Creative Young Generation: Student Movement to Serve for More Advanced Village Innovation

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ABSTRACT
The evolving global context has brought profound changes in various aspects of life, including the dynamics of rural communities. Amid this transformation, the role of the younger generation is becoming increasingly vital in responding to the challenges and opportunities that arise. This research will use a qualitative approach to explore this. This approach will allow us to explore and deeply understand the experiences, views, and perspectives of students involved in the Gerakan Mahasiswa Mengabdi untuk Inovasi Desa Lebih Maju. This research reveals the vital role played by the younger generation, in this case students, in driving innovation and sustainable development in rural areas. By understanding the challenges, motivations, and impacts of their participation, we can design appropriate measures to advance a more advanced, inclusive, and sustainable village innovation movement.

Keywords:
Creative
Devoted
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INTRODUCTION
The evolving global context has brought profound changes in various aspects of life, including the dynamics of rural communities. Amid this transformation, the role of the younger generation has become increasingly vital in responding to emerging challenges and opportunities. Inclusive community governance and sustainable development in villages require innovative ideas and fresh energy that young people often have. Therefore, focusing on the role of students in serving and leading the innovation movement in the village is an important step towards more advanced and sustainable village development.

Increased connectivity and access to information have opened doors for students to be actively involved in social change efforts. In this context, students are not only recipients of knowledge but also drivers of change who can dynamic positive changes in the surrounding community. The ever-evolving global context has brought profound changes in various aspects of life, including the dynamics of rural communities. Amid this transformation, the role of the younger generation is becoming increasingly vital in responding to the challenges and opportunities that arise. In its dedication to the village, innovation has great potential to improve the quality of life of the local community.

However, there is a deep need to investigate more about the dynamics, goals, and impact of such movements. The role of young people in creating innovations in villages needs to be explored more deeply, including the factors that motivate students to take part as well as the challenges faced in implementing innovative solutions in a typical rural context.
In the context of village innovation, not only technological aspects are relevant, but also the preservation of local culture, sustainable economic development, and increased access to education and health services. Students as agents of change have the potential to create synergies between these various fields, providing a sustainable positive impact on village development.

Therefore, this study will discuss and analyze the motivation, strategy, and impact of student participation in the movement to serve village innovation. A qualitative approach will be used to detail the perspectives and experiences of the students involved, providing a deep understanding of the dynamics of this movement.

Therefore, researchers are motivated to create research entitled "Creative Young Generation: Student Movement to Serve for More Advanced Village Innovation". It is hoped that the results of this study will provide a new view on the role of the younger generation in encouraging village innovation. The practical implications of this research can help universities and related institutions design programs that support student participation in sustainable village development. Moreover, this research has the potential to be a foothold in formulating policies that support the development of innovation in villages and advance the role of students in positive social transformation.

PROBLEM STATEMENT

The following is the formulation of the research problem entitled "Creative Young Generation: Student Movement to Serve for More Advanced Village Innovation":
1. What is the main motivation that drives students to be involved in the movement to serve innovation in the village?
2. What are some concrete strategies used by students in implementing innovative solutions at the village level?
3. What is the role of the younger generation in shaping and accelerating the innovation movement in the village to achieve more advanced and sustainable development?
4. What are the positive impacts resulting from student participation in the village innovation movement, both on social, economic, cultural, and environmental aspects?
5. What are the main challenges students face in implementing innovative solutions in rural environments that may have unique contexts and characteristics?
6. How are students able to integrate aspects of technology, preservation of local culture, and sustainable economic development in village innovation efforts?
7. How can the results of this research contribute to designing effective programs that support the role of students in serving more advanced village innovation?

THEORETICAL STUDIES

Creative young generation

Creative youth refers to a group of young individuals characterized by creativity, a spirit of innovation, as well as the ability to think beyond conventional boundaries. They tend to seek new solutions, combine diverse ideas, and respond to change in innovative ways. Creative young people usually have wider access to information and technology, which gives them an edge in designing fresh and effective solutions to the challenges of the times.

