



# Empowerment Design of Putri Gemilang Village-Owned Enterprises Community Based on Asset-Based Community Development

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**Abstract:** *Asset-based community empowerment has become a necessity as communities often possess and utilize their potential effectively. This study aims to illustrate the asset-based community empowerment process conducted within the Badan Usaha Milik Desa Putri Gemilang community. The study focuses on the stage of building community awareness. By utilizing the Assed-Based Community Development (ABCD) mentoring model, this study identifies strategies for raising awareness within the Badan Usaha Milik Desa Putri Gemilang community. With this ABCD approach, the community achieves something new, such as the formation of teamwork cohesion, the establishment of strong commitment, the cultivation of critical thinking, and the development of future program designs.*

**Keywords:** *Empowerment, Assets, Community, Awareness*

## Introduction

Empowerment efforts have been a hot topic in the last decade. Empowerment is a strategic endeavor to assist individuals in becoming more capable and having the power to lead better lives.<sup>1</sup> The goal of empowerment is to accelerate the expansion of welfare and development for communities universally. Empowerment and productivity development initiatives have been carried out in various communities, but often these formulated programs are temporary or merely project-based.<sup>2</sup> This situation frequently arises because communities are not actively involved in the stages of empowerment, such as program formulation, designing implementation plans, and decision-making.<sup>3</sup> Additionally, in the program's execution, the focus is often solely on meeting basic needs, and communities are treated as objects rather than subjects, resulting in their

<sup>1</sup> Dwi Iriani Margayaningsih, "Peran Masyarakat Dalam Kegiatan Pemberdayaan Masyarakat Di Desa," *Jurnal Publiciana* 11, no. 1 (2018): 72–88.

<sup>2</sup> Hernik Farisia et al., "Pendampingan Pengembangan Budaya Baca Di MI Yaphiston Surabaya," *Publikasi Pendidikan* 11, no. 2 (2021): 93.

<sup>3</sup> M Yusuf et al., "Kajian Bibliometrik Tentang Proyeksi Manajemen Dakwah," *Al Imam: Jurnal Manajemen Dakwah* 6, no. 1 (2023): 1–12.

lack of active involvement as key players in empowerment activities.<sup>4</sup> The same situation is observed in the community of the Village-Owned Enterprises of Puteri Sembilan, which tends to be closed and does not encourage collaboration with the community to stimulate economic activities in the local environment.

In this regard, this study is motivated by the issue of the ineffectiveness of the Puteri Gemilang Village-Owned Enterprises (Badan Usaha Milik Desa) community in managing the available resources. This situation is primarily caused by problematic human resource capacity within the Village-Owned Enterprises community.<sup>5</sup> Additionally, their membership commitment is minimal, preventing the productive utilization of the village's untapped potential, which could otherwise have economic value. In reality, various promising asset potentials exist, such as natural resources like the sea, coastline, monographic forests, river streams, and so on. These assets could be productive if they are capable of positioning them as social capital.<sup>6</sup>

In line with this, the study aims to initiate an awareness process within the Puteri Gemilang Village-Owned Enterprises (Badan Usaha Milik Desa) community as a village economic driving institution using the Asset-Based Community Development (ABCD) approach.<sup>7</sup> Asset-Based Community Development is an empowerment approach based on assets, serving as a means to harness the community's potential in enhancing their empowerment.<sup>8</sup> The ABCD approach critiques empowerment that merely caters to basic needs, leading to limitless dependency. John McKnight asserts that communities themselves must begin with mobilizing their social capital to address community or societal issues.<sup>9</sup>

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<sup>4</sup> Noor Munawar, "Pemberdayaan Masyarakat," *Jurnal Ilmiah CIVIS I*, no. 2 (2011): 87–99.

<sup>5</sup> Khoiron Nisaa and Nurul Hidayati, "Peranan Badan Usaha Milik Desa (Bumdes) Dalam Pemberdayaan Masyarakat Di Desa Lambang Sari," *Jurnal Sosial Sains* (2022); Wahyuni Wahyuni, Wirawan Suhaedi, and Isnawati Isnawati, "Analisis Peran Bumdes Dalam Pemberdayaan Ekonomi Masyarakat Di Desa Raba Kecamatan Wawo Kabupaten Bima," *Jurnal Riset Mahasiswa Akuntansi* (2022); Dica Dara Ayuningtyas and Sri Wibawani, "Peran Badan Usaha Milik Desa (Bumdes) Dalam Pemberdayaan Masyarakat," *Jurnal Kebijakan Publik* (2022); Budi Rasmianto Berutu, Muhammad Arif Nasution, and Abdul Kadir, "Peran Badan Usaha Milik Desa (BUMDes) Dalam Pemberdayaan Masyarakat Desa Mungkur Kecamatan Siempat Rube Kabupaten Pakpak Bharat," *Strukturasi Jurnal Ilmiah Magister Administrasi Publik* (2019).

