

Kampung Madani As An Effort To Alleviate Poverty In Bangkingan Sub-District Surabaya

Dyah Listyorini¹, Amirul Mustofa², Aris Sunarya³

¹ Magister of Administrative Science Study Program, Dr. Soetomo University, Indonesia

^{2,3} Faculty of Administrative Sciences, Dr. Soetomo University, Indonesia

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Abstract

The study's goal was to assess how well the Kampung Madani programme worked to reduce poverty. The study was conducted in Surabaya's Bangkingan Village. Interviews and document data utilising qualitative research and interactive analysis were the methods utilised to obtain the data. Condensing data, presenting data, and generating conclusions were the three primary steps of the interactive analytic approach that was employed. According to this report, the Kampung Madani program's successful reduction of severe poverty to zero was made possible by the active involvement of the community and cooperation with the commercial sector through corporate social responsibility. An inclusive and long-lasting empowerment paradigm was produced by the cooperation of the public, corporate, and governmental sectors. The Kampung Madani Program's research in Bangkingan Village showed that strong community involvement and cooperation with the commercial sector through corporate social responsibility (CSR) were key to the program's success in eradicating severe poverty. An inclusive and long-lasting empowerment paradigm was developed as a result of the government, community, and commercial sector working together. Other areas may use its execution as a model when creating comparable initiatives to effectively reduce poverty..

Keywords: Empowerment; Kampung Madani; Local Economy; Poverty Reduction; Public-Private Collaboration.

1. Introduction

Indonesia's largest city, Surabaya, is undoubtedly having a hard time getting out of poverty (Amilia et al., n.d.). The socioeconomic dynamics of the city are complex, and in various groupings there are striking income gaps. Through a number of broad and long-term strategic initiatives, the Surabaya City Government is still striving to reduce poverty (Ayu et al., 2024). The community, the commercial sector, and the government are all involved in this initiative. Local economic development through community empowerment initiatives is one of the main processes. To help the poor become more competent in various disciplines, the Surabaya City Government offers skills training. In addition, the government makes it easier for those who want to launch or expand small and medium enterprises (SMEs) to get funding (Kahar et al., 2022). Business actors can use this money to increase production, buy raw materials, or improve the quality of their output. To create an integrated database system that includes complete data on the poor in Surabaya, the Surabaya City Government also improved efficiency and coordination. With the use of this data, intervention programs can be more targeted and focused. In addition, the aid distribution process is now more open, thereby reducing the possibility of hindering budget absorption (Ritonga, 2024). The surrounding environment is also actively involved in the City of Surabaya's efforts to reduce poverty.



Bangkingan Village in Surabaya faces complex challenges related to poverty, including low levels of education, limited access to decent work, and environmental conditions that are less conducive to productivity. To overcome this problem, the city government initiated the Kampung Madani program, which is a community-based community empowerment approach that combines religious values, social solidarity, and sustainable development (Rahmawati & Widodo, 2024). In the future, Kampung Madani will create an independent, productive, and prosperous society by utilizing local potential. Kampung Madani also pays attention to education as the key to breaking the chain of poverty. This program includes the provision of scholarships for underprivileged children and the organization of skills classes for adolescents and adults. This step not only increases access to formal education, but also creates a younger generation that is better prepared to compete in the workforce. Non-formal education that is oriented to market needs is also one of the flagship programs to empower people of productive age (Susianita & Riani, 2024). The impact of Kampung Madani in Bangkingan Village is starting to be seen from the increase in residents' income, the reduction of the unemployment rate, and a more orderly and healthy environment. Despite the many challenges, the program has become an effective model of community empowerment in alleviating poverty at the local level.

The Mayor of Surabaya inaugurated Kampung Madani on November 28, 2023. This civil society initiative aims to create an economically and socially independent society, and is able to utilize the ability of its citizens to overcome various social problems, such as stunting, malnutrition, school dropouts, and unemployment. Madani Villages in Surabaya are classified into four quadrants based on their capacity to address various social and economic problems in the surrounding environment (Abdurrahman, 2025). The first quadrant is a community that is able to foster cooperation to overcome various problems faced by its citizens. The second quadrant is a hamlet that has successfully solved various problems effectively, so as to achieve conditions without difficulty. The third quadrant is a village that is able to overcome various problems in its environment and help neighboring villages in its sub-district. The fourth quadrant, referred to as Pancasila Village, is a community that is able to overcome various problems in its environment, sub-district, and help residents in adjacent sub-districts. The Kampung Madani initiative in Surabaya is a collaborative effort between the city government, the community, and other stakeholders that aims to build an independent, prosperous, and cultured environment (Putra & Andrian, 2024). The program is expected to serve as an example for other cities in their efforts to alleviate poverty and improve the quality of life.

