

Community Empowerment Through the Snack Village Program in Kedungsumur Village, Krembung District

Mirsa Pratama Oktavia¹, Hendra Sukmana²
^{1,2}Muhammadiyah University of Sidoarjo, Indonesia



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ABSTRACT

Objective: This research investigates how the Snack Village Program in Kedungsumur Village, located in Krembung District, Sidoarjo, empowers the community. The local government launched this initiative to boost micro, small, and medium enterprises (MSMEs), particularly those producing traditional snacks, as a means to fortify the local economy. **Method:** Employing a qualitative descriptive approach, data were gathered through observation, interviews, and documentation involving essential contributors like village officials and MSME participants. **Result:** The results indicate that the Snack Village Program has played a crucial role in increasing the income of the community, especially benefiting housewives who had no independent sources of income before. The program has encouraged collaborative efforts, enhanced living standards, and focused on vulnerable segments by offering access to training, tools, and financial assistance. Capacity-building programs, including culinary workshops and marketing initiatives, have further improved skills and business competitiveness. Nonetheless, there are ongoing challenges, such as the rising costs of raw materials and reliance on traditional marketing methods, which hinder access to larger markets. **Novelty:** Despite these challenges, the initiative showcases a sustainable approach to community empowerment, integrating support from the government, involvement from the private sector, and active community engagement. In summary, the Snack Village Program emphasizes the significance of cooperative efforts in promoting inclusive economic development, preserving local culinary traditions, and enhancing rural self-reliance.

INTRODUCTION

The economy of Indonesia is perceived to have recovered from the monetary crisis, yet it still struggles with stagnation marked by low growth, high poverty, and significant unemployment. According to BPS data from 2011, the number of people living in poverty reached 31.02 million, while unemployment stood at 9.25 million. In this challenging environment, Micro, Small, and Medium Enterprises (MSMEs) have played a crucial role, with their numbers hitting 48.9 million units in 2008, contributing 53.28% to the GDP and generating 96.18% of job opportunities. It is projected that this will rise to 56 million units by 2023. MSMEs have shown greater resilience during crises compared to larger businesses and have made substantial contributions to job creation and poverty [1]. Nevertheless, obstacles such as limited access to capital, where 92% of MSMEs lack connections to funding sources, remain significant challenges, thus requiring empowerment strategies to help these enterprises grow into medium and even large business entities. This effort aligns with Law No. 6 of 2014 concerning Villages, which emphasizes the importance of empowering rural communities to enhance self-sufficiency and local economic welfare [2]. Meanwhile, Law Number 20 of 2008 regulates Micro, Small, and Medium Enterprises (MSMEs) in Indonesia [3]. This legislation establishes a legal framework to support the development, safeguarding, and empowerment of MSMEs. Through this law, the government aims to foster an environment that nurtures the expansion of MSMEs, which are essential to the nation's economy [4]. This law

addresses several components, including the definitions and criteria for MSMEs, the rights and responsibilities of business operators, and the government's role in delivering support, such as funding, training, and access to markets. As a result, the MSME Law is designed to enhance the competitiveness of MSMEs, generate employment, and promote inclusive economic growth in Indonesia [5].

Kedungsumur Village is situated in a region abundant with both natural and cultural assets. To enhance the well-being of the community, various programs focused on economic empowerment are offered within the village's snack district. In 2008, the Regent of Sidoarjo, Win Hendarso, officially launched the "Snack Village" initiative in Kedungsumur Village. The goal of the Snack Village Program is not only to boost the income of the community but also to foster social unity and promote economic self-sufficiency among the residents. The local government has supported this initiative through financial assistance from the Regional Revenue and Expenditure Budget (APBD), providing grants aimed at the development and empowerment of micro, small, and medium enterprises (MSMEs) in Kedungsumur Village. With this aid, MSME operators can more easily obtain the necessary resources to grow their businesses. In 2011, the Department of Cooperatives and SMEs arranged for complimentary advertisements in the Jawa Pos newspaper and conducted training sessions for making desserts like Bakpo, Kucur, Onde-Onde, and Kue Compyang. The skills gained from these sessions are expected to help SMEs enhance their product quality and market competitiveness. To further assist SMEs, the Bogasari company contributed flour to businesses in Kedungsumur Village. As flour is an essential ingredient for baking, this contribution helps MSMEs lower their production expenses and boost their profit margins.

