

## **ABSTRAK**

### **PEMBERDAYAAN EKONOMI MASYARAKAT MELALUI KAMPUNG TANGGUH NUSANTARA (STUDI KELURAHAN PINANG JAYA KECAMATAN KEMILING BANDAR LAMPUNG)**

Oleh

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Program Kampung Tangguh Nusantara merupakan upaya yang digagas Polri untuk menekan angka penyebaran Covid-19 di masyarakat memulihkan kondisi ekonomi secara bertahap. Untuk memulihkan kondisi ekonomi diperlukannya pemberdayaan masyarakat dan para usaha mikro kecil menengah (UMKM). Penelitian ini merupakan tipe penelitian kualitatif dengan menggunakan pendekatan studi kasus. Tujuan penelitian untuk mengetahui implementasi kebijakan kampung tangguh nusantara dengan model pentahelix serta perubahan ekonomi di Kelurahan Pinang Jaya Kecamatan Kemiling.

Pada hasil penelitian implementasi kebijakan kampung tangguh nusantara dilakukan oleh lima stakeholders yaitu akademisi, bisnis, komunitas, pemerintah dan media, kelima stakeholders tersebut menjalankan peran sesuai kebutuhannya serta perubahan ekonomi bagi para usaha mikro kecil menengah (UMKM) dan masyarakat sudah dirasakan sehingga pemberdayaan ekonomi yang dilakukan stakeholders berjalan dengan baik.

**Kata kunci: Kampung Tangguh Nusantara, Komunitas, Ekonomi, Model Pentahelix**

## **ABSTRACT**

### **COMMUNITY ECONOMIC EMPOWERMENT THROUGH KAMPUNG TANGGUH NUSANTARA (STUDY OF PINANG JAYA KELURAHAN KEMILING BANDAR LAMPUNG DISTRICT)**

By

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Tangguh Nusantara Village Program is a National Police initiative to reduce the spread of Covid-19 in the community while gradually restoring economic conditions. To improve economic conditions, it is necessary to empower the community as well as micro, small, and medium-sized businesses (MSMEs). This study is a type of qualitative research that employs a case study approach. The study's goal was to determine how the archipelago's tough village policy was implemented using the pentahelix model and economic changes in Pinang Jaya Village, Kemiling District.

According to the findings of a study conducted by five stakeholders on the implementation of the archipelago's tough village policy, namely academia, business, community, government, and media, the five stakeholders carry out their roles according to their needs, and economic changes for micro, small, and medium enterprises (MSMEs) and the community have been felt in order to achieve economic empowerment. The work done by stakeholders went well.

**Keywords: Tangguh Nusantara Village, Community, Economy, Pentahelix Model**