

# Communication Strategy for Empowering Desa Prima Women to Improve Welfare in Putat Village, Patuk Subdistrict, Gunungkidul Regency

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## Abstract

*The empowerment desa prima program is a program to improve welfare through women's empowerment activities. Because women have an important role in the family and community in an effort to improve welfare. The purpose of this study is to describe the role of women in improving welfare and analyze the appropriate communication strategy to be applied to the women's empowerment desa prima program in Putat Village, Patuk sub-district, Gunungkidul Regency. The author uses theory of development communication strategies Academy for Educational Development (AED) and uses a case study research method using data collection methods of interviews, observation and documentation. The results of this study show that of the four strategies contained in theory development communication strategy Academy for Educational Development (AED), the most prominent in the desa prima Gumregah empowerment activities in Putat Village is the Participation strategy, namely all women members of the desa prima Gumregah are involved in forum discussion activities and have the initiative to make internal training activities for their members. Therefore, participation is an important element in the implementation of empowerment activities that can have an impact on positive change and can improve welfare.*

**Keywords:** Empowerment, AED, Woman, Communication, Welfare

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## INTRODUCTION

The phenomenon of poverty is a serious problem in several developing countries, one of which is Indonesia. In Indonesia, poverty has increased every year. According to data recorded in the central statistics agency, the percentage of poor people in Indonesia in March 2020 was 9.78 percent with a population of 26.42 million. From the data obtained, the percentage of poverty from 2019 increased by 0.59 percent (BPS, 2020). Meanwhile, the percentage of poverty in the Special Province of Yogyakarta was 12.28 percent with a population of 475,720 out of a total population of 3,298,323 people, and Gunungkidul Regency ranked second after Bantul Regency with a poverty percentage of 17.07 percent (Bappeda, 2020).

The government's efforts to overcome the problem of poverty are to make policies through various fields, such as holding empowerment activity programs for people who have low income and need government support such as farmers, fishermen, small and medium enterprises and low-income people.

One of the ministries that implement government policies regarding empowerment activities is the Ministry of Women's Empowerment and Child Protection. Where this Ministry is in charge of affairs regarding women's empowerment and child protection. The empowerment activity initiated by the Ministry of Women's Empowerment and Child Protection is the prime village empowerment program. Desa Prima is an acronym for Independent Advanced Indonesian Women's Village Model.

The activity is a form of pilot to reduce poverty through economic efforts along with reducing the burden of health and education costs for poor families, by utilizing various potential human and natural resources.

Based on Presidential Instruction No. 9 of 2000 on gender mainstreaming and national development, Presidential Decree No. 54 of 2005 on the poverty alleviation coordination team, Minister of PPPA Regulation No. 2 of 2016 on general guidelines for the development of home industries to improve family welfare through women's empowerment, Ministerial Decree NO. 58 of 2004 on policies and strategies to increase women's economic productivity, DIY Regional Regulation No. 7 of 2018 on family resilience development, DIY Governor Regulation No. 103 of 2014 on guidelines for channeling financial assistance in poverty alleviation efforts, DIY Governor Regulation No. 60 of 2016 on procedures for grants and social assistance, DIY Governor Regulation No. 11 of 2018 on amendments to DIY Governor Regulation No. 11 of 2018. 11/2018 on the amendment of Pergub No. 60/2016 on the procedures for grants and social assistance, and Kepgub DIY No. 20/2017 on the acceptance of grants and social assistance in 2017, the Yogyakarta Special Region Government implemented the Village Excellence Program through the Office of Women's Empowerment, Child Protection and Population Control (DP3AP2, 2019).

The prime village program is a program to increase women's participation in a region through economic activities. In the Special Region of Yogyakarta, the target of the prime village program is women from underprivileged families. This is done in order to reduce poverty in areas that have high poverty rates. Quoted from the prime village guidebook, based on the results of population projections for the Regency / City of D. Yogyakarta Province. I. Yogyakarta 2010-2020, the total population of Yogyakarta in 2017 was recorded at 3,762,167 people, with a percentage of the female population of 50.36%.

In essence, poverty alleviation is changing people's behavior to get out of the poverty cycle. Where people are encouraged to have abilities that are in accordance with

their potential and needs independently and are able to be competitive through empowerment activities. In poverty alleviation efforts, women also have a role in poverty alleviation efforts. because culturally women play an important role, both in the family and in society.