The Department of Industry and Trade also contributed to empowerment by donating weighing equipment and packaging equipment, weighing equipment is important to ensure accuracy in production, while good packaging equipment will increase the attractiveness of products in the market. With this tool, MSMEs can improve product quality and meet consumer expectations. A JTV TV program once covered the creation of a snack village in Kedungsumur Village, providing broader exposure to local products and attracting consumers from outside the village. Twenty-five MSME owners also took advantage of bank loans to fund their businesses. These loans were used to purchase raw materials, production equipment, and other optional costs. With access to capital, these MSME owners can run their businesses more efficiently and potentially grow [6]. The empowerment in Kedungsumur Village is a real example of collaboration between the government, private institutions and the community in developing MSMEs.

The Kedungsumur Village Government's role in the Community Empowerment Program through the Snack Village Program is to collaborate with local government agencies. Through this collaboration, the village government can implement various empowerment programs focused on developing traditional snacks. The goal of this collaboration is to promote and introduce the empowerment of traditional snacks in Kedungsumur Village.

In 2025, the number of MSME actors will consist of 25 members with various types of traditional snacks as follows:

Table 1. Source of Village Government Interview Results.

| No | MSME Actors of Kedungsumur Village | Traditional Snacks |
|-----|------------------------------------|--|
| 1. | Melani | Tahu Bakso, Tahu Walik, dan Siomay. |
| 2. | Samsul Arifin | Roti Goreng dan Cakuwe. |
| 3. | Munir | Sunduk Urut, Klanting, dan Getuk Lindri. |
| 4. | Rodiah | Perut Ayam. |
| 5. | Amanah | Risoles. |
| 6. | Umrotin | Kucur, TrangBulan, dan Lemper. |
| 7. | Sunarti | Bakpo, Kue Lapis, dan Kucur. |
| 8. | Selamet Budianto | Roti Goreng. |
| 9. | Titik | Getuk Lindri. |
| 10. | Sulia | Pastel. |
| 11. | Muntalip | Kue Lumpur. |
| 12. | Suhar | Roti Goreng, Cenil, dan Kompyag. |
| 13. | Kunaina | Minuman Jamu Kuning. |
| 14. | M. Tosin | Aneka Jamu. |
| 14. | Kusemo | Onde-onde isi kacang dan Donat. |
| 15. | Hasanah | Molen. |
| 16. | Muidin | Roti Goreng dan Cakuwe. |
| 17. | Ike | Klepon dan Cenil. |
| 18. | Lamani | Ote-ote Ayam. |
| 19. | Suparti | Ote-ote Ayam. |
| 20. | Karianto | Ote-ote Ayam. |
| 21. | Ifa | Getuk Lindri dan Gempo |
| 22. | Sulis | Kue Lapis |
| 23. | Anisah Dwi | Bakpo, Sunduk Urut, dan Kelepon |
| 24. | Erna | Lumpia dan Risoles |
| 25. | Rina | Roti Goreng |

Source; Researcher,2025

The table above shows the 25 MSMEs in Kedungsumur Village who produce various kinds of traditional cakes. Kedungsumur Village also has a community for MSMEs, officially established on December 24, 2008, chaired by Mrs. Anisah Dwi Susanti. The purpose of this association is to manage grant funds provided by the local government to assist the Kampung Jajanan community in developing their businesses. These grants are provided to community members to be used as additional capital. The association hopes to manage these funds so that they can be utilized effectively by MSMEs. However, the existing funds have now been exhausted, and there has been no significant progress in the community's efforts. This indicates that, despite initial government support, the management of the funds or the efforts undertaken have not generated the growth the local government had hoped for.

Several previous studies have discussed Village Empowerment Through the Snack Village Program (Siti Taslimatul Umah). The results of this study indicate that this entrepreneurship development program can be empowering because the community can utilize natural resources in Gores Jaya Village to become a court for the local village

community (Suhermanto). The results of this study indicate that the empowerment of MSMEs in Maros Regency is not running optimally, due to obstacles in the provision of infrastructure and extension services that are not running smoothly (Abizar et al.). The main goal of community empowerment is to provide strength to the community, especially weak groups who experience powerlessness. This powerlessness can be caused by both internal and external conditions [7]. The results of this study indicate that the quality and quantity of MSMEs will also determine the amount of money in circulation, which means that the economy is growing. One factor contributing to the superior quality and quantity of MSMEs is determining the acceleration of money circulation in society [8].

