

ABSTRACT

The research entitled Empowerment and Political Economy of Ecoprint Craftsmen (Study on Empowerment and Political Economy Analysis of Ecoprint Craftsmen and the Linggajati Village Government, Sukaratu District, Tasikmalaya Regency). Is a research that uses the concept of community empowerment and a political economy perspective that aims to describe the role of the village government and the political economy relationship with Ecoprint craftsmen in Linggajati Village. Ecoprint Linggajati is a community engaged in the creative economy and UMKM village community.

The problem raised in this research is how the village government is involved in empowerment and its political economic relationship with ecoprint artisans which has implications for the welfare of ecoprint artisans and the development of business potential in Linggajati Village.

The research method used was qualitative. Informants were selected using purposive sampling and snowball sampling techniques. Data collection techniques included in-depth interviews with semi-structured interviews, observation, and documentation studies. Source triangulation was used to ensure data validity. Data obtained during the study were analyzed using Miles and Huberman's interactive analysis technique.

Based on field data and analysis, this study concludes that the Linggajati village government has not been able to create a sustainable empowerment program and has not been able to develop ecoprint artisan businesses in Linggajati village. The village government's power has not been optimized to create policies that benefit ecoprint artisans, although the incentives provided by partners through empowerment programs have not been sufficient for the village government to foster economic development. The interests of the village government and the ecoprint artisans are not aligned due to the lack of agreement on the proposed policies. However, the incentives provided by partners through empowerment programs create opportunities for the establishment of ecoprint artisan businesses, which serve as business opportunities for the village community, making village activities more productive and generating economic value.

Furthermore, the Linggajati village government also benefits from the empowerment program. In addition to addressing economic inequality, it is also believed to increase village income. Therefore, in this case, the village government is still unable to maximize existing opportunities due to its limitations.

.Keywords: Empowerment, Political Economy, Ecoprint Craftsmen.