



M. Anissul Fata  
anissulfata@gmail.com  
Cirebon College of  
Economics



Amah Amalia  
amah@stiecirebon.ac.id  
Institut Economic  
Science Cirebon



Imas Trimayanti  
imas@stiecirebon.ac.id  
Cirebon College of  
Economics

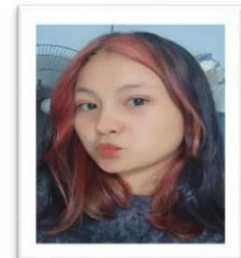


Gian Fitralisma  
gianfitralisma@umus  
.ac.id  
Muhadi Setiabudi  
University



Winda Dwi Yanthi  
winda@stiecirebon.ac.id  
Cirebon College of  
Economics

Nur Apriani Solihah  
nuraprianisolihah@g  
mail.com  
Cirebon College of  
Economics



Ade Febry Nur Fitriani  
adefebry@stiecirebon.ac.id  
Cirebon College of  
Economics

Rohmatul Fawaiz  
rohmatul@stiecirebon.  
ac.id  
Cirebon College of  
Economics



## COMMUNITY EMPOWERMENT IN REDUCING UNEMPLOYMENT THROUGH AL-RUFA'I TEMPE MAKING BUSINESS IN KEDUNGJAYA VILLAGE, SUB-DISTRICT KEDAWUNG DISTRICT, CIREBON

M. Anissul Fata <sup>1</sup>, Imas Trimayanti <sup>2</sup>, Winda Dwi Yanthi <sup>3</sup>, Ade Febry Nur Fitriani <sup>4</sup>,  
Rohmatul, Fawaiz <sup>5</sup>, Amah Amalia <sup>6</sup>, Gian Fitralisma <sup>7</sup>, Nur Apriani Solihah <sup>8</sup>

<sup>1,2,3,4,5,6,8</sup> Cirebon College of Economics, Cirebon, Indonesia

<sup>7</sup> University of Muhadi Setiabudi, Brebes. Indonesia

**Corresponding Author :** gianfitalisma@umus.ac.id

**Abstract:**

**Background.** According to Luluatul Fu'adah, Agus Suherman & Fitria Firdiyani (2024) Community empowerment is a strategic effort to develop community independence and welfare through increasing knowledge, skills, behavior and abilities.

**Aims.** The aim of this research is to determine community empowerment activities through the tempe business in Kedungjaya Village, Kedawung District, Cirebon Regency. It is hoped that this research can provide useful information for the government and society in developing more effective and sustainable community empowerment programs. This is very important in facing the economic and social challenges faced by society, especially in Cirebon Regency.

**Methods.** According to data published by the Cirebon Regency Central Statistics Agency (BPS), the poverty line in 2024 shows a fairly high figure, namely IDR 475,046 per capita per month. This means that people living below the poverty line have to struggle to meet their basic needs. Compared to 2023, this poverty line has increased by 5.13 percent, from IDR 451,853 per capita per month.

Good news in efforts to reduce the severity of poverty in Cirebon Regency. The poverty severity index (P2) shows a significant decline, from 0.53 in 2023 to 0.36 in 2024.

**Conclusion.** This shows that the government and society's efforts to reduce poverty are starting to bear fruit. Even though there are still many challenges that must be faced, the reduction in the poverty severity index gives hope to the people of Cirebon Regency. By continuing to increase innovative efforts and strategies that create small economic jobs and increase people's income.

**Implication.** Like the tempeh business in Kedungjaya Village, Cirebon Regency. Therefore, community empowerment is a force to increase the income and economy of the small community of Kedungjaya Village.

**Keywords:** Community Empowerment, Tempe Business, Marketing Strategy, Local Labor, Community Independence

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## INTRODUCTION

According to Luluatul Fu'adah, Agus Suherman & Fitria Firdiyani (2024) Empowerment society is a strategic effort to develop independence and community welfare through increasing knowledge, skills, behavior, and ability. This is very important in facing economic challenges and social problems faced by the community, especially in Cirebon Regency. According to data published by the Central Statistics Agency (BPS) of the Regency Cirebon poverty line in 2024 shows a fairly high figure, namely of Rp. 475,046 per capita per month. This means that people living below This poverty line must struggle to meet their basic needs. Compared to 2023, this poverty line has increased by 5.13 percent, from Rp 451,853 per capita per month. Good news in the effort to reduce Poverty severity in Cirebon Regency. Poverty severity index (P2) shows a significant decline, from 0.53 in 2023 to 0.36 in 2024. 2024. This shows that the government and community efforts to reduce poverty is starting to bear fruit. Although there are still many challenges that must be faced, the decline in the poverty severity index provides hope for the

community Cirebon Regency. By continuing to improve innovative efforts and strategies that creating small economic jobs and increasing people's income. Like the tempeh business in Kedungjajang Village, Cirebon Regency. Therefore, Community empowerment becomes a force to increase income and the economy of the small community of Kedungjaya Village. The purpose of this study is to determine community empowerment activities. through the tempeh business in Kedungjaya Village, Kedawung District, Cirebon Regency. This research is expected to provide useful information for the government and communities in developing more effective community empowerment programs and sustainable.

