

## **IMPLEMENTATION OF THE PROSPEROUS AFRICA PROGRAM UNITED STATES GOVERNMENT FOREIGN ASSISTANCE IN AFRICA**

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### **ABSTRACT**

*This study aims to examine Implementation Of The Prosperous Africa Program United States Government Foreign Assistance In Africa. The interests of the United States Government to maintain security and prosperity is a priority that is carried out by America. Africa is one of the continents that has received more attention from the United States in recent decades, with potential starting to show in Africa and American interests, hence the Prosperous Africa Initiative program created during the Trump administration. However, due to the lack of research examining Prosperous Africa, this research is expected to be a reference for studying the implementation of development assistance points. Conceptually, foreign aid is provided by developed countries to assist development in developing countries, but of course it is also motivated by their interests. In this case, two African countries are used as case studies, namely Nigeria and Kenya. This program has increased the added value of the agribusiness sector, especially the tomato processing industry. In Kenya Prosper Africa has helped improve technological capabilities in the agricultural sector, especially irrigation systems. This program is a manifestation of the interests of the United States Government to balance China's influence on the African continent. A good agricultural sector will create great agribusiness sector opportunities, Prosperous Africa sees such opportunities in Nigeria and Kenya, with the strength of the American Government through technology for agriculture being an opportunity for American companies and the private sector to take advantage of.*

**Keywords:** *Implementation, Prosperous Africa Program, Foreign, United States Government*

### **ABSTRAK**

Penelitian ini bertujuan untuk mengkaji Pelaksanaan Program Afrika Sejahtera Bantuan Luar Negeri Pemerintah Amerika Serikat Di Afrika. Kepentingan Pemerintah Amerika Serikat untuk menjaga keamanan dan kemakmuran merupakan prioritas yang dilakukan oleh Amerika. Afrika adalah salah satu benua yang mendapat perhatian lebih dari Amerika Serikat dalam beberapa dekade terakhir, dengan potensi yang mulai terlihat di Afrika dan kepentingan Amerika, maka program Prakarsa Afrika Sejahtera dibuat pada masa pemerintahan Trump. Namun karena masih minimnya penelitian yang mengkaji Afrika Sejahtera, maka penelitian ini diharapkan dapat menjadi acuan untuk mengkaji implementasi titik bantuan pembangunan. Secara konseptual, bantuan luar negeri diberikan oleh negara maju untuk membantu pembangunan di negara berkembang, namun tentunya juga dilatarbelakangi oleh kepentingan mereka. Dalam hal ini digunakan dua negara Afrika sebagai studi kasus yaitu Nigeria dan Kenya. Di Nigeria, program ini telah meningkatkan nilai tambah sektor agribisnis khususnya industri pengolahan tomat. Kenya Prosper Africa telah membantu meningkatkan kemampuan teknologi di sektor pertanian, khususnya sistem irigasi. Program ini merupakan wujud kepentingan Pemerintahan Amerika Serikat untuk mengimbangi pengaruh China di benua Afrika. Sektor pertanian yang baik akan menciptakan peluang sektor agribisnis yang besar, Afrika Sejahtera melihat peluang seperti itu di Negara Nigeria dan Kenya, dengan kekuatan Pemerintah Amerika melalui teknologi pertanian menjadi peluang bagi perusahaan dan sektor swasta Amerika untuk memanfaatkannya.

**Kata kunci:** *Implementasi, Program Afrika Sejahtera, Bantuan Luar Negeri, Pemerintah Amerika Serikat.*

## **INTRODUCTION**

United States Government and African relations did not have a significant relationship during the Cold War., except for the Americans who appreciated the African side as a provider to the United States and the Soviet Union who at that time were fighting for their ideology, and United States – African relations in the Cold War era, began nothing more than promoting and maintaining anti-communist ideas to prevent influence from the Soviet Union. Then after the Cold War was over and the existence of international terrorism became a major point for United States policy in Africa, but on the other hand seen from the emergence of the influence of other countries present in Africa, namely China. Some of the reasons above could be a view for America so that they do not ignore Africa again this time. The abandonment that if continued by America, will make America lose influence, power, and the relationship between the two. Before the passage of Prosper Africa, America and Africa had a long relationship historically. Several important phases signaled American interest in Africa, but before the pre-World War II era, the United States side signaled that they lacked interest in the African continent. After post-World War II that view changed and Americans began to engage themselves through policies based on the goal of preventing the influence of the Soviet Union to affect the region (Owusu & Carmody, 2020).

