

Strategies of Young Agripreneurs in Developing Corn Processing Agribusiness: A Case Study in Jajar Village, Trenggalek Regency

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ABSTRACT

Young agripreneurs play an increasingly important role in promoting value-added agricultural businesses and strengthening rural economies through innovation and entrepreneurship. In Jajar Village, Gandusari District, Trenggalek Regency, maize is a major agricultural commodity with strong potential for further processing into competitive agribusiness products. This study aimed to analyse the strategies young agripreneurs use to develop maize-based agribusiness, identify the supporting and constraining factors influencing business development, and examine the impacts of these strategies on business performance and farmers' income. The study employed a qualitative research approach with a descriptive design. Data were collected through in-depth interviews, field observations, and documentation involving young agripreneurs, farmers, village officials, and related stakeholders. The data were analysed using the interactive model of Miles, Huberman, and Saldaña, consisting of data collection, data condensation, data display, and conclusion drawing. The findings indicate that young agripreneurs implement business development strategies through product diversification, innovation in processing and packaging, digital marketing, business partnerships, and continuous capacity building. Developing value-added maize products has expanded market access, strengthened product competitiveness, and created additional employment opportunities in the local community. The average monthly income of respondents increased from IDR1.560.000 to IDR4.140.000, an increase of IDR2.580.000, or approximately 165.38%, following the implementation of these development strategies. The study concludes that young agripreneurs have a strategic role in transforming maize from a primary agricultural commodity into competitive value-added products, thereby contributing to sustainable rural agribusiness development and improving community welfare.

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1. Introduction

The agricultural sector remains an important pillar of Indonesia's economy and a major source of raw materials for the food and agro-processing industries. Maize is a strategic food commodity because of its diverse uses as food, animal feed, and an industrial raw material.

However, maize's economic contribution at the farm level is often constrained by its marketing as a primary commodity, particularly in the form of shelled or dried maize. This limits the added value farmers receive and makes their income vulnerable to commodity price fluctuations. Therefore, developing maize-based agro-processing is needed to transform maize from a primary agricultural commodity into higher-value products while strengthening rural economic activities.

Trenggalek Regency, East Java, has considerable potential for maize development. Data from the Trenggalek Regency Agriculture and Food Office show that Gandusari District recorded a maize harvested area of 1,158 hectares with productivity of 67 quintals per hectare in 2025, resulting in approximately 7,792 tons of production. This production potential provides an adequate supply of raw materials for developing maize-processing businesses. Nevertheless, the availability of raw materials has not automatically resulted in optimal value creation. In rural areas, maize is still predominantly marketed as a primary commodity, while the development of processed products such as corn chips, popcorn, corn flour, marning, tortillas, and other maize-based snacks remains limited. The main challenges include limited product innovation, weak business management capacity, limited market access, limited access to capital, limited digital marketing capabilities, and limited collaboration among actors in the agribusiness value chain.

The development of maize-processing agribusiness requires entrepreneurial actors who are capable of combining agricultural resources with innovation and market opportunities. Young agripreneurs play an important role in this process because they tend to use digital technology, social media, creative product development, modern packaging, branding, and broader marketing networks. Previous studies have demonstrated that agricultural entrepreneurship can encourage innovation and improve the utilization of local agricultural resources, while value-added processing can increase the economic value of agricultural commodities. Other studies have also highlighted digital marketing's potential to expand market access and strengthen the competitiveness of agricultural and processed food products. These findings indicate that developing maize-processing agribusiness should focus not only on production capacity but also on entrepreneurial strategies that integrate product innovation, marketing, technology use, and business networking.

Jajar Village, Gandusari District, represents a relevant rural context for examining this issue because it has agricultural resources and a growing micro, small, and medium enterprise (MSME) sector. The village government has also supported local economic activities by promoting local products through various community and MSME activities. However, maize-processing businesses in the village still face several constraints, particularly in product diversification, business management, access to capital, digital marketing, regeneration of business actors, and partnerships within the agribusiness supply chain. These conditions indicate that the availability of maize resources and local entrepreneurial potential must be supported by appropriate business strategies to create sustainable value added and improve the competitiveness of processed maize products.