Based on field observations, there are several problems in the implementation of Community Empowerment Through the Snack Village Program in Kedungsumur Village, Krembung District. First, the increase in the price of basic commodities has a direct impact on their business operations, but also creates excessive pressure in the market, where street vendors tend to seek cheaper alternatives from other entrepreneurs. This situation adds pressure for entrepreneurs to maintain competitiveness amidst increasingly fierce competition, which can result in decreased profitability and even threaten the sustainability of their businesses. Second, from the marketing sector, which still uses traditional methods, resulting in no access to local markets. This approach results in a lack of access to a wider market, making it difficult for them to compete with other business actors who use more modern and effective marketing strategies. Although the products produced by MSMEs in villages have the same quality as products from other businesses, they often lose out in terms of market appeal and visibility [9].

Based on the above research, the author is interested in identifying the results of research with the title of community empowerment through the snack village program in Kedungsumur Village, Krembung District using the theory (Soeharto). empowerment has the meaning of encouragement or motivation, guidance, and assistance in improving the ability of individuals or communities to be independent, these efforts are a stage of the empowerment process in changing behavior, changing old habits towards new, better behavior, in improving the quality of life and welfare which can be through several indicators including: 1) Planned and collective activities, namely showing that efforts are carried out systematically and involving the participation of many parties. 2) Improving community life, namely the main focus of this activity is to improve the quality of life of the community, both in terms of economics, social, and environment. 3) Priority for weak and disadvantaged groups, namely This activity must pay special attention to groups most in need. 4) Carried out through capacity building programs, namely Capacity building includes the development of individual and community skills and knowledge to empower them [10].

RESEARCH METHOD

This research is a qualitative descriptive research with the main focus of Community Empowerment Through the Snack Village Program in Kedungsumur Village. Qualitative descriptive is a research method used with the aim of studying a state of an object or phenomenon by providing an explanation through a description according to the facts that occur in the field clearly and the author is used as the main instrument

in data collection [11]. According to Sugiyono Descriptive method is a method used to analyze data by describing or depicting the data that has been collected as it is without intending to make conclusions that apply generally or generalization This approach is used to analyze problems related to Community Empowerment Through the Snack Village Program in Kedungsumur Village [12]. The research location used as the research site is in KedungSumur Village, Krembung District, Sidoarjo Regency because it is known that there are indications of problems.

The focus of the research uses the theoretical concept (Soeharto) as an analytical tool for community empowerment, which is composed of 4 indicators, namely: 1) Planned and collective activities. 2) Improving community life. 3) Priority for weak or disadvantaged groups. 4) Carried out through capacity building programs. The informant determination technique used in this study is through purposive sampling, namely the technique of selecting sources or informants who have a goal that is in accordance with the research theme because the person is considered to have the information needed for the research. According to Sugiyono purposive sampling is a sample determination technique with certain considerations, where the informants in this study consist of Village Heads, Village Secretaries, and MSME Actors. The types of data obtained consist of primary and secondary data. Meanwhile, data collection is carried out through observation, interviews, and documentation [13]. The data analysis technique was carried out using the Miles Huberman analysis model, which includes data collection, data reduction, data presentation, and drawing conclusions. Data collection is the gathering of research data carried out by researchers in the field. Data reduction, on the other hand, involves selecting data obtained during the data collection process. The next step is data presentation, where the selected data is organized to reach a conclusion. Conclusions are the process of summarizing data based on the identified problem [14].

RESULTS AND DISCUSSION

Empowerment is a process where individuals or groups receive the authority, tools, and chances to manage their lives, make choices, and engage in society. This indicates a thorough and extensive examination of the research. It is described as a state that allows people to engage actively in actions or efforts that can enhance their living standards and reach their objectives. Additionally, empowerment encompasses elements such as enhancing knowledge, skills, and access to information essential for attaining success in different areas.

