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Community-Based Economic Model: Evidence from Small Micro Agricultural Enterprises in Depok

Tasya Hadi Syahputri¹, Muhammad Anwar Fathoni²

^{1,2} Universitas Pembangunan Nasional Veteran Jakarta, Indonesia

mfathoni@upnvj.ac.id

Abstract. This article aims to examine the community-based economic model implemented within the Micro Small Agricultural Enterprises (MSAEs) community in Depok, Indonesia, in response to the city's stagnant economic development over the past decade. Improving regional economic performance requires more than top-down policies; it demands active participation from the community to stimulate local economic growth. One promising approach is the development of a community-based economic system, where economic actors collaborate to foster self-reliance and sustainability. This study employs a qualitative descriptive approach using a case study method. Both primary data, collected through interviews and observations, and secondary data from relevant documents were utilized in this research. The findings reveal that the community-based economic model in the MSAEs community is built upon three core areas of activity: marketing, education, and social engagement. These areas work in synergy to create an ecosystem that encourages active participation and shared responsibility among members. In the marketing domain, the community plays a crucial role in expanding market access and enhancing the competitiveness of local products. In the education sector, training and capacity-building activities are organized to improve the skills and knowledge of community members. The social aspect reinforces the values of mutual aid and solidarity, fostering social cohesion and long-term sustainability of joint ventures. Through these integrated efforts, the MSAEs community contributes to building a resilient and inclusive people-centered economy. This model demonstrates the potential of community-based economic systems to revitalize local economies and address structural challenges in a post-growth urban context.

Keywords: *Community-based economy, MSAEs, education, marketing, social*

Abstrak. Artikel ini bertujuan untuk mengkaji model ekonomi berbasis komunitas yang diterapkan dalam komunitas Usaha Mikro Kecil Pertanian (Micro Small Agricultural Enterprises/MSAEs) di Depok, sebagai respons terhadap stagnasi perkembangan ekonomi kota dalam satu dekade terakhir. Meningkatkan kinerja ekonomi daerah tidak cukup hanya mengandalkan kebijakan dari atas; partisipasi aktif dari masyarakat menjadi kunci penting dalam mendorong perekonomian lokal. Salah satu pendekatan yang potensial adalah penguatan sistem ekonomi berbasis komunitas, di mana pelaku ekonomi saling terhubung dan berkolaborasi untuk mencapai kemandirian dan keberlanjutan. Penelitian ini menggunakan pendekatan studi kasus dengan metode deskriptif kualitatif. Data yang digunakan terdiri dari data primer yang diperoleh melalui wawancara dan observasi, serta data sekunder dari dokumentasi terkait. Hasil penelitian menunjukkan bahwa model ekonomi berbasis komunitas yang berkembang dalam komunitas MSAEs terdiri atas tiga bidang utama kegiatan, yaitu pemasaran, pendidikan, dan sosial. Ketiga bidang ini saling melengkapi dalam

menciptakan ekosistem ekonomi yang mendukung keterlibatan anggota secara aktif. Dalam bidang pemasaran, komunitas berperan dalam memperluas akses pasar dan meningkatkan daya saing produk lokal. Di bidang pendidikan, dilakukan kegiatan pelatihan dan pendampingan untuk meningkatkan kapasitas anggota. Sedangkan dalam aspek sosial, solidaritas dan nilai gotong royong memperkuat kohesi sosial yang mendorong keberlangsungan usaha bersama. Dengan sinergi ini, komunitas MSAEs mampu membangun fondasi ekonomi rakyat yang tangguh dan berkelanjutan di tengah tantangan ekonomi kontemporer.

