

EMPOWERMENT OF EARTHQUAKE DISASTER VICTIMS IN CUGENANG DISTRICT, CIANJUR REGENCY

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Abstract

Indonesia, located in the Ring of Fire, is highly vulnerable to various types of natural disasters, particularly earthquakes. At the end of 2022, a 5.6 magnitude earthquake struck Cianjur Regency, West Java Province. One of the most severely affected areas was Cugenang District. This disaster caused extensive infrastructure damage, destroying homes, public facilities, and educational facilities. In addition to physical losses, the disaster also had a significant impact on the social, psychological, and economic aspects of the community. This situation demands integrated and comprehensive interventions so that the community can recover quickly and return to optimal social functions. The Community Empowerment Council (MPM) is present as a party that provides support through economic and social-based empowerment programs for disaster victims. This study uses qualitative methods with a descriptive approach that aims to describe the implementation process of the empowerment program in Cugenang District. The results show that approximately 51 beneficiaries received economic business capital assistance. This program is divided into three main clusters: livestock and fisheries, micro, small, and medium enterprises (MSMEs), and agriculture. With this program, it is hoped that the community will not only be able to meet their basic needs, but also be able to improve their standard of living, achieve economic independence, and rebuild a stronger, more sustainable, and more resilient life in the face of possible future disasters.

Keywords: *Empowerment Public, Disaster Natural, Earthquake Earth.*

1. Introduction

Indonesia is in A region Ring of Fire or Pacific Ring of Fire. Pacific Ring of Fire , namely A area with level activity very high seismic and volcanic activity around the Pacific Ocean . The location This makes Indonesia very vulnerable to various type disaster natural like earthquake earth , eruption mountain volcanoes and tsunamis. Phenomena This No Can avoided Because is part from condition geological natural territory of Indonesia, but the impact to life man often very damaging and prolonged . One of disaster The big thing that happened in Indonesia is earthquake the earth that struck Regency Cianjur , West Java Province , at the end 2022. Events This occurred on Monday , November 21, 2022 at 13.21 WIB, with strength of 5.6 magnitude , based on data released by the Meteorology , Climatology , and Geophysics Agency (BMKG) (Maliadani & Asmawati , 2024). Although No classified as in category earthquake big in a way strength magnitude , earthquake This give very significant and devastating impact . According to report official , earthquake earth the killed as many as 602 people and caused 166,927 people to be affected directly . Thousands House damaged heavy , medium , and light , and various facility general like schools , places of worship, and center service health experience damage severe . As a result from incident this , a lot inhabitant lost place stay they and were forced evacuate to tents emergency or location refugees who have provided by the government and various institution humanity . Not only that , society also experiences psychological trauma consequence lost member family , property objects , and a sense of security . Apart from the impact physical and material, earthquake earth this also gives rise to disturbance big to functionality social community . Functionality social is ability individuals , groups and communities in operate role social optimally in society . After earthquake , function social public like work , go to school , worship , and interact social become disturbed or even stopped . Many residents who previously Work as farmers , traders small , or laborer daily experience lost source income Because place work and business they destroyed or No can operating . Children No can go to school Because school damaged or made into place refugee camps . Meanwhile that , interaction social public become limited Because feeling afraid , worried against earthquakes follow-up , and atmosphere sorrow that surrounds environment they .

