Application of SWOT-AHP in analyzing external and internal environment of youth empowerments

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Abstract. The low quality of youth resources, the lack of optimal coordination between youth organizations and youth empowerment in Soppeng District so that researchers are interested in conducting more in-depth studies. This study aims to analyze strengths, weaknesses, opportunities, and threats in the implementation of youth empowerment programs and formulate strategies for implementing the Soppeng District Youth and Sports Service Youth Empowerment Program. This study uses the SWOT-AHP method with the descriptive translation then tabulated so as to give birth to a choice of strategies that are a priority or more important. The results of the study found that the strength (S), weakness (W), opportunity (O) and threat (T) groups in the four groups were higher (S) with a value of 0.4958 compared to weaknesses, opportunities, and threats, for threats with the lowest value is 0.0719. The global priority of 16 statements from each strength (S), weakness (W), opportunity (O) and threat (T), the highest value is a 0.5300 statement of weakness (W1) while the lowest value is a threat (T4) 0.0609. The priority groups that are the focus of strengthening the Soppeng District Dispora include the highest value of the SWOT group (Strengths, Weaknesses, Opportunities, and Threats) while the factors that have the highest common values are (Weakness, Opportunity, Threat and Strength). The implementation of the youth empowerment strategy program in Soppeng Regency run by the Dispora is inseparable from the influences of various aspects, both from strength and weakness (internal) and Opportunities and Threats (external). But the choice of the right strategy for Dispora or things that need to be strengthened from the four strategies ST1, ST2, ST3 and ST4, namely ST1 (SO). Awaken young people about the importance of empowerment can be carried out through seminars and provide training on the importance of empowerment, but the youth as objects and subjects must be aware of themselves that the future will be a legacy for them as a youth, especially youth in Soppeng Regency.

1. Introduction
Regional autonomy based on Law Number 23 of 2014 concerning Regional Government is the authority of autonomous regions to regulate and manage the interests of local communities according to their own initiatives based on the aspirations of the people in accordance with statutory regulations, where the purpose of granting autonomy to the regions is to increase efficiency and effectiveness implementation in the context of community service and regional development implementation.
Suharto [1] states empowerment in his book Building Communities Empowering People, as follows: "Empowerment is a process and a goal. As a process, empowerment is a series of activities to strengthen the power or empowerment of weak groups [1]. As a goal, empowerment is referring to the circumstances or outcomes to be achieved by a social change.

According to the Ministry of National Education [2] about National Education System defines empowerment is a process, method, act, make powerless, namely the ability to do something or act in the form of reasonable ability, endeavor and effort. Therefore, those who empower or as facilitators are required to understand the psychological characteristics and potential of resources owned by youth in their area [2].

In empowerment, it is not only the role of the facilitator that is the key to empowering young people who are the targets of the empowerment program, but the youth must also be willing to be empowered to achieve a common goal. No doubt, every young man has a character, among others, brave, physically strong, communication and broad networks, thoughts that have not been contaminated (idealistic), high creativity, enthusiasm and never give up and have a pioneering spirit. These potentials really do exist and must be in the soul and live of a young man. These things make young people always come to the fore as agents of change [3].

Determination in the development and improvement of skills for young people in Soppeng Regency in the Dispora District Renstra. Soppeng (2017-2021) is the realization of good youth empowerment, there needs to be synchronization between the local government and youth in the district area. Specifically in the Soppeng Regency, based on the 2017-2021 Soppeng Regional Medium-Term Development Plan (RPJMD) has the essence of the program in youth development, improving youth skills and being able to be competitive or independent.

The above conditions should be a concern of the government in accordance with the law on youth, local governments are required to empower youth to give birth to independent, innovative and creative youth, from here the authors see the role of the district government as yet invisible, even though the law clearly mandates the role of government the area must be seen through the right strategy which is an empowerment. Youth empowerment based on Law Number 40 Year 2009 Concerning Youth Article 1 paragraph 6 is an activity to generate the potential and active role of youth and article 13 requires the government to carry out empowerment of youth.

SWOT identifies the cause of a research problem and also determines the strategic goals and objectives of a study. Strategic objectives are statements about what will be realized as a translation of the organization's vision and mission [4]. Freddy [5] in his book states that SWOT analysis is the identification of various factors for formulating corporate strategies. This analysis is based on logic that can maximize strengths (opportunities) and opportunities (opportunities), but simultaneously can minimize weaknesses (weaknesses) and threats (threats). The company's strategic decisions need to consider internal factors that include strengths and weaknesses as well as external factors that include opportunities and threats. Therefore it is necessary to have important considerations for the SWOT analysis [5].

