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## ANALYSIS OF COMMUNITY WELFARE LEVEL IN MALANG CITY

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### ABSTRACT

This study aims to determine the level of welfare of the people in Malang, considering the Malang city is a city of education and processing industry. The total population of less or prosperous in the Malang city of 2015 sebesar 19,974 families of the total family of Malang city amounted to 204,179 families. Malang City is divided into five districts, namely District Klojen, Sukun, Lowokwaru, Blimbing, and Kedung Kandang. The lowest level of community welfare from some of these districts is Kecamatan Sukun, amounting to 6,813 pre-prosperous families. Prosperous family aspect was collected by using 21 indicators in accordance with the thought of sociology experts in building prosperous families by knowing the dominant factors that become the needs of every family. These dominant factors consist of (1) the fulfillment of basic needs; (2) the fulfillment of psychological needs; (3) development needs; and (4) self actualization needs in contributing to society in its environment. In this case, the groups categorized as Malang by BKKBN are KPS and KS-I. The type of this research is descriptive research with qualitative approach. The position of the researcher in qualitative research is the planner, the implementer of data collection, the analyst, the data interpreter, and finally become the reporter of the research result. So researchers are key research instruments. Data type in this research is primary data and secondary data. Technique of collecting data by interview, observation, and documentation. Data analysis is guided by interactive data analysis model. While to know the policy strategy that can be taken by government by using SWOT analysis. The results of this study indicate that the level of welfare of the community in the city of Malang has improved quality, which is indicated by the decrease in pre-prosperous family level. This is supported by the role of government, private, and universities that contribute in the form of providing basic services (health and education) for free for indigenous people of Malang City by the government. In addition, community service programs conducted by the university, also able to improve the quality of human resources community. While the private sector contributes in the form of CSR funds that are used to increase public facilities and infrastructure development and scholarships.

**Keyword:** *welfare, expert, contribute, collecting data.*