Kata Kunci: *Ekonomi berbasis komunitas, UMKP, pemasaran, pendidikan, sosial*

INTRODUCTION

The economic condition of Depok city over the past decade has not shown signs of improvement consistently. This is evidenced by the macroeconomic variables of Depok such as poverty, unemployment, gini index and economic growth rate. In the poverty variable, the development of poverty in Depok city is fairly stagnant because it is still stuck at 2 percent. For the unemployment variable, the development of unemployment in the city of Depok has shown a decrease. However, the unemployment rate increased again in 2020 due to the Corona Virus Disease 19 (COVID-19) pandemic (Depokrayanews.com, 2021). Then on the Gini index variable, it can be seen that the level of inequality in Depok has fluctuated greatly over the past decade. This indicates that the city of Depok has not been able to deal with the problem of inequality optimally (Yandwiputra, 2020). While the variable economic growth rate shows that the economic growth of Depok city is still stagnant because it is only stuck at six and seven percent. Then the figure dropped sharply in 2020 due to the COVID-19 pandemic.

Through the economic indicators above, it can be seen that economic development in the city of Depok is still stagnant. Ideally, the economic development of a region should continue to increase every year so that the level of welfare can increase. Moreover, Depok city has economic targets such as an economic growth rate of 7.55%, a gini index of 0.35 and an unemployment rate of 8.16%. These targets are contained in the Regional Long-Term Development Plan (RPJPD) for 2006-2025. Of course, this is a special concern for the city of Depok if it wants the RPJPD to be realized.

The economic development of a region will not achieve optimal results if it only depends on the government. The community must participate in economic development efforts because the community is the main actor and beneficiary in economic development. In order for optimal results, economic development should start from the community itself. Therefore, development should be carried out properly. *Bottom up* Through community participation, more attention is paid (Imtihan et al., 2017).

Community involvement in building the economy can be realized by the role of the community. The community acts as a forum for people to channel ideas, get social networks and new sciences. Communities have the potential to develop the community's economy because communities are formed on the basis of solidarity and help (Eds and Aaron, 2017). Community involvement aims to explore and develop community potential so as to create a productive society. The more productive a society is, the economic growth will increase so that prosperity is created (Baihaqi et al., 2020).

In modern economic studies, the term community-based economy is known. A community-based economy is an economic system based on the strength of community members on the basis of mutualism and kinship (*brotherhood*) in order to build the economy through local resources (Eds and Aaron, 2017). A community-based economy is expected to be an alternative path in developing the economy of a region.

Several studies have shown that communities play a major role in encouraging the improvement of community capabilities. The research was conducted by Ramadhani (2020) which results in the fact that the MSME community plays a role in increasing people's income. Further research was conducted by Wibawa and Andriani (2017) The result is that the community-based economy plays a role in alleviating poverty, fostering community independence, reducing the rate of urbanization and increasing community skills. Another study was conducted by Putri et al (2017) which shows the results that the community has an educational, facilitative, representative and technical role so that it is able to develop the potential of the creative economy.

The three studies above encourage the author to conduct research on the application of community-based economics in the city of Depok. So far there has been no community-based economic topic held in Depok city. Another reason this research was conducted in the city of Depok is because the city of Depok as one of the buffer cities of Jakarta has several economic problems that must be addressed. The subject in this study is a community of Micro, Small and Medium Enterprises (MSMEs) in Depok called Small Micro Agricultural Enterprises (MSAEs). MSAEs-based communities are chosen because it has a direct impact on the economy. Through this research, it can be known how the community-based economic model applied by the SME community and its role in building the economy.

This study aims to explore and analyze the implementation of a community-based economic model within Small Micro Agricultural Enterprises (MSAEs) in Depok. It investigates how local communities organize economic activities through collective efforts in marketing, education, and social engagement. The research seeks to identify the key elements that contribute to the sustainability and resilience of community-driven economic practices. The findings of this study have significant implications for local policymakers, providing insights into effective community empowerment strategies. Theoretically, it contributes to the discourse on people-centered economies by illustrating how grassroots collaboration can serve as a viable response to regional economic stagnation. Furthermore, the study highlights the potential of community-based models to enhance economic inclusion, strengthen social solidarity, and support sustainable local development.

LITERATURE REVIEW

The community-based economy is a relatively new alternative economic system. This economic system emphasizes the bonding of community members with the principles of mutualism and kinship (brotherhood). This economic system seeks to optimize local potential and resources that are managed jointly through the role of communities. The community as part of society shows a very large share in this economic system so that this economic system is in line with the concept of community-based economic development (Eds and Aaron, 2017).

