

# PROSINDES-UNDARMA KUPANG TOWARDS WHITE PAPER ONE MAP POLICY BEYOND 2024 THROUGH RURALIZATION OF MILLENNIAL ENTREPRENEURS IN THE ERA OF SOCIETY 5.0 IN 3,442 VILLAGES IN EAST NUSA TENGGARA, INDONESIA

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## Abstract

This study explains the implementation of the ProSIndes - Undarma millennial entrepreneurship program in 3,442 villages in East Nusa Tenggara (NTT), aiming to encourage rural entrepreneurship and its contribution to the \*One Map Policy\* and Society 5.0. The innovation adoption process is analyzed using a mixed-method descriptive-evaluative approach based on Rogers' Diffusion of Innovation Theory. The results show a wide range of implementation with variations in penetration, influenced by innovation characteristics, communication channels, social systems, and adopter categories, and impact increasing millennial entrepreneur participation and digital literacy. The success of ProSIndes-Undarma Kupang shows that building Indonesia from the village is not just rhetoric but can be realized through a contextual, applicable, and collaboration-based higher education strategy. With these achievements, ProSIndes-Undarma Kupang has become not just an academic program but a grassroots development movement that answers Indonesia's current and future challenges. This program demonstrates that through village-oriented education, Indonesia can accelerate the leap of civilization towards an intelligent, independent, and socially just society, as the ideals of Society 5.0 and the vision of Golden Indonesia 2045.

**Keywords:** *Onemappolicy, Prosindes, Ruralization of Entrepreneurship, Empowerment*

## INTRODUCTION

Education Indonesia's national development is currently entering a new phase that demands a more inclusive, adaptive, and data-based approach (Yaumidin, 2016). One of the main challenges of development is the gap between urban and rural areas, both in terms of infrastructure, access to education, quality of health services, and economic opportunities. East Nusa Tenggara (NTT) Province, as one of the regions that is still lagging behind in various development indicators, requires strategic and sustainable solutions that can reach all levels of rural society. With 3,442 villages spread across the mainland and islands, NTT has great potential in the agriculture, tourism, marine, and local culture sectors. However, this potential has not been fully utilized due to the lack of superior human resources (HR) and lack of access to relevant technology and higher education.

This is exacerbated by high youth unemployment rates, excessive urbanization, and structural poverty that has persisted for decades (Wahyuningsih et al., 2021). Responding to this challenge, Undarma designed the Village Innovation Undergraduate Program (ProSIndes) as a breakthrough in higher education based on real village needs (Prayoga et al., 2024). ProSIndes-Undarma Kupang is present as an integrated program that aims to produce superior village human resources with an entrepreneurial spirit, mastery of technology, spatial literacy, and strong social commitment. This program carries the concept of community-based millennial entrepreneurial ruralization 5.0, where technology is used to overcome social problems while still prioritizing human values. One of the uniqueness of ProSIndes-Undarma Kupang is its integration with the national One Map Policy agenda. This policy aims to unite all spatial data from various sectors so that development can run in a coordinated, efficient, and

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targeted manner. In this context, ProSIndes-UndarmaKupang graduates are expected to become agents of transformation who are able to map village potential digitally, conduct policy analysis evidence, and encourage village independence through business units based on local resources. This is done so that as a higher education institution, it can provide real contributions to support various central government programs that are right on target and effective for improving services and development for the welfare of the community. In addition to being an educational institution, Undarma also plays a role as a catalyst for regional development. With the support of the NTT Provincial Government and 8 (eight) Regional Apparatus Organizations (OPD), ProSIndes-Undarma Kupang designed through a collaborative, participatory, fair, gender-equal, professional, quality and sustainable development process involving village government, communities, and the business world.

ProSIndes' village-based education approach-Undarma KupangThis prioritizes the Village as the vanguard of development because the target of development is to improve the welfare of all Indonesian people, including those in the village. This is the result of an evaluation conducted by Undarma Kupang KKN students and the results of lecturer research conducted in the village over the past few years. In the final report, students reported the importance of collaboration packages from various stakeholders to support the acceleration of development in the village. Collaboration is the key to building a sustainable and prosperous village, because by collaborating, the community, village government, and other stakeholders can work together to identify village needs and priorities, develop effective and efficient development programs, increase community participation in village development, optimize available resources and various parties participate in supervising various development implementation programs in the village (Murtisari et al., 2022).