In context this, disturbance functionality social events that occur not only problem individual or family, but Already become problem community that is systemic. When the structure social shaken, then need There is effort recovery in a way comprehensive that is not only focus on improvement physique building, but also recovery social, psychological, and economic public in a way holistic. This is become challenge big in handling post-disaster, especially in affected areas critical like Subdistrict Cugenang, which is one of the epicenter damage worst in earthquake earth Cianjur 2022. See problems that arise post-earthquake earth Therefore, intervention and assistance processes are very much needed. For return functionality social community. Prevention efforts disaster No Can only stop at phase responsive emergency, such as provision food, tents, and services health emergency. There must be approach continuation that focuses on the rehabilitation and reconstruction process, including in aspect social and economic. One of the form efforts that can be made done is through empowerment programs community. Empowerment public is approach purposeful development For increase capacity, participation, and independence public in overcome problems faced. In context post-disaster, empowerment can help public For rise back, build sustainable livelihoods, as well as strengthen resilience social to threat future disasters. Assembly Community Empowerment (MPM), as one of the institution socio-religious activities that focus on empowerment based community, present give contribution real in effort recovery public Cianjur. MPM implements approach empowerment that includes business capital assistance, training skills, as well as mentoring social and economic. This program in a way direct target inhabitant affected earthquakes, especially those who lost work or source income. Recipient benefits of empowered programs through three cluster main, namely field livestock and fisheries, business micro small medium enterprises (SMEs), as well as sector agriculture. With approach based potential local, this program aims to ensure that society No only just accept help, but capable manage and develop potential they For return productive and independent Through field data and observations, it is known that empowerment program This targeting 51 recipients benefits in the District Cugenang. The participants given training and economic capital in accordance the field they are in interested or master previously. For example, residents who previously profession as farmer given support seeds, tools agriculture, and training technique agriculture sustainable. Meanwhile that, citizens who have skills in business small like culinary or craft hand facilitated with capital assistance and training management business approach This proven effective in push recovery functionality social public Because provide a sense of hope, belonging, and trust self For return undergo life normally. The empowerment program also has mark important in context build resilience community (*community resilience*). Empowered communities will own ability more adaptive Good to risks and threats future disasters. They are more Ready mentally, socially and economically For face situation emergency, and own network more social strong For each other support. This is become investment term very important length for development area vulnerable disaster like Cianjur.

Besides empowerment economy, it is also necessary to pay attention aspect recovery psychosocial. Trauma due to disaster can lower motivation and enthusiasm life society. Therefore that, empowerment program need accompanied by with support psychological, such as counseling, mentoring children, activities social community, as well as involvement religious and community leaders. Activities This help grow return Spirit togetherness, solidarity, and hope for a better future good. In terms of overall, experience from disaster earthquake earth Cianjur show that functionality social highly vulnerable communities to disturbance consequence disaster. Therefore that, the recovery process No only based on aspects physique only, but must covers approach multidimensional attention aspect social, economic, and psychological community empowerment program designed society with good and needs-based local proven become one of the effective strategies in speed up the recovery process and encourage public For return rise from downturn.

Process help Which carried out on public Cianjur must be comprehensive in terms of bio-psycho-social aspects, so that the social functioning of the Cianjur community will return functioning. Baker, Dubois and Miley in (Wibhawa, Tri Raharjo, & Santosso, Fundamentals of Social Work, 2019) explain that social functioning is related to fulfilling a person's responsibilities. towards society in general, towards the immediate environment and towards oneself. As long as the relief process can continue, it is necessary to have continuity through empowerment. society, so that order social system in Cianjur return walk. Process empowerment No happen by itself, but with the participation and participation public so that can be empowered use. Wrong One The aim of empowerment is to improve the community's economy by exploring potential Which owned. So that empowerment ongoing And succeed Not only is participation and mastery of science and technology necessary, but we also have to develop the people so that they are capable adapt thought And his actions with the developments that occur and have a sense of responsibility and participate in maintaining the results or efforts that have been implemented (Margayaningsih, 2018).

Implementation of community empowerment will be able to improve skills, expertise and knowledge for the community. This is very helpful in solving social problems. so that push all parties to continue to cooperate in combating all forms of backwardness, social isolation and underdevelopment. In addition, the community will be able to fulfill their primary needs by working independently and without having to always rely on help from the help of others. According to Midgley (1995), there are three major strategies in social development, namely, social development through individuals, social development through communities, and social development through the government. Based on the opinion Midgley the, it can be said that the existence of a community Which participate participate in development, is one of the resources that has great potential for use realizing social welfare development, caused Because need each person in a community/society is different (Listyaningrum, 2023).