<sup>6</sup> Emanuel Bate Satria Dollu, "Modal Sosial (Studi Tentang Kumpo Kampo Sebagai Strategi Melestarikan Kohesivitas Pada Masyarakat Larantuka Di Kabupaten Flores Timur)," *Warta Governare: Jurnal Ilmu Pemerintahan* 1, no. 1 (2019): 59–72.

<sup>7</sup> Puji Hadiyanti, "Strategi Pemberdayaan Masyarakat Melalui Program Keterampilan Produktif Di Pkbn Rawasari, Jakarta Timur," *Perspektif Ilmu Pendidikan Universitas Negeri Jakarta* 17, no. April (2008): 1–10.

<sup>8</sup> Mirza Maulana Al-Kautsari, "Asset-Based Community Development: Strategi Pengembangan Masyarakat," *Empower: Jurnal Pengembangan Masyarakat Islam* 4, no. 2 (2019): 259.

<sup>9</sup> I Diarta, Ketut Surya, "Pro-Poor Tourism Dan Pemberdayaan Masyarakat Miskin; Tinjauan Teoritis Pendekatan Metode Asset Based And Community-Driven Development," *Jurnal Penelitian dan Pengembangan Kepariwisata* 4, no. 1 (2009): 24.

Referring to the issue, the awareness being built aims for the Puteri Gemilang Village-Owned Enterprises (Badan Usaha Milik Desa) community to have the ability to manage the aforementioned potentials. Therefore, through this ABCD approach, it is expected to provide a solution to various issues within the Puteri Gemilang Village-Owned Enterprises community. Additionally, a culture of teamwork and unity can be established so that both parties have a sense of ownership and responsibility in improving the conditions towards a more sustainable and productive Village-Owned Enterprises.

## **Method**

The research in this study is a support-based research using the Asset-Based Community Development (ABCD) approach.<sup>10</sup> Data collection techniques include 1) Observation, 2) Interviews, 3) Focus Group Discussions (FGD), and 4) Documentation. The data analysis technique utilizes the Miles and Huberman approach.

This study was conducted in the Village-Owned Enterprises (Badan Usaha Milik Desa) of Puteri Gemilang as the supported subject of Desa Puteri Sembilan, North Rupert Subdistrict, Bengkalis Regency, Riau. Since this study involves asset mapping, the duration of the research was approximately four months, starting from December 2022 to April 2023.

Based on the appropriate phases of the ABCD approach, there are 1) Building commitment, 2) Formulating research problems, 3) Asset identification, and 4) Asset Mapping. First, building commitment aims to establish trust and a cooperative relationship between the researchers and the community to gain approval for providing support to a particular community. The consolidation process involves stakeholders such as the Head of Desa Puteri Sembilan, the Director of Puteri Gemilang Village-Owned Enterprises, the management, and the village facilitator.

Secondly, formulating the research problem means guiding the assisted participants to discover the root problems related to assets that hinder the productivity of Puteri Gemilang Village-Owned Enterprises (*Badan Usaha Milik Desa*). In its implementation, the log frame and problem tree techniques are used to classify root problems, the main causes of problems, the main problems of the community, the core problem (the pinnacle of the issues faced by the community), and the impact that will result from these problems.

Thirdly, the identification phase aims to recognize the access level of assets that potentially have an effective impact on the level of productivity of Puteri Gemilang Village-Owned Enterprises. The steps involved are: 1) Studying and setting scenarios or

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<sup>10</sup> Al-Kautsari, "Asset-Based Community Development : Strategi Pengembangan Masyarakat."

observations with a purpose. 2) Discovering the past. 3) Dreaming about the future. 4) Mapping assets.<sup>11</sup>

Fourth, the asset mapping phase is the process of discovering various assets that can be used for the sustainability of the productivity of Puteri Gemilang Village-Owned Enterprises. In this phase, the assisted subjects map out the assets that exist within the community and its surrounding environment. From the assets they identify, they can create a future plan that has the potential to build the capacity of Puteri Gemilang Village-Owned Enterprises' productivity.<sup>12</sup>

