

## ABSTRAK

Program PETI KOIN BERMANTRA (Pemberdayaan Ekonomi Kolaboratif, Inklusif, Berkelanjutan, Mandiri, dan Sejahtera) merupakan inovasi Pemerintah Provinsi Jawa Timur dalam pengentasan kemiskinan melalui pemberdayaan ekonomi masyarakat, yang berorientasi pada penguatan usaha produktif berbasis sumber daya lokal dari hulu hingga hilir. Penelitian ini bertujuan untuk : (1) mengevaluasi pelaksanaan Program PETI KOIN BERMANTRA dan (2) Untuk Mengetahui perubahan pendapatan masyarakat setelah mengikuti program di Kecamatan Srono, Kabupaten Banyuwangi. Metode yang digunakan adalah analisis deskriptif kualitatif dengan model evaluasi CIPP (Context, Input, Process, Product) serta analisis deskriptif kuantitatif melalui uji beda rata-rata pendapatan. Data dikumpulkan melalui wawancara, observasi, dokumentasi, dan kuesioner. Adapun responden penelitian adalah anggota kelompok masyarakat (pokmpenerima bantuan Program PETI KOIN BERMANTRA di Kecamatan Srono Kabupaten Banyuwangi yang berjumlah 83 orang. Hasil penelitian menunjukkan bahwa, (1) pelaksanaan program berada pada kategori berhasil dengan nilai rata-rata 57,04, di mana aspek context, input, dan process tergolong sangat berhasil, sedangkan aspek product tergolong berhasil, (2) hasil uji beda menunjukkan adanya peningkatan pendapatan yang signifikan setelah mengikuti program, meskipun peningkatan pendapatan belum merata di seluruh anggota kelompok masyarakat (pokmas).

Kata Kunci : Evaluasi, Kemiskinan, Pemberdayaan, Pendapatan, Program.

## **ABSTRACT**

*The PETI KOIN BERMANTRA Program (Collaborative, Inclusive, Sustainable, Independent, and Prosperous Economic Empowerment) is an innovation of the East Java Provincial Government in poverty alleviation through community economic empowerment, which aims to strengthen productive businesses based on local resources from upstream to downstream. This study aims to: (1) implement the PETI KOIN BERMANTRA Program and (2) determine changes in community income after participating in the program in Srono District, Banyuwangi Regency. The method used is qualitative descriptive analysis with the CIPP (Context, Input, Process, Product) evaluation model and quantitative descriptive analysis through the average income difference test. Data were collected through interviews, observations, documentation, and questionnaires. The research respondents were members of community groups (pokmas) who received assistance from the PETI KOIN BERMANTRA Program in Srono District, Banyuwangi Regency, totaling 83 people. The research results showed that, (1) the implementation of the program was in the successful category with an average value of 57.04, where the context, input and process aspects were classified as very successful, while the product aspect was classified as successful, (2) The results of the difference test showed a significant increase in income after participating in the program, although the increase in income was not evenly distributed across all members of the community group (pokmas).*

*Keywords: Empowerment, Evaluation, Income, Poverty, Program.*