

ABSTRAK

Fretty Luciana Malau Gurning, Nim. 3213311010 “Pemberdayaan Ekonomi Masyarakat Dalam Program Keluarga Harapan (PKH) Di Desa Paraduan Kecamatan Ronggur Nihuta Kabupaten Samosir”. Jurusan Pendidikan Pancasila dan Kewarganegaraan Fakultas Ilmu Sosial Universitas Negeri Medan.

Penelitian ini bertujuan untuk mengkaji pemberdayaan ekonomi masyarakat dalam program keluarga harapan (pkh), dengan fokus pada studi kasus di Desa Paraduan, Kecamatan Ronggur Nihuta, Kabupaten Samosir. Penelitian ini merupakan penelitian deskriptif kualitatif. Penelitian ini dilakukan di Desa Paraduan, Kecamatan Ronggur Nihuta, Kabupaten Samosir. Data yang digunakan dalam penelitian ini meliputi data primer dan data sekunder. Teknik pengumpulan data yang digunakan melalui wawancara, observasi dan dokumentasi. Kemudian akan dianalisis dengan cara reduksi data, penyajian data, dan verifikasi data atau penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pemahaman masyarakat terhadap konsep pemberdayaan telah mulai terbentuk, meskipun belum sepenuhnya disertai dengan implementasi nyata dalam kehidupan sehari-hari. Sebagian besar penerima manfaat masih memaknai pemberdayaan secara sempit sebagai bentuk bantuan semata, bukan sebagai proses menuju kemandirian. Peran masyarakat dalam pelaksanaan program juga masih bersifat pasif, di mana mereka lebih berfungsi sebagai objek penerima bantuan daripada subjek yang aktif dalam kegiatan pemberdayaan. Tujuan pemberdayaan untuk meningkatkan kemandirian ekonomi dan kesejahteraan belum sepenuhnya tercapai, karena keterbatasan motivasi, keterampilan, serta belum optimalnya dukungan dari pemerintah desa dan pendamping PKH. Strategi pemberdayaan yang telah dirancang, seperti pelatihan dan pendampingan, belum dijalankan secara konsisten dan belum berbasis pada potensi lokal yang dimiliki oleh masyarakat.

Kata Kunci: Pemberdayaan Ekonomi, Masyarakat, Dalam Program Keluarga Harapan (PKH).



ABSTRACT

Fretty Luciana Malau Gurning, Nim. 3213311010 “Empowerment of Community Economy in the Family Hope Program (PKH) in Paraduan Village, Ronggur Nihuta District, Samosir Regency.” Department of Pancasila Education and Citizenship, Faculty of Social Sciences, State University of Medan.

This research aims to examine the empowerment of the community economy in the family hope program (PKH), with a focus on a case study in Paraduan Village, Ronggur Nihuta District, Samosir Regency. This research is a qualitative descriptive study. This research was conducted in Paraduan Village, Ronggur Nihuta District, Samosir Regency. The data used in this research includes primary data and secondary data. The data collection techniques used were interviews, observations, and documentation. The data will then be analyzed through data reduction, data presentation, and data verification or conclusion drawing.

The results of the research show that the community's understanding of the concept of empowerment has begun to form, although it is not yet fully accompanied by real implementation in daily life. Most beneficiaries still interpret empowerment narrowly as merely a form of assistance, rather than as a process towards independence. The role of the community in the implementation of the program is still passive, where they function more as objects receiving assistance rather than as active subjects in empowerment activities. The goal of empowerment to increase economic independence and welfare has not yet been fully achieved, due to limitations in motivation, skills, and the suboptimal support from the village government and PKH facilitators. The empowerment strategies that have been designed, such as training and mentoring, have not been implemented consistently and have not been based on the local potential possessed by the community.

Keywords: Economic Empowerment, Community, in the Family Hope Program (PKH).

