



Indonesian Journal of Multidisciplinary Research



Journal homepage: <http://ejournal.upi.edu/index.php/IJOMR/>

Development of Education and Economic Circulation in Supporting Local Potential as Community Empowerment Efforts Amid the Covid-19 Pandemic

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ABSTRACTS

The development of education and economic circulation has an important role in encouraging economic growth based on community empowerment amid the Covid-19 pandemic. The purpose of this research is to see and develop education and economic circulation in supporting local potential as an effort to empower the community amid the Covid-19 pandemic. This study used a type of descriptive research with a combined research method approach. We also used methods in the process of developing the local potential of the economic community through human literacy and digital literacy to encourage the development of social media in communicating as an effort to prevent and handle Covid-19. The importance of education can be found, such as digital literacy and human literacy to be able to improve information literacy skills in the field of economics. The subjects of this study were businesses from the community as well as institutions in the UP2K (Family Income Improvement Effort) program. The results of this study showed that the Real Work Lecture program in the community can improve community interaction to carry out empowerment monitoring in the development of local potential as a recovery in the economic field.

ARTICLE INFO

Article History:

Received 24 Jun 2021

Revised 26 Jul 2021

Accepted 09 Aug 2021

Available online 13 Aug 2021

Keyword:

Community empowerment,

Covid-19,

Economic circulation,

Local potential.

1. INTRODUCTION

The Covid-19 pandemic, which occurred in Indonesia in early 2020, caused a complex problem for the community. The protracted economic and health crisis triggered implications on the local economy that is synonymous with the economic operationalization of community empowerment. The local economic base, in general, is both micro/household. The existence of economic circulation in the empowerment of people who have small businesses is recognized but can not be separated from some problems, especially the problem of capital access and opportunities to get business opportunities, in addition to production problems, marketing, and network work, as well as technology (Soemaryani, 2015).

The condition of society is growing, especially due to the advancement of defense science and increasingly advanced technology. In planning an effort through community empowerment by realizing growth and change to build itself in accordance with existing capabilities. Community economic empowerment encourages economic growth that improves people's lives better. Therefore, economists argue that the target of economic empowerment of the community must prioritize the absolute needs, minimum requirements to meet basic needs, and basic needs.

Various potentials of an area as an attraction of development resources should be utilized well by stakeholders (interested) in efforts to progress development evenly. This community empowerment can create an environment that influences the results of economic indicators such as increased employment opportunities, increased income, and improved living standards. The environment referred to as a planning resource includes physical environment, regulations, and behavior.

It takes community-based empowerment to be an effort to improve the standard of living of the community in the village. One of the efforts made by the government in improving the welfare and economy of the community is to encourage an institution to encourage and strengthen the village economy in accordance with the problems that arise. Problems in implementing community empowerment in economic circulation, including:

- i) Lack of community participation in local economic management
- ii) The government, especially the local officers, has not been able to empower the community to develop product innovations
- iii) Lack of cooperation with regional institutions so that the public does not know the information in the economic field, especially in the development of small and medium-sized micro-enterprises.

The improvement of these capabilities is the purpose of community empowerment, as stated in the paper (Kusiawati, 2017). That empowerment is a process to lift the dignity and dignity of a person or community, through strengthening lifelong learning as a process that can update knowledge, skills, and other abilities that are useful for life.

In this case, the concept of community economic empowerment in question is an effort made by the community and the government to develop economic circulation. Currently, many studies discuss the development of economic circulation as a local potential based on community empowerment, such as community empowerment in the field of economic business by providing stimulant assistance to support disadvantaged communities to increase the economic income of the community (Kurniawati *et al.*, 2013). Meanwhile (Mariam and Ramli, 2020) One of the most important things in Strategic change management is to involve people in the process of change. But the change in an organization cannot be achieved

without the support of employees and management, as both parties must feel that they are part of the process of change to analyze the direct influence in the appearance of businesses.

Simply put, community education is any form of learning activities outside the school system, which are organized, deliberate, and planned to help people acquire the knowledge, attitudes, and skills necessary to improve their standards. Therefore, activities such as courses, stewardship, training, counseling, and group learning are some of the various community education programs. The types of community education programs can be clarified using program typology. There are three types of programs, namely (1) developmental programs, (2) institutional programs, and (3) informational programs.