The community-based economic system certainly focuses on the role played by the community. The community-based economy seeks to drive the community's economy without having to wait for government assistance. The community has resources, information, and capacity about what is needed in the economy so that the activities carried out are more targeted. Therefore, community initiative and participation are at the heart of this economic system (Putri et al., 2017).

Community initiative and participation bring advantages to community-based economic systems. Both of these encourage the community to provide provisions and facilities for its members in the form of skills to improve capabilities in the long term (Eds and Aaron, 2017). The community also plays a role in building social construction in the community through mutual assistance. In the end, a community-based economy not only builds the economy, but also builds a strong social network within the community (Firman, 2021).

A community-based economy is a manifestation of cooperation between communities in the economic system. Man cannot live alone, so to meet his needs man must cooperate with other humans. The cooperation is contained in the community (Arifqi, 2019). Community-based economic development is an instrument worth trying to improve the quality of life and open opportunities for underprivileged communities. A community-based economy is a process of economic development in which people are involved by helping to mobilize and build their assets. These assets include investments in the public sector, investments in the form of philanthropy, human resources, natural resources, capital, social networks, traditions, culture and leadership in society. The utilization of community assets if managed properly will be able to encourage economic development (Anglin, 2011).

METHODOLOGY

This research is included in the type of case study research (case study). The approach used in this study is qualitative descriptive. The reason researchers use this type of case study research with a descriptive qualitative approach is because researchers will examine the facts about community-based economic models in the field with a focus on one community only, namely the Micro Small Agriculture Enterprises (MSAEs) community.

This study used two data sources, namely primary data and secondary data. The primary data used were sourced from interviews and observations conducted on members of the MSAEs community. The data source for this study consists of interviews conducted with 17 members of the Micro Small Agriculture Enterprises (MSAEs) community. Among these participants, 5 individuals hold core management positions, while the remaining 12 are regular members. This approach was chosen to capture a comprehensive range of perspectives within the community. Observations in this study were conducted by monitoring the implementation of the bazaar and the business conditions of the MSAEs community members.

Secondary data for this study were obtained from books, journal articles, and articles website. Validation of research data for research is carried out by triangulation of sources through confirmation of a data to several sources. For the data analysis process, this study adopts Miles and Huberman's data analysis techniques which include data reduction, data presentation, and conclusion drawing (data verification) (Sugiyono, 2013).

RESULT AND DISCUSSION

Micro Small Agriculture Enterprises (MSAEs) community is a forum for producers, farmer groups, and micro small enterprises actors who have agricultural, livestock and fishery products. The purpose of this community was established to be a forum to disseminate information, help market products, and educate its members through trainings held.

MSAEs Community was founded in September 2016 by Ibu Tanti, Bapak Rudi and Ibu Aida. The establishment of this community originated from problems that occurred in the field that producers, farmer groups, and MSAEs actors were often hit by failures to market their products. This community is here to provide facilities and education to help MSAEs players market their products so that their business can grow. The MSAEs community is under the auspices of the Department of Food Security, Agriculture and Fisheries. Members of the MSAEs community are spread throughout the sub-districts in Depok.

Until now, the MSAEs community is active in carrying out various activities and programs to improve the capabilities of its members. Activities in the MSAEs community are divided into three fields, namely marketing, education and social. The marketing field aims to help community members market their products through *events* or bazaars held in the city of Depok. The field of education aims to help community members gain knowledge and skills regarding matters related to entrepreneurship. While the social field is aimed at strengthening friendship and fraternal relations between members.

1. MSAES Community Activities and Programs

Activities in the MSAEs community are divided into three areas, namely marketing, education and social. Activities in the field of marketing aim to help members of the MSAEs community in marketing their products. The education sector aims to provide training and education about MSMEs for members of the MSAEs community. While the social sector includes activities aimed at strengthening social ties between members of the MSAEs community.

