, human resources, and authority to avoid confusion in the implementation of activities. Age variety is a governance variable that influences the social and environmental overall performance of organizing (Benaguid et al., 2023). Its diversity can beautify the studies, sources, and information of board contributors. Age range allows deplete capabilities and studies from older administrators to more youthful administrators who ought to later make a contribution to essential selection-making.

3. Actuating

Mobilization is carried out after the planning function. In order for the implementation to go according to plan, it is very emphasized the ways/strategies of a leader in mobilizing his members. It is very important to avoid that members do not carry

out their duties under pressure or coercion but on the basis of a conscious choice and full of responsibility.

4. Supervision (Controlling)

Supervision is the process of continuously monitoring activities in carrying out work plans that have been prepared and making improvements if deviations occur. The supervisory function is very important; without supervision, other functions will not run effectively and efficiently (Zanah, 2016).

Entrepreneurship is an innovative and progressive capacity that is used as a basis, recommendations and assets to be seeking possibilities for fulfillment. The essence of entrepreneurship is the capacity to create something new and exceptional through creative thinking and modern motion to create possibilities to face life's demanding situations. We will manipulate those factors as a way to have an effect on the entrepreneurial reason undoubtedly and circuitously over the venture creation and entrepreneurial behavior in a given territory, as well as over the financial increase on the equal time (Phong et al., 2020).

Social Entrepreneurship is a person who takes part in fulfilling his mission and uses the concepts of entrepreneurial activity to provide social value to those who are less fortunate through financially independent and sustainable entrepreneurship (Saifan, 2012). Social Entrepreneurship is the process of generating businesses with entrepreneurial skills as well as through innovative approaches to solving social problems. This business aims to gain multiple benefits from social impact and financial independence/profitability (Sengupta & Sahay, 2018). Social entrepreneurship is an activity that can move the surrounding environment to benefit both economically and socially.

SWOT Analysis

Based totally at the consequences of the inner environment evaluation, several elements have been acquired in the form of strengths and weaknesses, which affected the management capacity of Karang Taruna in Cibeunying Kaler District. Internal strategic factors that emerge as strengths for Karang Taruna in Cibeunying Kaler District are: on this examine, the authors used the SWOT analysis model and linear regression analysis:

Table 1. SWOT Internal Analysis

Strength	Weakness
Status Web is active in providing information to the public	The low level of social welfare and managerial administration of <i>Karang Taruna</i>
The power of law in the form of PERMENSOS No. 25 of 2019 concerning Youth Organizations	Development potential of the younger generation and society is still low

Strength	Weakness
<i>Karang Taruna</i> is a potential and source of social welfare	It is not yet optimal to play an active role in preventing and overcoming social problems through social rehabilitation, social security, social empowerment and social protection as well as national priority programs.
<i>Karang Taruna</i> can organize training to increase the capacity of the younger generation	The low spirit and entrepreneurial spirit of the younger generation towards independence in an effort to improve social welfare
<i>Karang Taruna</i> received financial assistance	The low ability to establish synergies and partnerships between the younger generation and various parties in realizing increased social welfare
Status Web is active in providing information to the public	The low level of social welfare and managerial administration of <i>Karang Taruna</i>
The power of law in the form of PERMENSOS No. 25 of 2019 concerning Youth Organizations	Development potential of the younger generation and society is still low

Source: Research Finding, 2023

Internal factors are factors that exist within the Karang Taruna organization. These internal factors include the strength possessed by Karang Taruna, such as their active website to provide information to the public, as well as the existence of legal powers that bind the organization. In addition, Karang Taruna also receives financial assistance from the government so that it will assist them in carrying out various activities.

