

PEMBERDAYAAN PELAKU USAHA MIKRO KECIL DAN MENENGAH MELALUI KOMUNITAS BEPROKEPRI DALAM MENDORONG KEMANDIRIAN EKONOMI TANJUNGPINANG

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ABSTRAK

Usaha Mikro, Kecil, dan Menengah (UMKM) di Kota Tanjungpinang masih menghadapi berbagai hambatan dalam mengembangkan usaha, seperti keterbatasan modal, rendahnya kapasitas manajerial dan literasi digital, serta akses pasar yang belum optimal. Pendekatan pemberdayaan berbasis komunitas menjadi salah satu alternatif untuk mengatasi permasalahan tersebut, salah satunya melalui Komunitas Beli Produk Kepulauan Riau (BEPROKEPRI). Penelitian ini bertujuan untuk menganalisis pemberdayaan pelaku UMKM dalam mendorong kemandirian ekonomi melalui Komunitas Beprokepri di Kota Tanjungpinang, serta mengidentifikasi faktor-faktor penghambat dalam pelaksanaannya. Penelitian menggunakan pendekatan kualitatif dengan jenis studi kasus, mengacu pada Teori Pemberdayaan (*Empowerment Theory*) Perkins dan Zimmerman (1995) yang membedakan proses pemberdayaan (*empowering processes*) dan hasil pemberdayaan (*empowered outcomes*). Data dikumpulkan melalui observasi, wawancara mendalam, dan studi dokumentasi, kemudian dianalisis secara deskriptif kualitatif. Pemberdayaan pelaku UMKM melalui komunitas Beprokepri telah berjalan secara optimal. Hasil penelitian menunjukkan bahwa Komunitas Beprokepri telah menjalankan proses pemberdayaan melalui peningkatan keterampilan, peningkatan kapasitas, dan penguatan kontrol diri pelaku UMKM, yang tercermin pada tingkat individu, organisasi, dan komunitas. Proses tersebut menghasilkan kemampuan pelaku UMKM dalam mengelola sumber daya, mengambil keputusan secara mandiri, dan memperluas pengaruh terhadap lingkungan sosial, sehingga komunitas berperan sebagai aktor non-pemerintah yang efektif dalam praktik *collaborative governance*. Namun, masih ditemui dalam pemberdayaan hambatan berupa rendahnya partisipasi anggota, keterbatasan modal, tantangan digitalisasi, keterbatasan kapasitas pengurus, dan belum optimalnya sinergi dengan pemerintah daerah. Penelitian ini merekomendasikan penguatan kelembagaan komunitas serta kolaborasi berkelanjutan antara komunitas, pemerintah daerah, dan sektor swasta untuk mendukung kemandirian ekonomi UMKM secara lebih inklusif dan berkelanjutan.

Kata kunci: Pemberdayaan, UMKM, komunitas, kemandirian ekonomi.

***Empowerment Of Micro, Small, And Medium Enterprise Actors Through The
Beprokepri Community In Fostering Economic Independence In
Tanjungpinang***

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) in Tanjungpinang City still face various obstacles in developing their businesses, such as limited capital, low managerial capacity and digital literacy, and suboptimal market access. A community-based empowerment approach is one alternative to addressing these issues, such as through the Riau Islands Product Purchasing Community (BEPROKEPRI). This study aims to analyze the empowerment of MSME actors in fostering economic independence through the BEPROKEPRI Community in Tanjungpinang City, as well as to identify the inhibiting factors in its implementation. The study employs a qualitative approach with a case study design, drawing on the Empowerment Theory of Perkins and Zimmerman (1995), which distinguishes between empowering processes and empowered outcomes. Data were collected through observation, in-depth interviews, and documentation studies, and were analyzed using descriptive qualitative analysis. The empowerment of MSME operators through the Beprokepri community has been proceeding optimally. The results show that the BEPROKEPRI Community has carried out the empowerment process through skill enhancement, capacity building, and strengthening self-control among MSME actors, which is reflected at the individual, organizational, and community levels. This process has produced the ability of MSME actors to manage resources, make independent decisions, and expand their influence on the surrounding social environment, positioning the community as an effective non-governmental actor in the practice of collaborative governance. However, there are still obstacles to empowerment, such as low member participation, limited capital, challenges related to digitalization, limited capacity of community leaders, and suboptimal synergy with local governments. This study recommends strengthening community institutions and fostering ongoing collaboration among communities, local governments, and the private sector to support the economic self-reliance of MSMEs in a more inclusive and sustainable manner.

Keywords: Empowerment, MSMEs, community, economic independence