## Results

The ABCD model prioritizes the program implementation process over specific outcomes, as opposed to traditional research. Community involvement at each stage is crucial for the successful execution of the program according to the jointly designed plan. The participation of the assisted subjects in this study begins with the commitment-building process, identifying problem focus, identifying assisted potential, and program implementation. To understand the implementation process, you can see the following stages carried out by the Puteri Gemilang Village-Owned Enterprises community in enhancing their empowerment:

### *Building Commitment with Assisted Communities*

Building commitment with the community is the path to establishing smooth communication, allowing a strong relationship between the researcher and the community. Once commitment is established between the two, the empowerment program can proceed to the next stage. This stage focuses on building commitment with the community. The commitment established encompasses several aspects, including a commitment to participate throughout the mentoring process, a commitment to learning, a commitment to self-improvement, a commitment to assisting in facilitating mentoring activities, and a commitment to enhancing the capacity of the managed

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<sup>11</sup> Aissetu Barry Ibrahim, "Asset Based Community Development (ABCD)," *Transforming Society* (2018): 229–240; Gord Cunningham and Alison Mathie, "Asset-Based Community Development --An Overview What Is ABCD?" (Bangkok, Thailand.: Synergos, 2002), <http://www.synergos.org/knowledge/02/abcdoverview.htm>; Nadhir Salahuddin, "Panduan KKN ABCD UIN Sunan Ampel Surabaya Asset Based Community-Driven Development (ABCD)" (Surabaya: LP2M UIN Sunan Ampel Surabaya, 2015); Ibrahim, "Asset Based Community Development (ABCD)"; UINSA KKN ABCD, *Panduan KKN ABCD UIN Sunan Ampel Surabaya*, Cetakan ke. (Surabaya: LP2M UIN Sunan Ampel Surabaya, 2015).

<sup>12</sup> Ainna Amalia FN and Lilis Rahmawati, "Pendampingan Manajemen Keuangan Melalui Program Literasi Keuangan Kepada Komunitas Usaha Mikro Kecil Dan Menengah (UMKM) Yang Terjerat Rentenir Di Kabupaten Nganjuk," *Engagement : Jurnal Pengabdian Kepada Masyarakat* 3, no. 1 SE-Articles (2019), <http://engagement.fkdp.or.id/index.php/engagement/article/view/55>.

institution.

The initial step in establishing commitment involves coordinating issues and facts relevant to the village community. First, a commitment is made with policy stakeholders, namely the village head and the village secretary, to discuss issues related to the objective condition of the village economic institution and the assets within the village, including the inhibiting factors experienced by the village economic driving community, namely the Puteri Gemilang Village-Owned Enterprises. The outcomes of these discussions are as follows:

PROGRAM	HAMBATAN
1. UED-SP	1. MANAJEMEN BERMASALAH
2. USAHA PERDAGANGAN - LPG - RUMAH MAKAN	2. KURANG PENGAWASAN
3. USAHA SEWA BARANG	3. PARTISIPASI MASYARAKAT
4. USAHA RUMAH TANGGA	4. KURANG RELASI KERJA
5. USAHA DESA WISATA	5. DANA TERBATAS
6. USAHA PASAR DESA	6. SDM BERMASALAH

Figure 1. Program Implementation Conditions

Based on the above FGD results, it is evident that the Puteri Gemilang Village-Owned Enterprises community has planned various programs and has implemented several programs. However, there are still some obstacles that hinder the implementation of these programs. These obstacles significantly affect the success of the programs. One of these obstacles is community participation, which results in the programs being unable to empower the community. The discussion results clearly show that the activities are not yet participatory empowerment but rather simply meet the community's needs. Furthermore, it is evident that there are other obstacles, including poor management, resource issues, unclear supervision, limited funding, insufficient collaboration, suboptimal member involvement, and severe miscommunication between the community and the village government. Taking into account all these issues, this study is committed to making an effective contribution to the Puteri Gemilang Village-Owned Enterprises community, starting from formulating program frameworks, designing programs, identifying potentials, and discovering assets. Second, this aims to raise awareness among the Puteri Gemilang Village-Owned Enterprises community to understand and mobilize their assets in the future. Third, it assists the Puteri Gemilang Village-Owned Enterprises community in the capacity development process by raising their awareness.