In addition to strengths, some weaknesses are included in internal factors. One of the weaknesses of Karang Taruna in Cibeunying Kaler is that administration and management are still low. In addition, the ability to establish synergies and partnerships is still relatively low. Also, there is the low spirit and entrepreneurial spirit of the Karang Taruna. Teenagers who actually understand information technology have not been able to take concrete action because the intention to become an entrepreneur has not emerged. The knowledge factor in seeing business opportunities is one of the things that needs to be considered in young entrepreneurs who still lack entrepreneurial knowledge and experience (Nugraha, 2017). The capability of solving financial issues is essential because it is influenced by knowledge and skills. This capability can be improved through education,

practices, and exercises ((Dewi, 2022). The external strategic factors that become opportunities and threats for Karang Taruna in Cibeunying Kaler District are:

Table 2. SWOT External Analysis

Opportunities	Threat
<i>Karang Taruna</i> as a media for PPKS entrepreneurship development (E-WARONG KUBE and KPM PKH)	<i>Karang Taruna</i> activities are threatened with a vacuum if they don't take advantage of opportunities
E-WARONG KUBE and KPM PKH business management as opportunities for <i>Karang Taruna</i> activities	The Entrepreneurial Spirit of <i>Karang Taruna</i> is declining
Market place optimization as a <i>Karang Taruna</i> partner	<i>Karang Taruna</i> operational activities depend on government funds
Utilization of the web as a medium for program socialization	Training and coaching programs do not have a significant impact on the development of <i>Karang Taruna</i>
<i>Karang Taruna</i> can form a Cooperative with KUBE as a member	Higher Organizational Competition in the era of trade through ioethics

Source: Research Finding, 2023

based totally at the identity of internal and outside strategic factors, the IFAS (internal thing analysis summary) and EFAS (external factor evaluation precis) matrices have been then weighted and ranked on each of the strengths and weaknesses variables. it is structured in an effort to formulate the internal and outside strategic factors of Karang Taruna, along with:

Determine the existence of factors as the strengths and weaknesses of Karang Taruna

Giving factor weights individually (all of these weights should not exceed a total score of 1.00)

Give a rating of 1 to 4 for each factor to indicate whether the factor has a strong weakness (rating = 1), a small weakness (rating = 2), the smallest strength (rating = three), and a great strength (rating = 4).

After obtaining the weight value and average rating of each variable, it can be seen that the average score weight of each variable is as seen in Table 3.

Table 3. Matriks IFAS

	Internal Strategy Factors	Score	Value	Total Value
Strength				
1	Status Web is active in providing information to the public	2	0,2	0,4
2	The power of law in the form of PERMENSOS No. 25 of 2019 concerning Youth Organizations	4	0,4	1,6
3	<i>Karang Taruna</i> is a potential and source of social welfare	2	0,05	0,1
4	<i>Karang Taruna</i> can organize training to increase the capacity of the younger generation	1	0,05	0,05
5	<i>Karang Taruna</i> received financial assistance	3	0,3	0,9
Total Value of Strength			1	3,05
Weakness				
1	The low level of social welfare and managerial administration of <i>Karang Taruna</i>	3	0,3	0,9
2	Development potential of the younger generation and society is still low	2	0,05	0,1
3	It is not yet optimal to play an active role in preventing and overcoming social problems through social rehabilitation, social security, social empowerment and social protection as well as national priority programs.	3	0,4	1,2
4	The low spirit and entrepreneurial spirit of the younger generation towards independence in an effort to improve social welfare	4	0,2	0,8
5	The low ability to establish synergies and partnerships between the younger generation and various parties in realizing increased social welfare	2	0,05	0,1
Total Value of Weakness			1	3,1
Difference between Strength-Weakness				-0,5

Source: Research Finding, 2023

From the IFAS Matrix, it can be seen that the category of strength that has the very best total fee is the prison power of youth company, which is indexed in PERMENSOS No/25/2019. it is because this strength has the greatest weight. after all, it's miles considered to have the maximum have an effect on at the kids employer. additionally, Karang Taruna The importance of developmental relationships is bolstered by using people expressing the need to have others to offer support and challenges in their each day work, ranging from bouncing thoughts in conversations to dependent arrangements with coaches or managers as coaches.

Furthermore, the weakness category that has the highest total score is not optimal in preventing and overcoming social problems through social rehabilitation, social security, social empowerment, and social protection, as well as national priority programs. This factor has the highest weight, as shown in Table 4 because it is considered very influential to the Karang Taruna organization.