Previous research has generally examined agricultural entrepreneurship, value-added processing, digital marketing, or the development of agricultural-based MSMEs as separate issues. Although these studies provide important insights, they have given limited attention to an integrated examination of how young agripreneurs formulate and implement strategies to develop maize-processing businesses at the village level, particularly in relation to product innovation, digital marketing, partnerships, and capacity development. This represents an

important research gap because the success of local-resource-based agro-industries depends not only on the availability of agricultural commodities but also on entrepreneurs' ability to integrate resources, innovation, market opportunities, and business networks. Therefore, this study offers a novel perspective by integrating these dimensions into an analysis of young agripreneurs' strategies for developing maize-processing agribusiness in a rural context.

Based on this research gap, this study aims to analyze the strategies young agripreneurs use to develop maize-processing agribusiness in Jajar Village, Gandusari District, Trenggalek Regency. Specifically, the study examines business strategies related to product innovation, marketing and digital technology use, partnerships, and business capacity development; identifies supporting and inhibiting factors affecting business development; and analyzes the implications of these strategies for the development and competitiveness of maize-processing enterprises. The findings are expected to contribute to the academic literature on agripreneurship and rural agro-industrial development while providing practical insights for young entrepreneurs, local governments, and other stakeholders in developing sustainable and competitive maize-based agribusinesses.

2. Methodology

2.1 Research Design

This study employed a qualitative case study approach supported by descriptive quantitative data. The qualitative case study approach was selected to gain an in-depth understanding of the strategies young agripreneurs use to develop maize-processing agribusinesses in their real-life context. The study focused primarily on business development strategies, including product diversification, product and packaging innovation, digital marketing, partnerships, and capacity building, as well as the supporting and inhibiting factors affecting business development.

Descriptive quantitative data were used as supporting evidence to describe changes in business performance, particularly differences in business income before and after implementing development strategies. The quantitative data were analyzed descriptively and were not intended to test causal relationships or statistical hypotheses. This research design was therefore considered appropriate for explaining both the experiences and strategies of young agripreneurs and the observable changes in their business performance.

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2.2 Research Location

The research was conducted in Jajar Village, Gandusari District, Trenggalek Regency, East Java, Indonesia. Jajar Village was purposively selected as the case study location because it has strong agricultural potential, particularly in maize, and is home to young entrepreneurs involved in maize-processing agribusiness. The village also has a growing micro, small, and medium enterprise (MSME) sector and local initiatives that support promoting community-based products.

Furthermore, Jajar Village provides a relevant context for examining the development of value-added agribusiness based on local agricultural resources. Maize as a local raw material, young business actors, and challenges related to product innovation, marketing, capital, business management, and partnerships make the village an appropriate case for examining young agripreneurs' strategies for developing maize-processing businesses.

2.3 Informants and Sampling

Informants were selected using purposive sampling, based on their knowledge, experience, and direct involvement in maize production, maize-processing agribusiness, or the local business environment. A total of 20 informants participated in the study. The informants were divided into five categories, as presented below.

No.	Category of Informants	Number	Role in the Study
1	Young agripreneurs	8	Main informants who own or manage maize-processing businesses
2	Maize farmers	5	Supporting informants providing information on maize production and raw material availability
3	Village government officials	3	Supporting informants providing information on village economic development and local business support
4	Agricultural extension officers	2	Supporting informants providing information on agricultural development, technology adoption, and entrepreneurship
5	Other relevant stakeholders/business partners	2	Supporting informants providing information on marketing, partnerships, and business networks
Total		20	

The eight young agripreneurs served as primary informants because the study focused on their strategies for developing maize-processing agribusinesses. The other 12 informants served as supporting informants to provide complementary information and cross-check the findings from the primary informants.

The inclusion criteria for young agripreneurs were: (1) being within the young-adult age category of 18–39 years; (2) owning or actively managing a maize-processing business; (3) having a minimum of one year of business experience; (4) being directly involved in the production, processing, marketing, or management of maize-based products; and (5) operating the business in Jajar Village.