Communication strategy is a process carried out on the basis of planning to achieve a predetermined goal (Suryadi, 2018). In its application, the communication strategy on change and development requires steps in its implementation. By involving various parties such as stakeholders, the planned development program will run according to its objectives. According to Rogers, the function of communication in the empowerment position is as a form of mechanism to get participation and support from the community in carrying out development (Setiawan et al., 2018).

As researched by (Amrizal et al., 2016), empowering women to actively participate in the activities of the National Program for Urban Independent Community Empowerment (PNPMMP) has a positive impact on every process of learning democracy, building equality, and influencing policies that favor the needs of women, especially poor women.

Based on the results of preliminary studies from August to September 2021 in Putat Village, located in Kapanewon Patuk, Gunungkidul Regency. Putat Village is located in a hilly area with abundant natural resources such as cocoa, sangon and pule tree wood, bananas, corn, and cassava. There are nine hamlets under Putat Village, namely Batur, Bobung, Kepil, Plumbangan, Sendang Sari, Gumawang, Putat Wetan, Putat I and Putat II. Based on the results of the interview with Mrs. Kamituwo Sri Wahyuni, that the prime village program was formed in 2019 so it can be said that this program is still new. At the beginning of its establishment, there were 25 people who joined, however, during the course of the program there were two members who left and there were new ones who entered, until now the number of members is 26 people. The prime village program focuses on economic activities by utilizing natural resources, such as producing chocolate dodol, corn milk, wooden batik masks, cassava chips, and banana chips. In addition to making processed food products and handicrafts, there are savings and loan activities for group members so that until now the prime village program is still active. Accompanied by a mentor, every month the Desa Prima group holds meetings to conduct training, evaluation and activity planning.

The prime village program targets women who have a business and want to have a business but are hindered in terms of their welfare. After the existence of the prime village program in Putat Village, there are changes experienced by women from the lower middle-class economy. The changes experienced are that at this time they have begun to develop and economic activities are more organized. Seeing the above phenomenon, the researcher is interested in examining how the form of empowerment communication strategies applied in the prime village program in Putat Village, Kapanewon Patuk, Gunungkidul Regency to improve welfare. The purpose of this research is to describe the role of women in improving welfare and to analyze the right communication strategy to be applied to the prime village empowerment program in Putat Village, Patuk, Gunungkidul

## **METHODOLOGY**

This research uses qualitative research methods with a constructivism paradigm, where this paradigm sees social science as a systematic analysis of socially meaningful action through a direct and detailed observation of social actors so that they can understand,

interpret and manage their social lives (Hidayat, 2003). In addition, this research uses the case study method by looking at comprehensive descriptions and explanations of various aspects of an individual, group, community, program or social condition (Mulyana, 2018). The location of this research is in Putat Village, Patuk District, Gunungkidul Regency and the Gumregah prime village program is the target of this research. The types of data used are primary data and secondary data. The research techniques used were interviews, observation and documentation. And the informant selection technique uses purposive sampling and gets six informants who match the research criteria. The data analysis method used is the interactive data analysis method. According to Miles and Hubbermas (in Sugiyono, 2009) there are four components in the interactive data method, namely data collection, data reduction, data presentation and conclusion drawing. As for data validity using data or source triangulation.

## **RESULT AND DISCUSSION**

### **A. Putat Village Profile**

Putat Village is located in Patuk Subdistrict, Gunungkidul Regency, Yogyakarta Special Region Province. The geographical location of Putat Village is on a hilly plateau with an area of 667.22 hectares. Putat village is flanked by four villages or sub-villages: Nglanggeran village to the north, Beji village to the south, Nglegi village to the east, and Salam village to the west. Putat Village has nine hamlets, including Bobung Hamlet, Kepil Hamlet, Batur Hamlet, Plumbungan Hamlet, Putat Wetan Hamlet, Putat 1 Hamlet, Putat 2 Hamlet, Gumawang Hamlet and Sendangsari Hamlet. The distance between Putat Village and the city government is 15 km, while the distance between Putat Village and the provincial capital is 20 km. Putat Village is also known as an agricultural village and a tourist village.

In terms of demographics, Putat Village has a total population of 4,331 people, with a male population of 2,158 people and a female population of 2173 people. From these details, it can be seen that the population of Putat Village is dominated by the female population. There are 1,380 households in Putat Village and 417 households fall into the category of pre-prosperous families. The majority of people in Putat work as farmers and entrepreneurs.