The next step is to strengthen the commitment with the community through FGD by classifying the important issues within the community. These issues include work achievements, community involvement, empowerment programs, asset potentials,

program constraints, motivation, and desired aspirations. This step aims to raise awareness about the importance of understanding the root problems so that the community can make positive changes. The results of the community's focus group discussion are as follows:



*Figure 2. Process of Building Commitment*

The FGD above resulted in an agreement that the community, as the assisted subjects, is willing to participate in the assistance according to the agreed-upon time. In addition to the commitment of community members, the next step is for the research team to convey some expectations that can be achieved as a form of motivation to make them more interested in participating in the assistance. The research team explained that the management of the Village-Owned Enterprises has the right to know and manage all forms of assets within the village. This is because the Village-Owned Enterprises represent a prospect that can be prioritized for the future progress and welfare of the community. Based on this, the Village-Owned Enterprises are not just a passive business institution; they are a source of strength in the community to achieve collective well-being. To further strengthen this, the research team also assured them with several assumptions: first, in the assistance process, the community themselves will be the actors so that they learn to think, discover, and make important decisions. Second, the community will be accompanied by a process where their involvement is far more important than the results achieved. Third, they will also learn about team cooperation that is built during the assistance activities. Fourth, the community will understand the assets that have the potential to influence the development of the Village-Owned Enterprises' productivity.

***Formulating the Focus of Research Problems***

After going through the commitment process with the community, in this stage, the process of finding the focus of the research is conducted to align with the intended goals. To facilitate the work and make it more effective, the following procedures can be followed:

First, the research team directs the community to use a logical framework (log frame) to frame the research object logically. In this stage, the research team provides three questions: (a) Why is it necessary to formulate problems regarding the institution that you currently manage? (b) What do you want to achieve or follow up on after identifying the issues in the Village-Owned Enterprises Puteri Gemilang? (c) How can the problem be solved? These questions serve as a stimulus for them to think carefully and discover things that have not been thought of before. Furthermore, this is a way to build their thought patterns and awareness of what has happened and what needs to be done in the future.

Second, to gain a more specific understanding of the assisted subjects' conditions, the community can use a problem tree to help understand and classify the root causes of problems, the main causes of problems, the main problems of the community, the core issues, and the impacts that will arise from these problems.

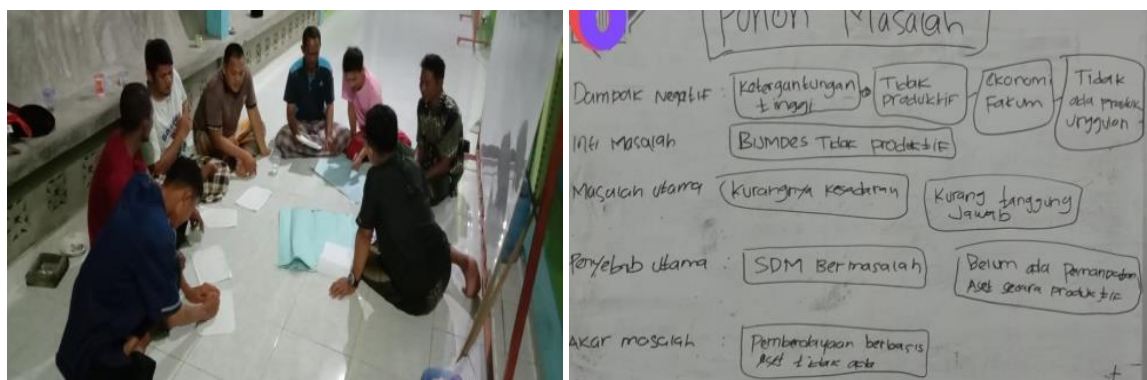


Figure 3. Problem Tree Analysis

The image above shows the results of the focus group discussion (FGD) in which the assisted community formulated a problem tree to understand the cause and effect factors that act as barriers to their community. In this stage, they learned to classify the problems that occurred, which are as follows: First, they recognized the top problem, which is that the Puteri Gemilang Village-Owned Enterprises community is not productive. Second, they understood the root problem in the Village-Owned Enterprises, which is the lack of asset-based empowerment efforts for the community. Third, they could identify the main cause, which is problematic leadership quality and the lack of efforts to use assets productively. Fourth, they realized that the main problem is the lack of awareness to utilize the existing potential and a lack of responsibility. Fifth, from this, they understood the negative impact of the issues, which include the non-productivity of the Village-Owned Enterprises, high dependence, inability to boost the local economy, and the absence of flagship products that add value. Through open discussions, they found the focus of this research problem. The results of the FGD provided significant progress, showing that they successfully collected crucial questions to be addressed based on mutual agreement, which are:

First, what assets can influence the improvement of the Village-Owned Enterprises' productivity? This question is posed because, based on experience, asset-based development has not been explored. They hope that this question can enhance their insights and understanding in boosting their organization's productivity.

Second, what efforts can be made to make the Puteri Gemilang Village-Owned Enterprises more productive? This issue is proposed because they assume they can empower themselves through the efforts they will undertake.

