

CULTURE-BASED COMMUNITY EMPOWERMENT THROUGH INFORMATION TECHNOLOGY IN GIRIPURWO VILLAGE PURWOSARI GUNUNGKIDUL

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ABSTRACT

Culture-based community empowerment can be done through information technology strategies to groups in the form of learning guides. This study aims to: a) describe the condition of the Giripurwo cultural village community, Gunungkidul, b) describe the weaknesses of the Giripuro Gunungkidul cultural village community, c) develop a model design for culture-based community empowerment through information technology, d) test the feasibility of a model guide for community empowerment based on information technology. culture through information technology, e) testing the effectiveness of the cultural-based model of community empowerment through information technology. This research is a development research using the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation). The subjects in this study were the cultural arts group of the Giripurwo cultural village. Methods of data collection using observation, interviews, documentation, and FGD. Data analysis techniques include data collection (data collection), data reduction (data reduction), data presentation (data display), and drawing conclusions or verification (conclusions). The data validity technique used triangulation techniques and sources as well as the extension of observations. The results of this study indicate that: a) the Giripurwo cultural village community has skills in traditional cultural arts, b) the Giripurwo cultural village community has low skills in the use of information technology as a medium in the management of cultural arts, c) a culture-based community empowerment model is carried out by information technology training strategy for the target group, d) culture-based community empowerment model through information technology is feasible to use for empowerment strategy with "very good" category, e) cultural community empowerment model has effectiveness value to be applied on a wide scale.

Kata Kunci: *empowerment, culture-based society, information technology*