Table 4. Matriks EFAS

External Strategy Factors		Score	Value	Total Value
Opportunity				
1	<i>Karang Taruna</i> as a media for PPKS entrepreneurship development (E-WARONG KUBE and KPM PKH)	3	0,3	0,9
2	E-WARONG KUBE and KPM PKH business management as opportunities for <i>Karang Taruna</i> activities	3	0,4	1,2
3	Market place optimization as a <i>Karang Taruna</i> partner	3	0,2	0,6
4	Utilization of the web as a medium for program socialization	2	0,05	0,1
5	<i>Karang Taruna</i> can form a Cooperative with KUBE as a member	3	0,05	0,15
Total Value of Opportunity			1	2,95
Threat				
1	<i>Karang Taruna</i> activities are threatened with a vacuum if they don't take advantage of opportunities	2	0,4	0,8
2	The Entrepreneurial Spirit of <i>Karang Taruna</i> is declining	2	0,3	0,6
3	<i>Karang Taruna</i> operational activities depend on government funds	3	0,2	0,6

4	Training and coaching programs do not have a significant impact on the development of <i>Karang Taruna</i>	2	0,05	0,1
5	Higher Organizational Competition in the era of trade through ioethics	3	0,05	0,1
Total Value of Threat			1	2,2
Difference between Opportunity-Threat				0,75

Source: Research Finding, 2023

From the EFAS Matrix, the possibility class that has the highest overall price is the E-WARONG KUBE and KPM PKH commercial enterprise management as possibilities for Karang Taruna sports. it's far because this possibility has the finest weight. after all, it's far taken into consideration the maximum influential to the Karang Taruna employer. except that, the importance of possibility is reinforced by way of human beings expressing the want to have others to provide help and challenges of their day by day work, starting from bouncing ideas in conversations to based preparations with coaches or managers as coaches (Kjellström et al., 2020).

furthermore, the danger category that has the highest total value is Karang Taruna activities, that are threatened with a vacuum if they do now not take benefit of possibilities. it is because the risk has the finest weight. in the end, it's far considered the maximum influential to the Karang Taruna organisation. based on the outcomes of the SWOT matrix analysis using information received from the IFAS and EFAS matrices. To decide the organizational position, the calculation is based at the consequences received from the IFAS matrix and the EFAS matrix. The consequences may be summarized as follows:

Internal Analysis Coordinate:

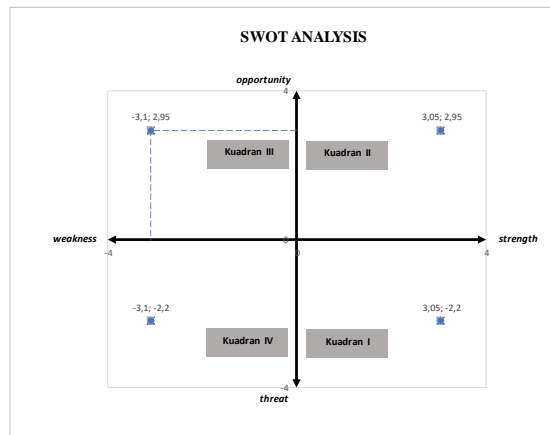
- a. Strength = 3.05
- b. Weakness = 3.01

External Analysis Coordinates:

- a. Opportunities = 2.95
- b. Threats = 2.2

From the calculation above, the weakness factor is greater than the strength factor, and the influence of the opportunity factor is greater than the threat factor. In this position, it takes courage to change the strategy that Karang Taruna has implemented. In quadrant III, the alternative strategy based on the SWOT table is the WO (Weakness-Opportunity) strategy, which can be shown in the following figure:

Figure 1. Quadrant III position



Source: Research Finding, 2023

Based on the quadrant above, the position of Karang Taruna in Cibeunying Kaler District is in quadrant III, which means it is in a Change strategy position. This quadrant reflects that Karang Taruna in Cibeunying Kaler District is below average, but some opportunities are still open. Karang Taruna in Cibeunying Kaler needs to take advantage of existing opportunities so that this threat can be overcome.

DISCUSSION

HSO is a group of individuals who are members of an organization whose main function is to protect, maintain or enhance the personal well-being of individuals by determining, changing or making their characteristics (Hasenfeld, 1983). There are at least two theories that try to explain HSO, namely, SPACE theory and contingency theory.

SPACE THEORY (Strategic, Position Action, Evaluation) refers to 4 companies of things: financial power (FS), aggressive gain (CA), industry strength (IS), and environmental balance (ES) (Teofana & Dimitrova, 2017). organizations are encouraged with the aid of 4 dimensions, of which are inner while the alternative are outside dimensions. The internal dimension of the organization in SPACE theory includes financial strength and competitive advantage. The dimension of HSO's financial strength makes HSO appear as a commercially oriented private organization.

