

ABSTRACT

STRATEGY OF SOCIETY EMPOWERMENT THROUGH THE VILLAGE SOCIETY EMPOWERMENT PROGRAM (PPMK) IN THE CITY OF BANDAR LAMPUNG

By

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Research Strategy of society empowerment through the village society empowerment program (PPMK) in Bandar Lampung City was aimed at determining, (1) the effectiveness of empowerment strategies PPMK (2) the benefits of revolving fund programs and computer training through PPMK in Bandar Lampung. This research was qualitative research with 49 research subjects. The results showed, strategies of Society Empowerment (PPMK) through computer training and revolving funds was effective, since the implementation of the carried out activities were suitable with the general guidelines PPMK such as, utilization of funds for productive business were 80 %, the amount of funds that had been appropriate for running the business were 71.43%. The result of computer trainings, used by participants to get a job were 79.58 % , the materials application of Microsoft Word and Microsoft Exel that had given appropriately amounting to 67.86 %. The benefits for the participants after the revolving fund was the participants can use the received funds to increase business capital, to develop and to promote the business , then to fulfill the household necessity whereas the benefits for the participants after the computer program were getting knowledge, getting certificates that can use for applying a job and for opening a new computer businesses.

Key words: effectiveness, society empowerment, PPMK