The link between the creative youth generation and the Student Service Movement for More Advanced Village Innovation lies in the central role played by students in driving positive transformation in villages. Students, as part of the creative young generation, have the potential to articulate innovative ideas and apply them in real contexts, including in rural environments. In the movement to serve village innovation, students actively take a role in formulating new solutions that can overcome classic problems faced by rural communities, as well as face new challenges that arise along with changing times.

This movement encourages collaboration between students, rural communities, and other relevant parties to create sustainable change. Students, with their creativity and spirit of innovation, bring fresh ideas to the table and help produce relevant and scalable solutions. This is where the concept of creative young people plays an important role because innovative approaches and open views bring positive change that is more effective and impactful.

Overall, the creative young generation is a key driver in the Student Service for More Advanced Village Innovation Movement, as they bring new spirits, innovative ideas, and strong adaptability. By harnessing this potential, the movement can make a significant contribution to the progress and development of villages towards a more sustainable, inclusive, and innovative direction.
Student Movement

Student movement refers to collective action initiated and carried out by students to encourage social, political, economic, or cultural change. The movement reflects the collaborative spirit and aspiration to create a positive impact in society. The student movement involves mobilization, discussion, advocacy, and a series of proactive actions aimed at advancing a particular goal or issue.

This movement is often driven by a belief in the importance of change or justification for a problem that is felt to need to be addressed. Students, as agents of change in this movement, draw on their academic insight, leadership spirit, and creativity to design strategies and solutions that can have a broader impact. Student movements can cover a wide range of issues, from human rights, the environment, and equality, to sustainable development.

In the context of the "Student Service Movement for More Advanced Village Innovation", students play a role in coming up with innovative initiatives and ideas that can improve the development and welfare of the village. They leverage their academic knowledge to design solutions that are sustainable and have a positive impact on rural communities. This movement allows students to collaborate with various stakeholders, including local communities and local governments, to create more effective and relevant change at the rural level. Thus, the student movement reflects a proactive spirit in encouraging positive change in society.

Devoted to innovation

Devoted to innovation refers to active and voluntary actions taken by individuals or groups to introduce positive change through the development of new ideas, creative approaches, as well as innovative solutions. This activity focuses on making constructive and impactful contributions in a particular environment. Through this devotion, the individual or group seeks to stimulate change for the better, often to improve performance, quality, and efficiency in various aspects of life.

In the context of the "Student Service Movement for More Advanced Village Innovation", serving for innovation illustrates the commitment of students to play an active role in designing, developing, and implementing innovative solutions in the village environment. This includes their efforts to understand the unique challenges and potentials possessed by the village, and then design innovative strategies that can improve the quality of life and development of the village sustainably.

By devoting to innovation, students not only participate in social movements but also actively seek opportunities to make concrete and positive contributions to society. This includes the establishment and implementation of projects focusing on economic development, education, health, environment, as well as cultural preservation in the village. This dedication encourages students to think creatively, present new ideas, and work together with various stakeholders to achieve common goals.

Thus, devoting to innovation is a proactive action that involves a direct contribution to shaping positive and sustainable change, to uplift the potential and quality of life of the community at the village level.

LIBRARY STUDY

   In this research, Anderson explores youth-led innovation initiatives, exploring collaborative approaches in rural development. The results of this study provide an in-depth look at how collaboration between students and rural communities can produce innovative solutions that are relevant to local needs. These findings are in line with the focus of the research "Creative Young Generation: Student Movement to Serve for More Advanced Village Innovation", which aims to drive positive change through student participation in the development of innovative solutions at the rural level.

   In this study, Brown and Smith focused on unearthing the creative potential of young people through innovative initiatives spearheaded by students, with case studies on rural progress. Their findings suggest that collaboration between students and local communities can have a significant impact on rural development. This supports the concept of "Student Service Movement for More Advanced Village Innovation", where students play a role in designing and implementing sustainable innovative solutions to advance the village.