Saaty [6] describes a study of the application of the SWOT-AHP approach that has been done by her to obtain values that can be used to assess the priority of youth empowerment strategies. In order to obtain the right strategy in dealing with these problems, it is necessary to have data and information related to supporting and inhibiting factors in the implementation of youth empowerment in Soppeng Regency. Observing this matter, the researcher concludes that the research with the title "Local Government Strategy in Youth Empowerment (Case Study; Department of Youth and Sports in Soppeng Regency)" deserves to be raised in further research.

2. Methods

2.1. Location and design
This study was sealed there right in the Department of Youth and Sports Soppeng. The research took place in April-May 2019. This study used the SWOT-AHP method with a descriptive description then
tabulated so that the choice of strategies gave priority or more importance. The data collected is the result of the field obtained through primary data collection, among others, field observations, interviews, literature studies and secondary data collection such as supporting data obtained from existing documents or written literature relating to the title of the study.

2.2. Research Resource
The resource person who provides information or is also called the object under study, because he is also an actor or actor involved in the success or failure of a study. Based on the data and information to be obtained, researchers determine the research informants namely; Head of the Youth and Sport Service of Soppeng Regency, youth development department of Youth and Sport Service, Soppeng Regency Youth Organization (HmI, PMII and HIPMI Soppeng Regency), and other stakeholders. For determine the scale of the power of each variable empowerment of youth in the analysis of SWOT-AHP is done with the consultation process (brainstorming) of the respondents who are expert or specialist (expert) of three people (first expert is Head of Youth and Sports Soppeng, expert the second is from the Academics of Hasanuddin University and the third expert is the Chairperson of the Youth Organization in Soppeng Regency).

2.3. Data collection methods
Observation is a systematic process of collecting data and information about a specific problem that is specific through group discussion. In order to make it easier to get information relevant to the topic being researched. Interview is a data collection technique where the researcher directly conducts questions and answers with informants, both structured interviews by providing interview guidelines with a portion of the core questions or by structured interviews that are meant outside of the question guide or not rigid and get information as needed. Library studies are book literature, organizational archives, organizational profiles, membership data, facilities and infrastructure data, some information on the internet as well as photos about the state of the organization.

2.4. Analysis Data
Data analysis in this study used the SWOT-AHP method, namely SWOT Analysis, which is an assessment of the internal and external environment is an important part of the choice process of youth empowerment strategy. Environmental factors that are internal are grouped in strengths and weaknesses, and those that are external are divided into opportunities and threats. In this study the SWOT analysis was carried out by identifying strengths and weaknesses in youth empowerment carried out by the Department of Youth and Sports in Soppeng District, as well as examining opportunities and threats to be faced. These SWOT factors were identified based on the results of field surveys, desk studies and in-depth interviews with selected speakers.

Hierarchy Analysis Process (AHP), which is one of the analytical methods used to make decisions from various alternatives by considering the complexity of the problem through simple, creative, flexible ways while still ensuring the consistency of the resulting decisions. Basically, the AHP method seeks to break down a complex, unstructured situation into its component parts, organize these parts or variables in a hierarchical arrangement, give numerical value to subjective considerations about the relative importance of each variable and synthesize these various considerations, to then set the variables that are the highest priority and what actions will be taken next.

3. Result

3.1. SWOT Analysis
Achievement of a goal or goals in pyramid youth empowerment strategies that these achievements have stages like, group factor and the selection of appropriate strategies to run the government or the company. The stages to achieve the goal, namely, calculate the value of strengths
(S), weaknesses (W), opportunities (O) and threats (T) then calculate the SWOT factor then calculate group priorities so that they can formulate or get priority values of strategies for youth empowerment for Dispora Soppeng Regency.

Referring to the Government Performance Report document (Lakip) and the Soppeng District Youth and Sports Strategic Plan for 2016-2021. The document focuses on empowering youth in Soppeng Regency. This document reference is the basis for the government in developing youth skills so that they can be empowered and give birth to the best young generation for Soppeng Regency.

Based on the results of field interviews and analysis of Soppeng District Dispora performance report documents, there were 16 statements for strength there were 5, weakness 4, opportunity 3 and threat 4. From the 16 statements obtained score scores derived from the average value of each factor in each - each SWOT group.

Table 1 shows the results of the identification of internal and external strategy regarding the empowerment of youth in Soppeng. The results of the 16 statements obtained from the field are then processed to make an expert assessment form then made a combined matrix of pairwise comparisons and normalized according to the research method used.