### **B. Desa Prima Gumregah Empowerment Profile**

Putat Village has a variety of empowerment activities for its community. One of them is the prime village empowerment activity formed in late 2019 by the Office of Women's Empowerment, Child Protection and Population Control (P3AP2 DIY). At the beginning of the formation of the prime village, there were 25 members from nine hamlets and currently there are 27 members of the Gumregah prime village. Desa Prima Gumregah has members with different backgrounds but has the same goal of improving the family economy.

Activities carried out in the Gumregah prima village program are training, food processing production, savings and loan cooperatives, monthly meetings, and other activities that support the empowerment process. In addition, Desa Prima Gumregah has a superior product, namely cocoa dodol, by utilizing the natural resources owned by Putat Village.

### C. The Role of Desa Prima Women Empowerment in Improving Welfare

The number of women in Putat Village is 2,173 people with the majority of the female population working as farmers, housewives and entrepreneurs. Of the 2,173 female residents of Putat Village, 27 people are involved in prime village empowerment activities. From the results of the interview, the researcher found that in Putat Village there are still women who are not allowed to participate in empowerment activities. This is because empowerment activities are considered to have no benefits.

In addition, the education level of women in Putat Village is still relatively low. From the data on the education level of women in Putat Village, women's access to education is quite limited. The conditions experienced by informants and the condition of women's education in Putat Village are in line with the opinion (Apriliandra & Krisnani, 2021) that women receive unfair treatment in society, due to the perception that women's strength is still below men in various fields of education, work environment, politics and so on. From these limitations, it can make it difficult for women to advance and be empowered. As human beings, we have the same rights and obligations in accessing education, conducting economic and social activities. As stipulated in the 1945 Constitution, every citizen has the same status of rights, responsibilities and opportunities both in the family and society (Hubeis, 2011). Therefore, the purpose of the prime village empowerment program is to improve welfare and strengthen the bargaining position of women in accessing economic resources.

The Gumregah prime village empowerment program was formed in 2019 late in September. At the time of the formation of the Gumregah prime village group members already seemed to have high participation and enthusiasm in participating in empowerment activities. This is evidenced at the beginning of the formation, members of the prime village group had the initiative to collect pocket money given by the Yogyakarta Special Region Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY) as initial capital for the running of the Gumregah prime village empowerment group activities.

Participation and high enthusiasm possessed by members of the Gumregah prime village group at the time of formation is an important asset in empowerment activities to bring about change. This is in accordance with Cooke and Kothari's opinion (Alfitri in Hamid, 2018) that participation is an instrument or tool to realize a better result and impact of programs and policies, while in the argument of democratization and empowerment, community participation is a process to increase the capacity or ability of individuals which will ultimately result in a positive change in people's lives.

During the research, researchers saw that the activities carried out by members of the prime village were very supportive of improving the welfare of life. This is because the village provides a lot of skills training, organizational learning, and learning activities to improve the family economy. The first activity is training. The training provided by the Yogyakarta Special Region Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY) is based on the results of the analysis of the needs and conditions required by the Gumregah prime village group by utilizing the natural resources owned by Putat Village. Such as cocoa dodol making, steamed sponge cake training, food processing training, packaging training, marketing training and other training provided to the Gumregah prima village group to improve the skills of members of the Gumregah prima village group. From the training conducted, it can produce a cocoa dodol product which is currently a typical product of the Gumregah prime village group.

The second activity carried out by members of the Gumregah prime village group is the savings and loan cooperative, social funds and group arisan. This is used to encourage the motivation of the members of the Gumregah prima village group to participate in empowerment activities. Members of the Gumregah prima village can carry out savings and loan activity transactions to create businesses and are used to develop the businesses they have. The system used in savings and loan activities is a profit-sharing system with 0.5% interest, the interest given for savings and loan activities is quite small.

The third activity carried out by the Gumregah prime village group is organizational activities. The Gumregah prime village empowerment group has a management structure so that members of the Gumregah prime village can learn organization and carry out their duties. Not only that, the members of the Gumregah prime village also learn to express their opinions in forums during discussions and training, work in teams, and train leadership skills. This is evidenced during the researcher's observation that, in socialization activities and forum meetings that are often held once a month, members actively express their opinions and discuss experiences and problems that are being faced.