The process of community empowerment activities faces quite significant challenges, which require professional social workers in their fields (Haris, 2014). Social workers aim to create social functioning and improve social conditions so that citizens can carry out their functions. In their task of creating social functioning, social workers must possess the skills needed by the community. This will enable the community to understand how to resolve the problems that arise. Seeing this condition, the sub-district This often experience natural disasters, one of which is an earthquake occurred in 2022. This study aims to to see how the community empowerment program for earthquake victims in Cianjur Regency in 2022 ago. Role worker social itself cannot be separated from disaster settings because it has main characteristics in practice. Social work that emphasizes individuals and their interactions with the environment can be applied in pre-disaster, during and post-disaster activities. In addition, workers social also plays a role as facilitator, advocate, educator, and catalyst change social. As facilitators, they bridge communication between public affected with government or other institutions that provide assistance. As advocate, worker social fight for the rights of disaster victims to receive access to source power and services social. As educators, they give relevant information and training so that the community capable manage life post-disaster with more good. And as catalyst, worker social push occurrence change social oriented towards improvement welfare public in a way comprehensive. In implementation, empowerment program the people of Cianjur also face a number of challenges, such as limitations budget, conditions difficult geography reachable, and low literacy public towards the development program. Therefore that's important for worker social For own skills adequate technical and interpersonal skills, such as ability communication, empathy, management conflict, as well as mastery to approaches empowerment based community.

In conclusion, empowerment public post-disaster need careful planning, involvement active society, as well as support power professional like worker social understanding dynamics social and psychological public affected. Through role worker strategic and integrated social in the process of handling disaster, it is hoped recovery public can ongoing in a way comprehensive and sustainable. Workers social No only help public go out from crisis, but also building foundation more social strong and tough in face future disasters

2. Method

This study uses a qualitative research design with a descriptive approach. Descriptive research is research that aims to Collecting information regarding the status of an existing symptom, namely the symptoms that exist at the time the research is conducted. This research aims to provide an overview about something public or a particular group of people or image about a symptom or relationship between two or more symptoms. Data collection techniques are carried out with the aim of extracting information. Which done that is as following:

1. Observation

Observation is the activity of collecting information or data through direct observation of the problem object accompanied by recording the problem object being studied. (Pradnyan et al., 2024). Observation is activity gather information or data via vision direct to object problems that are accompanied with recording to facts found. Observation in study This done on site affected disasters, especially Subdistrict Cugenang Regency Cianjur, where researchers observe dynamics social society, interaction between recipient benefits and facilitators of empowerment programs, as well as changes that occur during the recovery process post-disaster. Observations made nature participatory passive, where the researcher present in the middle activity public without involved direct in activity they. The goal is For guard objectivity and capturing reality social as existence. The data obtained from observation Then noted in notes field notes that become part important in qualitative data analysis.

2. Interview

An interview is an event or the process of interaction to dig up sources of information involving the interviewer with the source of information or the person being interviewed through direct communication. (Fadilla et al, 2023). Interview technique used For dig information in a way deep

from selected informants based on criteria certain . Interview allows researchers get greater understanding comprehensive about experiences , perceptions , expectations , and obstacles faced by the community affected disaster in the empowerment program being implemented . Fadilla et al. (2023) explained that interview is incident or interaction process For dig source information involving interviewer with source information through communication direct . The interview used in study This semi- structured , where researchers use guide question However still give room For development and exploration more carry on during the interview process taking place . This is it is important that the interview still focus However flexible to dynamics the response that appears . Question interview arranged based on focus research , namely effectiveness of empowerment programs , roles worker social , as well as challenges faced during the program implementation process . Interview done to a number of category informants , including : recipients benefits of empowerment programs , facilitators field , figures society , as well as worker social involved in planning and implementation of the program. All interview recorded and transcribed For needs analysis more carry on .