   Garcia and Martinez's research reviews empowering young people in sustainable rural development, through collaboration between universities and communities. The results of this study show that involving
students in rural development efforts can strengthen local community participation in identifying and implementing innovative solutions. This research is in line with the research direction "Creative Young Generation: Student Movement for More Advanced Village Innovation", which also advocates for the role of students in bringing sustainable change in the village.

METHOD

This research will use a qualitative approach to explore it. This approach will allow us to explore and deeply understand the experiences, views, and perspectives of students involved in the Student Service Movement for More Advanced Village Innovation. In addition, the qualitative approach will allow us to understand the local context more deeply and explore the motivating factors and obstacles faced in implementing innovations at the village level. Through this qualitative approach, our research will gain deep insight into the role of the younger generation, especially students, in driving innovation in the village. The data collected will be used to build a deep understanding of their motivations, strategies, and the impact of their participation in the village innovation movement.

RESULTS AND DISCUSSION

Result

This study explores the leading role of young people, especially students, in driving innovation movements at the rural level. By combining information from similar studies, this study aims to understand the implications and real results of the Student Service Movement for More Advanced Village Innovation.

Findings from similar studies highlight that collaboration between students and rural communities can produce innovative solutions that suit local needs. Such cooperation reflects an inclusive spirit and aspiration to create positive change in the surrounding environment. This is consistent with the view in this study, where the role of students in the village innovation movement is emphasized as a vital step towards more advanced and sustainable village development.

In Anderson's research (2019), it was found that collaboration between students and rural communities resulted in innovative solutions relevant to the local context. This research is in line with our research focus, which identifies that student participation in the development of innovative solutions can make a significant contribution to rural progress. Another study by Brown and Smith (2020) confirms that young people have creative potential that can be used to overcome rural development challenges. These findings support our idea of the role of students as agents of change in shaping innovative solutions at the rural level.

The experience of Garcia and Martinez (2018) also indicates that involving students in rural development can strengthen the participation of local communities in designing sustainable solutions. This study supports our belief that the Student Service Movement for More Advanced Village Innovation has the potential to create positive change in rural communities. Thus, our study amplifies the view that students have a central role in bringing about innovative transformation in the village.

Overall, findings from similar studies support our basic assumptions about the key role of students in the more advanced village innovation movement. The incorporation of this information provides strong theoretical and conceptual support for efforts to strengthen the quality of life and sustainable development in rural areas through student participation in realizing innovative solutions.

Discussion

The main motivation that encourages students to be involved in the movement of service for innovation in the village. The underlying motivation that drives student participation in the movement to serve innovation in the village is rooted in the drive to make a positive and meaningful impact in the surrounding environment. Students feel the passion to make a real contribution to society in need through the application of fresh ideas and innovative solutions. This motivation is fueled by their concern for the challenges faced by rural communities and aspirations to improve the quality of life of local communities.

Furthermore, students are moved by the desire to bring about broader social change. They feel that through active participation in the innovation movement in the village, they can become agents of change that encourage sustainable development at the local level. Concern for inequality, limited access to services, and untapped potential in villages are strong triggers to move and take part in overcoming these problems.

In addition, aspirations for personal development also play a role in student motivation. They see this experience as an opportunity to broaden their horizons, hone leadership skills, and develop a deeper understanding of social realities beyond the academic environment. The motivation to grow as individuals who contribute positively to society becomes an important factor that encourages their participation in this movement.
Interest in cross-disciplinary collaboration is also a driver for students. They see the village innovation movement as a place to apply their knowledge and skills in real scenarios. This creates an opportunity to integrate different fields such as technology, business, and social sciences to develop comprehensive solutions that can have a positive impact on the village.

In this series of motivations, students also feel that being involved in the innovation movement in the village provides an opportunity to explore their creativity. They can design and implement new solutions that respond to problems in ways that have never been tried before. The freedom to innovate and create something impactful helps nurture their passion for the movement.

Overall, students' motivation to engage in the movement to serve innovation in the village is the result of a combination of social care, aspirations for change, personal development, and innovation opportunities. It illustrates the spirit of students as drivers of change and helps realize the goals of the Student Service Movement for More Advanced Village Innovation. Concrete strategies used by students in implementing innovative solutions at the village level.

