



EMPOWERMENT STRATEGY JOINT BUSINESS GROUP (KUBE) ORCHID 6 IN INCREASE COMMUNITY WELFARE IN THE SUBDISTRICT SIANTAN HULU, NORTH PONTIANAK DISTRICT

STRATEGI PEMBERDAYAAN KELOMPOK USAHA BERSAMA (KUBE) ANGGREK 6 DALAM MENINGKATKAN KESEJAHTERAAN MASYARAKAT DI KELURAHAN SIANTAN HULU, KECAMATAN PONTIANAK UTARA

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Abstract

This study aims to analyze the empowerment strategy applied by Anggrek 6 Joint Business Group (KUBE) in improving community welfare in Siantan Hulu Village, North Pontianak District. Using a descriptive qualitative approach, data was obtained through observation, in-depth interviews, and documentation of KUBE members, facilitators, and Social Service representatives. The results showed that effective empowerment strategies include participatory group formation, adaptive ongoing assistance, and activity planning based on local needs and potential. Drivers of success include support from community leaders and member motivation, while barriers include low education and geographical constraints. This study emphasizes the importance of a group-based empowerment approach in supporting the improvement of the socioeconomic welfare of poor urban communities.

Keywords: community empowerment, KUBE, strategy, welfare, participation

Abstrak

Penelitian ini bertujuan untuk menganalisis strategi pemberdayaan yang diterapkan oleh Kelompok Usaha Bersama (KUBE) Anggrek 6 dalam meningkatkan kesejahteraan masyarakat di Kelurahan



Siantan Hulu, Kecamatan Pontianak Utara. Menggunakan pendekatan deskriptif kualitatif, data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi terhadap anggota KUBE, pendamping, dan perwakilan Dinas Sosial. Hasil penelitian menunjukkan bahwa strategi pemberdayaan yang efektif mencakup pembentukan kelompok secara partisipatif, pendampingan berkelanjutan yang adaptif, serta perencanaan kegiatan berbasis kebutuhan dan potensi lokal. Faktor pendorong keberhasilan meliputi dukungan tokoh masyarakat dan motivasi anggota, sedangkan kendalanya antara lain rendahnya pendidikan dan kendala geografis. Studi ini menegaskan pentingnya pendekatan pemberdayaan berbasis kelompok dalam mendukung peningkatan kesejahteraan sosial ekonomi masyarakat urban miskin.

Kata kunci: pemberdayaan masyarakat, KUBE, strategi, kesejahteraan, partisipasi

1. INTRODUCTION

Poverty is multidimensional issues that include aspect economic, social, and structural, and up to moment This Still become challenge big in development national. Data from the Central Statistics Agency (BPS) recorded that in March 2023, the number of The number of poor people in Indonesia reaches 25.90 million soul or around 9.36% of the total population (BPS, 2023). The government has develop various intervention programs social based on empowerment public For overcome problem this , one of them through the Joint Business Group Program (KUBE).

The KUBE program is part from empowerment strategy social economy poor community based groups implemented by the Indonesian Ministry of Social Affairs. The goal is is increase ability business, income and independence group through strengthening institutions and support capital (Ministry of Social Affairs of the Republic of Indonesia, 2022). KUBE in general general directed for push empowerment social and economic inhabitant through formation group business facilitated productive with training, mentoring, and access to source power.

Empowerment in context development social not only intended for improvement capacity economy, but also transformation social going to a more society participatory, independent, and inclusive. According to Suharto (2020), empowerment must understood as a process of improvement ability individual or group in access and control source forces that influence well-being them. The right empowerment strategy capable create empowered group in a way social and economic, as well as own Power stand to challenge environment.

One of form interesting implementation of the KUBE program For under review is KUBE Anggrek 6 in Kelurahan Siantan Hulu, North Pontianak District, West Kalimantan. Group This consists of from mothers House stairs that form business based on agriculture horticulture as effort for increase income family. Established in 2020, KUBE is get support from the Pontianak City Social Service and has through various stages empowerment like formation group, mentoring technical, up to planning business collective.



