

The Effect of Youth's Role in Improving Micro, Small and Medium Enterprises (MSMEs) in Medan City

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ABSTRACT

Medan City, which has the potential of SMEs with a number of products and services that are very feasible to be developed and fostered in the context of accelerating regional development. However, at present there is little interest in youth in MSMEs due to the lack of motivation to enter into entrepreneurship, whether there is youth, intense competition and a relatively low level of education. Many of them are more interested in working as employees or under the leadership of others, because they think that opening their own business requires a fairly long process. The purpose of this study was to analyze the influence of the role of youth as a dynamic, catalyst, motivator, innovator and evaluator on the improvement of MSMEs in Medan City. This research is a quantitative study. This research was conducted on all SMEs in Medan. The research was conducted in January 2019 to June 2019. The results showed that the Youth's Role as a dynamic, catalyst, motivator, innovator and evaluator to improve MSMEs in Medan City. This was seen from calculated F value of $4.256 >$ from the Ftable value of 2.32 at a significance level of 0,000 < 0.05 . The increase in MSMEs in Medan is seen from the welfare of the community including employment and MSME income levels in financing family life. The existence of employment for young people in the city of Medan and the adequacy of MSME income in financing family life from the presence of MSME shows that it has an impact on the development of a region that is going well and increasing. The role of young people who are able to improve MSMEs in Medan in this case Micro Business through structuring affects regional development, which from an economic

aspect will increase economic activities that occur around the area.

Keywords: The Role of Youth, Improving, Micro, Small and Medium Enterprises (MSMEs), Medan City

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are one of the important economic sectors to be observed. SMEs are entrepreneurs who continue to run their businesses with limited capabilities. Research results in China show that MSMEs can increase due to strong initiative and support from the local government, this is also the same as the findings (R. C, Raduan., 2016) in Malaysia that personal initiative, support from parents and the government have a significant role, important in improving MSMEs.

Empowerment of Micro, Small and Medium Enterprises in the dimension of national development based on a populist economic system, is not only intended to reduce the problem of inequality between income groups and between actors or employment. Moreover, the increase is able to broaden the economic base and can make a significant contribution in accelerating structural change, namely by increasing regional economies and national economic resilience. The development of small and medium enterprises is a priority and becomes very vital (Soedarna, 2015).

Micro, Small and Medium Enterprises in developing countries, such as in Indonesia, are often associated with

domestic economic and social problems such as high levels of poverty, high unemployment, unequal distribution of income, uneven development processes between urban and rural areas, and problems urbanization. The improvement of MSMEs is expected to be able to make a significant positive contribution to efforts to overcome these problems. Small and Medium Enterprises in Indonesia can survive the economic crisis caused by 4 (four) things, namely: (1) Some MSMEs produce consumer goods, especially those that are not durable, (2) The majority of MSMEs rely more in non-banking financing in the aspect of business funding, (3) In general, MSMEs carry out strict product specialization, in the sense of only producing certain goods or services, and (4) Establishment of new MSMEs as a result of the large number of termination of employment in the formal sector.

Medan City which is very strategic in order to realize the Master Plan for the Acceleration of Indonesian Economic Development (MP3EI) is a city that is supported by the presence of industrial estates, ports, railroad development and projected regional development going forward, the role of the community as business actors, especially in the MSME sector in this city is very important to study. Medan City, which has the potential of SMEs with a number of products and services that are very feasible to be developed and fostered in the context of accelerating regional development. In addition, the strategic position of Medan City, which is rich in natural resources, has led to the birth of large national and foreign industries found in this city. The existence of BUMN, BUMD, which is currently in preparation to empower various regional resources, is the most appropriate partner in empowering MSMEs. Based on data from the MSME Medan City small and medium industries and household crafts from 2013 to 2018 always have increased from year to year. It is known that the existence of MSMEs in Medan always increases in

number every year, although the increase is not too significant. If the average value is taken, the increase in MSMEs in Medan is only 75 per year. With the ever increasing number of MSMEs, Medan City should have excellent and pilot MSMEs that can be a reference for all interested parties.

