

ABSTRACT

Muhammad Wahyu Rizki, 21.03.004. *The Process of Empowering Poor Families through the Community-Based Social Welfare Institution (WKSBN) Ngudi Barokah in Nglaren Hamlet, Potorono Village, Banguntapan District, Bantul Regency, supervised by Admiral Nelson Aritonang, Ph.D., and Dr. Harapan Lumban Gaol.*

This study aims to describe the empowerment process of low-income families carried out by *Wahana Kesejahteraan Sosial Berbasis Masyarakat (WKSBM) Ngudi Barokah* in Dusun Nglaren, Potorono Village, Banguntapan District, Bantul Regency. The research employed a descriptive qualitative method with data collected through in-depth interviews, observation, and documentation. Informants consisted of WKSBM administrators, program coordinators, and beneficiaries. Data were analyzed through reduction, presentation, and conclusion drawing, with validity tested using source and method triangulation. The results show three empowerment stages: (1) awareness, through socialization, personal approaches, and motivation building; (2) skills enhancement, through training in tailoring, shop management, and food processing, accompanied by the provision of production tools; and (3) innovation and independence improvement, through business development, marketing, and economic networking. Challenges included limited training variations, lack of structured post-training assistance, limited capital, and obstacles in digital marketing. In conclusion, WKSBM Ngudi Barokah's empowerment program positively impacts the skills improvement and independent business opportunities of low-income families. However, continuous assistance, training diversification, and broader access to capital are needed to achieve optimal economic self-reliance.

Keywords: Community Empowerment, Low-Income Families, WKSBM, Economic Independence.

ABSTRAK

Muhammad Wahyu Rizki, 21.03.004. Proses Pemberdayaan Keluarga Miskin Melalui Wahana Kesejahteraan Sosial Berbasis Masyarakat (WKSBM) Ngudi Barokah di Dusun Nglaren Kelurahan Potorono Kecamatan Banguntapan Kabupaten Bantul, dibimbing oleh Admiral Nelson Aritonang dan Harapan Lumban Gaol.

Penelitian ini bertujuan mendeskripsikan proses pemberdayaan keluarga miskin oleh Wahana Kesejahteraan Sosial Berbasis Masyarakat (WKSBM) Ngudi Barokah di Dusun Nglaren, Kelurahan Potorono, Kecamatan Banguntapan, Kabupaten Bantul. Metode penelitian menggunakan kualitatif deskriptif dengan teknik wawancara mendalam, observasi, dan dokumentasi. Informan terdiri dari pengurus, koordinator program, dan penerima manfaat, dengan analisis data melalui reduksi, penyajian, dan penarikan kesimpulan, serta uji keabsahan menggunakan triangulasi sumber dan metode. Hasil penelitian menunjukkan tiga tahapan pemberdayaan: (1) kesadaran melalui sosialisasi, pendekatan personal, dan motivasi; (2) peningkatan keterampilan melalui pelatihan menjahit, pengelolaan warung, dan pengolahan makanan disertai bantuan alat produksi; serta (3) peningkatan kemandirian melalui pengembangan usaha, pemasaran, dan jejaring ekonomi. Kendala yang dihadapi meliputi terbatasnya variasi pelatihan, minimnya pendampingan lanjutan, keterbatasan modal, dan hambatan pemasaran digital. Kesimpulannya, pemberdayaan yang dilakukan WKSBM Ngudi Barokah berdampak positif pada peningkatan keterampilan dan peluang usaha mandiri keluarga miskin. Namun, diperlukan pendampingan berkelanjutan, diversifikasi pelatihan, dan akses permodalan yang lebih luas untuk mencapai kemandirian ekonomi secara optimal.

Kata Kunci: Pemberdayaan Keluarga Miskin Melalui Wahana Kesejahteraan Sosial Berbasis Masyarakat (WKSBM).