Contingency Theory focuses its attention on the law of the situation (Law of The Situation). Leadership is a situation, namely a situation or situation that requires different demands and applications at the time and place (Soekarso, 2015). This theory defines leadership styles that are adapted to each different situation. In other words, this theory tries to link

leadership styles with contingency factors, namely different situations. In different situations, the leadership style that will be applied will also be different (Hery, 2018).

The level of job satisfaction can be influenced by the characteristics that characterize HSO, such as achieving clarity of values in handling humans as raw material, achieving organizational goals clearly and not being problematic, certainty in determining technology services, as well as the successful process of interaction with clients (Iga et al., 2019). HSOs have additional roles in enhancing human and social rights to protect and advance the well-being of the clients they represent: advocacy is an essential component of their mission as civil society organizations (Almog-Bar & Schmid, 2014).

Based on Law Number 77 of 2010 concerning basic recommendations for Karang Taruna, Karang Taruna is one of the social organizations whose existence is diagnosed inside the implementation of social welfare as said in Article 38 paragraph (2) letter d, chapter VII concerning the function of the community regulation number eleven of 2009 concerning Social Welfare. Karang Taruna has a strategic position in social welfare improvement due to the lifestyles of Karang Taruna, which is positioned in almost all villages in direct touch with human beings with social welfare troubles as well as potential and other resources of social welfare (Ashary, 2016).

Karang Taruna organization is a youth social association that is a pillar of community strength as a group that plays a direct role in environmental development. In addition, Karang Taruna must be able to adapt to the times that occur in society by developing potential expertise so that they are able to build prosperity in their environment (Meuraksa & Saputra, 2020). Social work is a profession that assists individuals, groups and communities in their efforts to enhance social functioning. The science of social work is closely related to social welfare. Every individual is inseparable from the problems they face. One such problem is a social problem. Someone who has social problems cannot be said to be prosperous in terms of social welfare. For social care, here are some definitions of social work.

In step with the Council on Social paintings training, Social work seeks to enhance the social functioning of people, personally or in companies, with activities that focus on their social family members, which are interactions between different humans and their environment. those sports can be grouped into three capabilities: recovery of impaired abilities, provision of person and social assets, and prevention of social dysfunction.

The goal of social welfare is to fulfill the social, financial, health, and recreational requirements of all individuals in a society. Social welfare seeks to enhance the social functioning of all age groups, both rich and poor. When other institutions in our society, such as the market economy and the family, fail at times to meet the basic needs of individuals or groups of people, then social services are needed and demanded (Zastrow, 2017).

Management capacity strengthening

Management has a function within the organization related to the implementation of policies within the scope of administration and various organizational work assignments for certain things that have been previously determined. All management activities consist of five components: planning, organizing, commanding, coordinating, and controlling. Organizational management includes numerous activities in the shape of planning and handling organizational sources to reap anticipated dreams (Saneba et al., 2021). Additionally, the development of powerful managerial and organizational-degree workplace interventions that save you or relieve emotional exhaustion among human carrier employees is fundamental to the protection of employee well-being (Lizano, 2015).

Expertise about the outside and inner environments of an employer is basic to suitable control. An understanding of the outside environment, along with the financial, sociological, political, and technological domains, will enable a supervisor to paintings skillfully with funders, customers, referral resources, community representatives and choice-makers, and people with technical know-how to position the agency within the nice feasible role to be successful. Knowledge the internal additives, together with organizational cause, making plans, operations, human assets, technological assets, and economic sources, will placed a manager within the great function to make informed selections as a way to improve employer performance (Kettner, 2002).

Karang Taruna as a youth organization has some problems: a) lack of socialization about the existence of youth organizations and their roles in the development of rural communities, b) less awareness and participation of youth in organizations, both administrator/ other members, c) training of administrators/members in making work programs have never been done (Nursyamsu, 2018). Some Karang Taruna also have weak organizational capabilities in the field of organizational governance and Weak organizational abilities of village youth and village youth organizations in compiling work programs (Fathor AS, 2021).