Based on data from the Central Statistics Agency of Medan, the population in the city of Medan is 2,089,000 people and based on these data as many as 654,161 people are young people (aged between 15-29 years). With this amount, it can be said that the city of Medan has considerable youth potential in developing the economy of the city of Medan, especially in the field of Micro, Small and Medium Enterprises. Data from the Central Statistics Agency of Medan City also shows that of 654,161 youths in Medan, only 324,553 people entered the workforce. This of course must be a concern for the government. In addition, from the existence of the current MSMEs, the role of youth is still very minimal. Based on preliminary observations made by researchers from 10 (ten) SMEs, there is only 1 (one) driven by youth, this shows that youth participation is very little and if this continues to happen it will be even worse for the future of young people who do not care and are not interested in the line of business.

The lack of youth interest in MSMEs is caused by the lack of entrepreneurial motivation in young people. Many young people think that opening up MSMEs requires a large amount of capital and high ability, even though that is not true. In starting a business, you only need perseverance and confidence in carrying out these business activities. Today's youth mostly want everything that is practical without thinking about future benefits. Many of them are more interested in working as employees or under the leadership of others, because they think that opening their own business requires a fairly long process. Even if only young people are interested and consistent in running MSMEs, it has the potential to advance with

the creative ideas they have and to better guarantee life in the future..

The still low level of public education in Medan City is one of the factors causing the high unemployment rate in Medan City. Most of the population of Medan City only completed their studies up to the elementary school stage, even for residents who did not finish school until the Elementary School stage was also quite high. This is inversely proportional to the relatively low number of scholars. With the ability and level of education that is very limited, of course it will be difficult for them to be accepted into the world of work, especially the competition is very hard and also the number of jobs available is not proportional to the number of job seekers available. Learning from all the phenomena that exist, increasing MSMEs in Medan as one of the frontline in efforts to reduce the number of unemployed, expanding employment opportunities and improving economic conditions should be examined. In addition, the great potential of young people in the city of Medan is expected to be able to answer the current problems.

LITERATURE REVIEW

Small and Medium Enterprises

Some institutions or agencies even Act (UU) provides the definition of Micro, Small and Medium Enterprises (MSMEs), including the State Ministry of Cooperatives and Micro and Small and Medium Enterprises (Menekop and MSMEs), the Central Statistics Agency (BPS), and Law No . 20 of 2008. The definitions of MSMEs conveyed differ from one another. According to the Ministry of State for Cooperatives and Micro and Small and Medium Enterprises (Menekop and MSMEs), what is meant by Small Business (UK), including Micro Business (UMI), is a business entity that has a maximum net worth of Rp 200,000,000, not including land and business premises, and has annual sales of up to Rp 1,000,000,000. Meanwhile, Medium Enterprises (UM) are business entities owned by Indonesian citizens who

have a net worth of more than Rp 200,000,000 s.d. Rp 10,000,000,000, excluding land and buildings. The Central Statistics Agency (BPS) provides a definition of MSME based on the quantity of labor. Small businesses are business entities that have a workforce of 5 to 19 people, while medium businesses are business entities that have a workforce of 20 to 99 people.

The Purpose of Micro, Small and Medium Enterprises

Based on Regional Regulation Number 11 of 2014 concerning the management of Micro and Small and Medium Enterprises, namely:

1. Achieve a balanced, developing and equitable regional economic structure
2. Grow and develop the ability of SMEs that are strong and independent
3. Increasing the role of SMEs in regional development
4. Creating jobs
5. Equitable income distribution
6. Fostering regional economic growth; and
7. Poverty alleviation.