According to [Murdani et al., \(2019\)](#), the development of the socio-economic sector of the community needs to be realized to improve the welfare of the community, which is supported by the organization and participation of the community that has the capacity, capability, and performance that continuously grows and develops in people's lives. The concept of empowerment includes the understanding of community development and community-based development. Related to this understanding, it is necessary to first understand the meaning and meaning of empowerment and empowerment of the community. People who have achieved collective goals are empowered through their independence, even a "necessity" to be more empowered through their efforts and accumulation of knowledge, skills, and other resources to achieve their goals without relying on the help of external relationships ([Wahyudi and Balahmar, 2016](#)).

Efforts to Increase Family Income also aim to grow the ability of the family self-employed, partly to expand employment. The program to increase outbound income is one form of the program taken by the government aimed at women and only prioritized to those who are underprivileged or lack the capital to open or develop their business, so they can not afford to increase their income. Or more clearly their income is just enough to meet their daily needs, without any capital increase from their income. This is done by the government because given the current condition of women, where the level of education and skill level is low, as well as low productivity levels also result in not being able to support the household economy.

In dealing with these problems, it is necessary to optimize the potential of the region both from natural resources, human resources, and other funding resources for regional economic development. One way in this economic development is by optimizing superior products or leading commodities ([Jufriyanto, 2019](#)).

In addition, there is still a lack of adequate human resources (HR) in the management of economic circulation of a region, community empowerment in economic circulation has not been able to perform its functions to the maximum in only one of the areas that are still running, and the lack of public awareness in developing other business fields. So that in the modernization era, a strategy is needed in realizing regional independence and alleviating problems or obstacles to implementation through innovation to improve the welfare and economy of the community with the development of innovations based on local potential economic circulation ([Nursetiawan, 2018](#); [Fatimah, 2018](#)).

One of the activities to know the above problems is to conduct online counseling in an area with the role of Real Work Lectures to introduce to students about people's lives and be able to explore local potentials that can improve the economy of the community of the region. Students through this real work lecture can contribute to applying knowledge and experience in building a region through the field of economics and provide benefits for the community in optimizing existing resources and being able to provide benefits about economic value more.

From the explanation above, encouraging the authors to conduct this study that aims to develop economic circulation in supporting local potential-based community empowerment amid the Covid-19 pandemic with improved human literacy and digital literacy push back the traditional economy to increase income starting from small things derived from the interests and talents of the community, by taking the location of research in this region researchers can see and men the benefits of economic circulation in the development of local potential and realizing programs designed and disseminated to the community. Thus, evaluation and community empowerment actions can be carried out for the development of sustainable product innovation.

2. METHODS

Mixed-Method research or combined research method is essentially quantitative research method and qualitative method based on a population or sample, sampling is done (random), Data collection techniques are done by filling google form for data collection of businesses of a region, data management or analysis that has been done. The data source in this study is primary data in the form of informant data (Agricultural Extension Farmer Group, Chairman of Sehati Utama Environmental Community, Ornamental Fish Farming Group, and Community Empowerment Institute), observational notes on conditions and events encountered during the online Real Work Lecture for the prevention and handling of Covid-19 and making social media content through human literacy and digital literacy by publishing and informing records of communication results. Data analysis techniques using the interactive model consist of 4 activity flows, namely: data collecting, data reduction, data display, and conclusion drawing (Tanzeh and Arikunto, 2020).

In the process of developing economic circulation as a support for local potential based on community empowerment as the output of real work lectures are carried out several stages, namely:

- i) Stages of Identification and Preparation
- ii) The implementation of the Real Work Lecture was held in the Main Village, Cimahi City for 1 (one) month from July 3 to August 3, 2021.
- iii) Conducting a location survey in accordance with the student's domicile area to carry out a Real Work Lecture.
- iv) Coordinating with the location of the Real Work Lecture to know the work program or help the development of an area in the economic field.
- v) Identify some of the difficulties that have been done by related parties in creating economic circulation based on community empowerment.
- vi) Conducting material studies on existing potentials.

a. Implementation stage

- i) Determining the participants are the community of real work lectures and regional institutions and community communities in the location.
- ii) Socialization process with the practice of processing economic circulation to support the local potential of a community.
- iii) Conduct webinars or sharing seasons on strengthening or mentoring businesses through social media such as WhatsApp Group, zoom meetings, and Instagram.
- iv) Making information literacy a product of community empowerment to support the existence of innovation of a region.

