



Available online at: <https://intropublica.org/index.php/rp>

RES PUBLICA: JOURNAL OF SOCIAL POLICY ISSUES

ISSN (Online) 2964-8769



The Role Of Community Empowerment Programs In Poverty Alleviation As A Stimulus For Economic Growth In The Parigi Baru Village Of South Tangerang City

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ARTICLE INFORMATION

Received: November 3rd, 2025

Revised: November 17th, 2025

Accepted: November 22nd, 2025

Available online: December, 2025

KEYWORDS

community empowerment; poverty alleviation; economic growth; parigi baru; local economy;

ABSTRACT

Community empowerment is a strategic approach in socio-economic development that focuses on enhancing capacity, participation, and self-reliance of the community in managing local potentials. This study aims to analyze the role of community empowerment programs in poverty alleviation as well as their contribution as a stimulus for economic growth in Parigi Baru Village, South Tangerang City. The research method employed is descriptive qualitative with a case study approach. Data collection techniques include in-depth interviews, field observations, and documentation studies. The data were analyzed interactively through reduction, presentation, and conclusion drawing. The results of this study indicate that community empowerment programs through productive economic activities, such as catfish cultivation, have a positive impact on increasing household income, economic independence, and strengthening community cohesion. Thus, community empowerment has proven to be an important instrument in reducing poverty while simultaneously promoting economic growth at the local level.

INTRODUCTION

Poverty is one of the fundamental problems in national development, characterized by its multidimensional and complex nature. It is not solely related to low community income but is closely interconnected with limited access to education, health, employment opportunities, and



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participation in economic development. Poverty remains a complex issue in developing countries like Indonesia. Poverty is a major problem for many countries around the world, particularly in developing nations. Poverty is a condition in which an individual is unable to meet basic needs such as food, clothing, medicine, and shelter (Priseptian & Primandhana, 2022).

In the context of regional development, poverty is often influenced by unequal distribution of resources, low quality of human resources, and weak local economic competitiveness. Therefore, poverty alleviation cannot be addressed merely through charitable approaches but must involve empowerment that fosters sustainable community self-reliance. Empowerment is an alternative concept aimed at enhancing capabilities and dignity to free individuals or groups from problems such as lack of innovation, poverty, creativity, backwardness, and accessibility. The emergence of the community empowerment concept initially stemmed from the idea of positioning humans as subjects (Antonius Ary Setyawan et al., 2025). Through empowerment, communities are encouraged to recognize local potentials, develop self-capacity, and make decisions in managing available resources. This approach aligns with the participatory development paradigm that emphasizes the importance of “from the people, by the people, and for the people.”

In the context of South Tangerang City, community economic development faces significant challenges. As an urban city with rapid economic growth, there are still areas with low welfare levels, particularly in densely populated regions such as Parigi Baru Village, Pondok Aren District. Based on simulated data obtained from field observations in 2024, approximately 6% of the 13,047 residents—around 652 people—in Parigi Baru fall into the pre-prosperous family category, with an average monthly income below Rp 2,000,000. Many residents work in informal sectors such as daily laborers, farm/plantation workers, small traders, and online motorcycle taxi drivers or chauffeurs. Dependence on the informal sector makes household economies highly vulnerable to market fluctuations and macroeconomic conditions.

To address these issues, the village government, in collaboration with the Food Security, Agriculture, and Fisheries Agency (DKPPP) of South Tangerang City and community institution partners, initiated the Productive Economic Empowerment Program based on catfish cultivation. This program was launched in early 2023 as part of efforts to alleviate poverty by leveraging local potentials. Catfish cultivation was chosen due to its ease of management, relatively low production costs, fast harvest cycle (40–60 days), and stable market demand in the Jabodetabek region. In addition to increasing community income, the program aims to build an inclusive local economic ecosystem where residents are not merely beneficiaries but also the primary drivers of economic activities. This approach is expected to foster household economic independence, strengthen community social networks, and promote microeconomic growth at the village level.



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Departing from this background, this study focuses on analyzing the role of the community empowerment program through catfish cultivation in poverty alleviation and enhancing local economic growth in Parigi Baru Village. The main objective of this research is to determine the extent to which the program impacts income, independence, and socio-economic dynamics of the community. Furthermore, this study also seeks to identify supporting and inhibiting factors for the program's success, so that it can serve as a replicable model for other areas with similar characteristics. Thus, the results of this research are expected to provide a tangible contribution to the development of an effective and sustainable community empowerment model based on local potentials, capable of serving as a stimulus for economic growth at the grassroots level.