Performance of Small and Medium Industries in Indonesia

MSMEs in developing countries, such as in Indonesia, are often associated with domestic economic and social problems such as high levels of poverty, large amounts of unemployment, unequal distribution of income, uneven development processes between urban and rural areas, and problems of urbanization. The improvement of MSMEs is expected to be able to make a significant positive contribution to efforts to overcome these problems. (Rahmana, 2016) MSMEs in Indonesia can survive the economic crisis caused by 4 (four) things, namely:

1. Some MSMEs produce consumer goods.
2. The majority of MSMEs rely more on, especially those that are not durable, non-banking financing.
3. In general, MSMEs conduct strict product specialization, in the sense of

only producing certain goods or services, and in the aspect of business funding.

4. The formation of new MSMEs as a result of the many termination of employment in the formal sector.

Business Partnerships and Problems

In the face of competition in the 21st century, SMEs are required to carry out restructuring and reorganization with the aim of meeting the demands of increasingly specific, rapidly changing consumers, high-quality products, and low prices. (Rahmana, 2016) One of the efforts that can be done by SMEs is through a cooperative relationship with Large Enterprises (UB). Awareness of this collaboration has given birth to the concept of supply chain management (SCM) in the 1990s. Supply chain is basically a network of companies that jointly work to create and deliver a product to the end user. The importance of friendship, loyalty, and mutual trust between industries to create a market space without competitors, which then led to the concept of blue ocean strategy. Cooperation between companies in Indonesia, in this case between MSMEs and UB, is known as partnership (Government Regulation No. 44 of 1997 concerning Partnership). The partnership must be accompanied by UB's guidance towards SMEs that pay attention to the principle of mutual need, mutual reinforcement, and mutual benefit. Partnership is a business strategy carried out by two or more parties within a certain period of time to achieve mutual benefits with the principle of mutual need and mutual encouragement. Partnership is a series of processes that begin by getting to know potential partners, knowing the position of the strengths and weaknesses of their business, starting to build strategies, implement, monitor, and evaluate until targets are reached.

The Role of Youth

Youth or young people are often used in daily life and terms. Youth are

individuals who when seen physically are experiencing development and are psychologically undergoing emotional development, so youth are human resources for development both now and in the future. Youth is a part of social society which has an influence on regeneration in people's lives. Youth has a potential identity as a successor to the ideals of the struggle of the nation and human resources for the development of the nation and religion. (Mico, 2012) In addition, youth have a role as agents of change that youth in addition to having ideas or ideas that need to be developed, but also play a role as a change of the state and nation.

Youth are adults aged 16-30 years according to Law Number 40 of 2009 concerning Youth. Youth is the figure of the nation's next generation, as an agent of change (movement of change), even as for those who say that youth is a person with a democratic spirit, a person who is sometimes selfish, and wants to get recognition of his thoughts and abilities. The role of youth in the community is trying to develop creative and innovative thinking, for example participating in community organizations and wanting to be involved in the role of government policy-making processes and being able to disseminate specific empowerment for the community. The community itself becomes a forum for young people to express creative and innovative ideas. Youth who are often identified as agents of change, because they have a soul and mental attitude that can create a climate of change towards a better, have the ability to socialize in the midst of community life, able to solve social polemic, able to adapt to social life and able to improve the nation's development will be better and organized according to aesthetic values. Youth in his webster dictionary as "the time of life between childhood and maturity, early maturity, the state of being young or immature or experienced, the freshness and vitality characteristic of a young person. (a life that stands between childhood and adulthood in this time a

young man is unstable, emotional control and stability of the establishment can still be influenced by outsiders. A young man has characteristics that describe what looks like personality). Yet the essence is that the future of a nation lies in the hands of youth, meaning that they will replace the previous generation in leading the nation.

MATERIALS & METHODS

This research is categorized as quantitative descriptive. This research was conducted in Medan City, North Sumatra Province, when the research was conducted for 6 (six) months, from January to June 2019. The selection of Medan City as a place of research was based on the consideration that, Medan City has the potential of abundant natural resources, not only that the entry of Medan City as one of the Special Economic Zones in the context of realizing MP3EI (Master Plan for the Acceleration of Indonesian Economic Development) would certainly be a very large capital in the effort to develop MSMEs in Medan City. The population studied in this research were all SMEs in Medan as many as 1245 MSMEs. The sample used by researchers is to use the proportionate stratified random sampling method. Data collection techniques used in this study was interview, questionnaire and observation techniques. The type of data in this study is primary data

RESULT

Data analysis

Data Normality Test

The purpose of the normality test is to test whether in the regression model the assurance variable of the data follows or approaches the normal guarantee variable. In this study, there are two approaches to find out whether the guarantee variable data is normal or not, namely the Graph approach and the Kolmogorov-Smirnov approach.

