

ABSTRAK

Abdul Latif Mubarak 2024. **UPAYA PENGGERAK SWADAYA MASYARAKAT DALAM MENINGKATKAN PARTISIPASI MASYARAKAT DI KEGIATAN BULAN BHAKTI GOTONG MASYARAKAT** (Studi di Desa Jalatrang Kecamatan Cipaku Kabupaten Ciamis). Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Penelitian ini mengkaji upaya Penggerak Swadaya Masyarakat (PSM) dalam meningkatkan partisipasi masyarakat melalui kegiatan Bulan Bhakti Gotong Royong Masyarakat (BBGRM) di Kabupaten Ciamis. Tujuan penelitian ini adalah untuk menggambarkan strategi dan metode yang digunakan oleh PSM dalam menyuluh, melatih, dan mendampingi masyarakat serta perangkat desa. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif, Dengan menggunakan subjek satu orang kepala dinas, dua orang penggerak swadaya masyarakat, dua orang kepala desa. Untuk teknik pengumpulan datanya menggunakan observasi, wawancara, dan dokumentasi. Analisis data yang digunakan adalah reduksi data, data display, dan verifikasi data. Hasil penelitian menunjukkan bahwa peran PSM sangat penting dalam meningkatkan partisipasi aktif masyarakat melalui penyuluhan, pelatihan, dan pendampingan. Inovasi penggunaan teknologi informasi seperti aplikasi Zoom dalam penyuluhan terbukti efektif dalam menyampaikan informasi secara cepat dan luas. Tantangan seperti keterbatasan akses internet dan keterampilan teknologi di kalangan masyarakat diatasi dengan memberikan panduan teknis. Pelatihan Bimbingan Teknis (Bimtek) juga membantu meningkatkan pemahaman dan keterampilan masyarakat dalam pelaksanaan BBGRM. Simpulan, upaya penggerak swadaya masyarakat dalam meningkatkan partisipasi masyarakat melalui kegiatan bhulan bhakti gotong royong di Kabupaten Ciamis berhasil meningkatkan kesadaran, keterlibatan, dan kontribusi masyarakat.

Kata Kunci: Penggerak Swadaya Masyarakat, Partisipasi Masyarakat, Bulan Bhakti Gotong Royong.

ABSTRACT

*Abdul Latif Mubarak 2024. **EFFORTS TO MOBILIZE NON-GOVERNMENTAL ORGANIZATIONS IN INCREASING COMMUNITY PARTICIPATION IN COMMUNITY MUTUAL AID MONTH ACTIVITIES** (Study in Jalatrang Village, Cipaku District, Ciamis Regency) Department of Community Education, Faculty of Teacher Training and Education, Universitas Siliwangi, Tasikmalaya.*

This study examines the efforts of Non-Governmental Mobilizers (PSM) in increasing community participation through Community Mutual Cooperation Month (BBGRM) activities in Ciamis Regency. The purpose of this research is to describe the strategies and methods used by PSM in advising, training, and assisting the community and village apparatus. This study uses a qualitative method with a descriptive approach, using the subject of one agency head, two non-governmental mobilizers, and two village heads. For the data collection technique, observation, interviews, and documentation are used. The data analysis used is data reduction, data display, and data verification. The results of the study show that the role of choirs is very important in increasing active community participation through counseling, training, and mentoring. Innovations in the use of information technology such as the Zoom application in counseling have proven to be effective in conveying information quickly and widely. Challenges such as limited internet access and technological skills among the community are overcome by providing technical guidance. Technical Guidance Training (Bimtek) also helps improve people's understanding and skills in the implementation of BBGRM. Overall. In conclusion, efforts to mobilize community self-help to increase community participation through bhulan bhakti mutual cooperation activities in Ciamis Regency have succeeded in increasing community awareness, involvement and contribution.

Keywords: Community Self-Help Activators, Community Participation, Bulan Bhakti Gotong Royong.