

EMPOWERING THE YOUNG GENERATION THROUGH THE CYBER ENTREPRENEUR PROGRAM IN BOKOHARJO TOURISM VILLAGE, PRAMBANAN, SLEMAN, YOGYAKARTA

by Prof. Dr. Saliman, M.Pd., Dr. Sudrajat, S.Pd., M.Pd., Dr. Supardi, S.Pd., M.Pd., Satriyo Wibowo, M.Pd.

ABSTRACT

This community service program aims to implement Young Generation Empowerment through the Cyber ??Entrepreneur Program in the Bokoharjo Tourism Village, Prambanan, Sleman, Yogyakarta. This service aims to support the growth of the young generation in rural areas by providing information technology training and entrepreneurial skills. The methods used in this program include training, mentoring, and providing resources to create a conducive environment for the development of digital businesses for the younger generation. The results of this service illustrate a significant positive impact on program participants. The young generation of Bokoharjo Tourism Village who have participated in this program have experienced an increase in their understanding of information technology, digital abilities and entrepreneurial skills. They are able to apply the knowledge gained to start and develop businesses in the digital world. Apart from that, this program has also succeeded in building a spirit of entrepreneurship and collaboration among the younger generation in the community. The initiatives produced by program participants have made a positive contribution to local economic development and promoted the Bokoharjo Tourism Village as an attractive digital destination. Despite its success, this program also faces several challenges, such as limited access to digital infrastructure and the support needed to continue the development of young people's businesses. Therefore, additional steps are needed to expand the reach of the program and increase the accessibility of information technology in rural areas. This service provides evidence that the Empowerment of the Young Generation through the Cyber ??Entrepreneur Program has great potential to improve the quality of life of the young generation in villages, encourage the development of digital businesses, and support local economic growth. This program is also an example that community service can have a significant positive impact on rural communities.

Kata Kunci: *empowering, young generation, cyber entrepreneur*