The United States Government seriously to Africa Government began to be seen in the United States administration which launched several initiative programs related to security, food security, health, etc. in various American administrations. Starting from the Clinton era that made the involvement between the United States - Africa began seriously, and continued by the administration thereafter, such as the Bush and Obama administrations seeing considerable consistency both from Congress and from the White House in the American agenda in Africa (Owusu & Carmody, 2020).

Seeing the interests of the United States in Africa, the programs launched to show the seriousness that the United States wants to show to Africa and to strengthen their relationship, through programs and policies launched not only to help both but also as a fulfillment of the interests brought by African Americans through the program, one of which was launched his Prosper Africa Initiative during the administration of Donald Trump. However, due to research on Prosper Africa is still minimal among IR studies in Indonesia, the authors are interested to know that Prosper Africa is running in Africa, where this program helps the development needed in Africa through the existing sectors, for example, the agricultural sector that will improve the agribusiness sector. Along with the Americans who brought their interests past the aid of this program they saw opportunities in the agricultural sector in Africa for the future. It is hoped that this research can increase references to Prosper Africa to be studied in the future.

## **LITERATURE REVIEW**

Foreign aid is one of the instruments broadly used by the government to meet foreign policy objectives (Lengauer, 2011). In the form of self-help can be of many forms, it can consist of goods and services, and money transfers from one country to another, usually from developed countries to developing countries. There is military aid, food, infrastructure, and more, which each country needs in its sector. Although not explicitly, in general, foreign aid contains motives such as economic, political, or humanitarian (Ariyanto Azis, 2018). The motive is used as the fulfillment of the interests to be achieved by a country. In this study using the types of assistance divided by Clemens, Radelet, and Bhavnani, there are three categories, and one of them is assistance aimed at directly affecting growth (building roads, ports, and power plants, or supporting agriculture) (Clemens et al., 2004). The category is an appropriate one for this study, relating to the assistance of Prosper Africa in Africa bypassing Nigeria and Kenya in the assistance of the agribusiness sector related to supporting existing agriculture.

## **METHODS**

In this study using Case Studies, a case study is a study that puts an object under study as a "case" (Samsu, 2017). Nigeria and Kenya became some of the countries for this research case study, which received assistance from the Prosper Africa program passing through the agribusiness sector. According to Bungin (2008), there are three stages in data analysis, namely data reduction, data presentation, and conclusion. Data reduction is a selection process, where there is attention to simplification, abstraction, and alteration of data that is still "rough".

Then there is the presentation of data, which is the organization of complex information into a more systematic form so that later it can be more selective and simple, which can later provide conclusions. And the last conclusion is a final stage in the process of data analysis, in this section, the researchers stated conclusions from the data that have been (Wahyuningsih, 2013). The data obtained in this study are secondary (reports, journals, books, etc.), about Prosper Africa which has been through the selection process and can then be arranged into a piece of more systematic information so that, the end can be concluded.

## **RESULT/ DISCUSSION**

The passage of the United States Prosper Africa development assistance to Africa is not solely due to the basic humanitarian assistance that the United States may generally do to Africa, such as food scarcity, and poverty that they still experience today. Now that the United States sees the opportunity that Africa has for the foreseeable future, the potential is great enough that launching this aid program could be one way for Americans to achieve their interests. Here the interests brought by the

United States to Africa passed through this program contain at least some points such as economic, security and political, and business.