Graphical Approach

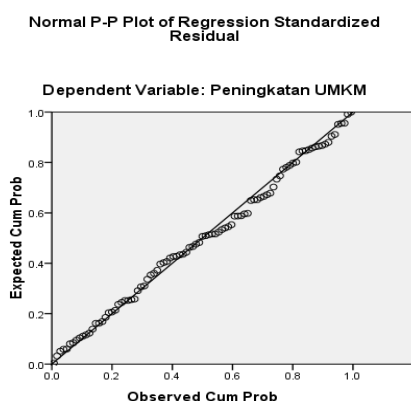


Figure 1. Normality Test Plot

In a scatterplot chart, you can see dots that follow the data along the diagonal line. This means that the data are normally guaranteed.

Kolmogorov-Smirnov's approach

Table 1. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		93
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.63082770
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.040
Kolmogorov-Smirnov Z		.532
Asymp. Sig. (2-tailed)		.940
a. Test distribution is Normal.		
b. Calculated from data.		

Source: SPSS 20.0 processing results (July, 2019)

In Table 1 it is known that the Asymp.Sig (2-tailed) value is 0.940 and above the significant value (0.05). Therefore, according to graph analysis, statistical analysis with Kolmogorov-Smirnov (K-S) non-parametric statistical test also states that the residual variables are normally distributed.

Validity and Reliability Test

Validity test

Validity is a measure that shows the validity or validity of an instrument. An instrument is said to be valid if it is able to measure what should be measured and is able to reveal data from the variables studied appropriately. The questionnaire in this study which contained 23 question items

about the role of youth in improving Micro, Small and Medium Enterprises (MSMEs) in Medan City was distributed to 93 respondents.

Validity testing is performed using SPSS version 20.0 with the following criteria:

- If $r_{\text{arithmetic}} > r_{\text{table}}$, then the statement is said to be valid
- If $r_{\text{arithmetic}} < r_{\text{table}}$, the statement is said to be invalid
- r_{table} in sample (n) is 93 with a significance level of 5% is 0.201
- r_{count} can be seen in the corrected item-total correlation column

Table 2. Validity Test Results

No Item	r count	r table	Information
1	0,314	0,201	Valid
2	0,418	0,201	Valid
3	0,458	0,201	Valid
4	0,283	0,201	Valid
5	0,301	0,201	Valid
6	0,275	0,201	Valid
7	0,292	0,201	Valid
8	0,363	0,201	Valid
9	0,318	0,201	Valid
10	0,245	0,201	Valid
11	0,375	0,201	Valid
12	0,551	0,201	Valid
13	0,508	0,201	Valid
14	0,448	0,201	Valid
15	0,227	0,201	Valid
16	0,218	0,201	Valid
17	0,391	0,201	Valid
18	0,262	0,201	Valid
19	0,341	0,201	Valid
20	0,394	0,201	Valid
21	0,432	0,201	Valid
22	0,427	0,201	Valid
23	0,424	0,201	Valid

Source: SPSS 20.0 processing results (July, 2019)

Based on the data above, it can be concluded that all the questionnaires used in the role of youth and the improvement of MSMEs in Medan were declared valid.

