

## **ABSTRAK**

Salah satu permasalahan yang sering terjadi di desa yaitu masalah pengangguran dan urbanisasi di kalangan pemuda desa. Oleh karena itu diperlukan peran dari semua kalangan dalam mengatasinya, khususnya peran dari seorang pemuda yakni dengan mendirikan sebuah unit usaha. Unit usaha tersebut nantinya diharapkan mampu menciptakan sebuah lapangan pekerjaan dan kemandirian bagi orang lain.

Tujuan dari penelitian ini yakni (1) Menganalisis peran unit usaha Kampung Marketer dalam mengatasi pengangguran dan urbanisasi di kalangan pemuda Desa Tamansari, Kecamatan Karangmoncol, Kabupaten Purbalingga, Provinsi Jawa Tengah (2) Mengevaluasi pengaruh peran unit usaha Kampung Marketer dalam membentuk ketahanan pribadi pemuda Desa Tamansari, Kecamatan Karangmoncol, Kabupaten Purbalingga, Provinsi Jawa Tengah. Jenis penelitian ini adalah deskriptif kualitatif. Narasumber dalam penelitian ini yakni pendiri unit usaha Kampung Marketer, pemuda Desa yang bekerja di unit usaha Kampung Marketer, dan Kepala Desa Tamansari. Teknik pengumpulan data penelitian ini menggunakan teknik wawancara, observasi, dokumentasi, dan penelusuran data online. Alat analisis penelitian ini menggunakan analisis deskriptif kualitatif dan analisis komparatif.

Hasil penelitian menunjukkan bahwa (1) Terdapat beberapa peran dari unit usaha Kampung Marketer dalam mengatasi pengangguran dan urbanisasi di kalangan pemuda Desa Tamansari, Kecamatan Karangmoncol, Kabupaten Purbalingga, Provinsi Jawa Tengah, (2) Terdapat pengaruh dari peran unit usaha Kampung Marketer dalam membentuk ketahanan pribadi pemuda Desa Tamansari, Kecamatan Karangmoncol, Kabupaten Purbalingga, Provinsi Jawa Tengah yakni dalam aspek rasa percaya diri, bertanggung jawab, rasa kebersamaan, mandiri, berpegang pada prinsip, dan pantang menyerah. Kesimpulannya, unit usaha Kampung Marketer telah mampu mengatasi pengangguran dan urbanisasi dengan memperkerjakan banyak pemuda Desa Tamansari yang dahulunya menganggur dan melakukan urbanisasi. Unit usaha Kampung Marketer juga mampu memberikan manfaat positif dalam membentuk ketahanan pribadi pemuda Desa Tamansari, Kecamatan Karangmoncol, Kabupaten Purbalingga, Provinsi Jawa Tengah.

**Kata Kunci:** Peran, Unit Usaha Kampung Marketer, Pengangguran, Urbanisasi, Ketahanan Pribadi.

## **ABSTRACT**

*One of the issues frequently occurred in rural area is in terms of unemployment and urbanization among the youths. Therefore, there is a need to involve all relevant parties to manage this issue – particularly the role from a youth by establishing a business unit. This unit later on is expected to be capable of creating jobs and independence for other people.*

*The aims of this research include: (1) To analyze the role of business unit of Kampung Marketer (Marketer Village) in managing the unemployment and urbanization among the youths in Tamansari Village, Karangmoncol District, Purbalingga Regency, Central Java Province; (2) To evaluate the impacts of the business unit of Kampung Marketer in building the personal resilience among the youths in Tamansari Village, Karangmoncol District, Purbalingga Regency, Central Java Province. This is a descriptive-qualitative research in which the informants in this research were the founder of the business unit of Kampung Marketer, young people who working in Business Unit of Kampung Marketer, and the Chief of Tamansari Village. The technique in collecting data in this research was conducted through interview, observation, documentation and searching online data. The analysis tool in this research used the descriptive-qualitative analysis and comparative analysis.*

*The results of this research showed that: (1) there were a number of roles from the Business Unit of Kampung Marketer in managing the unemployment and urbanization among the youths in Tamansari Village, Karangmoncol District, Purbalingga Regency, Central Java Province; (2) there was an impact of the role of Business Unit of Kampung Marketer on the personal resilience building among the youths of Tamansari Village, Karangmoncol District, Purbalingga Regency, Central Java Province, i.e. in the aspects of self-confidence, responsibility, togetherness, independence, adhering to principles, and perseverance. It can be concluded that the Business Unit of Kampung Marketer has been able to cope with the unemployment and urbanization by hiring many youths in this village in which previously they were unemployed and did urbanization. The Business Unit of Kampung Marketer also is able to give a positive benefit in building the personal resilience among the youths in Tamansari Village, Karangmoncol District, Purbalingga Regency, Central Java Province.*

*Keywords: Role, Business Unit Kampung Marketer, Unemployment, Urbanization, Personal Resilience.*