The results of the release of the Corruption Eradication Commission (KPK) of the Republic of Indonesia on the implementation of development in villages and conducting a study on village financial management and finding several potential corruptions including village financial management, the recruitment process of village assistants, management that is not fully in accordance with the principles of good governance. As well as in the working visit carried out by Deputy IV of the Presidential Staff During the visit of Deputy IV of the Presidential Staff of the Republic of Indonesia, Juri Ardiantoro, for an evaluation of the development of village Human Resources (HR), several things that may be the focus are (1) Community Capacity Development: Increasing the capacity of village communities through training and counseling on the importance of HR development, (2) Community Participation: Increasing community participation in HR development through participatory forums and other participation mechanisms, (3) Supervision and Evaluation: Conducting supervision and evaluation of HR development programs to ensure the effectiveness and efficiency of the program.

The millennial entrepreneurship empowerment program in rural areas of East Nusa Tenggara (NTT) is crucial to encourage local economic development and reduce inequality. The implementation of the ProSIndes-Undarma Kupang package in 3,442 villages throughout NTT is a strategic effort towards ruralization of entrepreneurship, which is expected to contribute to the vision of \*One Map Policy Beyond 2024\* and the era of Society 5.0. This study aims to comprehensively explain the implementation of the millennial entrepreneurship program, identify the dynamics of the spread of entrepreneurial innovation, and analyze the factors that influence the acceptance and participation of the millennial generation in the target villages. The success of this program is highly dependent on a deep understanding of the implementation process.

To analyze the process of dissemination and adoption of the ProSIndes-Undarma program, this study adopts Everett Rogers' Diffusion of Innovation Theory (Alifi et al., 2023). This theory is relevant to understanding how an innovation, in this case the millennial entrepreneurship program, is disseminated through certain communication channels over a certain period of time among members of the NTT rural social system. The focus of the analysis includes the characteristics of program innovation, the effectiveness of communication channels, the stages of the innovation decision process by millennials, and the identification of adopter categories. Understanding this diffusion mechanism is important for designing effective and sustainable implementation strategies to achieve the expected ruralization of entrepreneurship (Mihardja et al., 2022).

This study uses a descriptive-evaluative design with a mixed-method approach, covering all 3,442 target villages of the ProSIndes-Undarma program in NTT. The main objectives are to describe in detail the implementation of the millennial entrepreneurship program, evaluate its effectiveness, and identify supporting and inhibiting factors. Through qualitative and quantitative data analysis, this study seeks to provide a comprehensive picture of the process of diffusion of entrepreneurial innovation among rural millennials. The results are expected to provide strategic recommendations for program optimization, support the achievement of the \*One Map Policy Beyond 2024\* target, and acceleration towards Society 5.0 in East Nusa Tenggara (NTT), Indonesia.

## **THEORETICAL FRAMEWORK**

The theoretical framework of this study adopts the Diffusion of Innovation Theory proposed by Everett Rogers (Pratama & Adianto, 2022). This theory is relevant to analyze how the ProSIndes-Undarma millennial entrepreneurship program as an innovation is disseminated and accepted by rural communities in East Nusa Tenggara. The focus is on the process of disseminating new ideas, entrepreneurial practices, and supporting technologies among rural millennials. Understanding this diffusion mechanism is crucial for designing effective and sustainable program implementation strategies, as well as achieving the expected ruralization of entrepreneurship (Muntaha & Amin, 2023).

The Diffusion of Innovation Theory explains that the spread of innovation is influenced by four main elements: the innovation itself (millennial entrepreneurship program), communication channels (socialization, training, ProSIndes mentoring), time period (adoption process by millennials), and social systems (village communities in NTT) (Rusmiarti, 2015). The characteristics of the entrepreneurship program, the effectiveness of the communication media used, the speed of adoption by millennials, and social norms and structures in the village will significantly determine the success of the spread and acceptance of this entrepreneurship program in 3,442 target villages.