Reliability Test

The reliability test refers to an understanding that an instrument can be trusted to be used as a data collection tool because the instrument is already good, reliability shows the level of stability, consistency, and reliability of the instrument to describe symptoms as they are. In the validity test the reliability will be determined by the criteria shown in the following table:

Table 3. Level of Reliability Based on Alpha Value

Alpha value	Level of reliability
0,0 – 0,20	Not Reliable
0,20 – 0,40	Somewhat reliable
0,40 – 0,60	Reliable
0,60 – 0,80	Reliable
0,80 – 1,00	Very reliable

The reliability level of the statement of youth role variables and the improvement of MSMEs in Medan based on the output of 20.00 can be seen in the table below:

Table 4. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.688	23

Source: SPSS 20.0 processing results (July, 2019)

In Table 4. it is known that the alpha coefficient at the 5% significance level is 0.688. This means $0.688 > 0.60$ and $0.688 < 0.80$ so that it can be stated that the questionnaire is reliable and can be distributed to respondents so that it can be used as a research instrument.

Simultaneous Test F

The F-test was carried out to test simultaneously or together whether the independent variable, namely the role of youth, had a positive and significant influence on the improvement of MSMEs in Medan.

The hypothesized model used in this F-test is:

$$H_0: b_1 = b_2 = b_3 = 0$$

This means that together there is no positive and significant influence of the independent variable (X) on the dependent variable (Y).

$$H_0: b_1 \neq b_2 \neq b_3$$

This means that together there is a positive and significant influence of the independent variable (X) on the dependent variable (Y).

To determine the value of F, it is necessary to have the numerator-free degree and the denominator-free degree, with the following formula:

$$df(\text{numerator}) = k - 1$$

$$df(\text{denominator}) = n - k$$

description n: number of study samples = 93

k: number of free and bound variables = 6

So it is obtained:

1. df (numerator) = k - 1 df (numerator) = 6 - 1 = 5

2. df (denominator) = n - k df (denominator) = 93 - 6 = 87

The amount of F arithmetic will be obtained with the help of SPSS 20.0 software for

windows, then will be compared with the value of F table at the level of $\alpha = 5\%$

Decision making criteria:

H0 is accepted if Fcount < F table at $\alpha = 5\%$

Ha is accepted if Fcount > F table at $\alpha = 5\%$

Table 5. F-Test Results

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	64.629	5	12.926	4.596	.001 ^a
	Residual	244.683	87	2.812		
	Total	309.312	92			
a. Predictors: (Constant), Evaluators, Drivers, Catalysts, Dynamists, Innovators						
b. Dependent Variable: Improvement of MSMES						

Source: SPSS 20.0 processing results (July, 2019)

In Table 5 can be seen the results of the calculated F count in column F that is equal to 4.596 > of the F table value of 2.32 at a significance level of 0.001 < 0.05 ($\alpha = 5\%$). Hypothesis testing criteria if F arithmetic > F table and significance level 0.001 < 0.05 (error rate $\alpha = 5\%$) then the hypothesis is accepted, meaning that the role of youth as dynamic, catalyst, motivator, innovator and evaluator simultaneously influences the improvement of MSMEs in Medan City .

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Information:

Y = Improvement of MSMEs

a = constant

b = Regression coefficient

X1 = Dynamic

X2 = Catalyst

X3 = Pusher

X4 = Innovator

X5 = Evaluator

E = Error

Hypothesis testing

Multiple Linear Regression Analysis

Hypothesis testing of this study uses multiple linear regression with the test model:

Multiple linear regression analysis in this study using SPSS 20.0 for Windows software, can be seen in the following Table 6:

Table 6. Analysis of Multiple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.523	3.201		2.038	.045
	Dynamist	.433	.099	.425	4.372	.000
	Catalyst	.190	.145	.128	1,710	.004
	Pusher	.065	.076	.087	1.855	.003
	Innovator	.108	.153	.075	1.705	.000
	Evaluator	.028	.194	.015	1.642	.001
a. Dependent Variable: Improvement of MSMEs						

Source: SPSS 20.0 processing results (July, 2019)

On the results of data processing as shown in Table 6 column Unstandardized Coefficients part B obtained the linear regression equation as follows:

$$Y = 6,523 + 0,433X_1 + 0,190X_2 + 0,065X_3 + 0,108X_4 + 0,028X_5 + e$$

In this equation can be explained as follows:

a. Constants (a) = 6,253. This shows a constant value, where if the youth role variable = 0, then the increase in MSMEs in Medan City (Y) = 6.253.

b. Coefficient X1 = 0.433. This means that the variable role of youth as a dynamic (X1) influences the improvement of MSMEs. Or in other words if the

variable role of youth as a dynamic (X1) is increased by one unit, the increase in MSMES in Medan City increases by 0.433.