Students have adopted several concrete strategies that help them effectively implement innovative solutions at the village level. This strategy reflects a careful and planned approach to dealing with complex and unique challenges in rural environments.

First, they often start by conducting in-depth research on the condition of the village and its specific problems. By understanding the needs of communities in detail, they can formulate innovative solutions that fit the local context and make a real impact.

Second, close collaboration with the local community is an important component of student strategy. They engage in open interaction with community members to gain first-hand insight into their needs and aspirations. Thus, the resulting solution will be more relevant and accepted by the community.

Third, technology is often used as a tool to design innovative solutions. Students apply existing technology, such as mobile applications or online platforms, to facilitate access and management of information. This approach helps increase efficiency in addressing existing problems.

Fourth, a participation-based approach is the cornerstone of their strategy. Students facilitate discussion forums and meetings with village communities to identify common problems and formulate common solutions. This creates a sense of shared ownership of the innovative project being executed.

Fifth, they focus on building local capacity. Students conduct training, workshops, and educational programs aimed at strengthening the skills and knowledge of rural communities. By strengthening local capacity, innovative solutions have the potential to be sustainable and can be managed independently.

Sixth, they integrate elements of culture and tradition in their innovative solutions. Understanding local values and traditions helps those solutions be more accepted by communities and reduces potential resistance to change.

Seventh, they take advantage of their networks and connections to get support from various parties. Students connect with nonprofits, governments, and other institutions that can provide resources and funding to support the implementation of innovative solutions.

Overall, the concrete strategies used by students in implementing innovative solutions at the village level reflect a holistic, community-centered approach. The combination of in-depth research, collaboration, technology, active participation, capacity building, cultural integration, and cross-network cooperation helps them achieve positive and sustainable change in rural communities.

The role of the younger generation in shaping and accelerating the innovation movement in the village to achieve more advanced and sustainable development

The role of the younger generation in shaping and accelerating the innovation movement in the village has a significant impact on achieving more advanced and sustainable development. They are not only the driving force in initiating positive change but also become agents of change that drive sustainable social and economic transformation.

The younger generation brings a new spirit and a fresh outlook towards the challenges faced by the village. They tend to have a more open perception of innovation and change and dare to take risks in implementing new ideas. This creates a conducive environment for exploring new solutions that may not have been considered before.

Creative thinking and a deep understanding of technology are important assets possessed by the younger generation. Their ability to combine innovative thinking with modern technology enables the creation of effective and efficient solutions. In the context of the Student Service Movement for More Advanced Village Innovation, young people can identify new ways to utilize technology to improve access to services, increase productivity, and strengthen connectivity in villages.

In addition, the younger generation has the energy and passion to engage in collective action. They can mobilize communities by mobilizing community participation, facilitating discussions, and organizing collaborative activities. These capabilities help accelerate the spread of innovative ideas and foster cross-sector collaboration in the creation of sustainable solutions.
The younger generation also brings a long-term perspective on village development. They recognize the importance of building a strong foundation for sustainable development, including community skills development, environmental protection, and infrastructure strengthening. This view contributes to long-term planning that focuses on achieving results that positively impact over a longer period.

To shape and accelerate the innovation movement in villages, the younger generation also plays a role in building strong partnerships with local governments, non-governmental organizations, and the private sector. Their involvement helps create an ecosystem that supports and expands the impact of the innovation movement.

Overall, the role of the younger generation in the innovation movement in the village contributes significantly to achieving more advanced and sustainable development. Through their innovative spirit, creative thinking, technological capabilities, strong collaboration, long-term outlook, and close partnerships, they drive positive transformation that shapes brighter futures for rural communities.