In the field of marketing, activities in the MSAEs community include routine activities and eventual. An example of a routine activity from the field of marketing is participation in the Farmers Market organized by the Department of Food Security, Agriculture and Fisheries of Depok. Farmers Market is an activity created for the Women Farmer Group, Processing and Marketers Group, Andalan Fishermen Farmer Group, Fish Farming Group and MSAEs actors who have processed agricultural, livestock and fishery products to peddle their products. The Farmers Market was first held in 2016. The purpose of Depok City Agriculture Department holding a Farmers Market is to realize the Depok city program, namely the Depok Sahabat Petani program. Another purpose of holding the Farmers Market is to help local products of Depok city compete in the market. The types of products sold in the Farmers Market include harvested products and processed products from the agricultural, livestock and fisheries sectors (DKPPP Editor, 2016).

Eventual marketing activities in the MSAEs community are bazaar activities and MSME festivals. Starting from bazaar activities, the MSAEs community holds bazaars only during certain events. However, this community often gets bazaar info organized by other parties, both from the Depok city government, private institutions, and other MSME communities. Just like bazaars, MSAEs festival activities are also held when there are certain events.

In the second field, namely education, the activities carried out include all kinds of forms of training, demonstrations containing products and comparative studies. The purpose of implementing activities in the field of education is to improve the competence and knowledge of members of the MSAEs community. Training activities that have been held by the MSAEs community include marketplace application training, *eco enzyme* training and fertilizer making, food photography training, licensing training, financial management training and socialization of expedition use. Every time they hold a training, the MSAEs community always invites speakers from outside parties. Not only holding their own, the MSAEs community also often gets invitations to training held by the Depok city government.

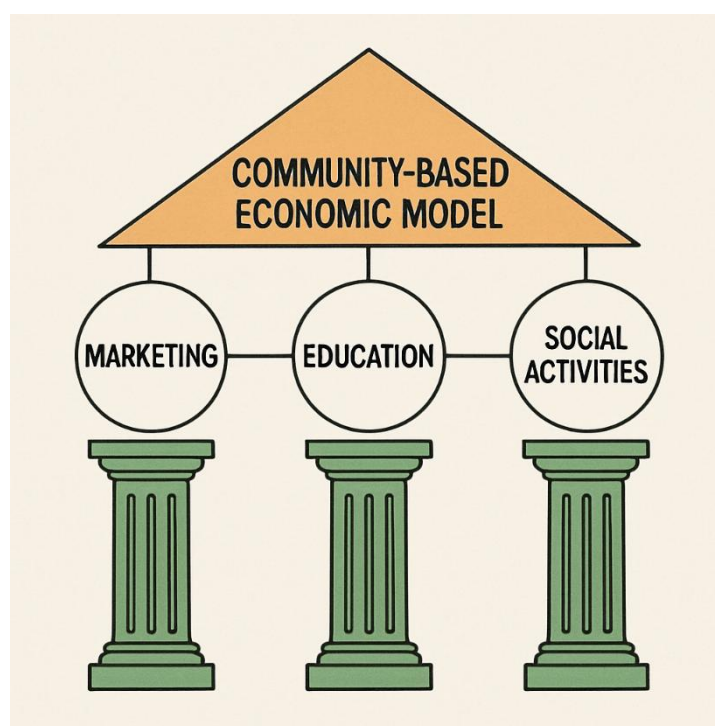
In addition to training, other activities in the field of education are product making demonstrations. The manufacture of products demonstrated may include food, beverage and handicraft products. The resource persons for this demonstration activity can be sourced from members of the MSAEs community as well as from outside parties who are competent in their fields. There are also comparative study activities. This activity is carried out by visiting the production site of fellow members of the MSAEs community who have developed. During the visit, members of the MSAEs community can learn from each other about the production excellence of fellow members so as to increase knowledge in doing business.

Next, the social sphere. This field includes activities that aim to strengthen social ties between members of the MSAEs community. Activities in the social sector include ground coffee (kopdar), halal bi halal and providing assistance to members in need. Kopdar activities are held according to the request of members. Then for halal bi halal is carried out every year after Eid al-Fitr. Meanwhile, providing assistance to members in need is carried out when there are members who are sick or stricken by disaster.