In addition, when conducting cocoa dodol production or processed food production, the members of the Gumregah prime village group perform a division of tasks. There are three division of tasks in production activities, namely production, packaging and marketing. This division of tasks is done so that all members of the Gumregah prime village group are involved in production activities. This division is carried out based on the abilities and busyness of each member of the village prima Gumregah. So that all have their respective roles in production activities. Not only that, members of the Gumregah prime village group also had the opportunity to join the management of the prime village of Gunungkidul Regency along with representatives from prime village groups in each village in Gunungkidul Regency.

The role played by the members of the Gumregah prime village group in each activity can lead to positive changes in the lives of each member. Because the output of all activities is to improve and develop the abilities possessed by members of the Gumregah prime village. Many positive changes were felt by each member after joining the empowerment of the Gumregah prime village. This is in line with Sumodiningrat's opinion (in Rumawas, 2021) that the goals and objectives of empowerment are to increase women's income and reduce the level of population below the poverty line, develop women's abilities in family socio-economic activities and develop and improve women's abilities in community institutions as apparatus and state.

Positive changes were also felt by the three informants, namely Desy (31 years old), Putri (28 years old) and Karni (52 years old). They said that after participating in Gumregah's prime village empowerment activities, they gained insight, gained experience, had greater learning opportunities, could meet people both stakeholders and resource persons with expertise in various fields. From prime empowerment activities, members get a place to explore their potential and can be useful as a provision to enter the public sphere and provision to improve family economy.

The benefits obtained by members of the Gumregah prime village can improve community welfare. This is in accordance with Zastrow's opinion (in Zaman et al., 2021) that the welfare system of activity programs and services can help people meet social, educational, economic and health needs. In addition, the Indonesian Law No.11 of 2019 explains that social welfare is a condition of fulfilling the material, spiritual and social needs of citizens to live properly and be able to develop themselves so that they can carry out their functions.

#### D. Analysis of Empowerment Communication Strategies Applied to Improve Welfare

In carrying out empowerment activities in accordance with the objectives to be achieved, it requires a strategy to make plans. The most important component in empowerment activities is support from the community. In accordance with Rogers' opinion, the communication function in the development communication strategy is a form of mechanism to obtain participation or support from the community to carry out development (Setiaman et al., 2018).

Analysis of the empowerment communication strategy applied to improve welfare in the prime village program is using the communication strategy theory as follows:

##### a. Media Strategy Design

From the results of the study, researchers found that the Gumregah prima village group used two communication media in the process of empowerment activities, namely, direct communication in the form of face-to-face and indirect communication through the whatsapp application.

Direct communication in the form of face-to-face communication used by the Gumregah prima village group is wrapped in routine meetings every month. This meeting is held at the beginning of the month with a predetermined date, which is every 1st. However, in its implementation, if there are obstacles in the predetermined schedule, it can be replaced by another date according to mutual agreement.

Regular meetings at the beginning of each month are held in rotation at the home of each member of the Gumregah prima village group. This is so that each member knows each other and has a family bond. Regular monthly meetings are not only attended by members of the Gumregah prima village group. But also attended by assistants and representatives of the village apparatus, namely Kamituwo. Communication carried out in monthly meetings runs effectively and communication is carried out in two directions, which means that there is a reciprocal relationship in the communication process. The direct communication media carried out by the Gumregah prime village group is in line with the opinion (Hamid, 2018) that communication communication carried out in the process of community empowerment activities will run effectively when carried out using a dialogical, interactive approach in a harmonious and family atmosphere.

The second form of communication media used by the Gumregah prime village group in carrying out empowerment activities is a form of indirect communication using the whatsapp application. The Gumregah prime village group has two whatsapp groups that are used as a place for deliberation and coordination. The first group contains prime village administrators. This group is used as a place to conduct internal deliberations. While the second group is a group that contains all of the village's Gumregah prima village members, facilitators, the Government of the Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY), and village officials in charge of empowerment activities, namely Kamituwo.

