

EMPOWERMENT OF THE BENEFICIARY FAMILY (KPM) OF THE HOPE FAMILY PROGRAM (PKH) THROUGH THE SOCIAL ENTREPRENEURSHIP PROGRAM (PROKUS) IN CILEBAR DISTRICT, KARAWANG REGENCY

Umi Hani ¹, Dini Nadila ²

Fakultas Ilmu Sosial dan Ilmu Politik Universitas Pasundan. Jl. Lengkong Besar No.68, Cikawao, Kec. Lengkong, Kota Bandung, Jawa Barat, 40261, Indonesia

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Email :

umihani@unpas.ac.id

ABSTRACT

Prokus is a program launched by the Ministry of Social Affairs of the Republic of Indonesia which targets beneficiary families (KPM) who have graduated or left the Family Hope Program (PKH) so that independence is formed. economically so that they do not go back down economically after they no longer receive assistance through PKH. Graduation KPM-PKH themselves are those who are still in the poor and vulnerable category but are graduated because some of the components do not fulfill them. As stated by the Director General of Social Empowerment of the Indonesian Ministry of Social Affairs, "ProKUS simply empowers the community through a business approach. The purpose of this study was to find out how the process of empowering KPM PKH through Prokus in Cilebar District, Karawang Regency was viewed from the empowerment of PKH KPM in implementing social entrepreneurship programs accompanied by District Social Welfare Workers (TKSK) as social assistants. This study uses a descriptive method, with a qualitative approach. Data collection techniques used are observation, interviews, and documentation. Data analysis was carried out by means of data reduction, data clarification, data verification, and drawing conclusions. Based on the six aspects above, KPM ProKUS is grouped into beginner categories, developing categories and advanced categories. In the Cilebar District KPM there are two categories, namely the beginner category of 14 KPM and the developing category of 3 KPM. This program is expected to break the dependence of KPM on social assistance and create and enhance the spirit of social entrepreneurship and business independence. The outputs and achievement targets of this research are in the form of accepted scientific articles in accredited national journals. Research Technology Readiness Level target in year 1 is scale 2.

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INTRODUCTION

Prokus is a program launched by the Ministry of Social Affairs of the Republic of Indonesia which targets beneficiary families (KPM) who have graduated or left the Family Hope Program (PKH) in order to create economic independence so that they do not fall back down economically after no longer receiving assistance through PKH.

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Graduation KPM-PKH themselves are those who are still in the poor and vulnerable category but are graduated because some of the components do not fulfill them. As stated by the Director General of Social Empowerment of the Indonesian Ministry of Social Affairs, "ProKUS simply empowers the community through a business approach. In the implementation of ProKUS. In 2021, the Indonesian Ministry of Social Affairs is working with 27 business incubators in tertiary institutions and involving District Social Welfare Workers (TKSK) as social assistants.

This was done so that the Beneficiary Families (KPM) of the Family Hope Program (PKH) could be empowered by the business they started. KPM PKH does not only focus on profit but also pays attention to its business management, such as attractive product packaging, marketing strategies that use digital marketing and so on. The role of TKSK is very important in this program because ProKUS does not only focus on economic independence, but also on social and environmental life. In accordance with Permensos 28/2018 regarding Sub-district Social Welfare Workers (TKSK) abbreviated as TKSK is someone who is given the task, function, and authority by the Ministry of Social Affairs, provincial social services, and/or district/city regional social services to assist in the implementation of social welfare according to the scope of the assignment area in the sub-district. TKSK domiciled at the sub-district level, there is only 1 (one) TKSK. TKSK is expected to be able to increase community participation in the implementation of social welfare at the community level and coordinate any assistance from the government and assist and understand all assistance from the government for KPM.

METHOD

This research is the research background Cilebar District, Karawang Regency. The object of this research is the beneficiary family (KPM) of the Family Hope Program (PKH) in the District. Cilebar, Karawang Regency, while the subject of this research is the Social Entrepreneurship Program (ProKUS), how to empower beneficiary families (KPM) of the Family Hope Program (PKH) through the Social Entrepreneurship Program (Prokus) in Cilebar District, Karawang Regency.

Problem in qualitative research is referred to as the research focus. The focus of this research contains the subject of study that is the center of attention, namely the empowerment of beneficiary families (KPM) of the Family Hope Program (Pkh) through the Social Entrepreneurship Program (Prokus) in Cilebar District, Karawang Regency.