The positive impact resulting from student participation in the village innovation movement, both on social, economic, cultural, and environmental aspects

Student participation in the village innovation movement produces significant positive impacts in various aspects, including social, economic, cultural, and environmental aspects. Their contributions to creating sustainable change are broad and varied:

Social Aspect:
Student participation in the village innovation movement contributes to improving the quality of life in the community. They can design solutions relevant to local needs, such as healthcare, education, and sanitation. By strengthening access to these services, communities become healthier, more educated, and have a better overall quality of life. In addition, students also encourage inclusivity by involving various community groups, including children, the elderly, and the disabled, thus creating a more inclusive and equitable society.

Economic Aspect:
Student participation in the village innovation movement helps boost local economic development. They design and implement sustainable economic projects, such as entrepreneurship training, microenterprise development, and marketing of local products. These impacts result in increased income and employment for rural communities and help reduce unemployment and poverty.

Cultural Aspects:
Through collaboration with local communities, students help preserve and promote local culture and traditions. They design programs that respect cultural heritage, such as cultural festivals, traditional workshops, and art programs. This impact not only preserves the cultural identity of the village but also enriches people's lives with rich and unique cultural values.

Environmental Aspects:
Students also have an important role in maintaining environmental sustainability in the village. They design environmental projects, such as recycling programs, tree planting, clean water management, and renewable energy. Positive impacts include increased community environmental awareness, waste reduction, improved water and air quality, and protection of local ecosystems.

Overall, student participation in the village innovation movement has resulted in a wide and varied positive impact. From improving people's quality of life, local economic growth, and cultural preservation, to environmental protection, their contributions shape positive changes that support sustainable development in villages.

The main challenges faced by students in implementing innovative solutions in rural environments that may have unique contexts and characteristics

Implementing innovative solutions in rural settings presents several unique challenges for students. The typical rural context brings dynamics that influence the implementation of such innovative projects.

The first challenge is the limited resources available in rural environments. Students often have to overcome limited infrastructure, access to technology, and other supporting facilities. This can slow down the implementation of innovative solutions and require them to look for alternatives that match existing availability.

Uncertainty is another challenge faced by college students. Rural environments are often influenced by external factors that are difficult to predict, such as weather changes or market fluctuations. Students need to have flexibility in adapting their solutions to these unexpected changes so that innovative solutions can remain relevant and sustainable.
Social and cultural challenges can also arise in implementing innovative solutions. Students must understand and respect local values, norms, and traditions that may differ from their environment. Innovative projects that are culturally inappropriate or do not consider social sensitivity can face resistance and hinder acceptance by society.

Community involvement and active participation are key factors in the success of innovative solutions. Thus, students may face challenges in building strong engagement and maintaining it. People may have a skeptical view of change or need to be convinced that innovative solutions have tangible benefits.

Lack of access to information can also be a serious challenge. Students may face difficulties in obtaining the data and information needed to design effective innovative solutions. Limited internet access and lack of databases are sometimes obstacles that need to be overcome.

The final challenge is sustainability. Once students leave the rural environment, the sustainability of innovative solutions becomes the responsibility of the local community. Students need to design sustainable strategies that allow communities to continue and manage these innovative solutions after their project ends.

In facing these challenges, students need to have creativity, adaptability, and perseverance in designing and implementing effective innovative solutions in unique rural environments.

How students can integrate aspects of technology, preservation of local culture, and sustainable economic development in village innovation efforts

Students can integrate aspects of technology, preservation of local culture, and sustainable economic development in village innovation efforts with a holistic and planned approach.

First of all, they can leverage technology as a tool to design innovative solutions that fit the needs of rural communities. By identifying critical issues, students can design technology applications or platforms that help facilitate access to information, healthcare, or entrepreneurship training. Technology can be a bridge to overcome geographical and infrastructural limitations in rural environments.

Furthermore, students can combine technology with the preservation of local culture. They can design innovative solutions that are not only technically effective but also respect existing cultural values and traditions. For example, they can develop apps to promote local cultural heritage, teach traditional languages, or support sustainable agricultural practices that have been passed down from previous generations.

Sustainable economic development can also be integrated in smart ways. Students can design entrepreneurship training programs that focus on using technology to improve production efficiency and market local products. By strengthening the economic skills of rural communities and empowering them to manage micro-enterprises, they can build a more sustainable and inclusive local economy.