The inclusion criteria for maize farmers were active maize cultivation and knowledge of maize production and availability as a raw material. Village government officials were selected based on their involvement in village economic development, MSME development, or community empowerment programs. Agricultural extension officers were selected based on their involvement in agricultural extension and farmer or agribusiness development. Other stakeholders were selected based on their involvement in marketing, distribution, input supply, partnerships, or other activities related to maize-processing businesses.

2.4 Data Collection

Data were collected through in-depth interviews, direct observation, and documentation. Researchers conducted semi-structured interviews with 20 informants using interview guidelines developed around the research objectives.

The interviews with young agripreneurs focused on business development strategies, product diversification, product innovation, packaging innovation, digital marketing, market development, partnerships, capacity building, supporting factors, inhibiting factors, and changes in business performance. Interviews with supporting informants focused on maize availability, local economic conditions, government support, agricultural extension, marketing networks, business partnerships, and challenges affecting maize-processing agribusiness development. Direct observations examined the actual conditions of the businesses and their surrounding environment. The observed aspects included maize-processing activities, types and varieties of processed products, production facilities, packaging practices, product displays, marketing activities, use of digital media, and interactions with business partners.

Documentation complemented the interview and observation data. The documentation included photographs of production activities and products, packaging materials, promotional content, digital marketing activities, business records, and other relevant documents related to maize-processing enterprises.

2.5 Data Analysis

Qualitative data were analyzed using the Miles, Huberman, and Saldaña interactive model, consisting of data condensation, data display, and conclusion drawing and verification. During the data condensation stage, interview transcripts, observation notes, and documents were selected, organized, coded, and categorized according to the research objectives. The data were then grouped into several analytical themes, namely:

1. Product diversification;
2. Product and packaging innovation;
3. Digital marketing;
4. Business partnerships;
5. Capacity building;
6. Supporting factors;
7. Inhibiting factors; and
8. Business impacts and performance changes.

At the data display stage, the findings were organized into descriptive narratives, thematic categories, and supporting tables to identify patterns and relationships among the themes. In the final stage, conclusions were drawn and continuously verified by comparing information from different informants and data collection methods.

The analytical process was directly linked to the research objectives. The analysis of product diversification, innovation, digital marketing, partnerships, and capacity building identified the strategies implemented by young agripreneurs. The analysis of supporting and inhibiting factors identified the conditions influencing business development, while the analysis of business impacts examined changes in business performance after implementing development strategies.

2.6 Descriptive Quantitative Analysis

Descriptive quantitative data supported the qualitative findings, particularly by describing changes in business income before and after business development. Income data were obtained from the business records and information provided by the young agripreneurs. The analysis included calculating average income and the percentage change in income. We calculated the percentage change using the following formula:

$$\text{Percentage Change (\%)} = \frac{[(\text{Income After Development} - \text{Income Before Development}) / \text{Income Before Development}] \times 100}{}$$

The quantitative results were presented descriptively and interpreted together with the qualitative findings. The quantitative analysis was used to illustrate changes in business performance rather than to establish a causal relationship between particular strategies and income changes.

2.7 Data Validity and Trustworthiness

We ensured the credibility of the qualitative data through source and technique triangulation. Source triangulation involved comparing information from the eight young agripreneurs with information from maize farmers, village government officials, agricultural extension officers, and other relevant stakeholders. The researcher triangulated techniques by comparing interview results, direct observations, and documentation. For example, the researcher cross-checked information provided by agripreneurs on product innovation, packaging, and digital marketing with observations of their business activities and available documentation. The researcher also conducted continuous verification during the data analysis process to identify inconsistencies and clarify information that required further explanation. Through these procedures, the study sought to ensure that the findings accurately represented the strategies, challenges, and business development experiences of young agripreneurs in Jajar Village.