Karang Taruna's potential is likewise influenced by way of organizational conduct. Organizational behavior is directed at the overall performance of each character, and the cause of the enterprise itself is to boom productivity and the way this organizational conduct can obtain organizational goals (Ali Imron, 2021). In addition to organizational behavior, the skills of the chairman as a leader and other core administrators are needed to participate more in solving problems that occur in youth organizations and achieving organizational goals (Setiawan et al., 2019). In the organization, there is a role of the supervisor. In its implementation, the supervisor's responsibilities cover three aspects, namely administrative aspects, educational aspects, and aspects of support built into positive interactions and relationships with supervisors (Syaukani et al., 2021).

It also relates to Karang Taruna to manage their finance. In order to make it easier for Karang Taruna to manage finances, carefulness is needed in recording financial-related events. By utilizing web-based technology, it is possible for Karang Taruna, that have

operational areas in more than one place, to help companies manage their financial transactions in a precise, accurate and accountable manner in a faster time. It is because a web-based financial information system can be accessed simultaneously in several places at once (Sani et al., 2016). The development of human resources in Karang Taruna is very necessary because it has important aspects for increasing productivity and also has certain goals that must be achieved for the progress of a company or social service organization (Arifah et al., 2015).

Control is the artwork and technological know-how of making plans, organizing, compiling, directing and controlling human resources to achieve predetermined desires. In a broader attitude, management is a method of law and utilization of organizational sources through the cooperation of participants to obtain organizational goals effectively and effectively. on this perspective, there are a number of important factors that make up management activities, specifically human elements (men), items (materials), machines (machines), strategies (techniques), cash (cash) and markets (marketplace). those six factors have their respective features and interact with each different in reaching organizational desires, in particular the system of attaining desires correctly and correctly.

Integration of Karang Taruna with KUBE

Karang Taruna is an business enterprise shaped through the network as a forum for younger humans to increase themselves, grow and expand on the premise of cognizance and social obligation from, with the aid of and for the younger era, that's oriented towards achieving social welfare for the network. one of the self-development efforts of the young generation is written in PERMENSOS No. 25 of 2019 article four regarding the reason of Karang Taruna, that's to develop the soul and spirit of social entrepreneurship for the younger generation towards independence with a purpose to enhance social welfare.

Social entrepreneurship is able to develop or create new opportunities for the younger generation, especially folks who are willing to conform and alternate from traditional marketplace fashions to virtual markets. for example, the old business version is beginning to change to an online business version (begin-up) where inventory is replaced by using information and digital products replace physical goods (Nugraha, 2017). The development of begin-u.s.a.in Indonesia is quite rapid, however the growth in the quantity of start-u.s.a.is likewise proportional to the variety of failures that befall start-ups. The excessive start-up failure charge in Indonesia is a undertaking for the government in encouraging the boom and development of agencies (Adrianto & Hidayat, 2022).

The government should truly pay attention to services. provider itself is a form of verbal exchange among the government and the community. service plays an important function in a central authority (Yuliyanti et al., 2022). several applications in social welfare efforts to broaden an entrepreneurial spirit and spirit are Joint commercial enterprise groups (KUBE). Joint business organizations are businesses of low-profits families that had been fashioned, grew and developed on their initiative in implementing productive economic establishments (UEP) to increase own family income and social welfare. productive

economic commercial enterprise (UEP) is social assistance provided to Joint enterprise corporations (KUBE) to growth circle of relatives profits and social welfare.

Based totally at the law of the Minister of Social No. 2 of 2019 Bantuan Sosial Usaha Ekonomi Produktif pada Kelompok Usaha Bersama (KUBE) for dealing with the terrible it states that "one of the flagship packages of the Ministry of Social Affairs of the Republic of Indonesia in the framework of alleviating poverty in Indonesia". The plan released emphasizes increasing and managing earnings thru efficient financial establishments (PEE). The KUBE application's success indicator is the independence of low-earnings households receiving UEP help. to alleviate poverty, KUBE has followed the subsequent strategies: strengthening groups and the usage of a social paintings method to offer business stimulus assistance and steerage.