Looking at the economic importance, when the last few decades the economy and the middle class in Africa continue to grow, then there is a good market for consumer goods for Americans because Africa will be a place more than a consumer market for Americans. Africa has the potential to be a place for meeting the supply needs of the manufacturing sector in the future, and that potential exists if it can develop (Stith, 2021). America in the economic interest in Africa is to maintain the sustainability of their economy, through Prosper Africa, America will be easy to reach goods for industrial activities, increase trade and investment between the two-way America-Africa, as well as other sectors such as agriculture which is currently one of the sectors that have a good opportunity for the future, then the interest goes into Prosper Africa to maintain the sustainability of the American economy to keep going in the future.

Table 1. American exported and imported goods to fast-growing countries in Sub-Saharan Africa in 2016-2018

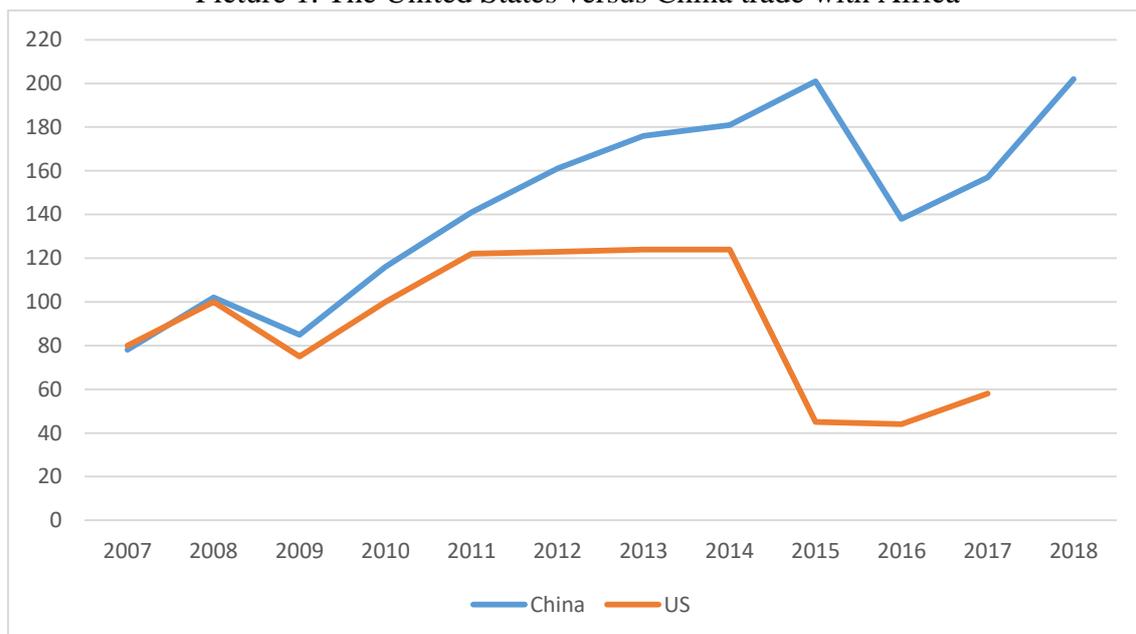
<b>Fastest-growing U.S. exports of goods to SSA countries</b>				<b>Compound annual</b>	
				<b>Absolute Change</b>	<b>Growth Rate</b>
<b>Product</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2016-18</b>	<b>2016-18</b>
	Million \$				%
Petroleum products	688	1,032	1,355	667	40.3
Aircraft, spacecraft, and related equipment	1,764	1,497	2,181	417	11.2
Certain motor-vehicle parts	338	437	697	359	43.6
Motor vehicles	834	876	1,165	331	18.2
Natural gas and components	162	236	449	287	66.3
Poultry	282	433	465	182	28.3
All other	9,415	9,556	9,555	140	0.7
<b>Total</b>	<b>13,484</b>	<b>14,066</b>	<b>15,868</b>	<b>2,384</b>	<b>8.5</b>
<b>Fastest-growing U.S. imports of goods from SSA countries, by leading growth product</b>					
				<b>Absolute Change</b>	<b>Growth Rate</b>
<b>Product</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2016-18</b>	<b>2016-18</b>
	Million \$				%
Crude petroleum	7,258	10,160	9,252	1,994	12.9
Precious metals and non-numismatic coins	1,501	2,086	2,443	941	27.6
Natural and synthetic gemstones	1,482	1,856	2,273	792	23.9
Spices	242	436	542	300	49.7
Ferroalloys	346	680	597	251	31.3
Ceratin ores, concentrates, ash, and residues	484	597	717	232	21.7
All other	8,847	9,042	9,252	405	2.3
<b>Total</b>	<b>20,160</b>	<b>24,857</b>	<b>25,075</b>	<b>4,915</b>	<b>11.5</b>