The study utilised two types of data:

a. Primary Data

Primary data were collected directly from research informants through:

- In-depth interviews
- Field observations
- Documentation

b. Secondary Data

Secondary data were obtained from:

- Publications of Statistics Indonesia (BPS)
- Ministry of Agriculture of the Republic of Indonesia
- Scientific journals

- Books
- Government reports
- Village profiles
- Previous research related to agripreneurship and agribusiness development

Data were collected using the following techniques:

a. In-depth Interview

Semi-structured interviews were conducted to obtain detailed information regarding business development strategies, challenges, innovation practices, marketing systems, and business performance.

b. Observation

Direct observation was carried out to examine production activities, processing techniques, packaging, marketing practices, and interactions among business actors.

c. Documentation

Documentation included photographs, production records, financial records, The collected data were analysed using the interactive model developed by Miles, Huberman, and Saldaña (2014), which consists of four stages:

1. Data Collection, Data were gathered through interviews, observations, and documentation.
2. Data Condensation, The researcher selected, simplified, categorised, and organised relevant information according to the research objectives.
3. Data Display, The condensed data were presented in narrative descriptions, matrices, tables, and figures to facilitate interpretation.
4. Conclusion Drawing and Verification, Conclusions were drawn continuously throughout the research process and verified by comparing findings from multiple data sources until consistent interpretations were obtained

3. Results and Discussion

3.1 The Dynamics of Young Agripreneurs' Roles in Fostering the Development of Local-Resource-Based Processed Corn Agribusiness

Research findings indicate that young agripreneurs in Jajar Village act as innovators, business drivers, and intermediaries connecting farmers to the market. These roles are significant, underpinned by the substantial potential of the corn commodity in Gandusari District. Data from the Trenggalek Regency Agriculture and Food Agency show that in 2025, Gandusari District recorded a corn harvest area of 1,158 hectares, a productivity rate of 67 quintals per hectare, and a total production of 7,792 tons. These figures position Gandusari as a key corn production hub in Trenggalek Regency, presenting a significant opportunity to develop a local-resource-based agro-industry.

The substantial production volume has not yet been fully matched by increased value-added, as a portion of the harvest is still sold as shelled corn. Based on interview findings, young agripreneurs are striving to change this situation by processing the crop into products with higher economic value, such as *marning* (fried corn kernels), corn chips, tortillas, and other snacks. This activity demonstrates a transformation from production-based agribusiness to value-added agribusiness.

These findings align with Schumpeter's (1934) theory, which posits that entrepreneurship is the process of creating new combinations through product innovation, process innovation, opening new markets, or more efficient use of resources. In the context of this study, young agripreneurs are not only creating new products but also introducing modern marketing methods via digital media, thereby expanding market access.

3.2 Strategies of Young Agripreneurs in Developing Processed Corn Agribusinesses

Research findings indicate that young agripreneurs primarily use product diversification, quality improvement, modern packaging, digital marketing, and stronger business networks. Product diversification is a crucial strategy as it adds value to the corn commodity. By utilizing the same raw material, entrepreneurs can produce a variety of goods, thereby reducing business risk and expanding market opportunities. Furthermore, social media promotion is a widely adopted strategy. Digital platforms enable entrepreneurs to reach consumers beyond Jajar Village without a physical storefront. This approach aligns with digital marketing concepts, which suggest that social media can extend market reach, strengthen customer relationships, and boost MSME competitiveness. The success of these strategies is also supported by the fact that the Gandusari region is a major center for corn production. The relatively stable availability of raw materials ensures production continuity, making it easier for entrepreneurs to meet market demand.

Key supporting factors include the availability of corn raw materials, the younger generation's entrepreneurial spirit, family support, and market opportunities for local food products. These factors create a business environment conducive to the growth of corn-processing agribusinesses. Conversely, major obstacles include limited business capital, low production capacity, suboptimal market access, limited processing technology, and inadequate business mentoring. These obstacles show that agribusiness development depends not only on internal factors within businesses but also on institutional support, access to financing, and the broader business ecosystem. From an entrepreneurial theory perspective, these obstacles require addressing through enhanced human resource capacity, stronger partnership networks, and greater collaboration among the government, universities, financial institutions, and business operators.