E-Warong KUBE-PKH is a program from the Ministry of Social Affairs that aims to help alleviate poverty in every region and to ease the burden of spending on low-income families. This E-Warong is a follow-up to poverty alleviation efforts through the Family Hope Program (PKH) with the Joint Business Group Program (Kube). E-Warong KUBE-PKH is a business facility established by KUBE in the service sector as a means of disbursing non-cash social assistance in the form of staple foods and/or cash electronically, business needs, as well as marketing the products of KUBE members which are managed in cooperation with take advantage of information technology and technology. (Ministry of Social RI, 2017).

E-Warong Kube is an ordinary basic food stall, but the transaction process is different. Transactions used in payments, apart from using cash, also use non-cash or electronic means in accordance with the President's directives. In non-cash transactions, E-Warong uses the internet network because the transactions used use an EDC (Electronic Data Capture) machine. E-Warongs are bank agents, traders and/or other parties who have collaborated with channeling banks and are designated as places for withdrawing/purchasing social assistance by beneficiaries by channeling banks.

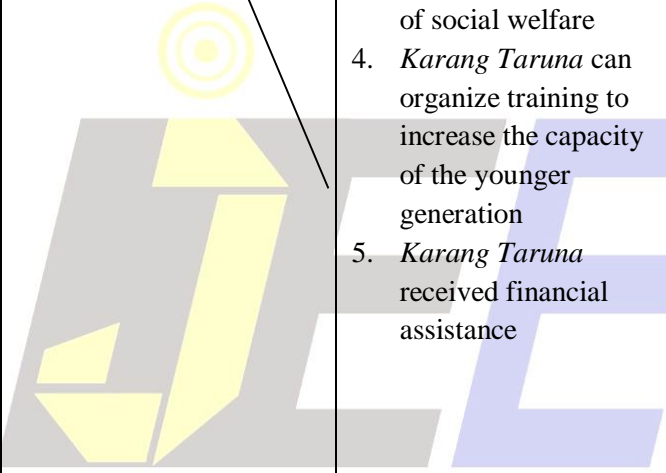
Kelompok Usaha Bersama (KUBE) is a forum for social empowerment for city low-profits families. KUBE goals to carry out social and financial activities to enhance its social welfare. From a social angle, through KUBE, low-profits households are guided to interact socially and look after each different in solving problems and meeting wishes. From an monetary angle, the blessings of KUBE for low-earnings households are aimed toward acquiring a strong, decent and sustainable source of income, proudly owning property, meeting fundamental wishes, and getting access to social offerings. Several considerations regarding the importance of the KUBE program as a forum for community empowerment in poverty alleviation are, namely:

1. It can be an effective tool for low-income families to overcome some limitations.
2. It can be an effective learning tool for low-income families so that it is possible to increase their competence.

3. It can improve organizational skills, thus enabling low-income families to optimize the utilization of potential and socio-economic resources.
4. Through the KUBE system, it can increase a sense of togetherness, kinship, cooperation and concern.

Accurate and precise recording of financial transactions will assist KUBE in developing effective financial strategies. Especially for KUBEs that are still relatively new to starting a business, they have difficulty in measuring business feasibility and determining break-even points (BEP). It makes it difficult for many KUBEs to develop. (Sani et al., 2016). In addition, the success of a business, in this case, that KUBE undertakes is not only measured by financial factors but also measured by non-financial factors, where these two factors will affect the business (Sitepu, 2015). The success of every business can be achieved if the individuals involved have an interest in running their business (Seokanto & Mustikarini, 2017).

Corporations consisting of Karang Taruna are empowered to alternate the younger era so that they are higher at persevering with development; the Karang Taruna corporation is a forum for the development of non-collaborating younger folks who grow on the idea of cognizance and a feel of social obligation from, through the community, in particular the more youthful technology within the Village (Crisandye, 2018). The role of Karang Taruna is intended to provide briefing and creativity training for youth organizations so that they can develop creativity that can be developed into commodity product businesses that are needed by the community (Natalia et al., 2022). Karang Taruna can provide training able to become a pilot project so that it can be carried out on an ongoing basis (Umami et al., 2020). So, it is necessary to increase their knowledge and understanding in increasing youth entrepreneurship motivation through Karang Taruna (Mudofir et al., 2020). Mentoring and coaching are used. It is recommended that there is a structured training program for mentors and coaches as well as those utilizing their skills and knowledge (Litchfield, 2006). Strategy