METHOD

Research Approach and Type

This study employs a qualitative approach with a descriptive method. This approach was chosen because it aligns with the research objectives, namely to describe and deeply understand social phenomena related to the implementation of community empowerment programs in poverty alleviation and their contribution to economic growth. Qualitative research is an approach for exploring and understanding the meanings that individuals or groups ascribe to a social or human problem. The research process involves emerging questions and procedures, data typically collected in the participants' setting, inductive data analysis built from particulars to general themes, and the researcher making interpretations of the data's meaning. The final written report has a flexible structure. Those engaged in this form of inquiry support a way of looking at research that honors an inductive style, focuses on individual meaning, and emphasizes the importance of reporting the complexity of a situation (Creswell, 2018). In the context of this study, the researcher seeks to explore the experiences, perceptions, and meanings felt by community participants in the catfish cultivation empowerment program in Parigi Baru Village, Pondok Aren District, South Tangerang City. The descriptive approach is used to present the research findings systematically and factually regarding the socio-economic conditions of the community before and after the implementation of the empowerment program.

Research Location and Time

This research was conducted in Parigi Baru Village, Pondok Aren District, South Tangerang City. This area was selected because it is one of the locations for the implementation of the community's productive economic empowerment program facilitated by the Food Security, Agriculture, and Fisheries Agency (DKPP) of South Tangerang City. The program has been implemented since January 2023 and is still ongoing to date. Based on village data, the population of Parigi Baru reaches approximately 13,047 people or 4,128 households. Of this number, around 6% are classified as pre-prosperous families, making them the primary targets of the empowerment program. The majority of the community works in informal sectors, such as small traders, daily laborers, and online motorcycle taxi drivers, with average incomes ranging from Rp



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2,000,000 to Rp 2,500,000 per month. These conditions reflect significant economic challenges and make this area representative for studying local economic empowerment models in urban regions.

Research Subjects and Informants

The subjects of this study are participants in the community empowerment program through catfish cultivation. The program has been provided to 4 Neighborhood Units (Rukun Warga), involving around 20 groups that have already engaged in catfish cultivation, while the remaining 3 Neighborhood Units have not yet received the cultivation empowerment program.

In addition to the participants, the research informants are:

1. Village officials (1 civil servant from Parigi Baru Village).
2. Field facilitators from DKPP (civil servants from DKPP, South Tangerang City).
3. Representatives from recipients of the catfish cultivation program.

Data Collection Techniques

Each data collection technique brings a different approach to observing, recording, or understanding the reality that is the object of the research. The observation technique, for example, allows researchers to directly observe behavior, interactions, or phenomena in their natural setting. This technique is widely used in research that requires a deep understanding of the dynamics of a group or process in its original context. Observation is considered a pure approach because it involves direct observation without altering or intervening in existing conditions, resulting in more natural data. However, observation also has drawbacks, such as being time-consuming and the potential for observer bias.

Meanwhile, interviews as a data collection technique have a unique aspect in the direct encounter between the researcher and respondents. Through interviews, researchers can delve deeper into specific aspects of the research subject, including views, experiences, and emotions that may not emerge in observational methods. Interviews also provide flexibility for researchers to adjust questions or the flow of conversation based on participant responses. This allows researchers to obtain more detailed and personal data. However, interviews also have weaknesses, such as requiring good communication skills from the researcher and the tendency of respondents to provide answers deemed "socially correct" (Sugiyono, 2013).

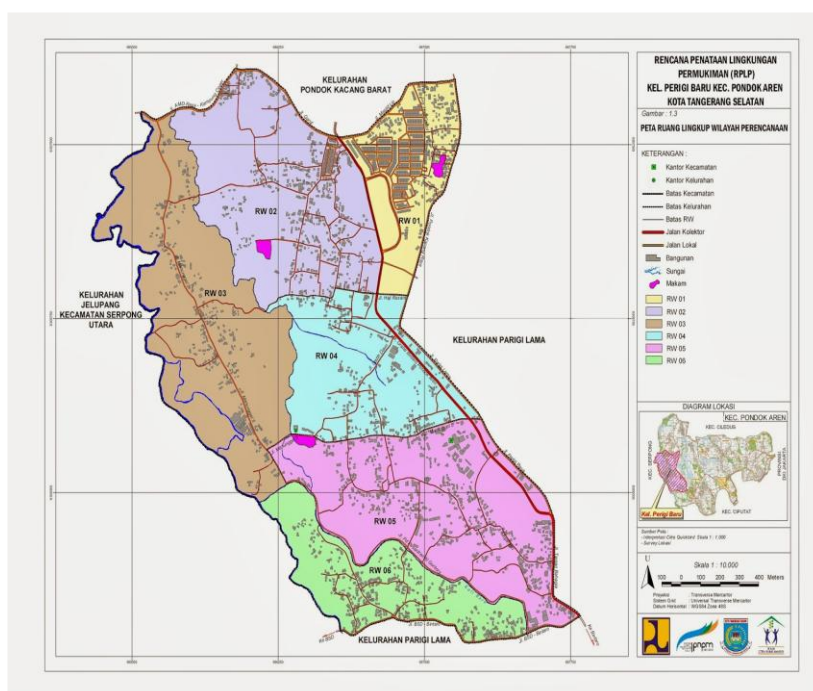
RESULT AND DISCUSSION

Overview of the Research Location

Parigi Baru Village was established based on Regional Regulation of Tangerang Regency Number 3 of 2005 concerning the Formation of 77 Villages within the Regional Government of Tangerang Regency. This regulation governs the change in status of 77 villages in Tangerang Regency, one of which was Parigi Baru Village becoming Parigi Baru Village. The center of the

village government is located at Jalan Mujahidin No. 64, Parigi Baru, Pondok Aren District, South Tangerang City, Banten, approximately 8.7 km from the South Tangerang City Mayor's Office. Parigi Baru Village is one of the 7 villages in Pondok Aren District, with an area of approximately 316.83 hectares, divided into 7 Neighborhood Units (RW) and 30 Community Units (RT). Structurally, it is an integral part of the administrative system of Pondok Aren District, with the following village boundaries:

