THE ROLE OF THE COMMUNITY IN EMPOWERMENT AND STRENGTHENING CITIZENSHIP ECONOMY (case study in KWSLP community at the city of Palu, Central Sulawesi)

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The more advanced a society is in its production business, the more prosperous it is in life. So that developed countries are countries that are prosperous in their lives.

However, in reality this is not the case, there are still many people who are not in a prosperous condition. To create a prosperous society, community empowerment through community organizations is a very good solution.

Kwlsip is a community organization engaged in the economic sector and aims to improve the welfare of its members.

What is the KWLSP Strategy in an effort to empower and strengthen the Citizenship Economy?
Literature Review

Civic Education

Economy

Civic

Empower men

Strengthen ing

community

UMKM
Method

**Research Approach:**
- Qualitative

**Research Approach:**
- Case Study

**Data Collection:**
- Interview
- Observation
- Documentation

**Data Analysis:**
- Data reduction
- Presentation of data
- Conclusion / Verification

**Key Informant:**
- Leader KWLSP
- Public relations of KWSLP
- Member of KWSLP
- General Public (Non-Anggota)
Finding And Discussions

- The planning stage, producing KWSLP's signature food, implementing a marketing strategy, producing its own staple foods. Advanced planning programs, empowerment programs in the KWSLP community, carrying out social activities as an empowerment effort for each KWSLP member.

- Implementation stage, production activities produce the main ingredients (slaughter their own chickens, prepare staples for sale at prices lower than market prices. Equalize each menu list for each member, provide menu price banners and name banners in each stall, carry out social activities (help when a member is affected by a disaster, moves to make donations to people affected by the disaster, conducts empowerment for members, organizes recitation activities with each member, qurbani activities, and coffee activities together (discussion between members)

- Socialization stage among members, conduct socialization to KWSLP members regarding the obstacles that occur and look for solutions to solve them.
As good citizens, namely citizens who are able to participate and be responsible in the life of the nation and state. Not only educating the younger generation to become smart citizens and aware of their rights and obligations but also as an effort to build the readiness of world citizens, able to compete with other countries. With empowerment as an effort to prepare accompanied by readiness and to have the strength to be able to realize the ability and welfare of the community, to become an independent society with social concern, to have a position before the law. Empowerment in a community is a forum for people to be able to develop, develop their potential so that they dare to participate, participate and have the same goals, foster and provide insights to be able to develop their economy and be able to compete with other countries.
Thank You!