### Table 1. Matrix 16 respondent's statement.

| CODE | STATEMENT                                                                 | Q1 | R2 | R3 | Q4 | Q5 | R6 | Q7 | Q8 | Total | Average |
|------|---------------------------------------------------------------------------|----|----|----|----|----|----|----|----|-------|---------|
| S1   | Basic education and training in leadership                                | 5  | 4  | 5  | 5  | 4  | 4  | 5  | 5  | 37    | 4.625   |
| S2   | Fostering youth organizations                                             | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 36    | 4.500   |
| S3   | Anti-drug and state training for youth                                   | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 35    | 4.375   |
| S4   | Training of creative youth group businesses                               | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 37    | 4.625   |
| S5   | Development, procurement and improvement of youth facilities and infrastructure | 4  | 4  | 5  | 5  | 5  | 4  | 4  | 4  | 36    | 4.500   |
| W1   | Low quality of youth resources                                            | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40    | 5.000   |
| W2   | Not optimal coordination between youth organizations and youth organization empowerment | 5  | 4  | 5  | 5  | 3  | 4  | 4  | 4  | 35    | 4.375   |
| W3   | The role of youth in development has not yet been established             | 4  | 4  | 5  | 4  | 4  | 4  | 5  | 5  | 34    | 4.250   |
| W4   | The availability of youth infrastructure is not yet optimal               | 5  | 4  | 4  | 5  | 5  | 4  | 4  | 36   | 4.500   |
| O1   | High achievers will continue their education to a higher level by receiving a scholarship program | 4  | 4  | 5  | 5  | 4  | 4  | 5  | 5  | 36    | 4.500   |
| O2   | There is support for youth organizations / youth forums in the development of youth participation | 5  | 5  | 5  | 5  | 4  | 5  | 4  | 37   | 4.625   |
| O3   | Opening opportunities for achievement through routine youth field championship | 4  | 4  | 5  | 5  | 4  | 5  | 4  | 5  | 36    | 4.500   |
| Q1   | The low mapping of youth data collection in Soppeng Regency               | 4  | 4  | 5  | 5  | 5  | 4  | 4  | 36   | 4.500   |
| Q2   | High competitiveness in increasing performance at the regional, national and international levels | 4  | 5  | 4  | 4  | 5  | 4  | 5  | 4  | 35    | 4.375   |
Q3 The high offer of outsiders to young people to excel  4 4 5 5 5 4 5 5 37 4.625
Q4 The influence of drugs among youth and juvenile delinquency is still quite high  5 4 4 5 5 5 4 4 36 4.500

3.2. Soppeng regency dispora program
The Youth and Sports Service Program (Dispora) in Soppeng Regency in 2017-2021, the last three years has implemented eight work programs for youth in Soppeng Regency. The results of data collection in the field carried out and the analysis of documents or reports from Dispora two years 2017-2018 have been implemented for youth in Soppeng District.

Coordination and synchronization are the initial capital in empowering youth and developing the potential of youth and youth organizations in Soppeng Regency. According to [7], a problem that continues to be encountered by Dispora, we admit there is still a lack of coordination and synchronization of youth organizations in Soppeng Regency. Therefore, we initiated the inputting of members' data in each youth organization so that we can easily do mapping in terms of providing leadership training to youth and youth organizations in Soppeng.

3.3. Formulation of strategy for youth empowerment program implementation
The implementation of youth empowerment programs carried out by the Department of Youth and Sports (Dispora) of Soppeng Regency, must be well formulated. The importance of choosing a priority strategy in the strategic plan document for each youth empowerment program. Implementation of youth empowerment programs needs to be on target that can be empowered. Dispora Soppeng not only do the training and empowerment of the youth or members of youth organizations, should also presumably continue to be reserved for youth mentoring Soppeng district.

