

The Role of the Social Welfare Service in Community Empowerment in NA IX-X District, North Labuhanbatu Regency

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Abstract

The policy of the Labura District Government plays a crucial role in overseeing and facilitating development in the region. The area can effectively and sustainably manage its development when complemented by a well-crafted RPJM (Regional Medium-Term Development Plan) and efficient organizational roles. The purpose of this study is to elaborate on the contribution of the Social Welfare Office to the empowerment of district communities. North Labuhanbatu Regency, NA IX-X. Obstacles to this program are usually found in remote locations, which may make it difficult for the Social Welfare Office to help those in need and strengthen communities in the NA IX-X District of North Labuhanbatu Regency. Qualitative data analysis methods such as literature review, interviews, and observations were used in this research approach. The study's findings suggest that, in line with community empowerment theory, they will help facilitate community participation to increase resource capacity. However, due to poor coordination, the role of the Social Welfare Office as a stakeholder in community empowerment for poverty alleviation, including planning, data collection, and assistance, is not optimal in fulfilling its obligations. Data collection of Family Hope Program recipients needs to be corrected on target in all local governments.

Keywords

Department; Empowerment; Social; Society



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1. INTRODUCTION

The process or effort to increase awareness, aspirations, and abilities of people is known as the democracy of a community to identify, overcome, maintain, protect, and improve health (Rosmaida et al., 2021). According to the theory, society is a complex system with many interrelated parts. Empowerment involves providing the necessary knowledge, skills, resources, and support so that individuals or groups can be more independent and actively participate in society (Azhari & Rosali, 2022). Meanwhile, the theory of community participation. This theory emphasizes the importance of active community participation in designing, implementing, and evaluating empowerment programs (Asfahani, 2023). This involves giving people an active role in decision-making that affects their lives. Community members must give their opinions and be heard to contribute to processes and decisions that affect the community. This process or effort is known as community membership (Darmansyah et al., 2014).

In Surah Al-Hujurat Verses 11-13, it is mentioned that community empowerment is in this verse Allah Almighty explains Adab that people should follow each other, as well as some things that strengthen Muslim cohesion to help develop society, such as refraining from bad opinions from others to help build community, abstaining from spying on the suffering of others, Danny Also, God explains in this sentence that all people are born of a mother, so we should not neglect any of us. God also explains why God divides us into nations and ethnic groups so we can get to know and help each other (Rosmaida et al., 2021).

According to Article 3 of the Regulation of the Minister of Health of the Republic of Indonesia No. 8 of 2019, there are several strategies to promote social participation. This strategy aims to increase the community's ability and understanding to recognize and manage health problems, increase public awareness, and control the community (Minister of Health, 2019). The next step is to increase the use of potential resources and support programs based on local awareness and integrate participation programs and community promotion institutions according to community needs and agreements (Masithoh et al., 2021).

Alfiana et al. (2023) defines promoting society as economic development incorporating social values. The implementation of community support programs is carried out using funds that can be obtained from socio-economic activities and following the following principles (Haslinah et al., 2023): can be adapted to various groups that are objective and easy to use (accept), managed transparently and responsibly (become responsible), generate sufficient income and teach the

community to manage activities economically (to obtain profit), maintain (permanent) results, and transfer and develop twig and fund conservation programs easily (Affandi, 2021).

Integration and participation are the four components of democracy. While inclusion focuses on the identity of the people who benefit from the ability, participation is focused on how they benefit from the capacity and responsibility of integrating into the support team. This section includes data on government programs and outcomes, people's rights and obligations, public service law, market demand and supply changes, etc. Another aspect is the ability of local organizations, which is the ability of communities to solve problems by working together or cooperating, as well as organizing and mobilizing available resources. Also, in terms of professionalization, people participate in empowerment. The ability of empowerment players, both government and non-government, to serve the community's interests (Affandi, 2021).

Labura District Government policy is very important in managing an area's development. With a combination of good RPJM and effective organizational roles, a region can manage its development more efficiently and sustainably while ensuring active participation from various parties involved, including the organization. Any agenda that has been set is related to this policy. Based on data from the Population Statistics (BPS) of North Labuhanbatu Regency for 2013-2020. According to BPS data, JPM was 39,090% in 2013 but reduced to 37,300% in 2014. Then, in 2015, it experienced an increase of 39,590% JPM. However, in 2016, it decreased to 38,810 JPM. Then, in 2017, it rose 40,240% JPM. In 2018, JPM decreased by 36,760%. In 2019, it experienced a decrease of 34,760% in JPM. Then, JPM grew by 34,860% in 2020. The poverty rate in Labura District has decreased. However, there are still communities that rely heavily on government assistance. Despite the decrease in quantity, people living in poverty remain in their situation (Mali, 2021).