3. Studies Documentation

Documentation study is Wrong One methods in qualitative research design by viewing or analyzing documents such as photos, videos and recordings sounds made by the research subjects themselves or by other people about an object problem. (Kasengkang et et al., 2016).

Technique election informant on This study used purposive sampling. Purposive sampling is a technique for selecting informants as data sources based on specific considerations. These considerations are based on the person who is considered to know the most about what we expect, or perhaps the person who is the most knowledgeable about the information we need. rulers so that it will make it easier for researchers to explore the objects/social situations being studied (Abdussamad, 2021). By using purposive sampling, researchers can more easily explore and understand the object or social situation being studied in depth, because the information provided by informants is direct, contextual, and based on real-life experiences. Informants in this study were selected from among disaster-affected communities, empowerment program implementers, social workers, and community leaders who have influence and a deep understanding of post-disaster social dynamics in Cianjur Regency.

3. Results and Discussion

Implementation and Forms of Community Empowerment Victim Disaster Natural Earthquake in Cugenang District, Kupang Regency Cianjur

A. Process Implementation

Implementation of community empowermentheld Council is an economic development effort (Economic Development Goals) in restoring the social functioning of the community after the earthquake. On initially, Muhammadiyah through the Muhammadiyah Disaster Management Center (MDMC) moved directly to the locations of several earthquake points occurs to see the conditions directly. The process This For give help and prior assessment of disaster victims. Muhammadiyah Disaster Management Center (MDMC) which is a disaster management agency under the auspices of Muhammadiyah. The intervention assistance process lasted 100 days after the earthquake. form service start from give help clothing, food, and shelter. In addition, Muhammadiyah classifies the impact on victims Earthquakes are divided into 3 classes, namely light, moderate And weight. Purpose from The division of classes is to prioritize assistance in accordance with problem the needs that earthquake victims experience. After the intervention aid process completed within 100 days, location earthquake A little for the sake of A little starting to recover. Housing and development have also begun to be built by the Government and from party other. Muhammadiyah, through its representative, namely MPM, has begun preparations for a community empowerment program.

Form Program Empowerment



Picture 1 Graph of Beneficiaries of the MPM Program in Cugenang District

The graph above shows data on beneficiaries of the MPM community empowerment program in Cugenang District, Cianjur Regency. The majority of these beneficiaries were previously employed but lost their jobs. livelihoods due to this earthquake. The results of observations conducted by researchers found that in Cugenang District total recipient program This around 51 people. Beneficiaries from the MSME cluster are around 23 people. Then there are beneficiaries from cluster farm and fisheries around 20 people. And that Lastly, there were around 8 beneficiaries from the agricultural cluster. During this empowerment process, MPM frequently monitored the situation. This monitoring is provided to beneficiaries in stages. This monitoring aims to determine the progress made by beneficiaries. This monitoring then serves as a report to the MPM if any problems arise. in field. Monitoring initially it was carried out once every 1/2 week during 3 months. However in a way This monitoring process will be carried out gradually every 2 months for the next one to two years.

Cluster MSMEs

This assistance program for the MSME cluster is one of the forms of assistance provided by the Community Empowerment Council. The assistance received in this cluster is business capital provided by MPM. In addition, in this cluster, moreover formerly taught education class digital marketing. The goal namely so that these beneficiaries gain knowledge about marketing products effectively online and get more benefits much more than before.



Picture 2 Cluster MSMEs

The image above shows one of the beneficiaries of the MSME cluster. Research observations indicate that this beneficiary produces cassava chips from this empowerment program. This beneficiary falls into the group business category. Amount member from This cluster initially consisted of 2 people. Based on the results of observations carried out by researchers, the beneficiaries of this program made the business that called 3M. These beneficiaries received business capital assistance to purchase production equipment. Before the

earthquake, these beneficiaries had already started their businesses. However, after the earthquake, business This No production again. Because the production facilities and infrastructure were destroyed by the earthquake.