- To the north, it borders Pondok Kacang Barat Village
- To the south, it borders Parigi Village
- To the west, it borders Serpong District
- To the east, it borders Parigi Village



Description of the Community Empowerment Program

This community empowerment program is the result of collaboration between the Food Security, Agriculture, and Fisheries Agency (DKPPP) of South Tangerang City, the Parigi Baru Village Government, and Joint Business Groups/Community Groups. The main objective is to increase the income of pre-prosperous families through productive economic activities based on local potentials, namely catfish cultivation and the processing of its products. The program not only focuses on economic aspects but also social ones. Activities such as mutual cooperation

(gotong royong), task division, and group deliberations strengthen solidarity among residents and build a shared sense of ownership over the business outcomes. The program activities include several stages:

1. Training and Socialization
2. Provision of Production Facility Assistance
3. Mentoring and Monitoring
4. Development of Processed Products



Economic Impact of the Program

The economic impact of the community empowerment program is measured through changes in income, business independence, and increased access to economic resources. The empowerment program has successfully increased household income, such as through the sale of fish feed, catfish seeds, and processing of harvest yields, which provide a multiplier effect on the local economy. The increase in production volume and market demand has also stimulated the



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RES PUBLICA: JOURNAL OF SOCIAL POLICY ISSUES

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formation of new economic networks among local business actors and consumers in the Pondok Aren and Bintaro areas. These conditions indicate that community empowerment can serve as a driving force for microeconomic growth at the village level.

Social Impact of the Program

In addition to economic impacts, the program has a positive influence on the social aspects of the community. Through group activities, residents gain space for participation in decision-making, knowledge sharing, and mutual assistance in production and marketing processes. Interviews with community groups show that before the program, most participants lacked confidence in running a business. However, after attending training and mentoring, participation levels increased significantly, with members actively involved in every production cycle. The program also strengthens social capital in the community. The formation of joint business groups creates solid networks of trust and cooperation.

Analysis of Program's Role in Local Economic Growth

Community empowerment through the catfish cultivation program in Parigi Baru plays a role as a stimulus for local economic growth through:

1. Increased Productivity and Household Income
2. Diversification of Businesses and New Job Opportunities
3. Increased Independence and Managerial Capacity
4. Strengthening of Local Economic Networks
5. Multiplier Effect

Supporting and Inhibiting Factors of The Program

Supporting factors for the program's success include:

1. Active support from DKPPP and the Village Government
2. High community participation and sense of togetherness among group members
3. Availability of a broad and stable market for catfish production
4. Consistent technical mentoring

Meanwhile, inhibiting factors include:

1. Limited follow-up capital for business expansion
2. Dependence on fluctuating feed prices
3. Lack of medium-scale processing facilities
4. Still low digital literacy in online product marketing



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Nevertheless, observations show that the community is able to overcome these obstacles through cooperation and simple innovations, such as using alternative feeds based on organic waste and promoting products through local social media.

CONCLUSION

Based on the research findings and discussion conducted, it can be concluded that the community empowerment program through catfish cultivation in Parigi Baru Village plays a significant role in poverty alleviation while simultaneously serving as a stimulus for local economic growth. First, in the economic aspect, this program has successfully increased household income in a tangible way. Second, the program strengthens community solidarity, enhances public participation in economic activities, and builds individual confidence and independence, serving as concrete evidence that empowerment can organize communities toward productive collaboration. Third, in the institutional aspect, the roles of the village government, DKPPP, and community leaders have proven essential in maintaining program sustainability through technical mentoring, initial capital facilitation, and marketing support. This cross-sector collaboration becomes an effective partnership model between the government and the community in building the local economy. Fourth, in the aspect of local economic growth, these activities create a highly significant multiplier effect. The increase in production, consumption, and economic circulation at the village level forms a sustainable micro-ecosystem. The program not only reduces poverty rates but also encourages community transformation toward an inclusive and productive economy.

Based on these research findings, several recommendations can be provided as follows:

1. Improvement of Access to Capital
2. Strengthening of Managerial Capacity and Digital Marketing
3. Development of Product Diversification and Downstreaming
4. Enhancement of Technical Mentoring and Sustainable Monitoring
5. Replication of the Empowerment Model
6. Multi-Stakeholder Collaboration



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ISSN (Online) 2964-8769



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**RES PUBLICA:
JOURNAL OF SOCIAL POLICY ISSUES**

[ISSN \(Online\) 2964-8769](https://doi.org/10.37034/infep.v5i1.198)



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