2. Implementation of a Community-Based Economic Model in the SME Community

Community-based economic systems seek to optimize local potential and resources that are managed jointly through the role of communities (Eds and Aaron, 2017). The resources owned by the MSAEs community are human resources (HR). As an MSME community, human resources in the MSAEs community each make a product to be traded. The potential of the MSAES community is Skills member in entrepreneurship. Through HR as a local resource and Skills entrepreneurship as a potential, the MSAES community has implemented a community-based economic system.

The community-based economic model applied in the MSE community is a representation of three areas of activity of the MSE community, namely marketing, education and social. These three areas are the pillars of utilizing the resources and potential of the community. The following is a chart of the community-based economic model implemented in the Depok MSAEs community.



Source: Author's own work, 2024.

Figure 1. Community-Based Economic Model

In the marketing pillar, the implementation of a community-based economy can be seen from participation in farmers markets and bazaars from external parties. In these two activities, members of the MSAEs community together utilize the resources they have, namely the human resources and products they have. The result of these two activities is to earn profits for the members who participate. Of course, the role of the community is inseparable from the members who participate in these two activities. The role of the MSAEs community is to become a forum for information for the implementation of these two activities. Information is needed as access for MSAEs members to utilize their potential. Meanwhile, in bazaars and MSAEs festivals carried out by the MSAEs community, the role of the community is as a forum to work together with each other. Through mutual assistance, community members who want to participate can help each other to utilize the existing potential, so as to achieve profits for the participating members.

Farmers Market activities, bazaars, and MSAEs festivals are not only a livelihood for members of the MSAEs community. These activities are also a place for friendship that can strengthen social bonds between members. In addition, these activities are also a place to introduce products to each other.

Bazaar activities are one form of implementation of marketing mix theory (*marketing mix*). The marketing mix was first introduced by Neil H. Borden in 1964. According to Borden as quoted by Handayani and Fathoni, the marketing mix is a set of consumer-oriented marketing instruments consisting of controllable marketing components. The marketing mix is used by marketers to achieve marketing targets and other goals in marketing (Handayani & Fathoni, 2019).

The marketing mix consists of four components, namely *product*, *price*, *promotion*, and *Place*. Bazaar activities are the implementation of the marketing mix of components *promotion*. *Promotion* done to improve *awareness* buyer of the product sold. The bazaar itself is a promotion by way of publicity. Through bazaars, sellers can display their products to a public audience to build *awareness* As well as attracting consumers to buy the product (Khoiriyah et al., 2017).

Not only when there is event or bazaars only, every member of the MSAEs community can introduce their products through the community's WhatsApp group. The current pandemic situation has made members of the MSAEs community avoid face-to-face buying and selling activities. Therefore, the intensity of product introductions through WhatsApp groups has increased since this pandemic. Product introduction via WhatsApp is a form of sales called direct selling (*Direct Marketing*), which is included in the marketing mix *Promotion*. Not only through WhatsApp, members of the MSAEs community can also market their products through community-owned social media, namely Facebook and Instagram. Promotions like this are done to attract buyers from social media netizens (Khoiriyah et al., 2017).

The MSAEs community has the motto "Defend and Buy Friends Products, Defend and Buy Neighbor Products, Defend and Buy MSAEs Products". This motto encourages members of the MSAEs community to introduce each other's products and respect each other's products. Through this motto, members of the MSAEs community buy and participate in marketing each other's products. As a result, each member's product sales increased, expanded the marketing network, and many of the MSAEs community members were interested in becoming *resellers* of fellow MSAEs members' products.

The implementation of community-based economy in the MSAEs community reflects the popular economic system. One approach in populist economy is the approach of economic activity from small-scale economic actors (Suryati & Salkiah, 2019). People's economy encourages people to do business independently according to what they can manage to meet their needs. Therefore, MSAEs are closely related to the people's economy and become one of the pillars in the economic system (Melati et al., 2022). Thus, the MSAEs community as one of the MSAEs communities has indirectly helped realize the people's economy because it has encouraged independence in its members to meet the needs of life without depending on the government.