Source: International trade Commission & of Economics, 2020

Furthermore, there are some American export goods for Sub-Saharan African countries, and vice versa for imported goods from SSA countries to America. Between 2016 and 2018 American exports of goods to the SSA experienced great growth in value, such as petroleum products; aircraft, spacecraft, and related equipment; certain motor vehicle parts; motor vehicles; natural gas and its components, etc. American imports from the SSA between the same years i.e. 2016 and 2018 that experienced the fastest growth are crude oil; spices; ferroalloys, gemstones; synthetics, etc (International Trade Commission & of Economics, 2020). The existing growth in exports and imports between the United States and the SSA country influences the growth of both, as well as an increase in the value of exports and imports also due to an increase in oil prices.

America's security and geopolitical interests in Africa, one of the goals of the formation of Prosper Africa, according to the National Security Adviser during the administration of Donald Trump, John Bolton, Prosper Africa was formed to help fight other influences in Africa called “predatory” for other countries such as Russia and China (Services, 2020). The influence of these countries is currently strong in Africa, compared to America, these countries have placed their interests more intense than America which on some occasions has to neglect the continent because of their disinterest in the continent. For now, America sees the influence of other countries in Africa as a threat that must be eradicated, because America has seen the potential possessed by Africa makes America intensively launched the Prosper Africa program in Africa. But on the one hand, also do not forget that the formation of Prosper Africa by America is done to rival the influence of China through this program.

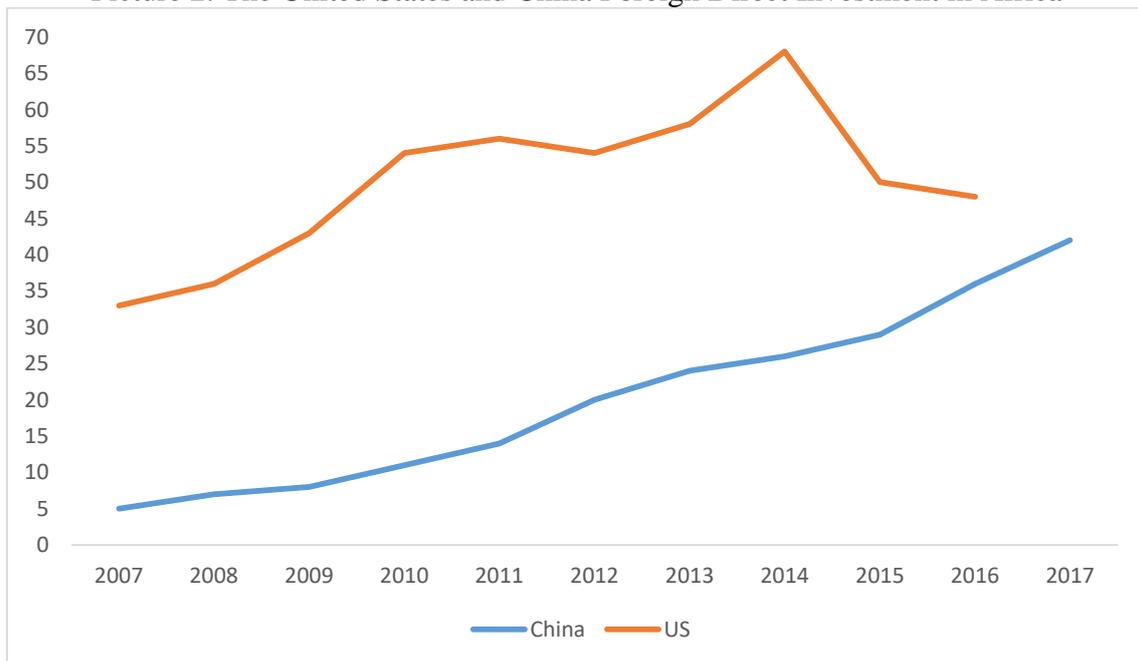
Picture 1. The United States versus China trade with Africa