- v) Profiling small and medium-sized micro enterprises as an innovation of economic circulation products amid the Covid-19 pandemic.

b. Research instruments

An instrument is a tool used as a data collector in a study. The instruments used in this study are instruments/interview guidelines (Tanzeh and Arikunto, (2020). The research instruments used by this study are as follows in **Table 1**.

Table 1. Research instruments of businesses and communities driving Economic circulation amid the covid-19 pandemic.

Variable	Indicator	Question
Venture Capital	Capital structure: own capital and loan capital	How do businesses consider using their capital or loan capital?
	Utilization of additional capital	If businesses get assistance or additional business capital, how do businesses develop the capital?
	Barriers to accessing external capital	What are the obstacles for businesses in filing capital to banks or other financial institutions?
	Business situation after adding capital	Businesses when having added capital, what strategies will be made for business development?
Quality of Human Resources	Intellectual Quality	How can businesses set strategies and take into account the risk of profit or loss in business?
	product	How do businesses use creativity or innovation to see market opportunities?
Marketing Strategy	price	How do businesses determine the products to be sold to consumers according to their desired needs?
	Place	What pricing strategy do businesses determine to sell products to profit?
	promotion	Why is the place a factor for businesses to sell and give a more profitable reason than where to sell <i>offline</i> or sell <i>online</i> ?
		To what extent do businesses use social media to promote products to prospective consumers?
Government's Role in Business Development	Business Assistance	What do businesses think about the assistance of businesses conducted by the local government? Is it effective or not?
	Development Assistance for Production and Marketing Infrastructure	Is empowerment in businesses in infrastructure assistance and marketing in the region sufficient or do businesses not know it yet?
Legality of Business	Business Licensing	How can businesses know the business license required for the development of their business?

The steps taken in analyzing these data interview guidelines are as follows:

- i) Provide research interview instruments containing questions.
- ii) Telecommunication through the use of social media in the form of WhatsApp Group, and Zoom Meeting with businesses and the economic circular development community in the region.
- iii) After conducting webinars or sharing seasons, data processing is done by data analysis through recording the implementation of activities to find out the answer to the question.

3. RESULTS AND DISCUSSION

The Thematic Real Work Lecture Program builds villages through economics that will create new information and development on community empowerment that is aware of the local potential of an area. Planning of the work program is done online by observing the initial location of research in the Main Village of Cimahi City. Geographically the Main Village is located in the South Cimahi District of Cimahi City with a land area of 3.10 km², land use in the area is intended; industry, settlements, education, and public services with the number of RW 16 and the number of RT 91. The demographic condition of the region with a population of 45,090 people.

The results and discussions section explains the results of real work lectures in creating economic circulation for local potential-based community empowerment. In the explanation of the results and discussion, the Real Work Lecture located in the Main Village of Cimahi City with the subject of 5 communities or partners, namely Farmer Women's Group, Sehati Waste Bank, fish farming community, community empowerment institutions in the economic field, and youth ties of independent work. All partners in this real work lecture have provided product development through the role of economic circulation amid the Covid-19 pandemic. The explanation is as follows:

A. UP2K Program (Family Income Improvement Effort)

Family economic business is a business activity conducted by the family to increase the family income to realize the Development of Family Welfare (PKK). Efforts to increase family income are all economic activities undertaken by families, both individually and in groups. The capital is legitimate and non-binding (Agustian *et al.*, 2019; Purwanti, 2012).

Some of the programs that empower the potential of economic circulation in community empowerment amid the Covid-19 Pandemic are as follows in **Table 2**.

