

ABSTRACT

This research entitled: “Economic Empowerment through Income Generating of e-Warong KUBE in Cimahi City”. The aims and purpose of this research were:

1. To describe economic empowerment of e-warong KUBE.
2. To identify various factors that influence business implementation.
3. To identify several effort due to overcome barrier on e-Warong KUBE’s implementation.
4. To describe practical implication of social work intervention on e-warong KUBE development.

The research method employed a qualitative approached which relied largely on the interpretative and critical approaches to social work science. The data gathering used a documenting real events, recording what informant said (with words, gestures, and tone), observing specific behaviors, studying written documents, and participant observation. In this research, the number of informant were 6 (six) actors related to e-warong KUBE. Research finding showed that the economic empowerment through KUBE still in lower level caused by barrier both in form of internal and external factor, lack of entrepreneurial spirit of actor who managed e-warong KUBE, group dynamic still weak and unfamiliar to digital transaction. The recommendation were to conduct socialization of digital transaction in form of business training. This activities should involve social advisor, business advisor, Board of Social Affairs West Java Province as well as board at urban level, BNI and Bulog.

Keywords: e-warong KUBE, economic empowerment, social advisor, digital transaction.