Source: Reality Check Team, 2019

China's trade with Africa has surpassed more than the United States in the past decade, and in 2018 it has more than tripled. This increase shows that China's increased trade with Africa is far superior to America's. Nagy, who is America's foreign assistant for African affairs, told the BBC that when investors had knocked on the door and the Africans opened it "the only people standing are the Chinese" (Smith, 2019). In line with Mr. Nagy's opinion back at BCC who said he wanted to turn this around and be able to exert American influence on the continent (Africa) (Reality Check Team, 2019).

Picture 2. The United States and China Foreign Direct Investment in Africa



Source: Reality Check Team, 2019

According to the BBC News website, the United States is the single largest source of direct investment in Africa, but its contribution is declining. In 2018, China announced a \$60 billion investment, which includes infrastructure projects as part of the Belt and Road Initiative for the development of global trade routes. The initiative is one of the foreign and economic policies announced by President Xi Jinping in 2013. The initiative aims to strengthen Beijing's economic leadership through infrastructure development programs across the region from China's neighbors, and according to many foreign policy analysts who view the initiative through a geopolitical lens, they see it as an attempt by Beijing to gain political influence over its neighbors (Cai, 2017).

In the aftermath of 9/11, the Millennium Challenge Corporation (MCC) and the United States Africa Command (AFRICOM) which was formed during the time of George W. Bush, MCC were formed to advance development in democracies around the world, providing assistance to development that contributes to stability and progress and reduces the likelihood of terrorist breeding grounds. AFRICOM is further

recognition of African-American geopolitical and military interests through greater cooperation. The mission of importance of both initiatives is that America needs to take steps in providing economic assistance and military assistance to prevent Africa from becoming a place for the next generation of terrorism (Stith, 2021). Looking at China's influence and contribution in Africa, America has many challenges to try to rival its influence in Africa. Therefore, the launch of Prosper Africa was an effort made by America to rival China in Africa.

The last interest is from the business side, before the formation of Prosper Africa, the private sector in the US had difficulty accessing trade and investment, because it made the private sector like companies difficult to reach other regions because the government in the US was still unable to help the problem. The reason the company asked the government to facilitate access to its trade and investment support services, Prosper Africa comes to be a solution for the private sector regarding their trade and investment activities. The full-service Prosper Africa program will facilitate services for both countries, investors, and businesses and create a large reach and employment for the future. And Africa's rapidly expanding population and markets, create opportunities for businesses in an environment of global growth, while at the same time, greater investment and innovation from businesses will meet the previously unmet demand for African goods and services.

Opportunities from the abundance of resources, Africa is a continent endowed with abundant resources both in agriculture and mineral resources, but due to the lack of facilities and innovations for these resources that make Africa still can not maximize it well. Existence innovation and investment can create opportunities for good growth for businesses. For example, oil and gas, and many areas in Africa are still unexplored and have great potential. It is estimated that the market for domestic gas in Africa will grow by 9% per year until 2025, by which time Africa can use 70% of its gas (Leke, Acha Signé, 2019).

In addition to oil, the agricultural sector is still important in growth in Africa and has good opportunities for business, if supported by renewable energy such as solar energy. A report released by Factor Ventures, with support from the Rockefeller Foundation and Windward Fund, found that Africa's agricultural sector is failing to grow due to limited investment in energy and technology, noting that agriculture and agribusiness are projected to become a \$ 1 trillion industry in Sub-Saharan Africa by 2030 if powered by renewable energy such as solar energy, and concluded that "growing agribusiness and smallholder farmers need modern energy to thrive." (Njagi, 2021) .