## **METHOD**

This study uses a descriptive qualitative method to explain and interpreting complex and subjective phenomena. This method was chosen because allows researchers to obtain realistic data under certain conditions.

This study uses three data collection techniques, namely:

1. In-depth Interview: The interview is conducted with key informants such as tempeh entrepreneurs, community leaders, and government officials local to obtain in-depth and accurate information.
2. Field Observation (Participant Observation): Field observations are carried out to directly observe the tempeh production process and socio-economic dynamics in Kedungjaya Village.
3. Documentation Study: Documentation study involves the analysis of documents relevant information such as government reports, statistical data, and local media articles to obtain broader and more accurate information.

This research focuses on obtaining realistic and in-depth data about the phenomenon being studied, with an emphasis on meaning and interpretation rather than reasons and logic. By using descriptive qualitative methods, this research can provide a more complete and accurate picture of the phenomenon being studied. In this study, reflexivity was carried out to improve the quality and reliability of research results. This means actively considering potential biases and assumptions personal factors that may influence the interpretation of the data.

This research uses a post-positivist approach, which means it is acknowledged that social reality is complex and dynamic. Therefore, nothing is completely objective, but

still trying to approach objectivity through rigorous methods and reflexive. By carrying out reflexivity and using a post-positivist approach,

This research can increase the accuracy of research results. Various factors are considered which influences the research results and the appropriate method is used to obtain more accurate results.

## **RESULTS AND DISCUSSION**

The tempeh making business has very good prospects because of the demand for tempeh. continues to increase. Tempeh is made from soybeans which are rich in nutrients, making it a healthy and nutritious food for the human body. As a typical Indonesian food, Tempeh is used as a side dish and is relatively cheap, so it can be purchased by all levels of society.

### **Tempe Making Business Workforce**

Tempeh manufacturing businesses generally use workers from Pekalongan which is the place where the tempeh comes from. However, it is different from the Al- Rufa'i who uses labor from family, neighbors and the surrounding environment. This not only helps improve the welfare of families and surrounding communities, but also strengthen social and economic relations between them. By using local labor, tempeh manufacturing businesses can save costs. operations and increase production efficiency. In addition, local workers are also more understand the needs and preferences of the surrounding community, so that they can help improve product and service quality. The use of local labor in the tempeh making business also contributes positive towards the surrounding community. By providing employment opportunities and increasing income, this business can help improve welfare society and reduce poverty.

### **Tempeh Marketing Strategy**

To increase sales and expand the market, tempeh marketing strategies can be done in several ways, namely:

#### **1. Marketing in the Surrounding Environment**

Marketing tempeh in the local area can be done by selling directly to neighbors, family, and the surrounding community. This can help increase sales and introduce tempeh products to local communities.

## 2. Placement in the Market

Placing people in the market can help increase tempeh sales even more. effective. By having a presence in the market, tempeh products can be promoted and sold. to more people.

## 3. Processing Unsold Tempeh into Tempeh Chips

To reduce losses due to unsold tempeh, processing can be carried out tempeh becomes tempeh chips. Tempeh chips can be a more durable product and has a higher selling value, so it can help increase income.



## Labor Utilization Challenges

The use of labor in the tempeh making business has limited capabilities. and skills so that they affect production results. Q1To reduce the risk that related to the use of labor, business owners (owners) take strategies to direct production. Thus, business owners can ensure that tempeh products The results have consistent quality and meet the standards. desired. Business owners can play an active role in the tempeh production process, so that they can monitor and control every stage of production. This can help reduce risk of error and improve production quality. Labor can be used to indirect production processes, such as packaging, shipping, or other tasks that does not require any special skills. Thus, business owners can focusing on the direct production process and ensuring that the tempeh product the results are of high quality. This strategy can help reduce the risks associated with

the use of manpower. work and improve the quality of tempeh products. Thus, business owners can increase customer trust and increase sales.

## **CONCLUSION**

This study shows that community empowerment through tempeh businesses can become an effective strategy to improve community welfare and developing the local economy. The tempeh business has very good prospects because The demand for tempeh continues to increase and can be a source of income for the community. Tempeh marketing strategies can be carried out in several ways, namely marketing in the surrounding environment, placement in the market, and processing of unsold tempeh into tempeh chips. This strategy can help increase sales and expand the market.

The use of labor in the tempeh making business has limited capabilities. and skills so that they affect production results. However, with a production strategy directly by the business owner, can help reduce the risks associated with use of labor and improve the quality of tempeh products. Tempeh business can make a positive contribution to the surrounding community by provide employment opportunities and increase income. Thus, the business Tempeh can help improve people's welfare and reduce poverty.

## **IMPLICATION**

Based on the results of this study, the suggestion that can be given is that the government and communities can develop more effective community empowerment programs and sustainable through tempeh business. In addition, further research needs to be conducted to improve the quality and quantity of tempeh production and increase public welfare.

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