

ABSTRAK

SALMAA AUFA AZARIA. 2025. **PEMBERDAYAAN MASYARAKAT MELALUI PROGRAM KEMITRAAN DAN BINA LINGKUNGAN (Studi Pada UMKM *Handycraft* Komunitas Merajut Tasik Di Rumah BUMN Kota Tasikmalaya)**. Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi.

UMKM dalam pembangunan nasional memiliki peranan dan potensi besar, akan tetapi dalam keadaan faktual masih terdapat banyaknya hambatan. Melalui berbagai kebijakan dan upaya yang ditujukan untuk meningkatkan kapasitas dan kapabilitas UMKM, salah satunya adalah Program Kemitraan dan Bina Lingkungan (PKBL). Aksi pemberdayaan dengan pendirian Rumah BUMN yang berfungsi sebagai pusat pengembangan UMKM. Tujuan penelitian ini untuk mengetahui proses pemberdayaan masyarakat melalui Program Kemitraan dan Bina Lingkungan. Metode yang digunakan peneliti adalah penelitian kualitatif dengan metode deskriptif. Teknik pengumpulan data melalui observasi, wawancara dan dokumen. Teknik analisis yang digunakan yaitu reduksi data, penyampaian data, dan kesimpulan. Hasil penelitian menunjukkan Pemberdayaan Masyarakat melalui Program Kemitraan dan Bina Lingkungan dilakukan lima pendekatan pemberdayaan masyarakat yaitu: Pendekatan Pemungkinan, dilakukan dengan penciptaan suasana dalam setiap pendampingan dan pemberian edukasi. Pendekatan Penguatan, upaya Rumah BUMN melalui pelatihan *digital marketing*, pengemasan, marketing pengelolaan. Pendekatan Perlindungan, Rumah BUMN membantu dan memberikan bimbingan dalam mendapatkan legalitas serta izin usaha. Pendekatan Penyokongan, dilaksanakan Rumah BUMN dengan memberikan dorongan sarana prasarana, peningkatan modal bantuan KUR dan pemasaran usaha melalui *BRILian Preneur*, bazaar, *display show case* dan lainnya. Pendekatan Pemeliharaan, Rumah BUMN merealisasikan dengan adanya pendampingan dalam setiap program dan kolaborasi yang terjalin seperti bermitra bersama BRI dan Komunitas. Simpulan penelitian dengan adanya PKBL, UMKM mampu mengembangkan kapasitas dan daya saing UMKM sehingga mandiri secara finansial dan mampu beradaptasi dengan dinamika pasar.

Kata Kunci : Pemberdayaan Masyarakat, UMKM, Rumah BUMN

ABSTRACT

SALMAA AUFA AZARIA. 2025. COMMUNITY EMPOWERMENT THROUGH PARTNERSHIP AND COMMUNITY DEVELOPMENT PROGRAMS (Study on UMKM Handicraft Tasik Knitting Community at BUMN House, Tasikmalaya City). Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University.

UMKM in national development has a large role and potential, but in factual conditions there are still many obstacles. Through various policies and efforts aimed at increasing the capacity and capabilities of UMKM, one of which is the Partnership and Community Development Program (PKBL). Empowerment action with the establishment of BUMN House which functions as a center for UMKM development. The purpose of this study is to determine the process of community empowerment through the Partnership and Community Development Program. The method used by the researcher is qualitative research with a descriptive method. Data collection techniques through observation, interviews and documents. The analysis techniques used are data reduction, data delivery, and conclusions. The results of the study show that Community Empowerment through Partnership and Community Development Programs is carried out with five community empowerment approaches, namely: Enabling Approach, carried out by creating an atmosphere in every assistance and providing education. Strengthening Approach, efforts by BUMN House through digital marketing training, packaging, management marketing. Protection Approach, BUMN House helps and provides guidance in obtaining legality and business permits. Support Approach, implemented by BUMN House by providing encouragement for infrastructure, increasing KUR assistance capital and marketing businesses through BRILian Preneur, bazaars, display show cases and others. Maintenance Approach, BUMN House realizes this with assistance in every program and collaboration that is established such as partnering with BRI and the Community. The conclusion of the study is that with the existence of PKBL, UMKM are able to develop the capacity and competitiveness of UMKM so that they are financially independent and able to adapt to market dynamics.

Keywords: Community Empowerment, UMKM, BUMN House