The innovation decision process, according to Rogers, consists of five stages: knowledge, persuasion, decision, implementation, and confirmation (Intani & Rikumahu, 2020). In the context of the ProSIndes program, millennials in NTT villages will first gain knowledge about the entrepreneurship program. Next, they will form an attitude (persuasion) towards it, then decide to accept or reject (decision). The implementation stage involves real entrepreneurial practices, which will then be confirmed or strengthened through the experiences and results obtained, thus determining the sustainability of their participation in this program (Wibowo, 2019).

This theory also classifies adopters into several categories, namely innovators, early adopters, early majority, late majority, and laggards (Gumilang et al., 2024). Identifying the characteristics of NTT millennials in each adopter category is important for the ProSIndes implementation strategy. Different approaches may be needed to reach each group, from those who are quick to accept new ideas to those who are more skeptical (Nasucha, 2021). This understanding helps in adjusting socialization and mentoring methods so that entrepreneurship programs can be accepted more widely and evenly throughout the village (Yushara & Mahyuzar, 2018).

Within the framework of Society 5.0 and the goal towards \*One Map Policy\*, the Diffusion of Innovation Theory helps understand how the adoption of digital technology and entrepreneurial mindset by rural millennials can be accelerated. The spread of this innovation not only creates new entrepreneurs, but also increases digital literacy and active participation in integrated village development. The successful diffusion of the ProSIndes program will contribute to strengthening spatial data and village economy, supporting the vision of a more comprehensive one map policy post 2024 in NTT.

## **MATERIAL AND METHOD**

This study uses a descriptive-evaluative research design with a mixed methods approach. This approach was chosen to provide a comprehensive overview of the implementation of the ProSIndes-Undarma Kupang package and to evaluate its effectiveness in encouraging ruralization of millennial entrepreneurs in 3,442 villages throughout NTT. This design allows for an in-depth analysis of the innovation diffusion process of the entrepreneurship program, including elements of innovation, communication channels, timeframe, and social systems as stated by Rogers. The main objective is to identify supporting and inhibiting factors for program implementation, and to formulate strategic recommendations for optimizing the program towards achieving the One Map Policy Beyond 2024 target. The qualitative dimension in this research design is focused on gaining an in-depth understanding of the perceptions, experiences, and social dynamics that influence the acceptance of the ProSIndes program by millennial entrepreneurs in villages. The case study method will be applied to several selected villages that represent the diversity of socio-economic characteristics in NTT. Qualitative data collection through in-depth interviews, participant observation, and focus group discussions will be directed at analyzing the stages of the innovation decision process—from knowledge to confirmation—and identifying the characteristics of millennial adopters. These qualitative findings are crucial to understanding the local context and nuances of program implementation more holistically.

The main subjects of this study are the millennial generation (aged 18-40 years) in 3,442 villages in NTT who are targeted or have been involved in the ProSIndes-Undarma entrepreneurship program. In addition, the research subjects also include parties related to program implementation, such as the ProSIndes-Undarma team,

village officials, community leaders, and program assistants. The involvement of various parties is important to obtain triangulation data on the innovation diffusion process, program acceptance, and factors that influence millennial decisions to become entrepreneurs. Identification of the characteristics of millennial subjects will be associated with the adopter category according to the Diffusion of Innovation Theory.

## **RESULTS AND DISCUSSION**

### ***Description of Implementation and Reach of the ProSIndes-Undarma Program in 3,442 NTT Villages***

The implementation of the ProSIndes-Undarma program in 3,442 villages throughout NTT began with intensive socialization of the millennial entrepreneurship package. Initial survey results showed that program information had reached most target villages, although penetration rates varied across regions. The implementation strategy relied on collaboration with village officials and community leaders to facilitate program introduction. Qualitative data from case studies indicated that this participatory approach was quite effective in building initial awareness at the village community level.

The main communication channels used include face-to-face meetings, distribution of printed materials, and utilization of social media by the ProSIndes-Undarma team. Evaluation of the effectiveness of the channels shows that direct socialization and initial mentoring by field facilitators have a significant impact on millennial understanding (Yasir et al., 2021). However, the reach of digital media is still limited in several villages with minimal connectivity infrastructure (Purnomo, 2024). This is an important note in efforts to evenly distribute information on this entrepreneurship program throughout NTT.