Third, how can assets be mapped to actively manage them for the sustainability of the Village-Owned Enterprises? This issue is presented with the hope that they will learn what assets can be developed for the sustainability of their institution.

Fourth, how to enhance the productivity of the Puteri Gemilang Village-Owned Enterprises? Essentially, this issue arises to find the right ways to improve the productivity of their community.

The questions above are the descriptions they will encounter in this empowerment study. The goal is that after this study concludes, they can continue to develop the capacity and productivity of the Puteri Gemilang Village-Owned Enterprises they currently manage. Optimizing their roles and functions to achieve a prosperous and productive community.

### ***Identify the Potential of Assisted Communities***

In this stage, the community works on identifying potentials through focus group discussions that centralize the role of the assisted subjects as the actual researchers. This means they will explore the details of information based on their experiences, both individually and in groups. In this asset-based community development (ABCD) research, so that the community can identify all potentials, they go through the following two steps:

#### ***First: Studying the Conditions***

The first step that needs to be taken is to understand and study the situation and conditions, including the living environment, the human conditions, and the potential assets available. This initial stage will make it easier to build good relationships among the community members, allowing them to learn from each other and set common goals.

The methods used in the process of studying the environmental conditions include observation and focus group discussions to build a common attitude and perspective between the researchers and the community. In this activity, they are divided into three groups to facilitate the discussions, and participants are given the opportunity to explore the extent of their knowledge about the assets. Observation has

been conducted since the beginning of the mentoring to assess the map of the environmental conditions in the village. Meanwhile, the focus group discussion activity takes place in one of the residents' houses, involving the director of the Village-Owned Enterprises, unit leaders, community members, and one of the local residents as part of the participatory research, as shown in the illustration below:



*Figure 4. Studying Conditions to Identify Assets*

Based on the results of the FGD, data was obtained regarding the portrait of the village's favorable environmental conditions, rich natural resources, high community solidarity, improving levels of education among the people, adequate infrastructure, and equally impressive, the preservation of the local wisdom of the village community. This local wisdom represents the social identity of the community, as it consistently upholds the prevailing values and norms, making it a social asset that can be utilized. From this point, the assisted community members began to identify potential assets that could serve as supporting factors in developing their community's productivity.

#### *Second, Discovering the Past and Dreaming of the Future*

This stage is the second step after learning about the asset's condition. This stage aims to help the assisted community remember or rediscover what has been achieved as the best accomplishments in the past and what is best at present. From this, the best potential that can be developed sustainably will be identified. The FGD about discovering the past and dreaming of the future went effectively. Throughout the mentoring, participants enthusiastically engaged in it by sharing various expressions of the past and hopes for the future.



Figure 5. Finding past achievements

Based on the image, the results of the FGD describe that the Puteri Gemilang Village-Owned Enterprises community previously succeeded in running businesses needed by the community, such as savings and loans, vehicle rentals, musical instrument rentals, and a restaurant business. They also used to produce products like cakes, chips, and others. However, due to lack of supervision and inadequate relations, some of these businesses did not thrive, and some, like the savings and loan business, restaurant, and vehicle rentals, have ceased to operate.

According to the information from the FGD participants, the current supporting potentials include the Village-Owned Enterprises having business capital provided through the Village Fund, the availability of natural resources such as seafood, agricultural products, mangrove forests, beaches, historical sites, and more. Furthermore, the preservation of local cultural wisdom becomes an asset for empowerment. These are the true assets that can be productive when they are placed as social capital, which Bourdieu refers to as a community resource that can enhance capabilities within the community itself.<sup>13</sup>

The next step is for the research team to accompany the community in searching for their hopes and dreams through FGD. In this part, the community is given the task of creating aspirations as future goals. Everyone is entitled to explore as many dreams as possible without limits until they truly understand the targets they want to achieve.

<sup>13</sup> Robert T. Golembiewski, "A Positive Revolution in Change: Appreciative Inquiry," *Handbook of Organizational Behavior, Revised and Expanded*, no. February (2021): 633–652.