Planned and Collective Activities

Indicators of planned and collective activities refer to signs or measures that indicate that an activity has been well-planned and involves the joint participation of various parties. According to Soeharto (2011:50), planned and collective activities are activities carried out systematically and involve collaboration between individuals or groups to achieve common goals. This is due to the collaboration between individuals or groups to achieve common goals. The following is an interview with Mr. Edi, the Village Head of Kedungsumur Village, Krembung District.

"With synergy between MSMEs and the community, MSMEs can support each other, share resources, and strengthen their networks, making the

empowerment process more effective and efficient. This also helps MSMEs better adapt to current economic challenges." (Interview on March 20, 2025).

The explanation of the question was emphasized by Mrs. Sunarti, an MSME actor, who expressed how important the existence of associations is for the Empowerment of Snack Villages as follows.

"The existence of the association is crucial for empowering the snack village. The association serves as a forum for village entrepreneurs to collaborate, share knowledge, and support each other in developing their businesses". (Interview on March 20, 2025).

As for the statement from Mrs. Anisah Dwi as Chair of the Association, who gave the following statement.

"As the association's chairman, I am very optimistic that the Snack Village program will have a positive impact on the community. We want to create a space where local businesses can showcase their products, while also attracting visitors to enjoy regional culinary specialties. Furthermore, this program also aims to educate the community about the importance of entrepreneurship and innovation in business. With good collaboration between residents, we are confident that the Snack Village can become a driving force for the local economy and improve shared prosperity." (Interview on March 20, 2025).

The Kedungsumur Village Government plays a crucial role in community empowerment programs, particularly through the Snack Village initiative. One strategic step taken is to establish partnerships with various local government agencies. Through this collaboration, the village government can not only implement various empowerment programs but also focus its efforts on developing traditional snacks, which are an integral part of local culture. The primary objective of this collaboration is to promote and introduce traditional snacks from Kedungsumur Village to the wider community, both locally and regionally. This initiative is expected to not only increase the income of local businesses but also preserve the existing cultural heritage. Furthermore, this program has the potential to attract tourists, thus positively impacting the village economy as a whole. Through this effort, the Kedungsumur Village Government is committed to empowering the community and creating an environment that supports economic growth based on local wisdom. This is because the village government has prioritized community empowerment, as stated in an interview with Village Secretary Pak Erwin Kedungsumur [15].

"The role of the village in empowering this village, Miss, is that we collaborate with government agencies. For example, we promote the products produced in KedungSumur Village. By collaborating with agencies, the snacks in the village are selling well and there are also many orders from restaurants. We even once received an order from a restaurant for 1000 pieces of compyang cake.

From there, the village's snacks are becoming more famous, Miss" (Interview Results, March 25).

The explanation of Mr. Erwin's statement was further illustrated by the statement from Mrs. Ifa, who is an MSME actor, as follows.

"We've also participated in training held by the Cooperatives Department. They taught us how to make kucur cakes, compyang cakes, onde-onde cakes, and bakpo cakes. Actually, I could already make various traditional cakes before the snack village. But with the training, I learned more recipes for various cakes." (Interview Results, March 25).

Table 2. MSMES in Kedungsumur Village.

| No | Name of MSME Actor | Traditional Snacks |
|-----|--------------------|---|
| 1. | Melani | Meatball Tofu, Walik Tofu, and Siomay. |
| 2. | Samsul Arifin | Fried Bread and Cakuwe. |
| 3. | Munir | Sunduk Urut, Klanting, and Getuk Lindri.. |
| 4. | Rodiah | Chicken Stomach. |
| 5. | Amanah | Risoles. |
| 6. | Umrotin | Kucur, Trang Bulan, and Lemper. |
| 7. | Sunarti | Bakpo, Layer Cake, and Kucur. |
| 8. | Selamet Budianto | Fried Bread. |
| 9. | Titik | Getuk Lindri. |
| 10. | Sulia | Pastel. |
| 11. | Muntalip | Mud Cake. |
| 12. | Suhar | Fried Rotting, Cenil, and Kompyag. |
| 13. | Kunaina | Yellow Herbal Drink. |
| 14. | M. Tosin | Various Herbal Medicine. |
| 14. | Kusemo | Onde-onde filled with nuts and donuts. |
| 15. | Hasanah | Molen. |
| 16. | Muidin | Fried Bread and Cakuwe. |
| 17. | Ike | Klepon dan Cenil. |
| 18. | Lamani | Chiken Ayam. |
| 19. | Suparti | Chiken Ayam. |
| 20. | Karianto | Chiken Ayam. |
| 21. | Ifa | Getuk Lindri dan Gempo |
| 22. | Sulis | Layer Cake |
| 23. | Anisah Dwi | Bakpo, Sunduk Urut, dan Kelepon |
| 24. | Erna | Spring Rolls and Risoles |
| 25. | Rina | Fried Bread |