Jajar Village, in the Gandusari District of Trenggalek Regency, is an agrarian village with significant potential for corn commodity development. According to the village profile, Jajar Village covers approximately 531.14 hectares, comprising both flatlands and hilly terrain. The majority of the population works as farmers, with rice and corn serving as the primary commodities. Village profile data indicates that the cultivation area for irrigated-field corn (sawah) spans 12 hectares with a productivity of approximately 4 tons per hectare, while dry-field corn (ladang) covers 43.8 hectares with a productivity of about 3 tons per hectare. This results in a total corn planting area of approximately 55.8 hectares, with a potential production of around 179.4 tons of shelled corn per planting season. This potential serves as a key asset for young agripreneurs looking to develop agro-industries based on corn processing.

In addition to its commodity potential, Jajar Village has a population of approximately 2,830 people and a land area of 4.8 km², ensuring a substantial pool of productive labor to support agribusiness development. The village has also developed into the "Jajar Gumregah" Tourism Village; consequently, marketing opportunities for processed corn products are targeted not only at the local community but also at visiting tourists.

Based on research findings, the strategies that young agripreneurs can employ to develop processed corn agribusinesses comprise five key strategies.

3.2.1 *Product Diversification Strategy*

Young agripreneurs need to shift their sales paradigm from selling raw corn to offering value-added products. Shelled corn has a relatively low market value ranging from IDR 5,000 to IDR 6,500 per kilogram at the farm level, depending on the season and quality whereas processing it into various food products can increase its economic value several-fold. Products with development potential include:

- a. Corn chips
- b. Fried corn kernels (*marning*)
- c. Corn flakes/crackers (*emping*)
- d. Corn sticks
- e. Tortilla chips
- f. Flavored popcorn
- g. Corn flour
- h. *Jasuke* (Corn, Milk, and Cheese snack)
- i. Corn brownies
- j. Corn cookies

Such diversification can increase value added by two to five times compared to selling shelled corn, thereby boosting the business operator's income.

3.2.2 *Product Innovation and Packaging Strategy*

Research findings indicate that today's consumers consider not only taste but also product appearance. Therefore, young agripreneurs need to implement innovations such as:

- a. modern packaging design (aluminum foil standing pouches),
- b. halal labeling,
- c. ingredient information,
- d. expiration dates,
- e. QR codes,
- f. PIRT certification, and local branding.

Using modern packaging can boost consumer appeal, particularly among the productive age demographic (18–40 years old). Professionally packaged products also stand a better chance of being sold in souvenir shops and online marketplaces.

3.2.3 *Digital Marketing Strategy*

The younger generation possesses an advantage in utilizing information technology, making digital marketing a key strategy. Platforms that can be leveraged include:

- Instagram
- Facebook
- TikTok
- WhatsApp Business
- Shopee
- Tokopedia

Promotional content such as videos of the production process, customer testimonials, educational material on the benefits of corn, and product bundle promotions has proven effective in expanding market reach without the need for a physical storefront. Digital

strategies can also be combined with marketing efforts through the Jajar Gumregah Tourism Village, establishing these processed corn products as a signature local souvenir.

3.2.4 *Institutional Strengthening and Partnership Strategies*

Business development proceeds more rapidly when undertaken collectively. Therefore, young agripreneurs can form:

- Joint Business Groups (KUB)
- Corn-processing MSMEs
- Village Agribusiness Cooperatives

Partnerships can also be established with:

- Village governments,
- Agriculture agencies,
- Cooperatives and MSME agencies,
- Higher education institutions,
- Village-Owned Enterprises (BUMDes),
- Souvenir shops,
- Tourism operators.

Such collaboration provides access to training, production equipment assistance, business legalization, and financing options such as the People's Business Credit (KUR).

3.2.5 *Human Resource Capacity Building Strategy*

The adaptive nature of young agripreneurs serves as a vital asset in business development. Nevertheless, capacity building remains necessary through:

- entrepreneurship training,
- digital marketing training,
- financial record-keeping training,
- food safety training,
- product innovation training.

These competencies will enhance business professionalism, enabling the business to compete effectively with products from other regions.

