

ABSTRAK

RAHAYU, ASTRI TRESNA. 2026. **PEMBERDAYAAN MASYARAKAT DALAM MENGEMBANGKAN EKONOMI KREATIF MELALUI PEMANFAATAN BAMBU (Studi Galeri Anyaman Desa Putrajawa Kecamatan Selaawi Kabupaten Garut)**. Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Bambu merupakan sumber daya alam yang memiliki potensi dalam mendukung pengembangan ekonomi kreatif masyarakat, namun pemanfaatannya di banyak daerah masih terbatas pada produk bernilai ekonomi rendah. Kondisi serupa terjadi di Kampung Cikakak, Desa Putrajawa, Kabupaten Garut, yang masyarakatnya bergantung pada sektor pertanian dan peternakan dengan pendapatan tidak menentu. Melalui kelompok Galeri Anyaman, masyarakat mengembangkan kerajinan bambu sebagai alternatif sumber pendapatan. Penelitian ini bertujuan mendeskripsikan proses pemberdayaan masyarakat dalam mengembangkan ekonomi kreatif berbasis bambu. Penelitian dilakukan menggunakan pendekatan kualitatif deskriptif dengan paradigma interpretivisme. Data dikumpulkan melalui wawancara mendalam, observasi dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pemberdayaan berlangsung melalui tiga tahap, yaitu penyadaran terhadap potensi ekonomi bambu, pengkapisitasan melalui pelatihan dan pendampingan pemerintah desa, BUMDes, serta PT Astra untuk menghasilkan produk beragam, dan peningkatan kemandirian produksi. Kendala yang dihadapi adalah jangkauan pasar terbatas dan belum tersusunnya sistem regenerasi kepemimpinan. Disimpulkan bahwa pemberdayaan ini dapat meningkatkan kesejahteraan, namun dukungan berkelanjutan tetap diperlukan agar usaha berkembang lebih luas dan lestari.

Kata kunci: pemberdayaan masyarakat, ekonomi kreatif, pemanfaatan bambu, Galeri Anyaman, Desa Putrajawa

ABSTRACT

*RAHAYU, ASTRI TRESNA. 2026. **COMMUNITY EMPOWERMENT IN DEVELOPING THE CREATIVE ECONOMY THROUGH THE USE OF BAMBOO** (Study of the Weaving Gallery in Putrajawa Village, Selaawi District, Garut Regency). Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.*

Bamboo is a natural resource with the potential to support the development of the community's creative economy; however, in many regions, its utilization is still limited to products of low economic value. A similar situation exists in Cikakak Hamlet, Putrajawa Village, Garut Regency, where the community relies on the agriculture and livestock sectors and faces an unstable income. Through the Galeri Anyaman group, the community has developed bamboo crafts as an alternative source of income. This study aims to describe the process of community empowerment in developing a bamboo-based creative economy. The research was conducted using a descriptive qualitative approach within an interpretivist paradigm. Data were collected through in-depth interviews, observation, and documentation, then analyzed through data reduction, data presentation, and drawing conclusions. The results show that empowerment occurred in three stages: raising awareness of bamboo's economic potential; capacity building through training and mentoring provided by the village government, the Village-Owned Enterprise (BUMDes), and PT Astra to produce a diverse range of products; and increasing production autonomy. The challenges faced include limited market reach and the lack of a structured leadership succession system. It is concluded that this empowerment can improve well-being, but sustained support remains necessary for the initiative to expand more broadly and sustainably.

Keywords: Community Empowerment, Creative Economy, Bamboo Utilization, Weaving Gallery, Putrajawa Village