Quantitative data from the participation survey showed that from 3,442 target villages, the average level of initial millennial engagement in the ProSIndes program reached a promising figure, although not evenly distributed. There was significant variation in the number of registrants and active participants between districts and even between villages within a district. Descriptive analysis identified clusters of villages with high and low participation, which require further investigation into the specific drivers and barriers in each location.

Qualitatively, the program implementation faces logistical and geographical challenges typical of NTT, such as accessibility to remote villages and islands. Participant observation and in-depth interviews with the field team revealed the need to adapt the mentoring strategy to suit the local context. However, the initial enthusiasm from some millennials in various villages shows the potential for the program to be accepted. Flexibility in implementing training and mentoring modules is key to addressing the diversity of socio-economic conditions of target villages.

Overall, the reach of the ProSIndes-Undarma program in the early stages of implementation has succeeded in reaching most of the 3,442 villages in NTT, although the intensity and depth of penetration vary. The description of the implementation shows a systematic effort in the dissemination of millennial entrepreneurial innovations. These findings are an important basis for further analysis of the adoption process and the factors that influence it, as well as for formulating strategies for optimizing the program in the future so that it is more evenly distributed and has a significant impact.

### ***Analysis of the Entrepreneurial Innovation Decision Process by Village Millennials (Knowledge to Confirmation)***

The knowledge level regarding the ProSIndes-Undarma program among millennials in NTT villages was mostly obtained through direct socialization by the program team and village officials. Qualitative findings from in-depth interviews showed that word of mouth and the role of community leaders were also significant in the initial dissemination. Although social media was used, its effectiveness varied depending on internet accessibility. This initial understanding is crucial, as it forms the basis for millennials to consider further participation in the entrepreneurship program offered by ProSIndes-Undarma.

At the persuasion stage, millennials' attitudes towards the ProSIndes program are influenced by the perception of direct benefits, such as the potential for increased income and the development of new skills. Focus group discussions revealed that testimonials from early participants and clarity of mentoring mechanisms were key factors in forming positive attitudes. Conversely, doubts arose due to the perception of the risk of business failure and market uncertainty. The credibility of information sources, especially from ProSIndes facilitators and trusted local figures, was very important in convincing potential millennial participants in the village.

Millennials' decisions to adopt or reject the ProSIndes entrepreneurship program are the result of subjective evaluations of various factors. Survey data shows a correlation between perceived program support (training, initial capital) and adoption decisions. In-depth interviews revealed that family support and village social norms related to

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entrepreneurship also played a role. Millennials who decided to join generally saw the program as a real opportunity, while those who rejected it were often constrained by perceived program complexity or limited personal resources to start a business. The implementation phase shows the various experiences of millennials in running businesses with the support of ProSIndes. Participant observations in mentoring activities show that millennials who actively seek solutions and utilize networks tend to be more successful. The types of businesses developed vary, from agriculture, fisheries, to digital services. The main challenges faced include limited market access, minimal supporting infrastructure, and competition. However, many have also succeeded in increasing the scale of their businesses and implementing simple innovations.

The confirmation process determines the sustainability of millennial participation in the ProSIndes program. Positive results from the business, such as increased income and social recognition, strengthen the decision to continue entrepreneurship. Conversely, failure or results that do not meet expectations can trigger discontinuity. Qualitative data show that post-training mentoring and community support play an important role in this confirmation stage. The success of millennials in managing businesses and gaining real benefits is evidence of the program's effectiveness in encouraging sustainable rural entrepreneurship.

## *Factors Influencing the Diffusion and Adoption of the ProSIndes Program in the Village Context in East Nusa Tenggara*

The characteristics of the ProSIndes-Undarma program innovation, such as relative advantages in potential for economic and skill enhancement, are the main attractions for village millennials. The compatibility of the program with the values and actual needs of the young generation in NTT is also significant in encouraging initial acceptance. However, perceptions of the technical complexity of the program and the limited initial resources owned by millennials can be obstacles. Observation of the success of other participants who have joined and received real benefits has proven effective in accelerating the diffusion of this entrepreneurial innovation in various villages.

The effectiveness of the communication channels used by ProSIndes-Undarma varies greatly between villages in NTT, influenced by local infrastructure and preferences. Direct face-to-face socialization and intensive personal assistance by field facilitators have proven to be most influential in the persuasion and in-depth understanding stages. Conversely, limited accessibility and quality of internet networks in many rural areas reduce the reach and impact of digital media. Clarity, consistency, and credibility of information conveyed through various channels are key to the successful diffusion of this entrepreneurship program.