Cluster Farm And Fishery

The assistance program in the livestock and fisheries cluster is one of the programs organized by the Community Empowerment Council. The assistance provided in this cluster includes pens and livestock. provided by MPM.



Picture 3 Cluster Fishery And Farm

The image above is one of the beneficiaries of the livestock cluster. and fisheries. Recipient benefit This get help giving livestock from this empowerment program. This category of beneficiaries falls into a group business. This group consists of approximately five members. Based on observations conducted by researchers, the beneficiaries of this program raise sheep. This beneficiary is the head of the livestock group. This group received 20 sheep and a pen from this empowerment program. Cluster Agriculture

Program help on cluster This agricultural program is one of the forms of assistance provided by the Community Empowerment Council. The assistance received in this cluster is in the form of money and agricultural plant seeds which the recipient can freely choose. benefit Which given by MPM.



Picture 4 Cluster Agriculture

The image above shows one of the beneficiaries of the agricultural cluster. This beneficiary received financial assistance and plant seeds from this empowerment program. Categories of beneficiaries This enter into the individual businesses. These beneficiaries get help with papaya and cucumber seedlings as well as banana from this empowerment program. Based on the results of observations carried out by researchers, the beneficiaries of the program this as a farmer. Recipient These beneficiaries received assistance in the form of plant seeds from MPM. Before the earthquake, these beneficiaries were already farmers. However, after earthquake activity occurs in farming is disturbed.

A. Supporting and Inhibiting Factors in the Implementation of Community Empowerment in Cugenang District, Cianjur Regency

1. Supporting Factors for Community Empowerment

Supporting factors are the success of activities that are based on several factors in the surrounding environment. After conducting research observations, the researcher find a number of supporting factors for empowering earthquake victims that is as follows:

a) **Factor Source Power Man**

The first supporting factor is the existence of a human resources system that includes active community participation. Community involvement in empowerment programs. This very important for can run empowerment programs for communities to restore their livelihoods.

b) **Factor Source Funds**

Factor supporters Which second namely with the existence of a source of funds. This funding source includes assistance in implementation policy. The purpose of this funding source is to can accelerate the process of implementing empowerment.

c) **Freedom for Recipient Benefit**

Supporting factors Which third namely, by providing freedom for beneficiaries. This MPM program does not force recipients to carry out reciprocal actions towards the institution. The purpose of this factor is so that the recipient benefit can focus on the economic recovery process.

2. **Factor Inhibitor Implementation of Empowerment Public**

Inhibiting factors are obstacles or barriers in conditions certain factors, thus creating a situation that has not achieved its goals. After conducting research observations, researchers found several factors inhibiting the empowerment of earthquake victim communities. the earth, namely as follows:

a) **Factor The Low Level Education**

The first inhibiting factor is the low level education. Low education can limit people's abilities For understand and apply knowledge. In the context of this empowerment program, the application of digital marketing knowledge is still difficult for some beneficiaries to grasp. This makes some beneficiaries reluctant to participate. follow education digital marketing.

b) **Limitations Source Power**

The next inhibiting factor is limitations. resources. These limited resources include both financial and material. This can hinder implementation. program - effective empowerment program. In this empowerment program, the resource limitations referred to are the lack of facilities available in this empowerment process. Because most the facility was destroyed by an earthquake.

