ABSTRACT

SRI WAHYUNI. 2022. COMMUNITY EMPOWERMENT THROUGH THE DEVELOPMENT OF LOCAL WISDOM MAT MENDONG (Study on Pegrajin Mat Mendong In Singkup Village, Purbaratu District, Tasikmalaya City) Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

Community empowerment through the development of local wisdom of mendong mats needs to be supported by community participation by utilizing mendong mats and mendong mats to make their trademark. The purpose of this study was to determine community empowerment through the development of local wisdom of mendong mats in Singkup Village, Purbaratu District, Tasikmalaya City. This study uses qualitative research methods to collect data through observation, interviews, and documentation. The data collection techniques chosen were data reduction, data presentation, and conclusions. The results showed that the process of community empowerment through the development of local wisdom on this mendong mat used Responsiveness, Skills and Collaboration. The result of the community empowerment process through the development of local wisdom of mendong mats is that it can create an increase in skills through training and participate in the development of local wisdom of mendong which aims to develop local wisdom and increase family income and can improve community welfare. The characteristic that distinguishes mendong mats produced by craft owners is the screen printing motif. Screen printing mats are also called floral motifs which have a philosophy of natural beauty. Mendong mats are a characteristic product of Purbaratu District and Cibereum District which are able to attract tourists who visit the City of Tasikmalaya and buy souvenirs, their trademark is the craft of mendong mats. The conclusion is that community empowerment through mendong mat craft can increase economic income in covering daily needs and can maintain local wisdom of mendong as local culture.

***Keywords**: Community Empowerment, Local Wisdom, Training, Skill*