Activities in the effort to increase family income include the introduction of work programs, work program objectives, as well as data collection of businesses through google form to know business needs amid the Covid-19 pandemic. Through the data collection of these business actors, real work lectures produce data for the region (see **Table 3**).

Table 2. List of economic circulation work programs supporting local potential as community empowerment efforts.

No	Work Program	Program Goals	Information
1.	Community Empowerment in the development of economic circulation in the Main Village of Cimahi City with the activities of: <ol style="list-style-type: none"> a. Logging using <i>google form</i> digital media for initial data development of economic circulation b. Reinforcing food security work from the Extension of The Food and Agriculture Office of Cimahi City c. Analyzing the data of businesses to improve social media networks through <i>WhatsApp</i> Group. 	Family Empowerment Institute Group Basic Members of Food Security Work Secretary of the Family Empowerment Institute	Aims to take initial data to maximize the needs of businesses in encouraging independent and authoritative village objectives
2	Improving product marketing networks through social media <i>platforms</i> through: <ol style="list-style-type: none"> a. Help provide marketing ideas and designs for digital-based marketing implementation b. Provide tips <i>and</i> tricks in product promos to businesses 	Business products and handicrafts recycled waste craft Business groups	Expansion of redeveloped market reaches with more attractive economic value according to conditions.
3	Create <i>Academic</i> (economics and pandemic for Real Work Lecture campaign slogan	Empowerment Institute Discussion Group, business people, and youth bond community	For the development of today's development so that young people have entrepreneurial desires
4	Create <i>EcoPendidikan</i> design to develop human literacy and digital literacy.	General Community of The Main Village	Improving information literacy for the development of economic circulation amid the Covid-19 Pandemic
5	Development of creative economy through partners as an effort to empower a more authoritative and resilient society	Community of businesses, groups of women farmers, and ornamental fish cultivation as well as members of the Healthy Waste Bank.	Exploring local potential as an effort to recover the economy after Covid-19

Table 3. Business needs pandemic covid-19.

No	Business Needs Description	Percentage (%)	Number (People)
1	Business Capital Assistance	88,7	134
2	Legality of Business Licensing	5,3	8
3	Product Marketing	13,2	20
4	Business Management	5,3	8

Real work lectures with institutions to increase family income have facilitated businesses to obtain a working parent number (NIB) through an online single submission (OSS) website. The response of business actors with the empowerment of this community is very open communication of businesses to encourage business development. Therefore, communication is conducted through WhatsApp Group for the submission of legal requirements of business license to reconfirm the results in **Figure 1**.

In addition, the development of economic circulation for local potential based on community empowerment according to data above 13.2% of businesses require production marketing. Therefore, Real Work Lecture with Efforts to increase family income create a platform for human literacy and digital literacy through social media Instagram and WhatsApp Group to support the promotion of the region's business. Infographics in the promotion that have been created include:

- i) Make sure the business behavior product is well packaged and has a target market.
- ii) Promotional strategies need to be considered, such as packaging interesting promotional content, then strategy of using hashtags on Instagram, Facebook Ads, and Web SEO.
- iii) Take advantage of social media accounts, such as Youtube, Instagram, WhatsApp businesses, and marketplaces for goods products.
- iv) Promotion through partners by participating in exhibitions conducted by relevant agencies, for example, the Department of Trade and Cooperatives Cimahi City.

**Figure 1** OSS website and issuance of the business license number.

B. Healthy Waist Bank (Healthy, Harmonious, Organized, Beautiful)

A clean and sustainable environment is the dream of all people but to create it is not only the responsibility of the Government. Society and the business world as the main component plays an important role in creating a healthy, harmonious, organized, and beautiful environment. In addition to creating a clean environment, the most important thing is to foster the behavior of people who care and culture the environment, to realize that there needs to be a joint effort so that the community is more motivated and encouraged in realizing community empowerment from "Trash Pushing Economic Value" as economic circulation.

Although only coordination through online Sharing Season through Zoom Meeting, but can provide innovations for innovation of local potential to support the economy of the community with several work programs, including:

- i) Disposable Plant Recycling Pots, recycled polybags of cooking oil packaging waste, and organic planting media of kitchen waste to make value-added income.
- ii) Sembako Exchange Garbage.