However, even though get support the beginning, sustainability and effectiveness of the program are still faced with various challenges, such as low education members, limitations market access, as well as lack of intensity mentoring continued. On the other hand, there are factor significant internal drivers like solidarity social, engagement figure local, and motivation economy member group. Phenomenon This show that success empowerment public not only determined by program input, but also by dynamics social in groups and their implementation strategies (Yulianingsih et al., 2021; Rahman et al., 2022).

Therefore that's important done analysis towards the empowerment strategy implemented in KUBE Anggrek 6 as effort for understand how the empowerment is process based on group capable increase welfare urban poor. Research This aiming for to study the form of empowerment strategy implemented, as well as identify factors supporters and inhibitors the success of the KUBE program in increase welfare social economy public.

THEORETICAL REVIEW

Draft Community empowerment

Empowerment public is a multidimensional process that aims for increase capacity individuals and groups in access source power, make decisions, and control life they in a way social, economic, and political. According to Suharto (2020), empowerment public is a effort for streng then power, dignity and potential society, especially group vulnerable and marginalized , so that they can independent and play a role active in development.

Empowerment process not only limited to giving help ,but also must includes the improvement process awareness, ability, and control public to life they itself . In the context of this, empowerment demand approach participatory, sustainability, and sensitivity to structure social and cultural local (Mardikanto & Soebianto, 2021).

There are a number of principle main in empowerment community : (1) participation active public in every stage activities, (2) strengthening capacity and independence, (3) program sustainability, and (4) justice social. Successful empowerment will produce society that has the power to (power to For act), power with (power together For Work collective), and power over (ability For control and take decision) (Kustanti & Mahmudah, 2023).

Community Empowerment Strategy

Empowerment strategy public can understand as approach systematic for organizing, facilitating, and directing the improvement process capacity public in a way planned. According to Mardikanto (2021), empowerment strategy public covers three stages main, namely : (1) formation group, (2) mentoring and strengthening capacity, and (3) planning activity based on needs and potential local.

Formation group is staging the beginning where society pushed for united in a social unit that has similarity problems and goals. This is important for build solidarity social, sense of belonging, and structure organization that enables collaboration.



Mentoring done for strengthen capacity technical and managerial group. Companion role not only as facilitator, but also as catalyst change social and liaison between community and stakeholders interest others (Sulistiyani et al., 2023).

Planning activity involving public in identification needs, determination priorities, and program design collective. Approach This emphasize the importance of bottom-up planning so that activities truly in accordance with context local and needs real society (Rahman et al., 2022).

Economic Empowerment through KUBE

The Joint Business Group (KUBE) Program is a concrete model empowerment economy community facilitated by the Indonesian Ministry of Social Affairs. KUBE is designed for increase capacity economy poor families through activity business together based community. Activities this covering training entrepreneurship, strengthening business capital, and mentoring business in a way technical and managerial (Ministry of Social Affairs of the Republic of Indonesia, 2022).

KUBE becomes part from development strategy social based on the principal inclusivity, sustainability, and participation. In practice, the success of KUBE is largely determined by the dynamics group, quality assistance, as well as connectedness with market and institutional networks Supporter others. A study by Yulianingsih et al. (2021) showed that KUBE has structure clear organization, distribution an even role, as well as taking democratic decision tend more survive and thrive.

Welfare as Empowerment Goal

Welfare public is objective end from every empowerment program. Concept welfare No only covers dimensions economy, but also includes aspect social, psychological, and participatory. According to Constitution Number 11 of 2009 concerning Welfare Social, welfare social is a condition fulfillment material, spiritual and social needs citizens to be able to life worthy and capable develop self.

In perspective development social, welfare achieved when public capable fulfil need basically, like food, housing, health, and education, in general independent and sustainable (Kustanti & Mahmudah, 2023). Therefore that, an effective empowerment strategy must designed No only for create improvement income for a moment, but also for build system social and economic empowerment resilient and adaptive to change.