3.3 Impact of the Strategy on Business Development

If these strategies are implemented in an integrated manner, they are expected to yield several positive impacts, including:

Indicator	Initial Condition	After Strategy Implementation
Maize selling price	IDR 5,000–6,500/kg	Processed maize products generate substantially higher market value
Product variation	1–2 products	More than 10 processed maize products
Marketing coverage	Local village market	Regency-level market and online marketing channels
Promotional media	Word-of-mouth	Digital marketing and online marketplaces
Employment opportunities	Limited	Increased through maize-processing MSMEs
Value added	Low	High through value-added processing

From an agribusiness entrepreneurship perspective, the strategies young agripreneurs in Jajar Village use show that business success depends not only on raw material availability but also on entrepreneurs' ability to innovate, use digital technology, build business networks, and strengthen human resource capacity. A maize production potential of approximately 179 tons per planting season represents the village's comparative advantage, while product innovation, marketing digitalization, and institutional collaboration constitute the competitive advantages that enhance the value-added of the maize commodity. Thus, young agripreneurs play a strategic role as agents of change, driving the transformation from primary commodity-based agriculture toward a more competitive, sustainable rural agro-industry that can improve the welfare of the Jajar Village community.

Research findings indicate that the strategies implemented by young agripreneurs have brought about significant changes in the development of processed maize agribusinesses in Jajar Village, Gandusari District, Trenggalek Regency. These changes are evident across several key indicators: increased product sales value, product diversification, expanded market reach, use of promotional media, job creation, and enhanced value addition for the maize commodity.

In terms of market value, prior to processing, corn is typically sold as dried kernels at prices ranging from IDR5.000 to IDR6.500 per kilogram, resulting in relatively limited profits for farmers and business operators. However, by implementing processing strategies to create food products such as **marning** (fried corn kernels), corn chips, corn sticks, popcorn, and corn flour, the economic value of the product increases significantly. Processed products command much higher selling prices than raw materials because processing, packaging, and branding add value. This demonstrates that downstream processing strategies can generate greater added value for young agripreneurs.

Regarding product variety, most business operators initially produced only one or two types of processed goods. Following product innovation, the range expanded to include over ten varieties of corn-based products. This diversification is a crucial strategy for meeting increasingly diverse consumer needs and reducing reliance on a single product type. A wider array of offerings creates more opportunities to reach different market segments. In terms of market reach, marketing was initially confined to the local village or traditional markets within the Gandusari District. However, as young agripreneurs leveraged information technology and digital media, their market reach expanded to the regency level and beyond, utilizing social media platforms and online marketplaces. This expanded marketing network offers opportunities to increase sales volume while strengthening the competitiveness of local products. Furthermore, promotional methods shifted from relying solely on word-of-mouth communication to using digital marketing channels such as WhatsApp Business, Instagram, Facebook, TikTok, and online marketplaces. Digital media enables businesses to reach a wider audience at relatively low promotional cost. Additionally, presenting engaging content such as details on production processes, product advantages, and consumer testimonials helps build public trust and stimulate purchasing interest. The strategies adopted by young agripreneurs also contribute to increased employment opportunities; prior to business expansion, corn processing activities were generally simple, family-run operations with a limited workforce. As production capacity and market demand grow, the processed corn business has begun involving the local community particularly the younger generation and housewives in production, packaging, marketing, and distribution activities. This shows

that agro-industry development not only boosts business operators' income but also contributes to rural employment.

Furthermore, the most critical indicator is the increase in the value added to the corn commodity. Before processing, corn was a primary commodity with relatively low economic value and was highly susceptible to market price fluctuations. Once processed into various innovative food products, however, corn transformed into an agribusiness product with higher market value, an extended shelf life, and greater competitiveness. This demonstrates that the young agripreneur strategy successfully shifts the business orientation from simply selling raw materials to creating high-value products through innovation, processing, and modern marketing. Overall, implementing this young agripreneur strategy in Jajar Village shows that a combination of product diversification, packaging innovation, marketing digitalization, institutional strengthening, and human resource capacity building can effectively boost business competitiveness. This strategy not only increases business operators' income but also fosters the growth of sustainable rural agro-industries, expands employment opportunities, and supports local economic development based on the potential of the corn commodity. This narrative illustrates that young agripreneurs act as agents of change, capable of transforming local resource potential into innovative, competitive, and market-oriented agribusiness ventures.