The speed of adoption of the ProSIndes program by millennials is greatly influenced by the dynamics of the unique social system in each NTT village. Social norms that are conducive to entrepreneurship, as well as the active role and support of community leaders, religious leaders, and traditional leaders, have been shown to accelerate the process of accepting innovation. Informal communication networks between millennials, both directly and through community groups, also play an important role in the dissemination of information, the formation of collective opinions, and influencing the time period for adoption of the entrepreneurship program.

The characteristics of millennial individuals, including formal education level, previous work experience, future orientation, and risk tolerance level, significantly influence the decision to adopt the ProSIndes program. Different categories of adopters, ranging from innovators to laggards, show different patterns of acceptance and assistance needs, requiring tailored approach strategies. Furthermore, concrete support from the nuclear family and village community, including facilitation from village officials, provides social legitimacy and strong moral support for millennials.

Specific contextual factors in each village, such as challenging geographic conditions, availability of basic infrastructure to support businesses (market access, stable electricity, adequate internet), and synergy with local government policies, also shape the landscape of program diffusion. The quality and sustainability of program support provided by ProSIndes-Undarma, including easy access to capital, advanced technical training, and product marketing facilitation, are crucial. Adapting the program to specific needs and local superior potential increases relevance and adoption rates.

## *Profile and Adoption Rate of Millennial Entrepreneurs Based on Adopter Category*

Identification of millennial adopter categories in NTT shows a varied distribution in the acceptance of the ProSIndes-Undarma program, in line with Rogers' theoretical framework. The profiles of innovators, early adopters, early majority, late majority, to \*laggards\* were successfully mapped through a combination of survey data and in-depth interviews. The level of program adoption was significantly influenced by the unique

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characteristics of each of these categories. This mapping is crucial to understanding the dynamics of the spread of entrepreneurial innovation in 3,442 target villages, as well as designing more targeted interventions.

The innovator and early adopter groups in the ProSIndes program in NTT generally have higher levels of education, better access to information, and the courage to take risks. They are proactive in seeking program information and are pioneers in implementing the business. Interview data shows their role as informal \*opinion leaders\*, whose testimonials and initial successes spark the interest of other groups. The adoption rate in this group is relatively fast, although their numbers do not dominate the overall millennial population in these villages.

The early majority showed a more cautious attitude, adopting the ProSIndes program after seeing evidence of success from innovators and early adopters. Survey data indicates that this group was influenced by social networks and recommendations from peers who had already joined. They needed more detailed information and assurances of ongoing program support before deciding to participate. Their adoption rate marks a critical point in the program's diffusion, indicating wider acceptance in NTT village communities.

The late majority and \*laggard\* groups showed slower and lower adoption rates of the ProSIndes program in NTT villages. Their characteristics tend to be more skeptical of innovation, have limited resources, and are more tied to tradition. Qualitative data revealed that they often need stronger encouragement, very tangible evidence of benefits, and intensive mentoring. Socioeconomic factors and accessibility of information are significant obstacles to this group's active participation in entrepreneurship programs.

Understanding the profile and adoption level of each adopter category is vital to optimizing the ProSIndes implementation strategy. Communication approaches, training materials, and mentoring schemes need to be tailored to the specific needs of each group. For example, innovators need new challenges, while \*laggards\* need security guarantees and concrete examples. This strategy differentiation is expected to accelerate the diffusion of innovation evenly, increase millennial participation, and support sustainable entrepreneurial ruralization throughout NTT villages.

## ***Evaluation of Program Impact on Ruralization of Entrepreneurship, Digital Literacy, and Contribution to One Map Policy***

The evaluation of the impact of the ProSIndes-Undarma program shows a positive contribution to the ruralization of millennial entrepreneurs in NTT. Survey data indicates an increase in the number of millennials starting and developing businesses in villages after participating in the program. The types of businesses that emerged were diverse, reflecting the utilization of local potential. In-depth interviews with program participants confirmed a shift in interest from seeking work in the city to building independent businesses in the village, in line with the main objective of the program to revive the rural economy through entrepreneurship.