Source from interview results in KedungSumur Village

The above facts, when linked to Soeharto's theory, state that the understanding of community empowerment through the Snack Village Program in Kedungsumur Village is appropriate and has received a positive response from the community, so that MSMEs realize the importance of collaboration, cooperation, and mutual support. The

understanding of MSMEs encourages them to remain active in the association because it can increase understanding and empowerment of the community-based economy. In accordance with the reality in the field, there is cooperation between individuals and groups to achieve goals, thus in accordance with Soeharto's theory regarding planned and collective activities in activities carried out systematically and involving cooperation between individuals or groups to achieve common goals. Because there is cooperation between individuals or groups to achieve common goals [16].

Improving Community Lives

Determining the success of a community empowerment program can be measured by improving community lives and participation. According to Soeharto, this indicator is used to determine targets that align with the program's objectives. The following is a summary of those who benefited from the snack village empowerment program provided by MSMEs. This is based on interviews and research observations of MSMEs, as conveyed by Mrs Melani.

"Yes, thank God, Miss, the profits from selling snacks can cover daily food, repair the house, and the rest can be saved. Previously, I was just a housewife with no income, but with this snack village program, I can earn my own income. But that's the way it is, Miss, if the raw materials increase, sometimes it's difficult to know how much to sell them at. You have to be smart about managing them, but it's okay even if the profit is small, at least I get my capital back, Miss" (Interview on March 25, 2025).

Mrs. Melani's statement is also supported by the statement of Mrs. Ike, an MSME owner, as follows.

"Yes, that's right, Miss. I used to be like that too, a housewife with no income, relying solely on my husband's. It was only enough for food and school fees for my children. But since the Village Snack Program, I have my own income, savings, and the ability to renovate my house. Although our marketing still uses traditional methods, unlike today, where everything is done using social media like selling on Shopee, TikTok, etc., of course, the marketing is wider and more well-known outside, even though the taste is not much different from our homemade snacks." (Interview on March 26, 2025).



Figure 1. Documentation with Ms. Sunarti, an MSME actor.

Judging from the interview results and the current situation, it can be concluded that the Village Snack Program is effective in improving community life, but implementation still faces challenges due to rising raw material prices and traditional marketing methods. Despite this, community enthusiasm for the program is quite high. Residents have expressed a strong desire to continue developing local snack products, such as various cakes, fried foods, and other snacks. Support from the village government and relevant agencies is essential to provide training, access to capital, and assistance in digital marketing.

With regular evaluation and improvements in business management and marketing aspects, the Snack Village program in Kedungsumur Village has great potential to become a successful and sustainable model for community empowerment.

Table 3. Price per unit of traditional snacks in KedungSumur Village.

| No | Name of Traditional Snack | Unit Price |
|-----|---------------------------|------------|
| 1. | Kucur | Rp. 600 |
| 2. | Bakpo | Rp. 600 |
| 3. | Cakwe | Rp. 1000 |
| 4. | Fried Bread | Rp. 1000 |
| 5. | Getuk Lindri | Rp. 1.500 |
| 6. | Gempo | Rp. 1000 |
| 7. | Yellow Herbal Medicine | Rp. 3000 |
| 8. | Chicken Ote-ote | Rp. 3000 |
| 9. | Tahu Walik | Rp. 1.500 |
| 10. | Meatball Tofu | Rp. 1.500 |
| 11. | Kelepon | Rp. 500 |
| 12. | Cenil | Rp. 500 |
| 13. | Layer cake | Rp. 1000 |
| 14. | Boiled rice cake | Rp. 1000 |
| 15. | Donuts | Rp. 800 |
| 16. | Spring rolls | Rp. 1000 |
| 17. | Risoles | Rp. 1.500 |
| 18. | Pastel | Rp. 2000 |

Source: from the results of interviews with Kedungsumur Village Apparatus 2025

The above facts align with Soeharto's theory that the snack village empowerment program in Kedungsumur Village has not been running as planned. This is because, in reality, several obstacles or problems still exist, such as rising raw material prices and traditional marketing. However, the snack village empowerment program is appropriate for improving the lives of the community because it is aimed at MSMEs. Therefore, empowerment through the Snack Village Program in terms of improving the lives of the community has not been optimal [8].