Africa has the potential to become the "continent of the future", because of the many opportunities for business where possible partnerships exist and companies from around the world can ensure the sustainability of growth and growth for decades to come. The Prosper Africa Initiative comes as an initiative program launched during the

Trump administration in December 2018 (which officially started running in 2019). Its substantial goal is to increase trade and investment in both directions between African Americans. This approach of using a government-wide approach opens up opportunities for doing business in Africa, which can benefit companies and investors from both countries (Africa, 2021).

The help of the 17 American agencies and departments that support this program, this mutually beneficial effort not only opened up opportunities for the market and helped grow the sustainability of the economy in Africa, but in the implementation of the program, which has served more than 280 deals totaling \$22 billion, in early November 2020 through the official website web Prosper Africa stated that the initiative has helped bring deals worth \$22 billion to financial closure (such as the completion of agreements on the financing needed which could allow transactions to proceed) in more than 30 countries. The projects supported by the program are varied, and many are central to infrastructure or access to credit or financial services. As well as a variety of sectors in focus include transportation, energy, transportation, health, technology, and agribusiness, and some focus on emerging Handling (Services, 2020).

### **Prosper Africa Initiative On The Agribusiness Sector: A Case Study Of Nigeria And Kenya**

The previous implementation of the Prosper Africa program in Africa explained thoroughly the success that the program has made in Africa, but to explain to the agribusiness sector, Nigeria and Kenya will be an example to see the assistance from the Prosper Africa program to the country through the agricultural sector which is from the agricultural sector. agriculture can create more agribusiness sectors in the future. Foreign aid sent from one country to another is normal to help the problems faced by that country. The assistance in question can be in the form of money, services, or physical goods, where this assistance may be able to help, for example, respond to a crisis, increase defense capabilities, or support economic growth in the recipient country.

#### **Nigeria for Tomato Production**

Nigeria is supported by extensive human and material resources that sustain its economic growth and development. With vegetation (various plants) and also soil of various types which is suitable for various agricultural purposes. Like most developing economies today, Services is a sector that is gaining momentum in Nigeria, due to the increasing number of people moving from rural to urban areas for employment. Nigeria is a mixed economy, focusing on telecommunications, financial services, and technology, so a possible strategy will deliver results for the future as well as the possibility of its GDP will soar. It is Nigeria's dependence on oil that has become an important indicator of its economic success; between 2001 and 2010, making Nigeria

the country with the highest GDP growth in the world. However, in 2016 the price of oil declined and affected GDP, making this the first trade deficit in more than a decade (O'Neill, 2021).

Despite high oil revenues, the agricultural sector still plays an important role in the economy of Nigeria. The agricultural sector accounts for approximately more than 40% of Nigeria's Gross Domestic Product (GDP), employing a large portion of the population and producing food needs. Nigeria is one of the second largest producers of fresh tomatoes in Africa with an annual output of 2.3 million tonnes, according to a 2018 report by PwC. The report found that the West African country (Nigeria) is the third largest importer of tomato paste on the African continent, spending about \$360 million per year on imports between 2016 and 2017 (Business, 2020).

Some of the facts contained regarding tomato production in Nigeria such as:

1. Regarding production capacity, it is estimated at 2.3 million metric tons, showing an increase of around 27.8%, the data was recorded in 2018.
2. Although Nigeria is one of the world's largest tomato producers, it is also one of the world's top importers of tomato paste, ranking 13th globally and 3rd in Africa.
3. In one study from the Global Alliance for Improved Nutrition (GAIN) in 2017 entitled 'Landscape analysis of dried tomato production and market in Nigeria' said that more than 45% of fresh tomatoes produced in Nigeria were lost due to poor handling and other logistical problems (Emenike, 2020). The agricultural sector or agriculture is the basis of development, economic growth, and poverty eradication for developing countries, agriculture is also considered one of the pillars and also the driver for the economic prosperity of these countries (Chinwuba Moguluwa et al., 2021).