2. RESEARCH METHOD

Study This use approach qualitative with design descriptive. Data collection techniques include observation participatory, interview deep with 10 informants key (KUBE member, chairman groups, companions, and Social Service officials), as well as documentation. Data is analyzed use Miles and Huberman's technique, which includes data reduction, data presentation, and extraction conclusion (Miles et al., 2020). Triangulation sources and methods used for increase data validity.



3. RESULTS AND DISCUSSION

Study This aiming for analyzing the empowerment strategy implemented by the Anggrek 6 Joint Business Group (KUBE) in Kelurahan Siantan Hulu, North Pontianak District. Based on results observation, interview deep, and studies documentation, obtained three form The main empowerment strategies implemented are: formation groups, mentoring , and planning activities. In addition, research This also identifies a number of driving factors as well as hinder program implementation.

Empowerment Strategies Implemented

a. Formation Group

Formation group become step a very decisive start success empowerment public through KUBE. Group Orchid 6 formed with principal volunteerism, where members consists of from Mother House stairs that come from from the same geographical area, namely RW 025 Kelurahan Siantan Hulu. Formation process group This facilitated by the Pontianak City Social Service and formalized through decision group with structure organization consisting of on chairman, secretary, and treasurer.

Formation effective group No only need clarity structure, but also requires attachment emotional and purposeful clear collective. Based on results interview with KUBE members and companions, it is known that the initial process formation group accompanied by with identification interest and potential economy local, such as ability farming, making product processed, and skills base House ladder others. This step in accordance with principle base empowerment public according to Mardikanto and Soebianto (2021), who emphasized importance participation active public since stage planning.

Formation process this also pays attention existence informal figures who have influence social, such as RT chairman and local religious leaders, who also participated help mobilize participation society. This is in line with findings Yulianingsih et al. (2021) who stated that participation active figure local capable strengthen legitimacy social and accelerate formation institutional group based on public.

b. Mentoring

Mentoring is component strategic role in to form capacity technical, managerial and social member group. At KUBE Anggrek 6, the companion social from the Pontianak City Social Service on duty do visit field, giving training technical like making fertilizer organic, management finance simple, and mediation internal group conflict.

Based on results interview, it is known that success mentoring is greatly influenced by the interpersonal capacity of the mentor That himself. A companion who has ability communication, understanding context local, as well as own sensitivity high social tend more succeed in build trust group. One of them informant mention that existence companion become factor important in grow Spirit member groups, especially in stage beginning when social capital Still low and trust between member Not yet woke up solidly.



Effective mentoring is also a must nature participatory and adaptive, not only nature technocratic. This is in line with the concept of community-based facilitation put forward by Sulistiyani et al. (2023), where successful mentoring not only give Instructions technical, but also capable facilitate the process of reflection, discussion groups, and taking decision collective.

However, after phase help beginning end, intensity mentoring start decreased, so that group must depend on internal initiatives. Interestingly, the results observation show that although without companion still, group still capable operate activity they in a way self-reliance. This is indicates existence success of the transition process from dependence external going to internal independence of the group.

c. Planning Activity

Planning activity is an advanced strategy that works as map road for group in manage business productive they. At KUBE Anggrek 6, planning activity done in a way participatory through deliberation members discussing type the effort that will be run, distribution participation system distribution results.

Business chosen by the group focus on agriculture horticulture, in particular cultivation vegetables like spinach and kale, which are considered own cycle harvest short and stable market demand. In addition, the group also designs rotation task inter-member in matter maintenance land and records finance, to ensure that every member own not quite enough even answer.

Success planning This No let go from the identification process potential local careful as well as selecting the appropriate business model with skills and habits public local. This is strengthen Rahman et al.'s opinion. (2022) which confirms that the empowerment program is relevant in a way cultural and local own opportunity more sustainability tall compared to with a program that is uniform national.