- c. Coefficient X2 = 0.190. This means that the variable role of youth as a catalyst (X2) influences the improvement of MSMES. Or in other words if the variable role of youth as a catalyst (X2) is increased by one unit, the increase in MSMES in Medan City increases by 0.190.
- d. Coefficient X3 = 0.065. This means that the variable role of youth as a driver (X3) influences the improvement of MSMES. Or in other words if the variable role of youth as a driver (X3) is increased by one unit, the increase in MSMES in Medan City increases by 0.065.
- e. Coefficient X4 = 0.108. This means that the variable role of youth as innovators (X4) influences the improvement of MSMES. Or in other words if the variable role of youth as innovators (X4) is increased by one unit, the increase in MSMES in Medan City increases by 0.108.
- f. Coefficient X5 = 0.028. This means that the youth role variable as an evaluator (X5) influences the improvement of MSMES. Or in other words if the variable role of youth as evaluator (X5)

is increased by one unit, the increase in MSMES in Medan City increases by 0.433.

T-test

The t-test was carried out to test partially or individually whether the independent variable, namely the role of youth, had an influence on the improvement of MSMES in Medan City.

The hypothesized model used in this t-test is:

Ho: $b_1 = 0$

This means that partially there is no positive and significant effect of the independent variable (X) on the dependent variable (Y).

Ho: $b_1 \neq 0$

This means that partially there is a positive and significant effect of the independent variable (X) on the dependent variable (Y)

Decision making criteria:

H0 is accepted if $t_{count} < t_{table}$ at $\alpha = 5\%$

Ha is accepted if $t > t_{table}$ at $\alpha = 5\%$

The value of t_{count} will be obtained with the help of SPSS Software 20.0 for windows, which then compares the value will be compared with the value of t_{table} at the level of $\alpha = 5\%$ and df (denominator) = $n - k = 93 - 6 = 87$,

description n: number of study samples = 93

k: number of free and bound variables = 6

obtained t table = 1,662

Table 7. T-Test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	6.523	3.201		2.038	.045
	Dynamist	.433	.099	.425	4.372	.000
	Catalyst	.190	.145	.128	1.710	.004
	Pusher	.065	.076	.087	1.855	.003
	Innovator	.108	.153	.075	1.705	.000
	Evaluator	.028	.194	.015	1.642	.001

a. Dependent Variable: MSMES increase

Source: SPSS 20.0 processing results (July, 2019)

Based on table 7 it can be seen that:

- 1. The variable dynamicator (X1) is known that the significance value of $0,000 < 0,05$ ($\alpha = 5\%$) and t arithmetic $(4.372) > t$ table (1.662) which means that the role of youth as a dynamic (X1)

significantly influences the increase in MSMES in Medan city.

- 2. The catalyst variable (X2) is known that the significance value $0.004 < 0.05$ ($\alpha = 5\%$) and t arithmetic $(1.310) > t$ table (1.662) which means that the role of

- youth as a catalyst (X2) influences the increase in MSMES in the City Field.
3. The driving variable (X3) is known that the significance value $0.003 < 0.05$ ($\alpha = 5\%$) and t arithmetic $(1.855) > t$ table (1.662) , which means that the role of youth as a driver (X3) has a significant effect on increasing MSMES in Medan city.
 4. The innovator variable (X4) is known that the significance value of $0,000 < 0.05$ ($\alpha = 5\%$) and t arithmetic $(1,705) > t$ table $(1,662)$ which means that the role of youth as an innovator (X4) has a significant effect on increasing MSMES in Medan city.
 5. The evaluator variable (X5) is known that the significance value of $0.001 < 0.05$ ($\alpha = 5\%$) and t arithmetic $(1,246) > t$ table $(1,662)$ which means that the role of youth as an evaluator (X) significantly influences the increase in MSMES in Medan city.