Overall global tomatoes accounted for about 60% of vegetable production in 2016. It is estimated that about a quarter of tomato production is used in the processing industry. In addition, Asia also accounted for around 60% of global tomato production between 2006 and 2016 (as China and India were the largest producers with the production of around 31.87% and 10.39% of global production in 2016). However, as yield increases are the driving factor for tomato production in most regions, globally, Europe has the highest rates for tomato yields with several countries having tomato yields exceeding 400 tonnes/ha (nearly ten times the global average, countries such as Belgium, the Netherlands, and the United Kingdom (Akoyi, n.d.)

Tomatoes have many health benefits and balance the diet because they are rich in minerals, vitamins B and C, iron, and so on. Furthermore, it can be processed into products such as tomato paste, juice, and puree. It was concluded that tomatoes are part of profitable agricultural products if managed properly. Nigeria has the potential to develop this tomato production, if the facilities are owned and associated with the processing of these tomatoes can be improved. But the obstacles that local farmers have

and feel are the lack of technology (which must be improved), low yields and productivity, and high post-harvest losses.

One of the agro-processing companies in Nigeria, *Tomato Jos*, led by Mira Mehta, is trying to see opportunities for tomato production in Nigeria. *Tomato Jos* is a fully integrated business, meaning that the company does it from the start (from farming to managing), and in the end, it will be the output that will produce branded food products. In the company led by Mira Mehta, they have a commercial farm, and they have a farm according to the standardization of *Tomato Jos*, where they bring farmers to their fields and train the farmers on how to grow tomatoes according to their standards, then after the farmers, they are in the program from the company for two years, they are declared graduated and they can practice on their land, and it is estimated that the average farmer who joins the program from the company experiences an increase in income of about five to six times what they previously earned. , the income received is a significant increase (*African Agriculture Is Ripe for Investment - an Interview with Tomato Jos - Prosper Africa*, 2020).

### **Impact of the Prosper Africa initiative aid to Tomato Jos**

Through the Prosper Africa Initiative, the company managed to raise \$4.4 million in revenue, despite the success of the company, *Tomato Jos* went through a series of processes in which those who had previously focused on results and productivity, and production costs, but not on revenue, hence many of the *Tomato Jos* investors. *Tomato Jos* is the program that helps *Tomato Jos* to find the way that *Tomato Jos* is important and just ripe for investment in a factory, as well as Prosper Africa also helps *Tomato Jos* understand the wants that investors want to see, Prosper Africa helps to know the equivalent companies in the same stage in Nigeria and helps *Tomato Jos* to prepare (*African Agriculture Is Ripe for Investment - an Interview with Tomato Jos - Prosper Africa*, 2020).

### **Kenya On Agriculture**

Kenya is the largest and most diverse economy in East Africa with agriculture as the main sector and central to the country's development strategy, and more than 75% of Kenya's population, most of whose livelihoods are in agriculture, also accounts for more than a quarter of Kenya's GDP, but agriculture is largely subsistence and productivity has generally stagnated in recent years, despite continued population growth. Although only about 20% of Kenya's land is proper for the agricultural sector and the region has not been able to achieve its maximum yield due to some existing constraints, and this limits its considerable potential to increase productivity (USAID, 2022).

Constraints such as many farmers working in agriculture without any basic agricultural foundation or adequate technology and also the main cause due to the case

of drought that occurs in Kenya which is arid and semi-arid and this situation makes vulnerability and crisis for basic livelihoods and this poses a challenge to food security for Kenya, so Kenya needs a transition, caused by the unstable climate in Kenya makes the results of agriculture can not be maximized.

Some agricultural production in Kenya produces 70% corn, 65% coffee, 50% tea, 80% milk, 85% fish, and 70% beef and other products domestically according to the Kenya Bankers Association (KBA) 2018. While Kenya has made progress in the last three decades to build its economy for agricultural change, the sector has still not been able to reach its full production potential, due to factors previously discussed as a less stable climate such as drought, flooding, and disease, as well as pests (Amwata, 2020).