The ProSIndes program also has a significant impact on increasing digital literacy of rural millennial entrepreneurs. Training modules that integrate the use of digital technology in marketing and business management encourage the adoption of ICT. Observations show an increase in the use of social media for promotions and simple financial applications. Although internet infrastructure challenges still exist, program participants show a high willingness to learn, which is essential in facing the era of Society 5.0 and strengthening the competitiveness of their businesses.

The implementation of ProSIndes indirectly contributes to strengthening data for the \*One Map Policy Beyond 2024\*. Structured data collection of millennial businesses, including types of businesses and their locations in 3,442 villages, produces spatial information on the village economy. Although not yet fully integrated, this data is an important basis for mapping the economic potential of the village. The involvement of millennials in documenting their businesses also increases awareness of the importance of accurate data for more targeted and evidence-based village development planning.

The synergy between rural entrepreneurship and increasing digital literacy is an important foundation towards Society 5.0 in NTT. The ProSIndes program facilitates village millennials not only as economic actors but also as agents of change who are adaptive to technology. Increasing the participation of digitally literate millennial entrepreneurs supports the creation of a more dynamic and connected village economic ecosystem. This is in line with the vision of Society 5.0 which integrates cyberspace and physical space for socio-economic progress.

Despite the positive impacts, challenges such as disparities in digital access and post-program business sustainability remain. Evaluations show the need to strengthen ongoing mentoring and facilitate broader market access. The program's efforts to tailor training modules to specific needs and encourage collaboration between millennial entrepreneurs are key strategies. Long-term success will depend on the program's ability to overcome these obstacles, so that contributions to ruralization, digital literacy, and the \*One Map Policy\* are more optimal.

## CONCLUSION

The implementation of the ProSIndes-Undarma program has successfully reached most of the 3,442 villages in NTT, significantly initiating the process of diffusion of millennial entrepreneurial innovation. Direct socialization and intensive mentoring by field facilitators have proven to be the most effective communication channels in building knowledge and persuasion stages among millennials, although limited digital infrastructure still hinders equal access to program information. This initial success shows the program's great potential in encouraging rural entrepreneurship, but variations in participation levels and geographic challenges typical of NTT indicate the need for a more adaptive and equitable implementation strategy.

The geographical spread of villages in the NTT archipelago, coupled with rugged terrain and uncertain sea transportation, pose significant logistical challenges for field facilitators. This directly impacts the frequency and intensity of face-to-face interactions, essential for building trust and communicating entrepreneurial ideas. Furthermore, the digital divide is not just about the lack of internet connectivity; it also includes a lack of affordable devices, inadequate digital literacy, and inconsistent electricity supply in remote areas, hindering access to online programs. This combination of factors leads to information isolation, where millennials, while potentially interested, may not know or fully understand the benefits of the program. The implication is that participation rates can vary widely, not because of a lack of motivation, but because of these concrete obstacles. Addressing this requires a multi-pronged strategy: effective offline information methods, the establishment of community technology centers, and digital skills training according to ability level, to ensure equal opportunities for all aspiring millennial entrepreneurs, regardless of their geographic location or socio-economic conditions.

The adoption process of the ProSIndes-Undarma program is greatly influenced by the characteristics of the innovation itself, the effectiveness of communication channels, as well as the dynamics of the social system and the characteristics of individual millennials in each village. The decision of millennials to participate is the result of an evaluation of the relative advantages of the program, compatibility with needs, and support from family and community leaders. The identification of various categories of adopters, from innovators to \*laggards\*, emphasizes the need for a differentiated approach in mentoring to accelerate wider program acceptance and ensure the sustainability of millennial entrepreneurial participation throughout the NTT region.

The ProSIndes-Undarma program has shown a significant positive impact on the ruralization of millennial entrepreneurs and increasing digital literacy in NTT villages, which are essential towards Society 5.0. The data collection on millennial businesses also contributes to strengthening the database for the \*One Map Policy Beyond 2024\*, supporting more integrated village development planning. However, the challenges of business sustainability and disparities in digital access require strengthening post-program assistance and facilitating wider market access. Optimizing the program through sustainable adaptation will maximize its positive contribution to economic and social development in NTT.

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