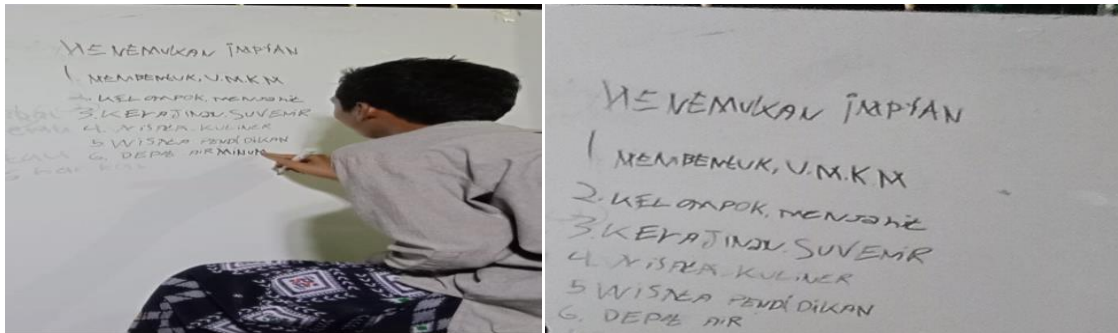


Figure 6. Results of FGD Finding Dreams

The image above illustrates the discovery of several future dreams by the FGD participants, with the hope of bringing about a new change in the productivity of the Badan Usaha Milik Desa community and empowering the people to become better. From the FGD results above, it is evident that there is a hope and awareness for change by involving the community as supporters of the goals. This awareness is the actual capital for them to implement the program in line with their expectations. The agreed FGD results are as follows:

Table 1. FGD Results Regarding the Dreams of the Management of Puteri Gemilang Village-Owned Enterprises

No.	Forms of Hope	Type of Program	Target
1.	Formation of MSMEs	Long-term	Collaboration of Village-Owned Enterprises with the Community
2.	Sewing group	Long-term	Sewing Community
3.	Souvenir craftsman	Long-term	Community
4.	Culinary tourism	Long-term	Community and Tourists
5.	Educational tourism	Long-term	General
6.	Drinking Water Depot	Long-term	Manager

**The Process of Mapping the Potential Assets of the Assisted Community**

In this phase, the community carries out several activities as a process to implement the subsequent program. These steps can be outlined as follows:

*First, Determining the Topic*

The process of determining the topic is a way to make the issue to be discussed more specific. To drive empowerment activities within the community, the initial step is to define the focal point and scope of the program as an assurance to enhance the participation of every member. During this stage of topic determination, researchers and the community assess and identify potential considerations for utilization. The goal is to assist the community in emphasizing positive aspects over the current challenges

they are facing, as depicted in the illustration below:

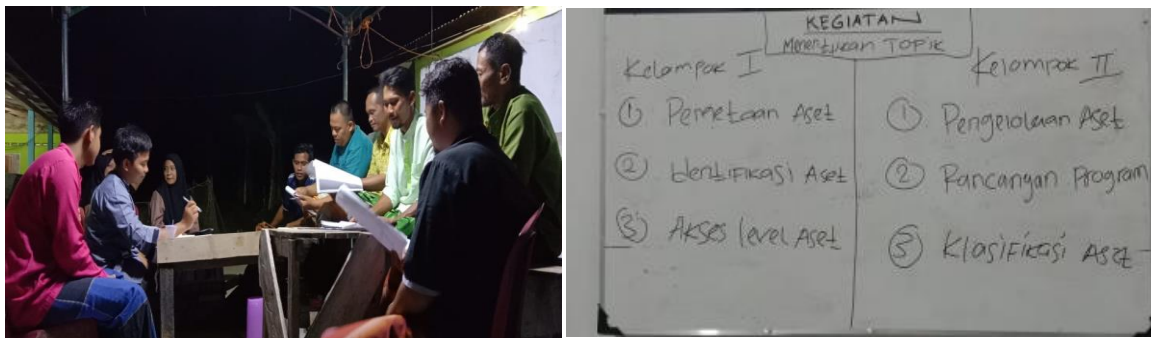


Figure 7. FGD Concerning Determining Topics

The figure above describes the FGD activity in determining the focus and scope of the empowerment program. The procedure applied offers the community an opportunity to express their opinions in selecting the program's topic. To maintain a more structured approach, they were divided into two groups, each consisting of four individuals. This was done to allow them the freedom to express their opinions and to identify the program's boundaries.

The results of the FGD show that the first group proposed suitable topics related to asset mapping, asset identification, and asset access levels. This group believed that these three points were in line with the study's objectives. Therefore, a balance is necessary to ensure that the outcomes are precisely on target and can be developed as intended. On the other hand, the second group emphasized asset management, program design, and asset classification, which could serve as empowerment resources to enhance their community's productivity. This step aimed to create a balanced perspective, ensuring that both groups shared a similar viewpoint. The first group aimed to discover and assess the usefulness of assets that could be developed, while the second group leaned towards utilizing assets as resources for empowerment. From this, it is understood that the selected topic has a balanced relationship, optimizing the function of assets as resources to enhance the community as intended.