Theoretical and Practical Implications of Empowering the Community of Earthquake Victims in Cugenang District Regency Cianjur

A. Implications Theoretical

Implementation of community empowerment for victims disaster earthquake earth on Cugenang District, Cianjur Regency, is undergoing several processes. The goal is to improve individual and group capacity to manage resources, take decisions, and actively participate in post-earthquake development. Theoretical studies on community empowerment have developed along with increasing awareness of the importance of role public in process sustainable development. One theory often referred to in this study is dependency theory, often referred to as dependency. This theory emphasizes that underdevelopment is caused by something. According to Frank (1950), in dependency theory, underdevelopment is caused by something. No understood Applying knowledge. In the context of this empowerment program, the application of digital marketing knowledge is still difficult for some beneficiaries to grasp. This makes some beneficiaries reluctant to participate. follow education digital marketing a native state or because of traditional society.

According to Rakhman, 2020 in (Eko Sudarmanto, et al. 2020: 127) there are three dependency models, namely:

- a) capital dependence, society prone to always depends to the government to finance the implementation of development in its country,
- b) industrial dependency, control is carried out with power economy in industrial form,
- c) technological dependence, control of industrial advantages carried out through industrial technology monopoly.

Based on explanation above, the link between theory with empowerment public victim disaster earthquake earth in Cugenang District, Regency Cianjur. Earthquake victims This experience backwardness due to the earthquake disaster. The appropriate dependency model, as explained by Rakhman (2020), for this condition is capital dependency. The community needs economic capital after the earthquake. disaster occurred. The goal that is to restore the economy in his life.

B. Implications Practical

The process of implementing this empowerment is through a process The interventions carried out by social workers will go through several stages. In the context of social welfare science, the program empowerment This enter in one of the social work methods, namely method Community Organization/Community Development

(COCD). Husna (2017) explains that in its implementation, this stage is called the social worker intervention stage. These stages are engagement (application) includes intake (initial acceptance) and contract. Then there is assessment, intervention plan, intervention, monitoring and evaluation, and termination (completion). contract). To strive for matter the, role s o c i a l workers are crucial in contributing to the success of the empowerment process. Through this role, the community empowerment process will proceed as it should. The following is The role of social workers in empowering communities affected by the earthquake disaster is:

a) Planner

The role of social workers as planners, in the context of community empowerment, is to prepare and implement plans. appropriate for victims affected by the earthquake disaster. When preparing the plan, coordination with various the party and the people closest to him. On implementation of this program, MPM facilitates this program with business capital for recipient these benefits. In developing plans, social workers do not work in isolation, but rather coordinate across sectors with various stakeholders. This includes coordination with local governments, social institutions, community leaders, volunteers, and even families or loved ones of the victims. This collaboration is crucial to ensure that the plans are oriented not only toward short-term assistance but also toward long-term recovery, focusing on increasing community capacity and independence. This coordination also allows for the integration of existing resources to ensure more effective and efficient program implementation. In the context of post-disaster community empowerment, social workers have various strategic roles, one of which is as planners. This role is crucial in ensuring that designed programs truly reflect the needs, conditions, and potential of disaster-affected communities. As planners, social workers are responsible for developing and implementing social intervention plans that are targeted, measurable, and sustainable.

b) Facilitator

The role of social workers as facilitators, in the context of community empowerment, is to provide services and assistance by facilitating beneficiaries with the needs and problems faced by beneficiaries of this MPM program. In implementing this program, MPM facilitates program This with business capital for beneficiaries the. The services and assistance provided by MPM extend beyond providing business capital, encompassing comprehensive facilitation of the needs and challenges faced by beneficiaries. In this regard, MPM plays an active role as a facilitator, directly listening to the complaints, challenges, and aspirations of affected communities and helping them find solutions tailored to their real-world conditions. Each beneficiary receives both an individual and group approach, ensuring that interventions are more targeted. In implementing this program , MPM does not only distribute business capital assistance , but also do mentoring technical and motivational . Mentoring This done in a way gradually , starting from stage planning business , management finance simple , marketing products , up to evaluation periodically For see development business carried out . Apart from that , MPM also provides room for recipient benefit For each other share experience , forming network Work the same , and build return trust self and power struggle they after experiencing trauma due to disaster. With existence comprehensive service This , it is hoped that the recipients benefit No only helped from side economy , but also capable restore function social in a way more whole , become a tough , productive and independent person in face challenge life post-disaster.