With the role of regional implementers in the social sector, the Labura District Social Welfare Office seeks to increase community participation in development and prevent and solve problems related to social security to improve the quality of life (Sukarma et al., 2023). Can access two types of services from the Ministry of Health: (1) services related to contribution assistance recipients (PBI) and (2) services related to non-cash food assistance (BPNT). (3) Services related to the Family Hope Program (PKH), (4) Health integrated data services (DTKS), and (5) Services related to medical rehabilitation applications. Based on these services, the role of social welfare in developing society is to fight poverty.

Regarding previous research, Evi Rahmawati, Department of Non-formal

Education, Faculty of Education, Semarang State University, 2017; The title of the study: "The Role of Companions in Empowering the Poor through the Family Hope Program in Central Semarang Regency." The researcher also concluded that the role of the companion can be broken down into three categories: 1) Facilitative roles and skills: The companion has fulfilled his role as a facilitator by providing information, inspiration, and organizational support, all of which are very important. For PKH participants. 2) Friends have carried out their duties as teachers. During Family Development Sessions (FDS) group meetings, the companion acts as an instructor. 3) The function of community representatives in assisting PKH participants is to visit outside facilities, including posyandu, puskesmas, and schools. The Central Semarang Regency Companion also found a problem. The complexity of participants in collecting financing files or updating forms is an internal element that becomes an obstacle in the mentoring process (Irawan et al., 2023). In addition, it takes time to get used to the new environment. In addition to inhibiting problems, the mentoring process also utilizes supporting elements such as mothers who are always present and community members who assist. as well as supporting materials in the form of books that contain information that is very useful in implementing Family Development Sessions (FDS).

To be a reference and comparison for future research, the researcher explains previous research as a comparison to the current research. Unlike the two studies that the researchers presented earlier, this study explores the contribution of the Social Welfare Office to regional empowerment. Na IX-X North Labuhanbatu Regency emphasizes social programs.

What are the benefits of health services for people living in the Na IX-X area of North Labuhanbatu Regency, considering the problems that will occur? The author is interested in discussing "The Role of the Social Welfare Office in Community Empowerment in Na IX-X District, North Labuhanbatu Regency. "This study aims to find out the role of social welfare services in community empowerment in NA IX-X District North Labuhanbatu Regency.

2. METHODS

The type of research method used by the author is a qualitative approach. Qualitative research is one technique for understanding the true state of a problem and how its solution is applied. Data collection techniques include interviews with Social Welfare Office leaders, local stakeholders, and communities in the NA IX-X Sub-district. In addition, documentation studies on policies, programs, and performance reports of the agency can also be used as a data source. The contribution of the Social

Welfare Office to community empowerment in the district will be the subject of data analysis specifically data reduction, data presentation, and data verification in the NA IX-X Region of North Labuhanbatu Regency. This research was implemented on May 25, 2023, and June 26, 2023.

3. FINDINGS AND DISCUSSION

3.1 *Social Welfare Office in NA IX-X District North Labuhanbatu Regency*

Dinas Sosial provides a participatory approach, ensuring local communities are actively involved in program planning and implementation. Such programs may emphasize community-based empowerment, focusing on building people's capacity to identify and address their problems. Social services have a uniqueness in using technology and innovation in providing services. For example, the use of digital applications or platforms to facilitate public access to social services (Abdul., Iqbal., et., 2020)

Social Services can highlight prevention approaches through education programs and socialization campaigns to raise public awareness about social issues. To reduce poverty, the social welfare office does many things, such as providing assistance and health care, strengthening public awareness, developing and organizing communities, increasing advocacy for stakeholders and private organizations, and increasing the use of local potential and resources. Therefore, a diversity of initiatives like this allows social services better to meet the region's unique needs and challenges and provide more contextual and impactful solutions (Hamdan. et., 2023).



Figure 1. Social Office of North Labuhan Batu Regency

Regarding the Main Duties and Functions of the North Labuhanbatu District Social Service, the mission of the elected Regent and Vice Regent that can be carried out through Social Service programs and activities is to participate in the context of *"Improving the quality of human resources of the North Labuhanbatu community based on*

formal and non-formal education and training to improve Social Welfare for the Community. "The target is Poverty Reduction and Empowerment of the Social Welfare Service Government (PPKS).

In general, the functions of the Social Service are:

1. Social sector policy creation
2. Implementing Policies, Assessing and Reporting in the Social Sector, and
3. Practice Service Administration
4. Implementation of additional responsibilities in connection with the duties and responsibilities of the Regent.