### *Second, Discovering Achievements*

To understand the progress that has been made, this stage teaches the assisted community to identify something positive, such as their best achievements or useful potential for the future, through a focus group discussion (FGD). This process is slightly different from the previous stage because participants are not divided into groups but rather individuals who share their best experiences, achievements, impactful work processes, and successes achieved within the community alongside other colleagues. Each participant has the right to present what they have discovered so that everyone can share their past experiences, as shown in this image.



*Figure 8.* Discovering Achievement Activity

From the experiences they shared, there are several interesting points that can be described. Based on their statements, it turns out that their Badan Usaha Milik Desa community had previously run a restaurant business from 2021 to 2022 and marketed products such as local cakes, but the business was discontinued due to poor management. They also succeeded in running a savings and loan business, vehicle and musical instrument rentals, hoping to generate additional income. However, due to inadequate maintenance and supervision, these businesses faced obstacles and eventually ceased to operate. Nevertheless, they were able to initiate trading activities despite numerous challenges.

The story above contains a positive aspect, which is the valuable experience gained. It has encouraged at least one of them to remain actively engaged in various trading activities. Furthermore, the achievements of Badan Usaha Milik Desa Puteri Gemilang are commendable, but the management and administration need improvement to ensure it operates as efficiently as possible, thereby realizing the shared dreams.

### ***Design***

To develop the community's capabilities, the research team accompanies them in the design process. This stage is crucial and will have an impact on the realization of the dreams mentioned earlier. In the design phase, various plans or activity outlines will be developed to actualize these dreams. The design stage serves to enhance the capacity of all partners contributing to this development, particularly regarding the creation of plans and the implementation of future empowerment programs. Therefore, the researchers and the community conduct FGD together, inviting every partner present to create a vision of empowerment activities that can promote equality in terms of economics, social aspects, and intellect. The activity can be seen in the figures below:

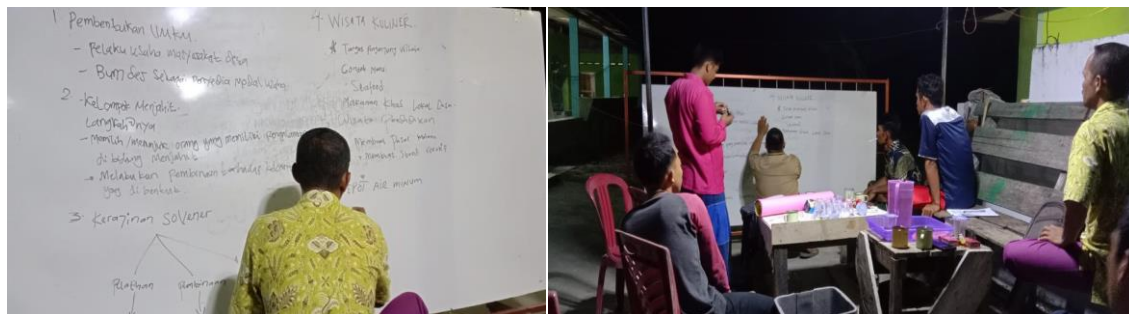


Figure 9. FGD Concerning Creating a Program Implementation Plan

In this design phase, the discussion participants enthusiastically expressed their opinions and inquired about suitable empowerment programs based on the community's needs. The image above represents a session where participants create action plans for the implementation of programs they will realize, considering the assets they possess and community involvement. The discussion results show that they plan to establish SMEs (Small and Medium-sized Enterprises), a sewing community, souvenir artisans, culinary tourism, educational tourism, and water supply. Considering these intriguing plans, several actions need to be taken, as indicated by the community's input.

Firstly, to set these plans in motion, they must secure business capital, including capital for establishing SMEs, the sewing community, souvenir artisans, culinary tourism, educational tourism, and water supply. Secondly, they need to find individuals willing to join and participate in the planned activities. Thirdly, another supporting factor is establishing partnerships or cooperation relations with relevant parties to secure regular donors. For example, to develop culinary tourism and educational tourism, they need to collaborate with the Department of Trade and Industry, the Department of Education, and the Department of Tourism. By doing so, these activities will have the necessary support, which forms the foundation for empowering the community and the surrounding population.