From the results of research and observations that have been made, researchers found that the communication media used by the Gumregah prime village group is quite effective to be used as an empowerment tool. Because through the communication media used, the Gumregah prime village group can carry out coordination, evaluation, monitoring and other matters related to the empowerment activities of the Gumregah prime village. This condition proves that the media strategy applied in empowerment activities is appropriate in accordance with the

media strategy said by AED that communicators use their preferred medium to pioneer, teach and remind (Nasution, 2007).

b. Instructional Strategy Design

Research conducted by researchers, researchers found several stakeholders involved in the empowerment activities of the Gumregah prime village group, namely, the Putat Village Government, the Yogyakarta Special Region Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY), prime village assistants, and related agencies. The form of instructional strategies used by stakeholders to convey information and innovations to the Gumregah prime village empowerment group through training and counseling.

In creating and running the extension and training program for the Gumregah prime village empowerment group, stakeholders design activities based on the needs required from the Gumregah prime village group. The needs required by the Gumregah prime village group can be known through regular monthly meetings. Because in routine activities every month is not only filled with arisan gathering activities. But in this monthly routine meeting activity, it is filled with savings and loan cooperative activities, providing motivation from stakeholders and from invited guests, evaluating activities for one month, and planning activities for the next month. From this meeting, stakeholders can find out and see the development, conditions that are being experienced, and solutions needed by the Gumregah prime village group. From the results of the meeting, it is reviewed and used to formulate the training that will be made.

One of the training activities provided by the Office of Women's Empowerment, Child Protection and Population Control and in collaboration with the Office of Industry, Cooperatives and SMEs is the local food processing training which was held in March for three days. The training provided by this stakeholder, has the aim that members of the Gumregah prima village group use the natural potential in the form of local ingredients owned by Putat Village to be maximally utilized in improving welfare.

Training provided by the Yogyakarta Special Region Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY) is held at least once a year according to the needs of the Gumregah prima village group. The training provided ranges from basic training such as proposal making to skills training.

In addition to providing training and counseling, the Office of Women's Empowerment Child Protection and Population Control also conducts monitoring of prime village empowerment activities for one year. The form of monitoring carried out is using a collection of data on activities for one year that have been carried out by the Gumregah prime village group. This is done so that the Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY) can evaluate Gumregah's prime village activities for one year and the Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY) can give the title of prime village based on its level of progress.

During the research, researchers also found shortcomings in the training activities provided to the Gumregah prima village empowerment group. The shortcomings felt by the assistants regarding the implementation of training are that when, outside parties other than the agency provide training, not all members can participate in the training activities held. This is because there is a quota given according to the

signature of the Accountability Reporting Letter (SPJ). So that the transfer of knowledge and skills cannot be carried out equally to members of the Gumregah prima village empowerment group.

From the results of research and analysis conducted by researchers, the instructional strategy carried out in the prime village empowerment group in creating programs uses three stages, namely planning, implementation and evaluation to find out the right training according to the needs of the Gumregah prime village group. This is in accordance with the opinion of AED that the strategy used by AED focuses on the learning of each individual targeted as a fundamental target by using three interrelated stages, namely the planning, implementation and evaluation stages (Nasution, 2007).

c. Participation Strategy

The results of research on the Gumregah prime village group, researchers saw that the participation of members of the Gumregah prime village group was high. It can be seen that during empowerment activities, members of the prime village group are very enthusiastic and active in expressing their opinions and sharing their experiences. Of course, the attitude of participation generated by members of the prime village is encouraged from within and from outside.

External encouragement means that members are involved in every activity carried out. As done by resource person Tri Budi Lestari during the processed food training in March. The resource person conducts two-way communication between the resource person and members of the Gumregah prime village, so that the forum atmosphere is alive and there is a reciprocal relationship. During the sharing session, one of the members of Desa Prima Gumregah (Desy) conveyed her experience while making steamed sponge cake using the right size pan and getting good results. From the results of the discussion, the members of the Gumregah prima village have an idea for the practice of training in making processed food, one of which is steamed sponge cake. What Tri Budi Lestari did during the food processing training was in accordance with the principles of participatory communication, which actively involves the community starting from identifying problems, finding solutions, and making decisions in this case so that the community has a role in the development process to improve the level (Muchtar, 2016).

The Gumregah prime village group also has a high initiative in empowerment activities. This can be seen in the internal training activities made by the Gumregah prime village group for its group members who are accompanied by assistants. The training that was held was cocoa dodol making training which was carried out at one of the houses of the prima village group members. The resource person in the cocoa dodol making training activity is one of the members of the Gumregah prime village group, Wasiyanti.