Driving and Inhibiting Factors

The implementation of the KUBE empowerment program is not off from various factor contextual which also influence its effectiveness. In the context of KUBE Anggrek 6, there are factors supporting driver program continuity, as well as factor the inhibitor that becomes challenge main.

a. Driving Factors

A number of factor booster main in Implementation of the KUBE Anggrek 6 empowerment strategy includes :

1. The height motivation economy members, especially circles Mother House the stairs you want help economy family. This is create spirit of mutual cooperation and involvement active in all over activity group.
2. Involvement figure society, such as RT heads and local religious figures, who also participated give moral support and facilitating access to land as well as connector to the local market.



3. Initial capital from government, in the form of help direct cash amounting to Rp. 20 million from the Empowerment program Social Direct (BSPL), which is utilized as business capital group.
4. Support social in group, reflected from intense communication, the existence of distribution clear work, and commitment emotional between member.

Inhibiting Factors

Temporary that, factor identified inhibitors among others:

1. The low level education member group, which has an impact on the slowness understanding related management finance, management business, and marketing.
2. Disharmony pattern thoughts and internal conflicts, especially in taking decisions and distribution results that are not always walk smooth.
3. Condition vulnerable geography floods, especially moment season rain, which causes damage land agriculture and failure harvest.
4. The lack of sustainability assistance, especially after phase help beginning done, make group difficulty in access training continuation and development business.

Findings This strengthen view Mardikanto & Soebianto (2021) that empowerment public No can separated from factor structural and cultural influences internal group dynamics as well as the interaction with environment external.

4. CONCLUSION

Based on results research that has been done, can concluded that the empowerment strategy implemented by the Anggrek 6 Joint Business Group (KUBE) in Kelurahan Siantan Hulu covers three aspect main, namely formation groups, mentoring, and planning activities. Formation group done in a way participatory with notice proximity of territory, interests and potential business members. This strategy proven effective in building social capital as well as strengthen cohesion group.

Mentoring play role crucial in to form capacity technical and managerial group. However, the intensity and sustainability mentoring become challenge alone, especially after help beginning from government ended. Although Thus, KUBE Anggrek 6 is able to maintain its existence in a way independent, which signifies success in internalization values empowerment and independence social.

Planning activity group based on potential local and done in a way deliberative through deliberation Members. Activities developed business in harmony with need local and capability group, which created opportunity sustainability economy term length. Driving factors main program success includes height motivation members, support figure society, and the existence of initial capital assistance. The obstacles faced covers limitations literacy members, internal conflict, vulnerability geographical to floods, and weakness access to training continued.

In general In general, the empowerment strategy of KUBE Anggrek 6 has show contribution positive to improvement welfare member, good from aspect economic, social, and



psychological. Findings This strengthen argument that approach empowerment based on designed group in a way participatory, contextual and sustainable is key success development public root grass (bottom-up development) (Suharto, 2020; Mardikanto & Soebianto, 2021).

SUGGESTION

Based on conclusion said, then can submitted some suggestions as following:

1. For the Regional Government, especially the Department of Social Services, it is recommended For strengthen sustainability mentoring towards KUBE in general systematic through training continuation, routine monitoring, and facilitation market access. This is it is important for the group No experience stagnation post help early and can develop his efforts in a way independent (Ministry of Social Affairs of the Republic of Indonesia, 2022).
2. For the KUBE Anggrek 6 Group, it is recommended for increase internal capacity through training management finance simple, skill market negotiations, and strengthening institutional. In addition, it is important for guard cohesion social inter-member through regular meetings and resolution conflict in a way dialogic.
3. For Academics and Researchers, it is necessary done studies advanced related effectiveness of empowerment programs based on group in term long, and comparison between successful and unsuccessful KUBE successful in various regions. The approach This can enrich perspective theoretical and practical in planning development social participatory in the future (Rahman et al., 2022).
4. For the general public, the KUBE program can become a learning model important social in build independence economy community. Therefore that, improvement literacy social and entrepreneurship public need pushed through learning forums inclusive and adaptive together to need local (Yulianingsih et al., 2021).

With solid collaboration between society, government and stakeholders interest others, then empowerment public based on group like KUBE has potential big in push development economy inclusive and sustainable.

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