<p style="text-align: center;">IFAS</p> <p style="text-align: center;">EFAS</p> 	<p style="text-align: center;">Strength (S)</p> <ol style="list-style-type: none"> 1. Status Web is active in providing information to the public 2. The power of law in the form of PERMENSOS No. 25 of 2019 concerning Youth Organizations 3. <i>Karang Taruna</i> is a potential and source of social welfare 4. <i>Karang Taruna</i> can organize training to increase the capacity of the younger generation 5. <i>Karang Taruna</i> received financial assistance 	<p style="text-align: center;">Weakness (W)</p> <ol style="list-style-type: none"> 1. The low level of social welfare and managerial administration of <i>Karang Taruna</i> 2. Development potential of the younger generation and society is still low 3. It is not yet optimal to play an active role in preventing and overcoming social problems through social rehabilitation, social security, social empowerment and social protection as well as national priority programs. 4. The low spirit and entrepreneurial spirit of the younger generation towards independence in an effort to improve social welfare 5. The low ability to establish synergies and partnerships between the younger generation and various parties in realizing increased social welfare
<p style="text-align: center;">Opportunity (O)</p> <ol style="list-style-type: none"> 1. <i>Karang Taruna</i> as a media for PPKS 	<p style="text-align: center;">SO Strategy</p> <ol style="list-style-type: none"> 1. <i>Karang Taruna</i> utilizes its social 	<p style="text-align: center;">WO Strategy</p> <ol style="list-style-type: none"> 1. Optimizing administration and

<p>entrepreneurship development (E-WARONG KUBE and KPM PKH)</p> <ol style="list-style-type: none"> 2. E-WARONG KUBE and KPM PKH business management as opportunities for <i>Karang Taruna</i> activities 3. Market place optimization as a <i>Karang Taruna</i> partner 4. Utilization of the web as a medium for program socialization 5. <i>Karang Taruna</i> can form a Cooperative with KUBE as a member 	<p>media to provide information to the public about E-WARONG KUBE</p> <ol style="list-style-type: none"> 2. <i>Karang Taruna</i> is an institution that has a legal basis and can carry out the management of the E-WARONG KUBE business in accordance with PERMENSOS No.25 of 2019 3. Utilizing cooperation and partnerships to optimize market place 4. Conduct training and capacity building for young people on social media, entrepreneurship, organizing and administering social welfare 5. Funds distributed can be used as initial capital to create cooperative 	<p>managerial use of technology</p> <ol style="list-style-type: none"> 2. Increasing potential by holding training that focuses on directed and sustainable business management of E-WARONG KUBE 3. <i>Karang Taruna</i> is starting to need to be active in finding resource systems by utilizing partnerships to support the process of <i>Karang Taruna</i> activities 4. <i>Karang Taruna</i> needs to be active in initiating and driving innovation and creativity for the younger generation 5. Providing information needs to be changed by utilizing the web and existing technology to support entrepreneurship training for the younger generation
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Threat (T)	ST Strategy	WT Strategy
<ol style="list-style-type: none"> 1. <i>Karang Taruna</i> activities are threatened with a vacuum if they don't take advantage of opportunities 2. The Entrepreneurial Spirit of <i>Karang Taruna</i> is declining 3. <i>Karang Taruna</i> operational activities depend on government funds 4. Training and coaching programs do not have a significant impact on the development of <i>Karang Taruna</i> 5. Higher Organizational Competition in the era of trade through ioethics 	<ol style="list-style-type: none"> 1. Activities are distributed via the web so that people can participate 2. Continuous entrepreneurship training 3. Utilizing funds from partnerships with various sources for each activity 4. The training held must be integrated, directed and right on target 5. Innovate various activities in it using the funds they have 	<ol style="list-style-type: none"> 1. Improvements in administrative and managerial terms of <i>Karang Taruna</i> so that they are more focused and scheduled 2. Entrepreneurship training is packaged in an attractive way and adapts to the interests of the younger generation 3. The orientation of <i>Karang Taruna</i> needs to be changed with a focus on establishing partnerships by sharing resource systems 4. Bring in an expert to be a resource person in each training 5. Looking for the identity and uniqueness of <i>Karang Taruna</i> in order to compete with other organizations

