

ABSTRACT

*Kurni Yuliana, 2023. **COMMUNITY PARTICIPATION IN SOCIAL ENTREPRENEURSHIP PROGRAM (Study on the Pasar Kinanti Program at Sakola Motekar, Ciamis Regency)**. Department of Community Education, Faculty of Teacher and Education, Siliwangi University, Tasikmalaya.*

In an effort to solve problems related to understanding the potential of the community and the lack of initiative and participation, therefore through the social entrepreneurship program as a solution to develop and process potential independently through participation and increase community cooperation. The purpose of this research is to obtain data related to community participation in the social entrepreneurship program at Pasar Kinanti. The method used in this research uses a descriptive qualitative approach. Data collection techniques were carried out through observation, interviews, and documentation. The results of the research based on the techniques used obtained data that community participation in the social entrepreneurship program at Pasar Kinanti goes through several stages, namely planning, implementation, monitoring and evaluation, and benefit taking. The form of community participation in the Pasar Kinanti program is in the form of contributions of ideas / opinions, energy, property, expertise and skills. The conclusion of this research is that through community awareness and initiative by following various stages and forms of community participation in the implementation of the Kinanti Market program, it has proven to be able to help the community meet their needs and solve social problems in the surrounding environment such as problems of mutual cooperation, health, care, economy, and potential development.

Keywords: Participation, Community, Social Entrepreneurship.