The training was conducted using the basic ingredients of cacao which grows in Putat Village. It is hoped that the training can be disseminated to the people of Putat Village. The participation strategy by involving one of Gumregah's prime village members to be a resource person in the cocoa dodol making training is a strategy that is in accordance with AED. According to AED, the participation strategy does not focus on the amount of information learned by each individual through the development communication activity program, but focuses on the experience of participation of someone who has the same degree in the process of sharing skills and knowledge (Nasution, 2007).

d. Marketing Strategy

The marketing strategy used by the Yogyakarta Special Region Office of Women's Empowerment, Child Protection and Population Control to improve welfare through social marketing activities. This is in line with the opinion (Pudjiastuti, 2016) that social marketing has the aim of overcoming problems that occur in society. Prime village empowerment created by the Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY), has the aim of increasing the capacity of Indonesian women's resources in the economic field, opening and expanding opportunities for women to develop their potential, improving welfare through economic activities and strengthening women's bargaining position in accessing economic resources.

The social marketing strategy used by the Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY) to introduce the Putat Village community is to use a form of direct communication media, namely in the form of socialization. The Office of Women's Empowerment, Child Protection and Population Control also invited village officials and community leaders. During the socialization of prime village introduction, the Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY) delivered material on women's economic policies, prime village models, and inter-sectoral synergy in women's economic empowerment. The material presented is a form of effort to introduce the women's empowerment program so that the community understands the empowerment activities of the prime village. This is in accordance with the opinion (Mardikanto & Soebiato, 2012) that socialization is an effort made to communicate activities and help increase understanding to the community and related parties about the planned program.

In addition to the material to introduce the prime village empowerment program, the Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY) also conveyed the criteria needed by the prime village group. The criteria needed by the prime village program are women aged 18 years to 60 years, women from poor or threatened families, women who have businesses on an embryonic to micro scale, preferably women as heads of families, women victims of violence, women with disabilities, women former prisoners, and women with ODGJ family members. The submission of criteria carried out by the Office of Women's Empowerment, Child Protection and Population Control (DP3AP2 DIY) so that those who are members of the prime village empowerment activities are appropriate and right on target.

The marketing strategy in the form of direct face-to-face socialization used by the DIY P3AP2 Office is the most effective way to introduce and invite Putat Village women to be involved in prime village empowerment activities. Because with socialization, women who are members of the Gumregah prime village empowerment activities have a high understanding and participation as explained in the media strategy, instructional strategy and participation strategy subchapters. This is in line with the opinion of (Hadiyanti, 2008) that the socialization of empowerment programs is an activity carried out to provide explanations to the community and determine the community's interest in participating and being involved in empowerment programs.

From the results of the research and discussion above, the prime village of Gumregah in carrying out empowerment activities uses the same strategy as proposed by the Academy for Education Development (AED) development

communication strategy theory. Namely, media strategy design, instructional strategy design, participation strategy, and marketing strategy. However, in its application, the most dominant in Gumregah's prime village activities is the participation strategy. Members of the Gumregah prime village group are involved in discussions in every activity carried out, and have a high initiative by making internal training for their group members led by one of the members of the Gumregah prime village group.

## CONCLUSION

From the results and discussion described above, there are conclusions regarding the role of prime village women and prime village communication strategies used to improve welfare. First, Putat Village women who are members of the Gumregah prime village empowerment activities have a role in improving the welfare of several things done by prime village women to improve welfare, namely through training activities to improve skills, have leadership skills, sell products made together, there are savings and loan cooperatives and arisan activities. In addition, by joining the activities of the Gumregah prime village, the women can have extensive relationships from various circles. The roles played by the women of the prime village group can make opportunities for them to improve their welfare. And the second is that there are four strategies found in the empowerment activities of the Gumregah prime village. First, the media strategy design used by Gumregah's prime village is face-to-face communication and communication through the media. Second, the instructional strategy design used is stakeholders in making activities based on the results of the monthly routine meeting review. Third, the participation strategy used in the activities of the Gumregah prime village is that members of the Gumregah prime village are involved in discussions in each activity implementation and the implementation of the activities and create internal training activities for group members led by one of the group members. The fourth marketing strategy used is face-to-face socialization. Of the four strategies, the most dominant one seen in Gumregah's prime village empowerment activities is the participation strategy.

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## CONFLICT OF INTEREST

In writing this journal, the researcher has no conflict of interest with the writing and publication of this article.

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