The main solution in Kampung Madani is the economic empowerment of the community. The government must encourage the formation of joint business groups (KUB) to increase community collaboration in developing businesses (Husniah et al., 2024). The success of Kampung Madani depends on strong community involvement. As a result, Kampung Madani can inform residents about the benefits of this program through counseling and community forums. The Kampung Madani program requires periodic evaluations to determine its effectiveness in poverty alleviation (Indriastuty et al., 2024). This assessment allows the government to recognize bottlenecks, modify strategies, and improve implementation. Kampung Madani is expected to function as a holistic solution to alleviate poverty in Bangkingan Village and as a paradigm for sustainable community empowerment in Surabaya. The author aims to investigate Kampung Madani as a poverty alleviation strategy in Bangkingan Village, Surabaya.

2. Method

Qualitative research is used to explore, identify, characterize, and explain the qualities or attributes of social impact that cannot be measured or articulated by quantitative methodologies (Sugiyono, 2013). This study uses a qualitative descriptive methodology. Qualitative descriptive research seeks to provide a comprehensive picture of the social phenomena that

exist in the research site, especially those related to the implementation of the Kampung Madani program as a means to empower the community and reduce poverty. This study explains the situation factually and analyzes the reciprocal relationships among the various factors involved in the implementation of the program. Empowerment research theories include: 1) Organized and collaborative initiatives, 2) Improvement of the quality of life of individuals. 3) Priority for vulnerable or marginalized communities, and 4) Implemented through capacity-building initiatives.

The research location is located in Bangkingan Village, Surabaya. Data collection techniques are an important part of a study to obtain relevant and accurate information. In this study, data was collected through interviews with recipients, local RT chairs, and community leaders. Meanwhile, document data collection is through government records, reports on the implementation of the Kampung Madani program, literature related to Kampung Madani and photo documentation with aid recipients. This shows that the researcher wants the data from the research results to be in accordance with the conditions in the field. The analytical approach used is interactive analysis, which consists of three main components: data condensation, data display, and conclusion formulation. This strategy is expected to generate valuable information for policymakers and serve as a model for similar projects in other regions.

3. Result and Discussion

In this analysis, it will focus on the application of community empowerment theory in the context of the Kampung Madani program in Bangkingan Village. The results of the study show that the success of this program is greatly influenced by the application of the concept of organized collaboration between the government, society, and the private sector. Based on empowerment theory, the active involvement of various parties in designing and implementing this program has had a significant impact on improving the quality of life of citizens, especially those in vulnerable social and economic conditions. Therefore, it will be further studied how the theory of empowerment indicators can explain the dynamics that occur in this program and its impact on poverty alleviation in the region.

Kampung Madani as an Effort to Alleviate Poverty in Bangkingan Village, Surabaya

The analysis is focused on the application of community empowerment theory to the civil village program in Bangkingan Village. Kampung madani is the focus program of the Surabaya city government in dealing with poverty alleviation. The results of the research analysis show that the success of this program is greatly influenced by the application of the concept of organized collaboration between the government, the community, and the private sector. Based on empowerment theory, the active involvement of various parties in designing and implementing this program has had a significant impact on improving the quality of life of citizens, especially those in vulnerable social and economic conditions. This discussion will further examine the results of the empowerment theory described by Suharto.

Planned and Collective Activities

Scheduled activities guarantee that each action has a purpose and is supported by a solid plan. An effective strategy will motivate all group members to actively engage, fostering a sense of ownership over the process and the results achieved. Collective activities allow group members to support each other, exchange information, and collaborate to achieve common goals. This activity fosters group friendship and a sense of unity, both of which are important for empowerment (Hamzani, 2024).