Table 1. Comparing Income Before and After Corn Processing

Description	Before (Selling Shelled Maize)	After (Processed into Fried Maize Kernels/Marning)
Raw maize material	1,000 kg	1,000 kg
Selling price of raw maize	IDR6.000/kg	–
Sales revenue	IDR6.000.000	–
Processed output	–	800 packages × 250 g
Selling price of processed product	–	IDR15.000/package
Total revenue	IDR6.000.000	IDR12.000.000
Total production cost	IDR4.500.000	IDR8.000.000
Net income	IDR1.500.000	IDR4.000.000

Income Calculation

Income before processing

$$= \text{IDR}6.000.000 - \text{IDR}4.500.000$$

$$= \text{IDR}1.500.000$$

Income after processing

$$= \text{IDR}12.000.000 - \text{IDR}8.000.000$$

$$= \text{IDR}4.000.000$$

Income increase

$$= \text{IDR}4.000.000 - \text{IDR}1.500.000$$

$$= \text{IDR}2.500.000$$

$$= ((4.000.000 - 1.500.000) / 1.500.000) \times 100\%$$

$$= 166.67\%$$

Summary of the Calculation

1. Income before processing: IDR1.500.000
2. Income after processing: IDR4.000.000
3. Increase in income: IDR2.500.000
4. Percentage increase in income: 166.67%

Implementing a young agripreneur strategy specifically processing corn into value-added products increased net income from IDR1.500.000 to IDR4.000.000, representing a rise of IDR2.500.000 (166.67%). This increase stemmed from the value added to the processed products, packaging innovation, and expanded marketing reach.

Table 2. Average Income Increase for 20 Respondents.

No	Before	After	Improvement
1	IDR1.450.000	IDR3.900.000	IDR2.450.000
2	IDR1.600.000	IDR4.100.000	IDR2.500.000
3	IDR1.500.000	IDR4.000.000	IDR2.500.000
4	IDR1.550.000	IDR4.200.000	IDR2.650.000
5	IDR1.700.000	IDR4.350.000	IDR2.650.000
6	IDR1.400.000	IDR3.850.000	IDR2.450.000
7	IDR1.650.000	IDR4.300.000	IDR2.650.000
8	IDR1.550.000	IDR4.100.000	IDR2.550.000
9	IDR1.450.000	IDR3.950.000	IDR2.500.000
10	IDR1.600.000	IDR4.250.000	IDR2.650.000
11	IDR1.500.000	IDR4.050.000	IDR2.550.000
12	IDR1.650.000	IDR4.350.000	IDR2.700.000
13	IDR1.550.000	IDR4.150.000	IDR2.600.000
14	IDR1.450.000	IDR3.900.000	IDR2.450.000
15	IDR1.700.000	IDR4.400.000	IDR2.700.000
16	IDR1.600.000	IDR4.250.000	IDR2.650.000
17	IDR1.550.000	IDR4.150.000	IDR2.600.000
18	IDR1.500.000	IDR4.050.000	IDR2.550.000
19	IDR1.650.000	IDR4.300.000	IDR2.650.000
20	IDR1.550.000	IDR4.200.000	IDR2.650.000

