

ABSTRAK

Zega, Perhatikan, 2025. *Pentingnya Pemberdayaan Masyarakat Dalam Pengembangan Usaha Mikro Kecil dan Menengah (UMKM) di Desa Gawu-gawu Bouso*. Skripsi Pembimbing Syah Abadi Mendrofa, S.E.,MM.

Penelitian ini membahas pentingnya pemberdayaan masyarakat dalam pengembangan Usaha Mikro, Kecil, dan Menengah (UMKM) di Desa Gawu-gawu Bouso. Penelitian ini bertujuan untuk mengidentifikasi kondisi pemberdayaan masyarakat, perkembangan UMKM dalam tiga tahun terakhir, serta faktor-faktor yang menjadi penghambat dan penunjang pengembangan UMKM di desa tersebut. Hasil penelitian diharapkan dapat menjadi masukan dalam merumuskan strategi pemberdayaan yang lebih efektif, berkelanjutan, dan berbasis potensi lokal. Dalam penelitian ini, peneliti menggunakan Jenis penelitian metode kualitatif.

Hasil Penelitian: (1)Pemberdayaan masyarakat di Desa Gawu-Gawu Bouso telah menunjukkan upaya positif melalui pelatihan keterampilan, fasilitasi alat produksi, dan pendampingan dari LPM serta pemerintah desa. Namun, pelaksanaannya belum maksimal karena belum menjangkau seluruh pelaku UMKM dan belum dilakukan secara rutin dan berkelanjutan.(2) UMKM di desa mengalami perkembangan yang cukup baik dalam tiga tahun terakhir, dengan peningkatan jumlah pelaku usaha dan variasi produk yang mencerminkan potensi lokal. Meski demikian, tantangan seperti pemasaran, pengemasan, dan manajemen usaha masih menjadi hambatan utama dalam peningkatan daya saing. (3) Faktor penunjang pemberdayaan meliputi dukungan pemerintah desa dan LPM, pelatihan, serta kerja sama dengan BUMDes. Sementara faktor penghambatnya antara lain keterbatasan modal, alat produksi, wawasan teknologi, kepercayaan diri pelaku usaha, serta rendahnya daya beli masyarakat.

Kata Kunci: Pemberdayaan Masyarakat, UMKM, Pengembangan Usaha.

ABSTRACT

Zega, Perhatikan, 2025. The Importance of Community Empowerment in the Development of Micro, Small, and Medium Enterprises (UMKM) in Gawu-Gawu Bouso Village. Thesis Advisor: Syah Abadi Mendrofa, S.E., MM.

This study discusses the importance of community empowerment in the development of Micro, Small, and Medium Enterprises in Gawu-gawu Bouso Village. This study aims to identify the current state of community empowerment, the development of micro, small and medium enterprises over the past three years, and the factors that hinder and support micro, small and medium enterprises development in the village. The results are expected to provide input in formulating more effective, sustainable, and locally-based empowerment strategies. The researchers used a qualitative research method.

Research Results: (1) Community empowerment in Gawu-Gawu Bouso Village has shown positive efforts through skills training, facilitation of production tools, and mentoring from community empowerment institutions and the village government. However, its implementation has not been optimal because it has not reached all micro, small and medium enterprises actors and has not been carried out routinely and sustainably. (2) micro, small and medium enterprises in the village have experienced quite good development in the last three years, with an increase in the number of business actors and product variations that reflect local potential. However, challenges such as marketing, packaging, and business management are still the main obstacles in increasing competitiveness. (3) Supporting factors for empowerment include support from the village government and community empowerment institutions, training, and cooperation with village-owned enterprises. Meanwhile, inhibiting factors include limited capital, production tools, technological insight, self-confidence of business actors, and low purchasing power of the community.

Keywords: Community Empowerment, UMKM, Business Development.