The Kampung Madani initiative in Bangkingan Village is methodically structured through the collaboration of many stakeholders, including government agencies, the community, and the corporate sector. Program planning is carried out through village meetings with RW and RT leaders to identify the main needs of residents, including business capital support, repair of uninhabitable houses, and stunting prevention. The main objective of this initiative is to encourage collaboration between governments, communities, and other stakeholders to collectively tackle poverty. The methodology used includes a variety of treatments that are applied systematically, most of which are aimed at poor families (gakin). This is also measured from the results of interviews in the process of poverty alleviation efforts in Bangkingan Village, Surabaya. Based on the research, data such as table 1.

Table 1: Results of planned and collective activity interviews

Interview	Interview Results
The process of collecting data and verifying recipients of RUTILAHU repair assistance	<i>"Data collection begins with the RT Head who records the houses of poor residents that are no longer habitable. Residents who will be proposed are asked to submit documents such as Photocopy of Family Card, Resident Identity Card and a statement letter that the house is not in dispute. After that, the files are collected by the Village and proposed to Baznas or DPRKPP. The Village also conducts a direct survey to complete the additional required files."</i>
Stages of proposal to implementation of home repairs	<i>"Residents' proposals start from data collection by Neighbourhoods, then eligible residents submit the necessary documents. After the village proposes to the relevant parties and the proposal is approved, the homeowner will be contacted to discuss the technical implementation and the time of work. The repair covers all aspects of the house such as the roof, walls, and floor, with a budget of 35 million which includes materials and builder costs."</i>

Source: research processed by researchers 2025

Group involvement is the main determinant of the success of the program (Riyanto & Kovalenko, 2023). The implementation of this program includes collecting donations from wealthy individuals, securing CSR funds from the commercial sector, and partnering with Baznas to manage the funds collected. The funds are then allocated to meet the needs of the poor, including the provision of milk for malnourished babies, the provision of business capital support, and the renovation of uninhabitable houses. This methodology builds a cohesive and transparent structure. All of these projects are implemented with an emphasis on community needs, including basic needs, economic empowerment, and health improvement.



Figure 1: Researcher visits RUTILAHU recipients

Source : research processed by researchers 2025

Program assessments are carried out periodically to verify that the planned activities are going as planned. Data on poor households is updated monthly to verify that the interventions implemented are effective. This action demonstrates the capacity of communities to mobilize collaborative efforts to address various social problems in their environment. This communal ethos not only alleviates poverty but also strengthens social cohesion among the population. The conception and implementation of the Kampung Madani initiative in Bangkingan Village is an example of a successful collaborative strategy in overcoming poverty. This technique allows governments and communities to build relevant and sustainable programs.

So based on research, according to the analysis, it shows that the RUTILAHU program in Bangkingan Village has been successfully implemented. Careful planning including mapping community needs, as well as active involvement from various parties (government, citizens, and social institutions) is key to the success of this program. In this way, the program not only succeeds in improving the condition of the house, but also improves the quality of life of the community through collaboration and joint participation involving all elements.

Memperbaiki Kehidupan Masyarakat

Be able to evaluate the direct impact of empowerment programs on people's lives, especially related to improving their welfare. True progress in the economic, social, and educational aspects of people's lives will be achieved through effective empowerment initiatives (Ma'arif & Eko Pujianto, 2024). The Kampung Madani initiative substantially affects the lives of the residents of Bangkingan Village, especially in improving welfare and reducing poverty rates. Since the program began in 2023, the number of extreme poor families has decreased dramatically see table 2.