Source from the official website of the Social Welfare Agency. It is responsible for providing social services to people in need, such as social assistance and protection for vulnerable groups, such as children, the elderly, disabled, and marginalized people. One of the main roles of the Social Welfare Office is to assist in community economic empowerment programs (Prabawati, 2021). They can provide training, capital assistance, or access to economic programs to help local communities acquire the skills and access needed to create sustainable livelihoods. The Social Welfare Office may be involved in human resource development programs, such as skills training, education, and mentorship for individuals and groups in the community. Through various outreach and education programs, they help communities to understand their rights, provide information about available assistance programs, and raise awareness of specific social issues. The Social Welfare Office can also supervise programs that have been implemented, assisting community groups who need assistance in various matters (Sanjaya, 2021).

3.2 Social Service Programs in Community Empowerment

1. Family Hope Program (PKH)

(Rosmaida, R., 2021) claimed that a social protection program, the Family Hope Program, provides financial assistance to low-income families (RTSM) who meet certain criteria (Wulan et al., 2019). The program aims to break the shackles of prosperity and reduce the number of people living in poverty by increasing human decay, changing behaviors that do not advance human capital, and improving the health of the most vulnerable communities. PKH strives to improve the socio-economic status of RTSM, RTSB children's education, health and nutrition of pregnant women, and health service standards, especially RTSM (Affandi, 2021).



Picture. 2 Family Hope Program

The Social Welfare Office plays an important role in the implementation of PKH. To enhance the ability of individuals, groups, and communities to perform social functions and create conditions that enable them to achieve their goals, a governmental entity in the social sphere. Social Services help people develop and apply their skills to solve social problems and perform daily tasks. These two players look alike. As part of public social services, residents can directly access government programs such as the Family Hope Program (PKH) (Mulyani, 2019).

"This government support is very useful; for example, I can check my pregnancy at the puskesmas for free," said Ibu Tati when interviewed by a family in Na IX-X sub-district who received PKH assistance for her pregnancy. Everything about health, including prescription drugs, is free (Tati, 2023).

Based on interviews, it is clear that the wellness program in the Hope family is very profitable, although it still needs to be fully implemented. Just like the statement made by Vera's mother, who has a toddler child and is a member of the PKH group in Na IX-X, "With the help of the state, I can buy breast milk and children's needs, and if I have more than that, can use it for daily needs" (Vera, 2023); (Desembrianita et al., 2023).

According to the interview, it was clear that one PKH participant who had a baby under five years old was given the greatest attention to assisting in meeting all the baby's needs, including purchasing baby milk containing protein and other needs. Direct cash assistance from PKH (Family Hope Program) is intended for low-income people, including those who are pregnant, have just given birth, or have children in elementary and junior high schools. (Vera, 2023).

Table 3 Components of PKH beneficiaries in NA IX-X sub-district, North Labuhanbatu Regency

No	Help Components	Number of Aid Recipients	Amount of Assistance (RP)
1.	Pregnant or breastfeeding women	247	1.200.000
2.	Children under six years	438	1.200.000

	of age		
3.	Participants have elementary school equivalent education	351	450.000
4.	Participants with education equivalent to MTS/SMP or equivalent	386	750.000
5.	Participants with high school/MU equivalent education	302	1.000.000

Those actively involved in the program's implementation are members of the Family Hope Program Implementation Unit (UPPKH), who serve as companions to the Family Hope Program in Na IX-X District. Companions must accompany PKH participants in each sub-district in obtaining the privileges given by PKH. The main tasks of the assistant that must be solved in the interest of participants are validation, verification, and monthly meetings. Primary accountability facilitates early detection and resolution of problems. (Arifin, 2013).

PKH assistance in the NA IX-X sub-district and in North Labuhanbatu district, where there are many poor households, was carried out successfully. This is because emphasis should be placed on something other than poor households but on how the state shares aid. With the help of social communities, towns, and villages receive assistance from local authorities.

2. Non-Cash Food Assistance

One of the district's initiatives for community empowerment is the non-cash food assistance program (BPNT). The National Program, overseen by the Ministry of Social Affairs and supported by the Department of Social Affairs and Poverty Alleviation (Dinsosnangkis) and District Social Welfare Workers, also covers Na IX-X North Labuhanbatu Regency. The Department of Social Affairs and Poverty Alleviation oversees non-financial food assistance programs in all cities, districts, and sub-districts overseeing NA IX-X. Beneficiary families or poor people receive non-financial food assistance.

The Non-Cash Food Assistance Program (BPNT) is carried out by the Department of Social Affairs and Poverty Reduction and Sub-District Social Workers (TKSK) as the implementer of the BPNT program in NA IX-X District North Labuhanbatu Regency has yet to create an atmosphere or climate that alleviates

poverty due to the less conducive community environment. As the implementer and companion of the BPNT Program, the Sub-District Social and Poverty Reduction and Social Manpower Office in NA IX-X District North Labuhanbatu Regency provided information on participating in the program to people experiencing poverty. Not only people experiencing poverty but also implementers of non-cash food assistance programs (Ramadhani & Matnuh, 2016).