Priority for Weak and Disadvantaged Groups

Priority indicators for weak and disadvantaged groups include providing appropriate assistance and support to meet their basic needs. According to Soeharto's

theory, prioritizing weak and disadvantaged groups is reflected in efforts to create programs specifically aimed at improving their well-being. This includes providing access to the resources, education, and training necessary to empower them. However, interviews and research findings indicate that prioritizing weak and disadvantaged groups is already underway. This is due to the significant assistance provided by the government, villages, and the private sector to empower food stalls to develop further. Therefore, it is crucial for the government and other stakeholders to continuously adjust existing programs to reach and empower vulnerable and disadvantaged groups. According to the empowerment theory proposed by Soeharto, empowerment is an effort to empower communities and their potential capabilities [17]. Community empowerment always involves two interrelated groups: the community as the empowered party and the concerned party as the empowering party. The results of this study explain that prioritizing vulnerable or disadvantaged groups is progressing well due to assistance from the village, government, and private sector [18]. The following is an interview with Mr. Edi, Head of Kedungsumur Village:

"There is also government support for MSMEs, such as grants, helping with newspaper promotions, holding cake training, and connecting weighing equipment and packaging equipment for residents who lack cake-making facilities. There is also JTV which covers cake-making activities and then includes them in the news media. Indirectly, it has helped promote and introduce products made in Kedungsumur Village. There is also a private company, Bogasari, which donates flour to MSMEs here" (Interview on March 27, 2025).

Mr. Edi's statement is also supported by Mr. Erwin as the Village Secretary as follows:

"Yes, ma'am, thank God, the support from the government and private sector has given MSMEs the motivation to continue their businesses." (Interview on March 27, 2025).

The following is a statement from Ms. Melani, the head of the association and an MSME owner:

"Yes, that's right, Miss. The association was formed here to manage grant funds provided by the Regional Budget (APBD). The budget is all divided equally among MSMEs, and everyone receives flour from Bogasari. The packaging equipment and scales provided by the Department of Industry and Trade are not many, so I'm collecting data on which MSMEs are eligible for assistance. I'm not picky, I see which MSMEs lack the necessary facilities. So far, thank God, Miss, since the formation of the snack village in 2009, it has grown quite significantly." (Interview on March 27, 2025).

Judging from the interview results and the current situation, it can be concluded that prioritization for vulnerable and disadvantaged groups is being implemented appropriately. The following is an interview with Ms. Sunarti regarding recipients of assistance from the Industry Office:

"I am very grateful and thankful for the support from the government and the Department of Industry who provided the weighing equipment. This equipment is very helpful for me in the process of producing snacks, especially in measuring ingredients so that the results are consistent and efficient. Previously, I had minimal capital to buy modern equipment and goods for my cake business. But with the assistance from the government and the Department of Industry, thank God, I now have modern and adequate equipment and goods". (Interview dated March 27, 2025).

Ms. Sunarti's statement was also supported by Mr. Suhar, a recipient of assistance from the industrial service, as follows:

"I also feel very helped by the assistance from the Department of Industry, especially the weighing scale I received. With this tool, the work becomes easier, and the results are more even and completed quickly." (Interview March 27, 2025).

Mrs. Umrotin's statement reads as follows:

"That's right, ma'am. Back then, my capital was only enough to buy raw materials; I couldn't afford other things like scales. However, as time went on and the village snack program was established, government assistance continued, including flour assistance, cake-making training, scales, and promotional assistance. Thank God, I'm now even more motivated to continue my business. I now have scales donated by the government and the Department of Industry." (Interview, March 27, 2025)

Support for MSMEs from both the government and the private sector has also been demonstrated [19]. The above facts align with Soeharto's theory that the snack village empowerment program in Kedungsumur Village, which prioritizes vulnerable and disadvantaged groups, has been running smoothly, as demonstrated by MSMEs.