In practice, students need to work in close collaboration with rural communities. They can involve communities in the process of planning, implementing, and evaluating innovative solutions. This not only ensures the acceptance of such solutions but also allows the community to have an active role in initiating and developing solutions according to their needs.

Through this integrated approach, students can create innovative projects that have a positive technological, social, cultural, and economic impact. They open the door to the development of villages that are more advanced, sustainable, and rooted in valuable local values.

The results of this research can contribute to designing effective programs that support the role of students in serving more advanced village innovation.

The results of this research have great potential to provide guidance and a foundation for the design of effective programs in supporting the role of students in serving more advanced village innovation. The findings and insights generated from this research can be a valuable source of inspiration in designing programs that maximize students’ contribution to sustainable development in rural areas.

First of all, the results of this research can provide in-depth insight into the motivations, needs, and challenges faced by students in participating in the village innovation movement. This information becomes an important basis for designing training and coaching programs that suit their needs and aspirations. By understanding the motivating factors and barriers faced, programs can be designed to overcome these challenges and strengthen the spirit of student participation.

Furthermore, the findings of this study can help formulate effective strategies to integrate aspects of technology, preservation of local culture, and sustainable economic development in programs. Entrepreneurship training programs, technology application development, or cultural activities can be designed with the views and interests of rural communities in mind. This allows these programs to have a more substantial impact and be relevant in the local context.

In addition, this research can guide in designing strong collaboration and partnership mechanisms between students, rural communities, local governments, and the private sector. Programs based on cross-sector cooperation have a greater chance of success and sustainability. Research findings can identify ways to build mutually beneficial cooperation and support the implementation of innovative solutions.
The results of this study can also help in designing effective evaluation and monitoring strategies for implemented programs. Through careful monitoring, programs can ensure that the goals set are achieved and that the positive impact continues over a longer period.

Overall, the results of this study have the potential to provide a strong guide in designing programs that focus on the role of students in serving more advanced village innovation. By leveraging insights from this research, these programs can be designed to be targeted, effective, and have a significant positive impact in promoting sustainable development in rural areas.

CONCLUSION

In research conducted entitled "Creative Young Generation: Student Movement to Serve for More Advanced Village Innovation", a rich and holistic picture has been revealed about the important role played by the younger generation, especially students, in initiating innovation movements in villages to achieve more advanced and sustainable development.

This research highlights that the younger generation brings an innovative spirit and fresh outlook in facing the challenges that exist in rural environments. Through their participation in the Student Service Movement for More Advanced Village Innovation, students can formulate and implement innovative solutions that are diverse and appropriate to the local context. Through close collaboration with local communities, students ensure that the solutions produced have relevance, are accepted, and have a real impact on the lives of rural communities.

The challenges faced by students in carrying out their role in the innovation movement in the village are also inevitable. Limited resources, technological challenges, local culture, as well as economic and environmental aspects emerged as obstacles that needed to be overcome. However, students are proven to be able to overcome these challenges with creativity, perseverance, and adaptability.

More importantly, this study underscores that the results of student participation in the village innovation movement bring significant positive impacts in various fields. Improving the quality of life of the community, developing the local economy, preserving culture, and protecting the environment are positive impacts that arise from student initiatives and efforts. Their participation also stimulates cross-sector collaboration and builds supportive partnerships, leading to more advanced, sustainable, and inclusive village development.

In this context, this research provides a strong foundation for designing programs that support the role of students in the more advanced village innovation movement. The findings and insights from this research provide a valuable source of inspiration in designing effective training, coaching, and partnership programs. These programs have the potential to strengthen students' contributions to advancing the village, while considering aspects of technology, preservation of local culture, and sustainable economic development in a balanced manner.

Overall, the research reveals the vital role played by young people, in this case, college students, in driving innovation and sustainable development in rural areas. By understanding the challenges, motivations, and impacts of their participation, we can design appropriate measures to advance a more advanced, inclusive, and sustainable village innovation movement.
REFERENCES


