

# Pemberdayaan Keluarga Penerima Manfaat Program Keluarga Harapan Pasca Gradiasi Melalui Kewirausahaan Sosial di Provinsi DKI Jakarta = Empowering the Beneficiary Families (KPM) of the Family Hope Program (PKH) that have been Certified through Social Entrepreneurship Programs in DKI Jakarta Province

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## Abstrak

Penanggulangan kemiskinan tidak hanya dilaksanakan dengan strategi penurunan beban pengeluaran masyarakat miskin dan rentan melalui program perlindungan sosial (bantuan sosial dan jaminan sosial), tetapi beriringan dengan strategi peningkatan pendapatan melalui Program Kewirausahaan Sosial. Dalam mengoptimalkan program tersebut, diberikan pendampingan program untuk memberikan fokus pada inisiatif usaha, penguatan kapasitas dan prospek wirausaha baru, kemandirian wirausaha, penciptaan ekosistem kewirausahaan yang mendukung inovasi dan kreativitas dan penekanan pada pertumbuhan usaha yang berkeberlanjutan. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis program pemberdayaan melalui kewirausahaan sosial dan peran pendamping program dalam memberdayakan Keluarga Penerima Manfaat (KPM) Program Keluarga Harapan (PKH) yang telah gradiasi. Data penelitian diperoleh dari hasil pengamatan melalui observasi, wawancara, dan studi dokumentasi dengan subyek penelitian KPM PKH yang telah gradiasi di Provinsi DKI Jakarta. Pendekatan penelitian yang dipergunakan adalah kualitatif dengan jenis penelitian bersifat *explanatory*. Hasil penelitian menunjukkan bahwa proses pemberdayaan melalui kewirausahaan sosial mencakup perencanaan pembentukan awal usaha melalui identifikasi, pemetaan usaha, dan analisis permasalahan dalam menentukan kebijakan intervensi program yang diberikan kepada penerima manfaat. Lebih lanjut untuk mencapai keberhasilan program, penerima manfaat melakukan identifikasi kebutuhan SDM dan bahan baku, serta meningkatkan kemampuan dan keahlian melalui pelatihan usaha dan pembagian tugas tenaga kerja sesuai dengan keahliannya. Dalam mengembangkan usaha dan pemasaran hasil produk kewirausahaan sosial, penekanan diupayakan pada teknik pemasaran, perizinan, pemanfaatan teknologi, dan pengemasan produk. Hasil kedua menunjukan bahwa pendamping sosial dan mentor bisnis memiliki peran dalam memberikan pendampingan dan pemantauan usaha untuk mempercepat pengembangan usaha KPM. Pendamping sosial dan mentor bisnis melakukan pendataan penerima bantuan program kewirausahaan sosial untuk memastikan ketepatan sasaran penerima bantuan. Selama program berlangsung pendamping sosial memberikan sosialisasi dan motivasi, edukasi berwirausaha, pelatihan, koordinasi perizinan, akses pembiayaan, pemasaran hasil untuk pengembangan usaha KPM. Pasca program kewirausahaan sosial terjadi peningkatan usaha KPM, peningkatan keahlian dan keterampilan usaha, serta perubahan perilaku KPM yang memberikan berdampak sosial terhadap masyarakat sekitar dengan membuka akses lapangan pekerjaan dan kerjasama kemitraan .....

Poverty abatement is not only accomplished with a strategy of reducing the expenditure duty of the poor and vulnerable through social protection programs (social assistance and social security) but side-by-side with a strategy of increasing income through the Social Entrepreneurship Program. In optimizing the program, program assistance is accommodated in order to focus on business initiatives, strengthening the capacity and prospects of new entrepreneurs, entrepreneurial independence, creating an entrepreneurial

ecosystem that supports innovation and creativity and an emphasis on sustainable business growth. This research aims to describe and analyse empowerment programs through social entrepreneurship and the role of program assistants in empowering beneficiary families (KPM) of the Family Hope Program (PKH) that have been certified. The research data were attained from observations through observation, interviews, and documentation studies with research subjects KPM PKH who had certified in DKI Jakarta Province. The research approach used is qualitative with explanatory research. The results of the study show that the empowerment process through social entrepreneurship includes planning the initial formation of a business through identification, business mapping, and problem analysis in determining program intervention policies given to beneficiaries. Furthermore, in order to achieve program success, beneficiaries identify human resource and raw material needs, as well as improve capabilities and expertise through business training and division of labour tasks according to their expertise. In developing the business and marketing the results of social entrepreneurship products, emphasis is sought on marketing techniques, licensing, technology utilization, and product packaging. The second result shows that social mentors and business mentors have a role in providing business assistance and monitoring to accelerate KPM business development. Social assistants and business mentors collect data on beneficiaries of the social entrepreneurship program to ensure the accuracy of targeting beneficiaries. During the program, social assistants provide socialization and motivation, entrepreneurship education, training, licensing coordination, access to financing, and marketing of results for KPM business development. After the social entrepreneurship program, there has been an increase in KPM's businesses, increased business expertise and skills, and changes in KPM's behaviour which has a social impact on the surrounding community by opening access to jobs and partnerships