The hallmarks of a community-based economy are community initiative and participation. Both of these encourage the community to provide provisions and facilities for its members in the form of skills to improve capabilities in the long term (Eds and Aaron, 2017). It can be seen that these advantages are reflected in the activities of the MSAEs community in the field of education. The MSAEs community strives to continuously improve the competence of its members. Therefore, this community often holds trainings. Training is conducted according to the requests and needs of community members so that it reflects the initiative. When training is held, members are free to participate without being hindered by anyone.

The role of the community is not only seen from the training held internally. For training held by external parties, the community also has a role in it. The role of the community in training activities held by external parties is as an information provider. External parties who want to hold training can directly contact the MSAEs community administrator. After that, the information will be forwarded to the member.

External parties who usually hold training are agencies in the Depok city government. Agencies that often invite the MSAEs community in their training activities are the Department of Food Security, Agriculture and Fisheries (DKP3), the Department of Industry and Trade (Disdagin) and the Office of Cooperatives and Micro Enterprises (DKUM). Even though the MSAEs community is under the auspices of DKP3, this community is still invited to training held by DKUM and Disdagin. The reason is because this community is still in contact with the two agencies. The relationship between the MSAEs community and DKUM is that the MSAEs community is an MSME community so that it still covers the scope of DKUM. Meanwhile, the relationship between the MSAEs community and Disdagin is that the MSAEs community is a cottage industry player.

In product manufacturing demonstration activities and comparative studies, the implementation of community-based economy lies on the principles of mutualism and kinship. As explained in the theory that community-based economics emphasizes the bond of community members with the principles of mutualism and kinship (brotherhood). In the product manufacturing demonstration activity, there was one member who taught other members how to make a product. Similarly, with comparative study activities, there is one member who becomes a model for other members so that they can share with each other about the business being done. Both activities will not be possible without a sense of family in the community. Not only that, the principle of mutualism is also reflected in these two activities because each member gets knowledge from each other.

Activities in the field of education of the MSAEs community are an effort to develop their human resources (human resources development). HR development is one of the generic activities of HR management. The purpose of HR development is to master expertise (skills), increase knowledge (knowledge) and upgrade abilities (ability). The direction of the education program in the MSAEs community is aligned with the community development and progress program (Priyono & Marnis, 2008).

The community has a role to build social construction in the community through mutual assistance. Therefore, a community-based economic system not only builds the economy, but also builds a strong social network within the community (Firman, 2021). In the MSAEs community, the development of social construction in members is manifested in activities in the social field. Activities in the social sector consist of *kopdar*, *halal bi halal* and the provision of assistance. *Kopdar* and *halal bi halal* activities become a forum for members to strengthen social ties while staying in touch. While the provision of assistance is the implementation of the spirit of mutual assistance in members to help other members who are being hit by disasters.

CONCLUSION

Based on the results of the research previously described, it can be concluded that the community-based economic model in the MSAEs community is a representation of the three areas of activity carried out in the MSAEs community. The three fields are marketing, education and social. Activities in the field of marketing include participation in farmers markets, bazaars and MSAEs festivals. Activities in the field of education consist of training, product manufacturing demonstrations and comparative studies. While activities in the social sector are *kopdar*, *halal bi halal* and providing assistance. In these three areas, we can see the role of community-based economy as a forum for disseminating information, marketing products, providing education and

as a means of mutual cooperation. Through the role of the community, members jointly build and run a people's economy without waiting for assistance from the government.

The community-based economic model in the MSAEs community is fundamentally built upon the interconnected pillars of marketing, education, and social activities. Marketing activities, such as participation in farmers markets, bazaars, and festivals, provide members with opportunities to promote and sell their products, generating income and expanding their market reach. Education activities, including training sessions, product demonstrations, and comparative studies, equip members with the necessary skills and knowledge to improve their business practices and product quality. Meanwhile, social activities like regular gatherings, celebrations, and mutual assistance foster strong social bonds and a spirit of mutualism among members, which is essential for collaboration and knowledge sharing. Together, these three components create a synergistic system where education empowers members to enhance their products, marketing channels enable economic gains, and social cohesion sustains the community's collective growth and resilience. Presenting this relationship in a diagram or model can visually illustrate how these pillars support and reinforce each other to build a sustainable, community-driven economy.

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