c) Educator

The role of social workers as educators, in the context of community empowerment, namely providing training in knowledge about digital marketing. The goal is for recipients benefit can utilise social media with good results from implementation of the program. Through training this , the recipients benefit taught method promote product in a way effective through digital platforms such as Instagram, WhatsApp Business, and Facebook, including make interesting content , understanding behavior consumers , as well as the right online sales strategy target . With mastery towards digital marketing, recipients benefit expected No only capable increase reach of the business market , but also strengthens position his efforts in the middle increasing market competition competitive . Workers social also plays a role in build trust self public For brave appear , innovate , and develop creativity in manage his business in a way independent . Training This become step important in support sustainability of the empowerment program , because open opportunity economy newer broad and relevant with developments of the times. In addition , this digital marketing training also functions as means For push digital transformation in actors business local post-disaster , so that they No only recover , but also grow and develop in a way sustainable in the digital era.

4. Conclusion

The research results obtained through observation data collection techniques, interviews and documentation studies, have been described and presented. The results discoveries that can be made by dividing them into categories Which There is. The categories are related so that it can answer the questions in the research entitled community empowerment program for victims disaster earthquake earth C u g e n a n g District, Cianjur Regency. So interesting researchers conclusion that is:

1. Implementation of community empowerment for victims disaster earthquake earth on Cugenang District, Cianjur Regency. researcher find that empowerment This is an economic form. This program is divided into three clusters, namely the MSME cluster, Agriculture, And Farm Fisheries. This program provides assistance shaped With business capital assistance for individual and group beneficiaries, the program's funding comes from the Muhammadiyah leadership. through Lazismu.
2. During the empowerment implementation process This implemented, all of that is inseparable from the existence of supporting and inhibiting factors in this program. Supporting and inhibiting factors This is results analysis conducted by researchers during the research process ongoing. Factor supporters and researchers can overcome these obstacles through a series of activities, starting from observation, interviews deep, And studies documentation.

Supporting factors for this empowerment include:

1. Human resource system factors include active community participation. Community involvement in empowerment programs. This very important for can run empowerment programs for communities to restore their livelihoods.
2. The second supporting factor is with the existence of a source of funds. These funding sources include help in policy implementation this empowerment program.
3. The third supporting factor is that beneficiaries can play an active and free role in determining this program.

Factors Inhibiting Empowerment these include:

1. The first inhibiting factor is the low level education. Low education can limit people's abilities For understand and applying knowledge. In the context of this empowerment program, the application of digital marketing knowledge is still difficult for some recipients to understand benefit.
2. The next inhibiting factor is limitations. Resources. These limited resources include both financial and material resources. This can hinder the effective implementation of empowerment programs.

Based on the results of research on this empowerment program, the theoretical implications are: In accordance with the implementation of this empowerment, namely dependency theory. This theory emphasizes that underdevelopment is caused by something. According to Frank (1950) in dependency theory, underdevelopment No understood as an original state or because of traditional society. The process implementation empowerment This through a number of process Which passed. In the context of social welfare science programs empowerment This enter in one of the social work methods, namely method Community Organization/Community Development (COCD). In addition, the intervention process carried out by this program goes through several stages of social worker intervention. Then, the role worker very social important to help the success of the empowerment process This covering a number of things, namely:

1. The role of social workers as planners, in the context of community empowerment, is to prepare and implement plans. appropriate for victims affected by the earthquake disaster.
2. The role of social workers as facilitators, in the context of community empowerment, is to provide services and assistance by facilitating beneficiaries in addressing the needs and problems they face.
3. The role of social workers as educators, in the context of community empowerment, is to provide training in knowledge about digital marketing. The goal is for recipients benefit can make good use of social media as a result of implementing the program

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