Source: Research Finding, 2023

The results from the analysis of the table above show that a combination of internal and external factors can influence *Karang Taruna* in Cibeunying Kaler. The combination of these two factors is shown in the SWOT analysis result diagram. The following are the results of the analysis based on the SWOT matrix:

- a) SO (Strength – Opportunity) Strategy This strategy is a mix of internal strength factors and external opportunity factors, namely, using all available strengths to

seize and take advantage of as many opportunities as possible. The strategies used by Karang Taruna in Cibeunying Kaler are: (a) Karang Taruna utilizes social media to provide information to the public about E-WARONG KUBE, (b) Karang Taruna is an institution that has a legal basis and can carry out managerial business E-WARONG KUBE in accordance with PERMENSOS No.25 of 2019, (c) Utilizing Cooperation and partnerships to optimize market place, (d) Conducting training and capacity building for young people on social media, entrepreneurship, organizing and administering social welfare and (e) Funds disbursed can as the initial capital to create cooperatives.

- b) ST Strategy (Strength - Threat) This strategy is a combination of internal strength factors and external threat factors. These namely strategies use the strengths possessed by Karang Taruna to overcome various external threats. The strategy adopted by Karang Taruna in Cibeunying Kaler is: (a) Activities are distributed via the web so that the community can participate, (b) Continuous entrepreneurship training, (c) Utilizing funds from partnerships with various sources for each activity, (d) Training organized must be integrated, directed and right on target and (e) Innovate various activities in it using the funds they have.
- c) WO Strategy (Weakness - Opportunity) This strategy is a combination of internal factors of weakness and external factors of opportunity. The strategy used is based on exploiting existing opportunities by reducing the weaknesses of Karang Taruna. The strategies pursued by Karang Taruna in Cibeunying Kaler are (a) Optimizing administration and managerial use of technology, (b) Increasing potential by conducting training that focuses on managerial E-WARONG KUBE business that is directed and sustainable, (c) Karang Taruna begins to need to be active in finding resource systems by utilizing partnerships to support the Karang Taruna activity process, (d) Karang Taruna needs to be active in efforts to pioneer and drive innovation and creativity of the younger generation. In the world of business, where management is regarded as the cornerstone of the development process, innovation is the substance of management (Nasiri et al., 2016) and (e) Providing information needs to be changed by utilizing the web and existing technology to support entrepreneurship training for the younger generation.
- d) WT Strategy (Weakness - Threats) This strategy is a combination of internal weaknesses and external threat factors; this strategy always tries to avoid the possibility of an external threat to reduce the weaknesses of Karang Taruna. The WT strategy pursued by the Karang Taruna business in Cibeunying Kaler is: (a) Improvement in administration and managerial terms of Karang Taruna to make it more focused and scheduled, (b) Entrepreneurship training is packaged attractively and adapts to the interests of the younger generation, (c) Karang Taruna Orientation Taruna needs to be changed by focusing on establishing partnerships by sharing resource systems, (d) Bringing in an expert to be a resource person in each training and (e) Looking for the identity and uniqueness of Karang Taruna so that it can compete with other organizations.

4. Conclusions

Karang Taruna's venture is to develop the soul and spirit of social entrepreneurship for the more youthful generation closer to independence to be able to improve social welfare. suitable management will lead the employer to acquire its desires. management strengthening capability at Karang Taruna Cibeunying Kaler became analyzed the usage of SWOT analysis.

This SWOT analysis is seen through internal and external factors, which show that Karang Taruna Cibeunying Kaler is in a quadrant III position where there needs to be change and increase in strength and existing potential. Karang Taruna Cibeunying Kaler is still low in social welfare administration and Karang Taruna management. The low factor of social welfare administration and management of Karang Taruna in Cibeunying Kaler is due to the fact that Karang Taruna is not yet optimal in playing an active role in preventing and overcoming social problems through social rehabilitation, social security, social empowerment, and social protection as well as national priority programs. The effort that Karang Taruna Cibeunying Kaler needs is to optimize administration and managerial use of technology to increase potential by holding training that focuses on managerial E-WARONG KUBE business that is directed and sustainable.

As for social workers as professional workers, they can help Karang Taruna Cibeunying Kaler to optimize social welfare administration and organizational managerial by providing training. As well as being a liaison to help Karang Taruna with partners or resource systems that can help develop the Karang Taruna organization in Cibeunying Kaler.

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