Table 2 shows the results of the processed data in the formulation of an appropriate youth empowerment strategy to be carried out by the Soppeng Regency Dispora namely, combining Strength (S) and Opportunity (O) with a value of 0.3829 with the editor namely (there is a basic training in leadership for each youth organization that will support the skills so that young people can achieve and easily receive scholarships) (ST 1), and the lowest is Weakness (W) and Threat (T) with a value of 0.1715 with the content of the statement is (there is coordination between the Soppeng Regency Dispora with youth organizations and the provision of training so that youth can be competitive at the national to international level) (ST 4).

| Strategy | Score  | Position |
|----------|--------|----------|
| SO       | 0.3829 | ST1      |
| ST       | 0.2649 | ST3      |
| Wow      | 0.2895 | ST2      |
| WT       | 0.1715 | ST4      |

4. Discussion
This study showed that the role of Department of Youth and Sports in Soppeng Regency in empowering the youth. In 2017-2019 Dispora has only conducted eight work programs related to youth empowerment, but the eight programs are still not effective for the youth in Soppeng Regency. The lack of coordination and synchronization between Dispora and youth organizations has prevented them from finding a common ground for empowerment.
Empowerment according to Prihantoro [7] is a learning process by releasing things that have been owned, with the aim of helping people who live it, to correct and develop new knowledge and skills to achieve life and work goals, which are being undertaken, more effectively [7]. Whereas ideally empowerment should encompass community participation, increase capacity and foster social and cultural potential to achieve independence.

Based on the results of an initial interview with the Head of the Youth and Sports Agency (Dispora), Muhammad Asis related to the general condition of youth in Soppeng Regency. Also youth empowerment programs entrusted by the provincial and central provincial governments.

"Soppeng Youth is still not optimal in developing their capacity, because Dispora itself has only been running for two years. But seeing the youth in Soppeng Regency has the potential to be developed and given a stimulus to improve their soft skills. Our focus yesterday was also that of young people who had dropped out of school to be nurtured to be competitive in the world of work”.

The same thing was said by the Head of Youth Empowerment, Department of Youth and Sports (Dispora), Mr. Syahrir related to general conditions and youth empowerment programs that were entrusted by the provincial government and the central government.

"The potential of youth in Soppeng Regency is quite good, there are already a number of youths from villages who have creativity in several sectors. We are aware, it is necessary to pay special attention to youth in Soppeng Regency in terms of developing their capacity and providing coaching so as to improve their respective skills. For entrusted programs, or cooperation between the provincial and central government, we are assisted in exchanging pioneering youth in Java”.

Indicator ratings success or failure of a program run and become one of the mirrors for the next run youth empowerment program. Based on the results of an interview with the Head of the Youth and Sports Agency, Pak Muhammad Asis.

"Every program that we run, will always be evaluated every year so that we see deficiencies or are right on target. In the past year, there were two young people who we successfully accompanied or empowered to take part in the creativity competition in the city of Jakarta. Although that is said to be an improvement for Dispora, but we continue to maximize youth empowerment, because we will not be satisfied if not all youth in Soppeng Regency are empowered and independent. Collaboration which is our culture (Sipakatau and Sipakalebbi)"

Embodiment of the 2005-2025 development vision of "an independent, developed, just and prosperous Indonesia" and carrying out the national development mission of 2005-2025 namely "Realizing a competitive nation" contained in the 2005-2025 National Long-Term Development Plan (RPJMN). Competitive in the scope of youth is defined as "Having the ability to compete that is generated through patterns of cadre formation and an increase in the potential of youth in a planned, systematic and sustainable manner in accordance with education and training methods. Including holding, guiding, mentoring, and utilizing studies, partnerships and youth empowerment centers that are continually being developed so that they can achieve maximum results. The development creates added value to youth in the field of development, as well as increasing the noble character and achievements of Indonesian youth and being able to compete at the global level [8].

5. Conclusion

The conclusions from the results of the study are: The results of the analysis of the counts of the three experts and make a combined matrix of pairwise comparisons and normalization of combined matrix pairwise comparisons of factors Strength (S), Weakness (W), Opportunity (O) and Threat (T), (SWOT) that, in each pairwise comparison matrix table, there are no inconsistencies in all the tables that are calculated all consistency. The youth empowerment department of the Department of Youth and Sports (Dispora) of Soppeng Regency for the past two years has implemented eight work programs namely, facilitation and scouting, education and basic leadership training, coaching post-religious members, implementing post-graduate selection, facilitation and fostering of coral cadets, facilitation and coaching for pioneering youth, fostering youth organizations and training of creative youth group businesses. Implementation of youth empowerment program strategy in Soppeng
Regency that needs to be applied is the merging of Strength (S) and Opportunity (O) with a value of 0.3829 with a statement that is (there is a basic training in leadership for each youth organization that will support skills so that youth can achieve achievements and easy to receive scholarships) (ST 1), and the lowest is Weakness (W) and Threat (T) with a value of 0.1715 with the contents of the statement is (there is coordination between the Soppeng Regency Dispora with youth organizations and providing training so that youth can be competitive in national to international level) (ST 4).

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