Average income before = IDR1.560.000/month

Average income after = IDR4.140,000/month

Average increase in income = IDR2.580.000/month

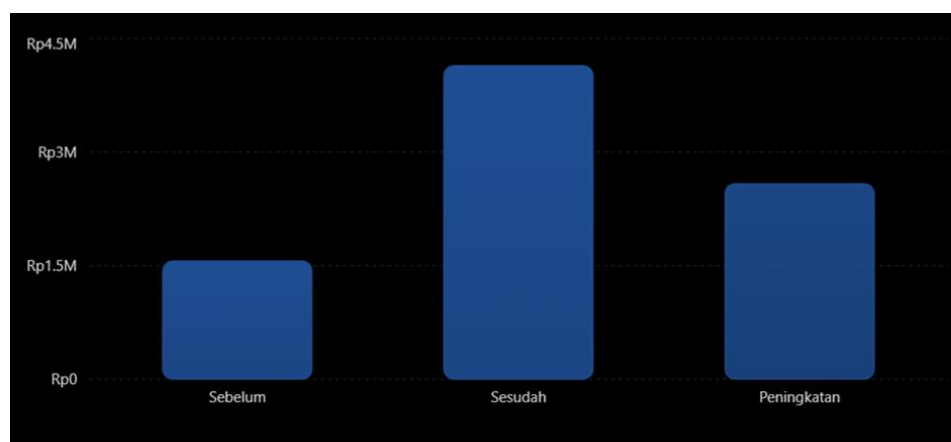


Figure 1. Graph of average income before and after the development of the processed corn

agribusiness

Analysis of 20 young agripreneurs revealed that their average monthly income prior to developing their processed corn agribusinesses was IDR1.560.000. This income was earned when the respondents focused on selling raw corn, a practice associated with relatively low value-added. Following the implementation of business development strategies including product diversification, processing innovation, attractive packaging, and digital marketing average monthly income rose to IDR4.140.000. The analysis indicates an average income increase of IDR2.580.000 per month, or 165.38%, compared to pre-development levels. This figure demonstrates that the strategies adopted by these young agripreneurs have a highly significant economic impact on improving their welfare. The rise in income was driven primarily by the increased value-added of processed corn products, expanded market access via digital channels, and a wider product range that met consumer needs.

Theoretically, these findings support the concept of value-added agribusiness, which posits that processing agricultural produce into ready-to-consume products can significantly enhance a commodity's economic value. Furthermore, the results align with entrepreneurship theory, which identifies innovation, creativity, and the ability to leverage digital technology as key factors in boosting the competitiveness of agriculture-based micro-enterprises. Thus, the young agripreneurs in Jajar Village act not merely as business operators but as agents of change capable of driving rural economic transformation through the development of agro-industries based on local commodities

4. Conclusion

Based on the research findings regarding the strategies employed by young agripreneurs to develop processed-corn agribusinesses in Jajar Village, Gandusari District, Trenggalek Regency, several conclusions can be drawn in relation to the research problem, as follows:

1. The strategies implemented by young agripreneurs to develop processed-corn agribusinesses include product diversification, product and packaging innovation, the use of digital marketing, the strengthening of business partnerships, and human resource capacity building. Diversification is achieved by processing corn into various products such as *marning* (fried corn kernels), corn chips, corn sticks, popcorn, and corn flour thereby increasing the commodity's value-added. Innovations in packaging, branding, and product legality enhance market competitiveness. Furthermore, digital platforms such as WhatsApp Business, Instagram, Facebook, TikTok, and online marketplaces expand marketing reach beyond village boundaries. Young agripreneurs also partner with the government, Village-Owned Enterprises (BUMDes), MSMEs, and universities to access training, mentoring, capital, and business capacity strengthening.
2. Factors supporting and hindering the development of processed corn agribusinesses include the relatively abundant supply of raw corn, the strong entrepreneurial spirit among the younger generation, easy access to information technology, government support through MSME empowerment programs, and rising consumer demand for local processed food products. Conversely, the study also identified several obstacles, such as limited business capital, a lack of modern production equipment, the need for improved business management skills, suboptimal product legal compliance among some entrepreneurs, and competition from similar products originating from other regions. These challenges show that successful business development depends not

only on individual capabilities but also on institutional support, access to financing, and continuous capacity building for entrepreneurs.

3. Impact of the Young Agripreneur Strategy on the Development of Processed Corn Agribusinesses. This impact is evident in increased product value-added, a wider range of processed products, expanded market reach, greater use of digital technology for promotion and sales, and increased employment opportunities for the local community. From an economic perspective, the average income of business operators rose from approximately IDR1.560.000 to IDR4.140.000 per month—an average increase of IDR2.580.000 per month, representing a growth of about 165.38%. This increase shows that processing agricultural produce through product innovation and modern marketing can generate significant value-added and improve the welfare of young agripreneurs. Thus, young agripreneurs act as agents of change in driving the transformation of local commodity-based agribusinesses into enterprises that are more innovative, competitive, and sustainable.

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