Implemented Through Capacity Building Programs

Capacity building indicators encompass several important measurable aspects to assess effectiveness. Improved community skills and knowledge are key indicators, which can be measured through training. Furthermore, community participation in the program is also crucial, as their level of involvement and contribution to the empowerment process can indicate the extent to which the program is accepted and internalized [20]. According to Soeharto's theory regarding capacity building program indicators, a capacity building program encompasses four important aspects: planned and collective actions, improving the community's standard of living, and prioritizing

vulnerable communities. These indicators aim to ensure the program's effectiveness in empowering the community. Based on Soeharto's theory, the evidence suggests that the "Kampung Jajanan" (food village) program has significantly contributed to the development of Kedungsumur Village. These are: first, planned and collective activities; second, improving community life; third, prioritizing vulnerable and disadvantaged groups; and fourth, prioritizing through capacity building programs. Therefore, it can be concluded that the capacity building program implemented in Kedungsumur Village through the Snack Village has shown positive results in empowering the community [21]. With planned and collective action, the community is not only involved in the planning process but also in the program's implementation, which has a direct impact on improving their standard of living. Furthermore, the focus on vulnerable and disadvantaged groups ensures that the program's benefits are felt by all levels of society, thereby reducing existing social disparities. Based on this theory, the facts on the ground indicate that the Snack Village Program has been quite successful in developing Kedungsumur Village. This is evident through the four indicators mentioned above [22].

Interview results support this. Ms. Sunarti, one of the recipients of equipment assistance from the Department of Industry, stated:

"I am very grateful and thankful for the support from the government and the Department of Industry for providing scales. This tool has been very helpful in my snack production process, especially in measuring ingredients to ensure consistent and efficient results." (Interview, March 27, 2025).

This statement demonstrates an increase in technical skills and work efficiency, while also reflecting the program's well-planned implementation and support for the community's collective production process. Meanwhile, Ms. Anisah, a small business owner in Kampung Jajanan, also stated:

"Previously, I could only make snacks for my family. After receiving training and assistance from this program, I can now sell and help support my family financially. I'm also happy to be able to learn from other mothers, which makes me more motivated." (Interview, March 28, 2025)

The community's active participation in this program is also an important indicator of their sense of ownership and responsibility for its success. This involvement not only improves skills and knowledge but also builds a sense of togetherness and solidarity among residents. Thus, this capacity-building program serves not only as a tool for improving economic well-being but also as a means to build a stronger and more empowered community. Overall, the success of the Kampung Jajanan program in Kedungsumur Village can serve as an example for other regions in implementing effective community empowerment strategies, taking into account the aspects identified by Soeharto. Through a holistic and inclusive approach, it is hoped that similar programs can continue to be developed to achieve sustainable and equitable development goals [23].

CONCLUSION

Fundamental Finding : The Snack Village Initiative in Kedungsumur Village has proven effective in uplifting the community. Initially, activities were carried out in a coordinated and systematic way, engaging micro, small, and medium enterprises, local groups, and the village administration, aligning with Soeharto's framework. This teamwork not only bolstered local enterprises but also enhanced the community's capabilities through various training and assistance provided by different stakeholders. Secondly, the initiative has managed to elevate the living conditions of the community, particularly for housewives who now earn their own income. **Implication :** The program focused on supporting vulnerable and disadvantaged groups by offering essential aid such as production equipment, funding, training, and promotional efforts, which has helped them to become more self-sufficient and empowered. Fourthly, an increase in community capabilities was evident through higher levels of engagement, skill development, and support from government entities, showcasing a comprehensive, inclusive, and sustainable approach to empowerment. **Limitation :** Nonetheless, challenges like increasing costs of raw materials and conventional marketing practices remain, which should be tackled through management training and the adoption of digital tools. **Future Research :** More attention to business mentoring, management training, and digital marketing strategies is essential for expanding and enhancing the program's effectiveness.

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Mirsa Pratama Oktavia

Muhammadiyah University of Sidoarjo, Indonesia

Email: mersapratamaoktavia@gmail.com

***Hendra Sukmana (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: hendra.sukmana@umsida.ac.id