DISCUSSION

Youth plays a big role in increasing MSMES, an understanding that most respondents stated that the role of Youth is an important factor contributing to the improvement of Micro, Small and Medium Enterprises (MSMEs) in Medan, North Sumatra Province. The influence of Youth's Role as a dynamic, catalyst, motivator, innovator and evaluator on the improvement of Micro, Small and Medium Enterprises (MSMEs) in Medan City, North Sumatra Province simultaneously with the F count equation of $4.596 >$ from the F table value of 2.32 . The Influence of the Youth's Role as a dynamic, catalyst, motivator, innovator and evaluator on the improvement of Micro, Small and Medium Enterprises (MSMEs) in Medan City in North Sumatra Province partially with t count $>$ t table ..

Youth is a part of social society which has an influence on regeneration in people's lives. Youth has an identity as a successor to the ideals of the struggle of the nation and a source of human development of the nation, nation and religion. Apart

from the results of the calculation of the influence of the Youth Role, all agree that youth are the successors of the wheels of the development of the Indonesian Nation because youth are target thinkers to be better than before because it is on the shoulders of the nation's future. Youth must use their position to build young people's resources so that they have the knowledge and competition to compete in people's lives.

In this research in general there were 5 (five) roles of youth namely youth as dynamists in the form of MSMES activists who made efforts such as initiating and participating in training programs, becoming facilitators of collaboration between MSMES Actors and Medan City Government, adding to MSMES connections and relationships. Youth as a catalyst in the form of opening up employment opportunities to other youth and participating and based on local wisdom. Youth as a motivator such as youth motivates and calls for struggle for the young people themselves and MSMES actors so that they do not give up easily in the ongoing process of business done by MSMES actors. Youth as innovators such as having ideas and ideas to create new products and innovations, having methods of creating new products that have not been created by others, and youth as evaluators in the form of evaluating and monitoring based on applicable legal products and overseeing government programs related to MSMES. The five roles of youth will be effective and effective in the development process when there is a commitment and consistency of youth to always make changes and improvements for the welfare of society, not trapped in the realm of pragmatism that confines idealism and rationalism, does not prioritize personal or group interests, does not also become political tools of a group of problems in the era of globalization that occur in various aspects of life greatly affect the competitiveness of youth. So that young people, both directly and indirectly, are required to have both practical skills and

skills that use high technology to be able to compete in creating jobs / developing the types of jobs that are being lived.

The role of Youth in improving Micro, Small and Medium Enterprises (MSMES) in Medan can be through sophisticated social media that makes it easy in various aspects of life. Information technology in recent years has developed so rapidly. This condition indicates changes and demands for interaction by using communication media that utilizes technology. With information technology so fast, the young generation must be able to become a promoter to increase the selling value of Micro, Small and Medium Enterprises (MSMES) products that have not been well developed with the spirit of nationalism. The solution that can be done as a young generation is to utilize information technology as sophisticated social media.

The role of youth in the community tries to develop creative and innovative thinking, for example participating in community organizations and wanting to be involved in the role of government policy-making processes and being able to disseminate specific empowerment for the community. The community itself becomes a forum for young people to express creative and innovative ideas. The existence of youth in the community must be able to move through direct advocacy to the community. This means that the youth descends directly into the community sector directly and provides awareness to the public of the importance of structuring better national development. Youth has an important position in nation building. They become major human resources, strategic groups with the vitality of agents of change in the life of the nation, community and state. Youth also become the heirs of the future regeneration of the nation's civilization therefore youth must be placed as strategic and potential groups for national leadership which are productive resources for development in the political, economic, social, cultural, defense and security fields.

youth must be positioned as the owner of idealism that can determine the paradigm of all aspects of the life of the nation, state and society. Thus, youth are placed as agents of change in making very fundamental changes even though it turns out that youth as one of the centers of alternative change often becomes a focus and hope, if the role of change that should be carried out by the State is unsatisfactory or constrained by various problems.