Table 2: Number of Poor Families in Bangkingan Village 2022 - 2025

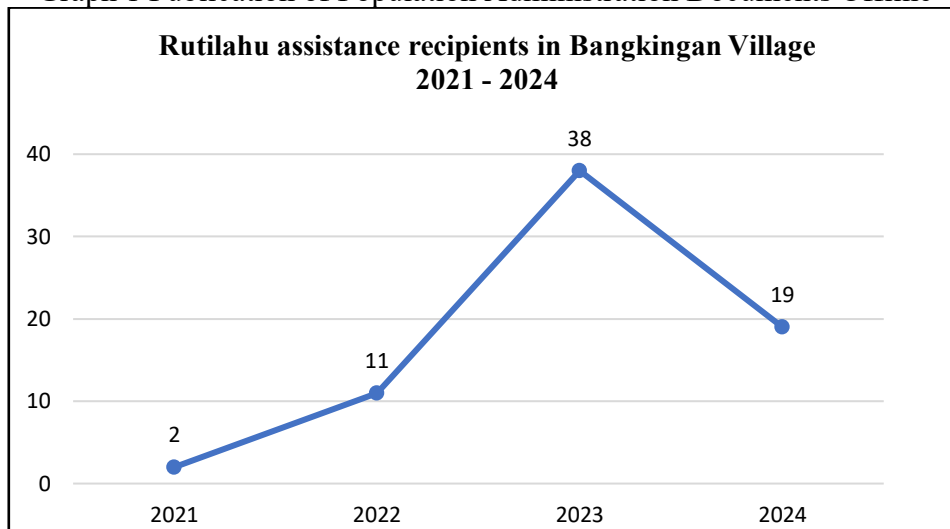
Year	Number of family	Number of souls
2022	112	173
2023	77	141
2024	36	62
2025	36	59

Source : research processed by researchers 2025

Based on data on the number of poor families (Gakin) from 2022 to 2025, there has been a significant decrease in both the number of people and the number of families (KK)

recorded as poor. In 2022, there were 173 people in 112 households, which decreased to 141 people in 77 households in 2023. In 2024, the number will decrease to 62 people in 36 households, and in early 2025, there will be 59 people in 36 households. This decline shows an improvement in economic conditions and the success of empowerment programs run by Bangkingan Village. This shows the success of the program in providing effective care. According to graph 1, the data obtained from the study.

Graph 1 Publication of Population Administration Documents Offline



Source: Research processed by researchers 2025

See Diagram 1 based on the research findings. Data on Rutilahu (Uninhabitable Houses) recipients in Bangkingan Village from 2021 to 2024 shows a significant trend in supporting initiatives aimed at reducing poverty. Only two households received assistance in 2021, which suggests that the program was introduced early and was narrow in scope. In addition, there were 11 additional grantees in 2022, indicating the growth of the program and increased attention to community needs. The number of grantees reached a peak in 2023 of 38, reflecting the highest level of program implementation intensity. Although the program continues to serve more families in need, the number of grantees dropped to 19 by 2024.

The analysis of the results of the increase in the number of Rutilahu grant recipients shows that this program has a positive impact on theoretical indicators of improving people's lives. Programs that focus on home improvement not only improve the quality of housing, but also provide a sense of security and comfort for the residents of the house. The Rutilahu program implemented in Bangkingan Village is a real example of effective community empowerment

The repair of uninhabitable houses also shows an increase in people's welfare. This rutilahu program has helped many homes be renovated until 2024. Home improvement not only improves the quality of residence but also makes residents feel safe and comfortable.

Table 2: Beneficiaries of RUTILAHU in Bangkingan Subdistrict

Interview	Interview results
Benefits felt by residents from the Rutilahu Program	<i>"We are very grateful that our house was repaired through the Rutilahu program, because our financial condition did not allow for the repairs ourselves. The house is now more comfortable, clean, and healthy. The assistance provided was sufficient to meet the repair needs, and we were given the opportunity to choose which rooms would be repaired according to the amount of assistance received." Mr. Kasiamin, resident of RT 01 RW 02</i>
Hopes and changes for residents from the Rutilahu Program	<i>"After my house was repaired through the Rutilahu program, I felt many positive changes in my daily life. Now, our house is more comfortable and safe without disturbance. Hopefully the Rutilahu program can continue to be expanded so that more families living in uninhabitable houses can get help. In addition, hopefully there will be further support such as skills training to increase family income." Mr. Mulyono RT 02 RW 03</i>

