

# **EMPOWERING PASEDULURAN IN STRENGTHENING SEGORO AMARTO MOVEMENT: STUDY IN KRICAK CITY OF VILLAGE, TEGALREJO SUBDISTRICT, YOGYAKARTA CITY**

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## **ABSTRACT**

This study aims to understand Segoro Amarto's empowerment in Kelurahan Kricak, the obstacles faced in the empowerment and efforts to overcome these obstacles. This research is important since the number of poverty in Yogyakarta city is still high though there many poverty reduction programs.

This research uses descriptive qualitative design with data collection using Focus Group Discussion, Interview, Observation and documentation. FGD and interviews were conducted to TKPK Kota Yogyakarta, Bappeda Kota Yogyakarta, Researcher of PSKK UGM, Head of Kricak Village, Head of TKPK Kricak Village, Head of Kelurahan Wisata Kricak, Head of Kelurahan Budaya, Village Facilitator and Head of Paguyuban Bank Sampah Kelurahan Kricak and Chairman of Paguyuban Jamu Mugi Waras Kelurahan Kricak. Techniques to check the validity of data using triangulation of sources and data analysis techniques using Miles and Huberman model.

The results showed that the empowerment of Segoro Amarto's model in Kelurahan Kricak has been able to improve the people's welfare. The stages of empowerment have been able to develop the natural, cultural and culinary potential of Kricak Village and increase community independence. But there are constraints, especially on the mindset of the community about poverty alleviation that still rely on government assistance and less optimal community participation. In overcoming these obstacles, the Kelurahan Kricak government and paseduluran management strive to continuously improve the socialization of Segoro Amarto and develop a network of cooperation with private parties and non-governmental organizations in community empowerment.

*Kata Kunci: empowerment, paseduluran, Segoro Amarto, Kricak*