The method used in this research is descriptive qualitative. research using a qualitative approach with descriptive research type, according to Bogdan and Taylor (in Molong, 2002: 3), qualitative research methods as a research procedure that produces descriptive data, namely written or spoken words from people and observed behavior . This research data collection technique was carried out in the following ways:(*interview*) Estherberg (2002)

in Sugiyono (2015: 75) An interview is a meeting of two people to exchange information through debriefing with related parties to obtain the information and data needed, so that meaning can be constructed in a particular topic. In this study researchers interviewing resource persons or informants who have a relationship with and linkage so expected to provide an overview and research answers. In this study interviews were conducted with beneficiary families (KPM) in the Cilebar District, Karawang Regency.

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Observation, According to Nasution (1988) in Sugiyono (2015:64) observation is the basis of all science. Make observations directly in the environment where the research was carried out, observations in this study were carried out to see and listen to the activities and contributions of the District Social Welfare Workers (TKSK) in the implementation of ProKUS which act as Social Assistants according to what is stated in the ProKUS General Guidelines, then record the results of observations with record and use tools to facilitate observation.

The Family Hope Program (PKH) received assistance from the Social Entrepreneurship Program (ProKus) in Cilebar District, Karawang Regency. The 17 KPM received equipment assistance for business production as shown in the table above, in the form of blenders, display cases, rice scales, ducklings and others according to the type of business of the KPM. ProKUS Beneficiary Families (KPM) are grouped into beginner categories, developing categories and advanced categories. In the Cilebar District KPM there are two categories, namely the beginner category of 14 KPM and the developing category of 3 KPM. Of the 17 KPM who received assistance through the Social Entrepreneurship Program (ProKus), only 3 KPM were able to accelerate their business. The forms of business acceleration are as follows Making business name banners as business promotion Assistance in writing cash financial reports Training on the use of sealers for product packaging that is sold to make it more attractive.

RESULT AND DISCUSSION

The process of empowering KPM PKH through Prokus ran smoothly. The KPM was given training in bookkeeping, financial reporting and increasing production by providing production and promotion tools. There are 10 KPM PKH who run the Social Entrepreneurship Program (Prokus) in Cilebar District, Karawang Regency. But only 3 things can be done to accelerate business. The forms of KPM through Prokus are that there are those who raise ducks which then innovate to sell salted eggs, there are those who sell processed milkfish gepuk and sell carpet waste which is made into children's toys. There are 17 Beneficiary

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Making business name banners as business promotion Assistance in writing cash financial reports Training on the use of sealers for product packaging that is sold to make it more attractive Arrangement of plastic or paper packaging by including the brand of the seller Business development using food technology and using other means of production

Duck Farmer

KPM for the duck business is given reinforcement in the form of giving ducklings according to the needs for developing their business. In addition, they were given banners, financial bookkeeping assistance by giving simple financial record books and calculators, and giving salted egg packaging and giving duck seed



Milkfish seller

KPM provided assistance by providing a vacuum sealer which aims to update the packaging so that the product is more durable and clean during packaging. Then the nutritional value test was carried out in the Food Technology Laboratory of Pasundan University

Carpet Waste Seller

KPM is provided with financial bookkeeping assistance with the aim of being able to record income and expenses properly. Then given tools for sales in the form of waste sewing tools and scissors along with product promotion.

CONCLUSION

ProKUS as a bridge (bridging) to enter into micro business financing schemes such as ultra micro (UMi) and People's Business Credit (KUR), KPM becomes graduated or connected with Ministries/Institutions that handle cooperatives, SMEs, micro business credit financing and/or credit People's Enterprises (KUR) and other related institutions for the development of marketing and exhibition of ProKUS business results. It is expected that KPM can achieve program success indicators which consist of Increasing venture capital 1) Increase in business income; 2) Increasing social roles; 3) Marketing of business results; 4) Number of business turnover; 5) BigAsset. Based on the 6 (six) aspects above, KPM ProKUS is grouped into beginner categories, developing categories and advanced categories. In the Cilebar District KPM there are two categories, namely the beginner category of 14 KPM and the developing category of 3 KPM. This program is expected to break the dependence of KPM on social assistance and create and enhance the spirit of social entrepreneurship and business independence.

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