

The Role of the ASEAN Youth Organization in Empowering Indonesian Youth based on SDGs 17

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ABSTRACT

Youth is someone who takes responsibility for the future of their country. The Government responsible for the progress and empowerment of youth in the country. The Government cannot work alone, they need the help of many parties to make this a success. NGO (Non-Governmental Organization) is one of them. ASEAN Youth Organization (AYO) is an NGO with a goal that focuses on empowering youth based on sustainable development goals and ASEAN principles. In this research, the research aims to determine the role of AYO in empowering youth in Indonesia based on SDGS 17 "Partnership for the Goals". In this research, researchers used descriptive qualitative research methods and focused on analysis related to the role played by AYO to empower youth in Indonesia. This research also explains the impact of implementing the AYO program on youth in Indonesia. Thus, information is produced by paying attention to the behavior and impact of the organization by analyzing, describing and interpreting the conditions that occur according to reality.

Keywords: *AYO, Youth, SDGs 17, Empowerment.*

INTRODUCTION

Youth is a factor that can determine the success of a country in the future. Thus, youth empowerment can be said to be an investment in a country for its future. Based on the National Socio-Economic Survey from the Central Statistics Agency in March 2022, Indonesia's youth reached 68.82 million people, or around 24% of Indonesia's total population (Direktorat Statistik Kesejahteraan Rakyat, 2022). To maximize the potential of youth, the government cannot work alone. Many instruments are needed to support the success of youth empowerment, including INGOs and NGOs.

ASEAN Youth Organization (AYO) is a youth organization in Southeast Asia established in 2013 and received legality from ASEAN (Association of Southeast Asian Nations) in 2018 as its organization and structure. In 2020, AYO started making local chapters in various countries including Indonesia as one of them. AYO runs the program to support the ASEAN Work Plan on Youth 2021-2025 program and also supports the implementation of the Sustainable Development Goals (SDGs). AYO has the role of NGOs as catalysts and Partners. In the role of Catalyst, AYO has various programs such as the AYO Ambassador Program, ASEAN Youth Digital Forum, ASEAN Youth Conference, and various other programs to carry out their vision and mission to bring change by inspiring, accommodating, and encouraging change for both individuals and local communities. The role of AYO Partners is carried out by collaborating or partnering with various

agencies and communities such as the ASEAN Foundation, ASEAN Human Development Organization (AHDO), Asia-Europe Foundation, and several other partnerships. This research was made to find out what role AYO plays in empowering Indonesia's youth as a form of implementation of SDGs 17, with the theme of strengthening the means of implementation and revitalizing global partnerships for sustainable development.

METHODS

In this research, researchers used qualitative research methods which aimed to answer the problems posed as well as explore and understand a group's perception of the problem (Creswell & Miller, 2010). Apart from that, the method used in this research is descriptive which provides an in-depth analysis of the strategies developed by AYO to carry out its goal of empowering youth in the Southeast Asia region, especially Indonesia in this research. Apart from that, this research also explains the impact of implementing the AYO program strategy on youth in Indonesia. This research aims to obtain information by paying attention to organizational behavior and impacts by analyzing, describing and interpreting conditions that occur according to reality. The data collection techniques used in this research are two types of data sources, namely primary data sources and secondary data sources. Primary data sources are interviews and digital documents. In this case, the researcher conducted an interview with Viqra Rahmatillah as Program Director of AYO in Indonesia. Meanwhile, in addition, researchers used digital documents via the official AYO website along with the results of the final program report listed on that site. Apart from that, secondary data sources for this research are literature studies obtained through journals, books and archives.

RESULT AND DISCUSSION

AYO serves as a catalyst for change among Indonesian youth through its various programs. According to Lewis and Kanji, a catalyst is something that brings about change by inspiring, facilitating, or contributing to better thinking and actions (Lewis & Kanji, 2009). AYO achieves this through programs such as the AYO Journey Series, ASEAN Youth Economic Forum (AYEF), ASEAN Youth Exchange, and the AYO Ambassador Program. These programs aim to enhance cultural awareness, inclusivity in economic development, cross-cultural collaboration, and leadership development among youth. AYO also supports the achievement of the SDGs by preparing youth to contribute to their communities and create a positive impact in ASEAN. AYO plays a crucial role as a partner by collaborating with various stakeholders, such as governments and the private sector, to achieve common goals. This role is evident in the legal recognition to use the ASEAN name obtained in 2018, as well as in programs such as the ASEAN Youth Conference 2023 and the ASEAN Data Science Explorer (ADSE). This collaboration supports youth empowerment, enhances the quality of AYO's programs, and contributes to the achievement of SDG 17 and the ASEAN Work Plan on Youth 2021-2025.

CONCLUSION

Youth are the hope and future of the nation. As a young generation who is aware of their potential, what they can give to the country is by developing that potential to make it useful. One way to develop this potential is by participating in soft skills and hard skills development programs in an organization, for example in the ASEAN Youth Organization. The AYO as an NGO plays a role in empowering youth in Indonesia through two roles, namely as a catalyst and a partner. AYO's role as a Catalyst is demonstrated through programs such as the AYO Journey Series, ASEAN Youth Economic Forum, ASEAN Youth Exchange, AYO Ambassador Program and ASEAN Youth Conference. Then AYO's role as a Partner is demonstrated through collaborative programs such as the ASEAN Youth Conference and collaboration with the AYO Indonesian Chapter. AYO is able to carry out its role well as a place to develop the potential of young people in ASEAN, including Indonesia, and bring a positive and beneficial impact to young people as the next generation of the nation.

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