## Discussion

In essence, the ABCD (Asset-Based Community Development) concept is a critique of the misconception that empowerment has traditionally been viewed solely as an effort to meet the basic needs of the community. Additionally, the Asset-Based Community Development approach, as per John's perspective, is an effort to address community issues through the community itself, starting with the utilization of social capital.<sup>14</sup> The application of the Asset-Based Community Development approach to the Puteri Gemilang Village-Owned Enterprise (*Badan Usaha Milik Desa*) community is a

<sup>14</sup> John L McKnight and John P Kretzmann, "Mapping Community Capacity," *Evanston, IL* (1996).

systematic form of service that aims to empower the community by raising awareness of the assets they possess. This awareness process is carried out through gradual guidance, serving as the foundational pattern for building their knowledge and sensitivity to identify the existing potential, both within themselves and in their surrounding environment <sup>15</sup>.

According to Jhon and Jody, there are at least two approaches in the community-based empowerment process for empowering community members.<sup>16</sup> Firstly, there is an approach centered on weaknesses, problems, and needs. This model is known as the traditional model, which views the negative portrait as a result of problems, although its accuracy is not absolute. However, this perspective has become widespread as it is considered an established truth. In reality, the focus should be on creating self-reliance so that communities can stand on their own with untapped potential, without dependency on external parties. Secondly, there is a model of empowerment centered on assets (asset-based)<sup>17</sup> and self-reliance (community-driven development).<sup>18</sup> This method recognizes that no matter how marginalized a community may be, they inevitably possess assets. However, their lack of knowledge in managing these assets renders them powerless. This model also acknowledges that communities have the capacity to develop assets through the existing skills and abilities, combining the strength of assets and the ability to open up new avenues to realize well-being and secure a decent livelihood and safety within the community <sup>19</sup>.

Based on the description above, this community engagement research is conducted through focus group discussions (FGD). The use of this discussion model is considered more appealing because it has several advantages that prioritize internal asset strengths, focus on building awareness, active participation in discussions, fostering critical thinking, learning to design program plans, and having the courage to make decisions to achieve self-reliance <sup>20</sup>. This method aims to address the overarching question that revolves around the Puteri Gemilang Village-Owned Enterprises Community, which is "Why hasn't the community's awareness emerged until now?". The answers to this question are (a) because this community has never engaged in

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<sup>15</sup> Al-Kautsari, "Asset-Based Community Development : Strategi Pengembangan Masyarakat."

<sup>16</sup> McKnight and Kretzmann, "Mapping Community Capacity."

<sup>17</sup> John McKnight, "Asset-Based Community Development: The Essentials," *Chicago: Asset-Based Community Development Institute* (2017); Alison Mathie and Gord Cunningham, "From Clients to Citizens: Asset-Based Community Development as a Strategy for Community-Driven Development," *Development in practice* 13, no. 5 (2003): 474-486.

<sup>18</sup> Alison Mathie and Gord Cunningham, "Mobilizing Assets for Community-Driven Development," *Participant manual* (2008); Nurdiyana dkk, *Panduan Pelatihan Dasar : Asset Based Community-Driven Development (ABCD)* (Makassar: , Seri Publikasi Kemitraan Universitas - masyarakat UIN Alaudin Makassar, Cetakan 1, 2016).

<sup>19</sup> Diarta, Ketut Surya, "Pro-Poor Tourism Dan Pemberdayaan Masyarakat Miskin; Tinjauan Teoritis Pendekatan Metode Asset Based And Community-Driven Development."

<sup>20</sup> Kiky Srijeketi et al., "Pemetaan Potensi Desa Untuk Penguatan Badan Usaha Milik Desa Dengan Pendekatan Asset Based Community-Driven Development," *Warta LPM* 23, no. 1 (2020): 24-34.

asset-based mentoring activities; (b) their understanding of the potential assets they possess is very minimal, hindering empowerment activities; (c) they don't know how to design programs involving the community; (d) this community rarely engages in open discussions and evaluations of their past achievements; (e) the limitation of critical thinking is an obstacle to the formation of their awareness to enhance their community's empowerment. Therefore, the Puteri Gemilang Village-Owned Enterprises Community needs to realize the assets they possess as a path to improvement to become more empowered. It is not an exaggeration to say that this community needs further mentoring to truly harness its assets and become an economic driver in the community.

## Conclusion

Based on the study conducted above, efforts to build the empowerment of the Puteri Gemilang Village-Owned Enterprises Community are carried out in two ways. First, by raising community awareness of the importance of the assets they possess for development. Second, by empowering the community by utilizing all potential as social capital. To build this empowerment, the community should understand various processes, starting from the process of building commitment, designing support focus, identifying community potential, and understanding the asset discovery process. This phased approach is essentially the foundation that will help enhance the empowerment of the Puteri Gemilang Village-Owned Enterprises Community. With this ABCD approach, the community achieves something new, such as the formation of teamwork cohesion, the establishment of strong commitment, the cultivation of critical thinking, and the development of future program designs.

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