

ABSTRAK

IIS ISNAWATI, 2025. “*Pemberdayaan Masyarakat Melalui Home Industry Kerajinan Tangan* (Studi Kasus di Kampung Babakan Desa Sukaratu Kabupaten Tasikmalaya)”. Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Pemberdayaan masyarakat dilakukan sebagai upaya mengatasi tingginya angka pengangguran dan kemiskinan di Jawa Barat, melalui pemanfaatan potensi lokal berupa sumber daya alam yang belum dimanfaatkan secara optimal oleh masyarakat setempat. *Home industry* kerajinan tangan dipilih sebagai strategi pemberdayaan untuk meningkatkan pendapatan dan kemandirian warga melalui pelatihan, pendampingan, dan pengembangan keterampilan. Penelitian ini bertujuan untuk mengetahui proses pemberdayaan masyarakat melalui home industry kerajinan tangan di Kampung Babakan, Desa Sukaratu, Kabupaten Tasikmalaya. Menggunakan pendekatan kualitatif fenomenologi, data dikumpulkan melalui observasi, wawancara, dan dokumentasi. Subjek penelitian terdiri dari satu ketua kelompok dan tiga anggota, sedangkan objeknya adalah proses penyelenggaraan home industry kerajinan tangan. Hasil penelitian menunjukkan bahwa pemberdayaan masyarakat dilaksanakan melalui lima tahapan pemberdayaan menurut pendekatan 5P, yaitu: (1) Pemungkinan, dilakukan melalui sosialisasi dan penggalan potensi masyarakat yang memiliki keterampilan dasar kerajinan tangan; (2) Penguatan, berupa pelatihan produksi rajutan, anyaman bambu, dan pengemasan produk; (3) Perlindungan, melalui dukungan modal awal dari desa dan perlindungan dari risiko usaha; (4) Penyokongan, diberikan melalui pendampingan intensif oleh aparat desa dan ketua kelompok usaha; serta (5) Pemeliharaan, dilakukan dengan monitoring kegiatan, evaluasi produksi, dan regenerasi anggota. Simpulan melalui pemberdayaan masyarakat melalui home industry kerajinan tangan, masyarakat yang lebih mandiri, berdaya, dan memiliki prospek keberlanjutan jangka panjang dalam usaha kerajinan.

Kata kunci : *Pemberdayaan masyarakat, home industry, kerajinan tangan*

ABSTRACT

IIS ISNAWATI, 2025. *Community empowerment through handicraft home industry (A case study of Kampung Babakan, Sukaratu Village, Tasikmalaya Regency)* Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

Community empowerment is carried out as an effort to address the high rates of unemployment and poverty in West Java by utilizing local potential in the form of natural resources that have not been optimally used by the community. Handicraft home industry is chosen as an empowerment strategy to increase residents' income and independence through training, mentoring, and skill development. This study aims to explore the community empowerment process is implemented through a handicraft home industry in Kampung Babakan, Sukaratu Village, Tasikmalaya Regency. Employing a qualitative fenomenologi approach, data were collected through field observation, interviews, and documentation. The research subjects included one group leader and four members, while the object was the implementation process of the handicraft home industry. research findings indicate that community empowerment was carried out through five stages of empowerment based on the 5P approach, namely: (1) Enabling, conducted through socialization and identifying community members with basic handicraft skills; (2) Strengthening, in the form of training in producing knitted goods, bamboo weaving, and product packaging; (3) Protecting, by providing initial capital support from the village and protection from business risks; (4) Supporting, through intensive mentoring by village officials and group leaders; and (5) Maintaining, carried out through activity monitoring, production evaluation, and member regeneration. The conclusion through public empowerment through home industries more independent, empowered and has long-term sustainability prospects in the craft industry.

Keywords : *community empowerment, home industry, handicraft*