Economic circulation in the utilization of waste provides a sense of socio-economic in the community so that the community can help each other for the underprivileged community so that this becomes a solution for waste banks to provide basic materials for daily needs so that people can save waste in exchange for more useful economic value in **Figure 2**.

The impact of waste banks can be seen from several aspects, namely the environment, economy, and society. The environmental aspect of the waste bank gives a good impact, namely, the environment becomes clean and free from waste. Initially, most of the community still uses practical ways of managing waste such as burned or stockpiled. Air pollution is decreasing along with the intensity of the habit of burning garbage and the amount of plastic waste is reduced because plastic waste is made handicrafts by the community.

On the economic aspect of the existence of waste, banks have not been able to meet daily needs. Income from waste banks and crafting is only as additional income. Income from handicrafts is also erratic, if the community is consistent in doing so it will obtain a profitable economic value.

Farmer Women's Group as Agricultural Economic Circulation Based on Community Empowerment Welfare improvement is done through community empowerment, especially in women as male partners who are expected to be able independently to be able to improve the quality of life, education, health, and economic capabilities of the family. Empowering women focuses more on skills training as advice for potential development. To find out the role of KWT in community economic empowerment is analyzed by compiling the data using the Likert scale. The role of women farmers as part of community empowerment tools can be explained through the function of grouping (Pribadi *et al.*, 1967; Butarbutar *et al.*, 2020).

C. The potential region in utilizing housing or land crisis socio-economic crisis of industrial companies for agricultural productivity.

The area of rice fields in the area is 17 ha. With reduced land area should be an encouragement to realize innovative food security and agriculture. Therefore, community countermeasures are given socialization by using social media as a means of promoting agricultural products and benefiting the daily extension of agriculture in facilitating the community in selling its products. Here is the institutional data of the Tani Women's Group in **Table 4**.

Efforts to increase the role of The Farmer Women's Group in the economic empowerment of the community can be done by maximizing the function of the Farmer Women's Group as a marketing institution of agricultural products to increase awareness, role, and community participation in realizing food consumption patterns as well as food and family nutrition sources as well as additional family income. The result of the development of economic circulation based on community empowerment through the role of Real Work Lectures make packaging agricultural products, namely in **Figure 3**.

Economic development through real work lectures is very optimizing interaction with the community through the use of social media to coordinate communication faster and more flexibly and support the prevention and handling of Covid-19. Therefore, potential shots and community involvement in each program of activities are expected to participate more.

D. Agribusiness Development of Ornamental Fish Farming Group as a Trend of Community-Based Economic Circulation amid the Covid-19 Pandemic.

Agribusiness development of cultivation activities required development strategies by involving stakeholders, traders, farmers, and others. After seeing the local potential in the economic circulation of the region is very able to develop the potential of excellent ornamental fish commodities by encouraging the growth of the business climate amid the Covid-19 Pandemic and increasing cultivation efforts for guppy-featured ornamental fish businesses (Yoesdiarti et al., 2017; Syahza, 2003). So this Real Work Lecture provides information literacy and digital literacy that is an area of great potential when community empowerment is carried out with productive, innovative, and creative development in accordance with the needs of the community to be published. Therefore, after sharing sessions with ornamental fish farming groups, 96.66% agreed to develop ornamental fish farming agribusiness activities, with consideration of the answer to the following questions:

- i) Ornamental fish farming activities will be able to increase the economic income of local people.
- ii) It's an alternative day in the present.
- iii) Reduce the number of unemployed.
- iv) Kelurahan Utama can be utilized for the potential of developing ornamental fish farming business.
- v) The existence of a promotion center that has the potential as a place for ornamental fish.

Here's the design of ornamental fish cultivation products and documentation of interview results to explore the local potential of an area. to reconfirm the results in **Figure 4**.

From the perception of the business, actors have the potential because it can export the results of cultivation on a national and international scale, this shows that this trend of cultivation into a side economic circulation that starts from a hobby into a paid job, so it needs to be supported by this activity sustainably to produce activities such as Education and training in capacity building human resources for better cultivation activities (Juariyah, 2010).