The data of the GDP economic sector in Kenya from 2010 to 2020 show that the distribution where the overall sector, the service sector is around 53.56%, followed by the agricultural sector 23.05%, the industrial sector 17.38% percent. The problems facing Kenya are the agricultural sector on lands that lack the water systems needed for Agriculture, many lands that lack irrigation systems, and the state of uncultivated land, and farmers also experience barriers to access to energy and most Kenyans still depend on the land to support their daily lives. One of the companies that saw obstacles and opportunities was *Sunculture*, a company located in Nairobi Kenya, founded in 2013 by Samir Ibrahim. The company sells Agro Solar irrigation equipment, a fully solar-powered irrigation system. The device combines solar water pumping technology with high-efficiency drip irrigation. It combines everything a farmer needs to grow more while spending less, in an energy-efficient way.

The company is also the only store for farmers in Kenya, as they provide solar water pumping solutions, all drip irrigation supplies, educational training, as well as capital and market access in rural Kenya. Kenyans must increase their agricultural production to reduce poverty, create jobs and prosperity, and feed a growing population. Currently, only 4% of irrigated land is irrigated, and irrigation is an element that is essential for the development of agri-food. As well as 96% of Africa's smallholder farmers are still dependent on rain-fed agriculture, and consequently, an impact on its growth ((ARE), n.d.)

### **Impact of the Prosper Africa initiative aid to Sunculture**

According to the website Prosper Africa, a report from the United Nations says that the world's food supply must double by 2050 to sustain the Earth's growing population, one of which is Africa to become a continent that will help meet the world's growing food demand (*Kenyan-Based Company Revolutionizes Agriculture Sector Through Solar Power - Prosper Africa*, n.d.). *Sunculture* is a company that provides solutions to farmers, they sell solar-powered generators and water pumps using a Pay-as-you-Grow payment method that allows farmers to pay for equipment in installments as they

increase crop yields and income. While *Sunculture* helps farmers, the company is seeking support to expand its footprint in Kenya and across the African continent.

Through the Prosper Africa program, *Sunculture* was able to get an investment of \$14 million. The assistance from Prosper Africa has made an impact on the company as it has been able to expand its reach in Kenya. For *Sunculture* getting this help will not only be able to expand their services from Kenya to other regions in Africa, but this could also be a solution to create jobs for local farmers in Africa.

## **CONCLUSION**

Based on the explanation above, America's interest to maintain economic stability, security, and others make them launch aid to other countries to be able to achieve their interests. With the acceleration of Africa in the last decade, Africa is currently a continent that attracts attention from developed countries, one of which is America. And the blessing of natural resources and their potential as a home for food in the future. Although the United States has neglected Africa, this time the United States shows its seriousness by launching programs, policies, and assistance to Africa, one of which is the United States that launched the Prosper Africa program during the Trump administration.

To meet the needs of Africans, they need help from other countries to improve existing sectors, as well as for the population that is increasing every year. So the presence of Prosper Africa is one of the assistance provided by America to Africa and not merely assistance that is only given to the obstacles that exist in Africa, but assistance is also given as a fulfillment of American interests in Africa, which can be seen from the economy, security and geopolitics, and businesses that see opportunities in Africa, and try to rival the influence of other countries with this program.

The Prosper Africa Assistance program in Africa has been running quite actively in carrying out activities to help and solve problems related to existing sectors in Africa. The program has provided assistance in the agricultural sector as well as activities in the agribusiness sector. With the progress of the program in African countries has improved in existing sectors such as the agricultural sector, improve the sustainability needed to support the development, and increased innovation and opportunities created, but in the progress of the program Prosper Africa still has shortcomings that may in the future be overcome by the next administration if this program is still in effect in his government, Prosper Africa has good potential for America in Africa, it is hoped that in the future this initiative can be better.

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