The Head of the Poverty Reduction Division of the Social Services Office, implemented the BPNT program. The NA IX-X District of North Labuhanbatu Regency and District Social Workers in community empowerment needs to run better in alleviating poverty due to many factors hindering the implementation of the program; not only human resource factors, factors that greatly impact the program are aid distribution factors and technical. According to the conclusion of an interview conducted with the head of the Poverty Reduction Division of Dinsosnangkis, a non-cash food assistance program implemented at the IX-X sub-district level of North Labuhanbatu Regency, as many as 2314 households have received BPNT. NA IX-X District North Labuhanbatu Regency has a poor population participating in non-financial food assistance programs and a socio-economic development rate of 25%.

The following are the results of interviews with BPNT recipient communities about BPNT as community empowerment: "This non-cash food assistance is very helpful for people's finances, of course, in terms of fulfilling daily life, but there are also some people who respond positively, and there are also negatives depending on how BPNT services that Beneficiary Families (KPM) receive. In 2022, when the program is running, the recipients are on target. It can be concluded that KPM is greatly helped by the BPNT program even though there are still obstacles that occur" (Social, 2023)

3. *Human Resource Development*

Quantity and quality are two factors that can be used to evaluate HR development. The quantity of human resources is related to the concept of quantity. When the number of human resources is different from the quality of human resources, organizational efforts will be difficult. In the field of Human Resources, the improvement of the quality of human resources is considered a result of implementing the current tourism village program in the Na IX-X region of North Labuhanbatu. The tourism village project was established by DPMD Na IX-X District, North Labuhanbatu Regency, and funded by BUMDes. These growth initiatives have an impact not only on the local community as a whole but also on the surrounding community (Wulan et al., 2019).

4. *Posyandu as a Community Empowerment Program*

Posyandu activities include primary activities and secondary or development activities. The main focus of the Posyandu program is maternal and child health care, family planning, immunization, nutrition, and prevention and treatment of diarrhea. When things get tough, communities can add additional activities, such as improving lithium health, fighting infectious diseases, and developing other programs. However, it is better to add development activities provided that the five main activities have been successfully carried out, their range is expanded by 50%, and there are sources of support. The posyandu program represents the role of the community in health development and aims to reduce infant and maternal mortality rates in the long term. With the help of this program, it is possible to monitor the health problems of children, babies, pregnant women, and women who perform massages directly. This program effectively prevents food problems in the community because it is done regularly every month. With the help of posyandu actions, improving the population's health is possible. Healthcare implementation will continue with high public support and participation in health measures. Therefore, posyandu plays an important role in forming society in the health sector (Zunaidah et al., 2021).

Ways in which posyandu can help the community include human resources, such as staff members, community leaders, and youth organizations, and resources related to the environment, such as the creation of facilities and resources for the posyandu by the community. In addition, posyandu can receive financing through funds collected by the community, such as dues from Posyandu members and donations from individuals and groups. When the District Health Care Forum is established in an area, it oversees community fundraising. Also, community financing can come from sources such as zakat, infaq, religious, social funds, and business products. The success of community empowerment through posyandu activities depends on the ability of staff members to carry out their responsibilities. Posyandu cadres have three functions: executor, manager, and user. Posyandu activities occur once a month, both before and after the opening. Responsibilities of staff members before opening a public health system include disseminating information about opening a public health system through meetings with citizens, preparing space and equipment for the public health system, working closely with public health professionals, and preparing PMT support (Masithoh et al., 2021).

4. CONCLUSION

Based on the study results, it can be concluded that the Social Welfare Office has

an important role in community empowerment efforts in the NA IX-X District. They act as facilitators in implementing programs to improve people's welfare and participation in decision-making that affects them. Several programs and policies that the Social Welfare Office has implemented have positively impacted the community's social and economic conditions. This includes improving community access to necessary welfare services, training, and social assistance on the role of the social welfare office in community empowerment is key. NA IX-X North Labuhanbatu Regency through assistance programs is not going well; it can be seen from the community who received assistance that was not right on target in the health program; this program was by the wishes of the community and according to the rules set by the Social Welfare Office. Judging from the development of human resources, it is also beneficial for the surrounding community, as well as being an addition to people's daily income. These constraints include needing more human resources and challenges in communicating with diverse communities. This includes efforts to strengthen the role of the Social Welfare Office in community empowerment in the NA IX-X District. These include increased budget allocations, further staff training, and expanded programs focused on community capacity building and supporting the agency's role in community empowerment and bridging gaps in social services.

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