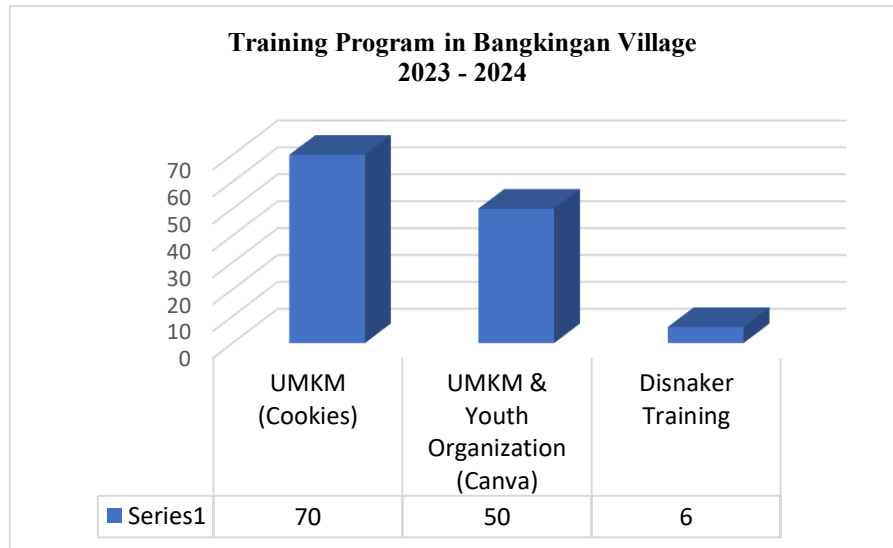
Source: Research processed by researchers 2025

In addition, by providing business capital assistance to poor families, the civil village program supports the economic empowerment of the community and allows them to start or develop small businesses, which will ultimately increase family income. Program assistance in the growth of MSMEs is also beneficial for the local economy (Novitasari, 2022). In addition, the Kampung Madani initiative places special emphasis on health issues such as stunting eradication. So based on the results of interviews with residents, this rutilahu program is said to be effective and successful in theoretical indicators of improving people's lives even though there are still some challenges that have been overcome. Expanding the scope and increasing resources can increase its effectiveness in the future in the Kampung Madani program.

Capacity Building Program

Capacity building is necessary for long-term enablement. Technical skills training, formal or informal education, and managerial and leadership capacity building are some examples of capacity building initiatives (Asyafiq, 2019). Empowered individuals or organizations will be better equipped to address their problems, make better decisions, and develop greater social or economic prospects later in life (Nurlaila et al., 2024). For those of working age, non-formal education is another aspect of capacity building in the civil village program. The types of activity programs carried out in Bangkingan Village include farmer groups, MSME training programs and youth organizations.

Diagram 3 Training Program in Bangkingan Village



Based on diagram 3, it shows that the capacity building program for residents in Bangkingan Village in 2023-2024 shows that the training program with a focus on MSMEs (Pastry) has the largest number of participants, namely 70 people. This shows that the residents of Bangkingan Village are very interested in training related to entrepreneurship, especially in the food sector, which can increase their economic capacity. Furthermore, the MSME & Youth Organization (Canva) program has 50 participants. The program offers graphic design training using the Canva app, which shows that citizens are interested in digital skills that can be used to promote products or open up new business opportunities. However, the training program organized by the Manpower Office (Disnaker) only recorded 6 participants, which showed very low interest.

This could indicate that there are certain factors, such as lack of awareness or limited access, that prevent residents from taking this training. This training program clearly aims to increase the capacity of the residents of Bangkingan Village, both in terms of entrepreneurship, digital skills, and technical skills. Overall, these programs focus on developing skills that can assist citizens in improving their quality of life and expanding their economic opportunities. Poor families are also provided with venture capital assistance to help them start small businesses. Users of assistance can make the best use of these funds and most sustainable with financial management training.

4. Conclusion

The Kampung Madani initiative in Bangkingan Village has succeeded in becoming one of the creative models of poverty alleviation based on community empowerment. With an integrated strategy involving the government, the community, and the commercial sector, this initiative is able to reduce the severe poverty rate to zero by April 2024. The interventions carried out, such as repairing uninhabitable buildings, providing business financing, and eradicating malnutrition, reflect the success of the program in improving the quality of life of the community. Although the program has shown its effectiveness, it still faces obstacles such as lack of funds that can lead to delays in the distribution of aid. In order for the program to continue to run well, creativity is needed in financial management and fundraising. Kampung Madani can remain a viable option for local poverty alleviation with sustained cooperation and frequent assessments.

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