One of the cities in the province of North Sumatra that is very strategic in order to realize the Master Plan for the Acceleration of Indonesian Economic Development (MP3EI) is the City of Medan, which is supported by the presence of industrial zones, ports, railroad development and projected regional development going forward, hence the role of the community as a world agent efforts, especially in the MSMES sector in this city, are very important to study. Medan City has potential MSMES actors with a number of goods and service products that are very feasible to be developed and fostered in the context of accelerating regional development. In addition, the strategic position of the city of Medan, which is rich in natural resources, has led to the birth of large national and foreign industries found in this district. The existence of BUMN, BUMD, which is currently in preparation to empower various regional resources, is the most appropriate partner in empowering MSMES.

The influence of MSMES which was initiated by young people in Medan has been able to increase regional development in Medan. This can be viewed from various perspectives both in terms of the economy, the provision of employment, public welfare, poverty rates, crime rates and GRDP. The existence of MSMES is able to create a multiplier effect on regional development, especially in terms of the local economy where it has driven an increase in demand for raw materials, such as from agriculture, manufacturing, transportation and warehousing as well as

through structuring and coaching. The role of the youth contributed to the development and business activities. Based on the aspect of employment that is able to absorb more labor with its role as a catalyst, namely opening up employment opportunities for other youth, thereby reducing unemployment. This MSMES sector contributes quite a lot in the employment sector, being able to absorb a significant workforce that is not accommodated in the formal sector, while increasing the average income of the population.

Regional development in the city of Medan is seen from the welfare of the community which includes employment and MSMES income levels in financing family life. The employment of young people in the city of Medan and the adequacy of MSMES income in financing family life from the existence of MSMES shows that it has an impact on the development of a region that is going well and increasing. Along with employment, it will be able to improve the youth economy because it has its own income and reduces crime rates. On several sides it has given its own color to the city, because it has been able to provide alternatives for citizens to get the items needed at affordable prices especially more able to absorb labor and be able to increase GDP per capita every year in the city of Medan. The Medan City Government must also be able to empower the role of youth in enhancing MSMES in the development of regions more enhanced by conducting coaching and structuring. Coaching can be done by providing entrepreneurial training and forming associations and cooperatives so that their businesses can be more advanced in developing their businesses.

CONCLUSION

From the test results and discussion of research results, it can be concluded that as follows:

1. The role of youth as a dynamicator influences the improvement of MSMES in Medan City, youth as a dynamicator is a driving force for MSMES that makes efforts

such as initiating and participating in training programs, becoming a facilitator of cooperation between MSMES Actors and the City Government of Medan, adding to the existing MSME connections and relationships.

2. The role of youth as a catalyst influences the increase in MSMES in Medan City, Youth as a catalyst in the form of opening up employment opportunities for other youth.

3. The role of youth as a driver influences the improvement of MSMES in Medan. Youth as a motivator such as youth motivates and calls for struggle for young people themselves and MSMEs actors so that they do not easily give up in the process of ongoing efforts by MSMEs.

4. The role of youth as innovators influences the improvement of MSMES in Medan City, Youth as an innovator has roles such as having ideas and ideas for creating new products and innovations, having methods for creating new products that have not been created by others

5. The role of youth as an evaluator influences the increase in MSMES in Medan City, where youth conduct evaluations and supervision based on applicable legal products and oversee government programs related to MSMES and sales reports that tend to be stable and increase due to youth who always pay attention and monitor developments market to increase sales figures by meeting market needs.

6. The role of youth as a whole is seen from the five aspects namely the role of youth as a dynamic, catalyst, motivator, innovator and evaluator that is helping the development of regions from various sectors such as providing employment, increasing GDP, increasing the economy with income received, reducing poverty and crime rates that happens in the community

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