

ABSTRAK

Program Gerobakisasi merupakan program pemberdayaan yang dikembangkan oleh BUMDesma Arta Mandiri LKD Kecamatan Kesugihan untuk mendukung pengembangan usaha masyarakat melalui penyediaan sarana usaha berupa gerobak. Penelitian ini bertujuan menganalisis karakteristik Program Gerobakisasi sebagai inovasi pemberdayaan, proses komunikasi yang dilakukan BUMDesma, tahapan adopsi inovasi oleh nasabah, serta peran sistem sosial dalam mendukung komunikasi pemberdayaan. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Informan dipilih menggunakan teknik purposive sampling Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Program Gerobakisasi merupakan inovasi yang dikembangkan berdasarkan kebutuhan masyarakat terhadap sarana usaha produktif. Proses komunikasi pemberdayaan dilakukan melalui sosialisasi secara langsung dengan melibatkan pemerintah desa sebagai penghubung antara BUMDesma dan masyarakat. Proses adopsi inovasi berlangsung melalui tahap pengetahuan, persuasi, keputusan, implementasi, dan konfirmasi.

Kata kunci: Komunikasi Pemberdayaan, BUMDesma, Difusi Inovasi

ABSTRACT

The Gerobakisasi Program is an empowerment initiative developed by BUMDesma Arta Mandiri LKD of Kesugihan District to support community business development through the provision of business facilities in the form of carts. This study aims to analyze the characteristics of the Gerobakisasi Program as an empowerment innovation, the communication process implemented by BUMDesma, the stages of innovation adoption among beneficiaries, and the role of the social system in supporting empowerment communication. This study employed a qualitative method with a descriptive approach. Informants were selected using a purposive sampling technique. Data were collected through observation, in-depth interviews, and documentation, and were analyzed using the Miles and Huberman model, which consists of data reduction, data display, and conclusion drawing. The findings indicate that the Gerobakisasi Program is an innovation developed in response to the community's need for productive business facilities. The empowerment communication process was carried out through direct socialization involving village governments as intermediaries between BUMDesma and the community. The innovation adoption process followed the stages of knowledge, persuasion, decision, implementation, and confirmation. The social system, involving BUMDesma, village governments, and the community, played a significant role in building trust, facilitating the dissemination of information, and encouraging the acceptance of the innovation among beneficiaries. Therefore, empowerment communication supported by a collaborative social system contributes to the successful implementation of the Gerobakisasi Program as an effort to improve the community's economic capacity.

Keywords: Empowerment Communication, BUMDesma, Diffusion of Innovations