Figure 2. Community-based local potential innovation strengthening activities with sehati community.

E. Productive Youth Group

Based on the results of the interview on the condition of the superior potential of land use, the socio-economic crisis on industrial land becomes economic value with the utilization of millennials of the region. These potentials are:

- i) Home industrial agricultural products are managed by the community as an increase in economic value with direct consumer marketing methods in accordance with the needs of the surrounding community.
- ii) The potential of agricultural products is quite diverse so the market demand is very open.
- iii) Social media empowerment allows this youth bond to design products for organic vegetables for consumers at a more affordable price.
- iv) The result of drum fertilizer and rice husks are processed into high-value fertilizers that are useful in the processing of existing land.
- v) The potential of land for educational tourism with direct interaction can be done and can add economic value for farmers who are directly practiced.

The following products in this program are very helpful to local farmers so that economic circulation in utilization greatly adds economic value in **Figure 5**.

After seeing the development of circulation that has been implemented, the development program involves a broad target in determining problems or needs and scope so that the role of Education or community empowerment is needed to improve local topics or potentials that are more flexible, and attract people to learn, so that dialogue can be more lively and not lacking materials.

Determining the set of target groups, once the subjects are known, it is necessary to determine who wants to be affected by their actions as citizens of learning or development. The next process is organizing. A design of a community education program at least includes the following steps and results of activities: (1) diagnosis of problems or assessment of needs; (2) the selected theme or topic; (3) formulation of the objectives of the program; (4)

organizing learning which includes the determination of subjects and descriptions of learning materials, methods and techniques of learning, description of activity scenarios, implementation of community education programs, and assessment of community education programs; (5) the determination of target groups or learning citizens; and (6) organizing citizens to learn, in small groups or large groups.

Table 4 Farmer women's group data.

No	Neighborhoods	Group Name	Information
1	Main	Smart Headlines	active
2	Main	Healthy	active
3	Main	Aselya	active



Figure 3. Farmers' group products in the development of red ginger herbs amid the covid-19 pandemic.



Figure 4 Publication of ornamental fish business innovation development as potential economic circulation.



Figure 5. Product Products Brand Organic Vegetables and Organic Fertilizer IPKAM Farm.

4. CONCLUSION

The conclusion of this study shows that the economic potential in Cimahi City Main Village can be seen in terms of agriculture, fisheries, tourism, and micro small and medium enterprises. Economic empowerment can be seen from the efforts of the village government by making the community the subject and object of development, increasing community participation, and conducting various trainings. Supporting factors in the development of society in the economic field include natural resources and abundant human resources. While the inhibitory factors are limited capital, facilities, and infrastructure and low community participation. From the description of various explanations

aspects related to community economic empowerment can be formulated in a model of community economic empowerment in improving the economy of the community.

The Real Work Lecture Model based on the development of economic circulation in productive communities amid the Covid-19 pandemic can be formulated in several steps.

- i) Community empowerment is an effort to improve the standard of living of the urban poor in terms of education, health, and access to sources of economic progress, such as capital, technology, information, and markets.
- ii) Identify problems in the economic field to formulate work programs using interdisciplinary principles.
- iii) The principle of implementation of real work lectures although implemented online but must have the principle of socialization, expertise, and skills in the era of industrial revolution 4.0.
- iv) This real work lecture produced an analysis for post-Covid-19 economic development based on the agricultural industry, community economy, and education in the agriculture and ornamental fish sector to make talents of economic value.
- v) Helping to synergize a policy and interests from various local potentials to give simultaneous impact to all development actors in the economic field.

It must be aligned with the active participation of the community for the development of equitable economic circulation and advancing an area that is still uneducated. The greater the participation of the community in an empowerment-based economic development program, the faster the formation of an independent and authoritative village.

5. ACKNOWLEDGEMENTS

Thank you to all parties who have played a role and gave appreciation in the implementation of the UPI 2021 Thematic Real Work Lecture (KKN), so that research in the development of economic circulation supporting local potential based on community empowerment amid the Covid-19 Pandemic can be completed.

6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. The authors confirmed that the paper was free of plagiarism.

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