

## Model for the Empowerment of Mentally Retarded Disabilities through the Corporate Social Responsibility Program of PT Pertamina Patra Niaga Fuel Terminal Madiun

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### Abstrak

Penyandang disabilitas memiliki hak, kewajiban, dan peran yang sama sebagai masyarakat. Namun, hingga saat ini penyandang disabilitas masih menghadapi masalah terkait mata pencaharian dan kesejahteraannya. Keterbatasan yang dimiliki membuat penyandang disabilitas membutuhkan usaha lebih untuk menjalankan aktivitasnya sehari-hari. Pemberdayaan merupakan jalan keluar bagi penyandang disabilitas untuk kembali ke masyarakat. Oleh karena itu, PT Pertamina Patra Niaga Terminal BBM Madiun bekerjasama dengan Rumah Zakat dan Panti Asuhan Anak Luar Biasa Yayasan Ar-Razzaq 'ASIH' menjalankan program pemberdayaan ekonomi melalui pelatihan pembuatan batik ramah lingkungan (ecoprint). Penelitian ini bertujuan untuk mengetahui proses pemberdayaan yang dilakukan pada penyandang disabilitas tunagrahita. Penelitian ini dilakukan dengan menggunakan metode deskriptif kualitatif dengan menggunakan metode pengumpulan data melalui wawancara semi terstruktur. Hasil penelitian menunjukkan bahwa sebanyak 10 anak difabel sudah mengetahui dan menerapkan produksi batik ramah lingkungan. program pemberdayaan disabilitas yang menghasilkan suatu produk, dapat membuktikan bahwa penyandang disabilitas mampu dan mampu bekerja dengan kemampuan terbaiknya.

**Kata Kunci:** *Disabilitas, Retardasi Mental, Pemberdayaan*

### Abstract

People with disabilities have the same rights, obligations and roles as a society. However, until now people with disabilities are still facing problems related to their livelihoods and welfare. The limitations they have make people with disabilities need more effort to carry out their daily activities. Empowerment is a way out for people with disabilities to return to the community. Therefore, PT Pertamina Patra Niaga Fuel Terminal Madiun cooperates with Rumah Zakat and Panti Asuhan Anak Luar Biasa 'ASIH' Ar-Razzaq Foundation to run an economic empowerment program through training in making eco-friendly batik (ecoprint). This study aims to determine the empowerment process that is carried out for mentally retarded disabilities. The research was carried out using a qualitative descriptive method using data collection methods through semi-structured interviews. The results of the study show that as many as 10 children with disabilities already know and implement ramah lingkungan batik production. a disability empowerment program that produces a product, can prove

that persons with disabilities are capable and able to work to the best of their ability.

**Keywords:** *Disability, Mental Retardation, Empowermen*

## **INTRODUCTION**

People with disabilities are part of society, which has the same rights, obligations and roles as a community. However, until now people with disabilities are still facing problems related to their livelihoods and welfare. The limitations they have make people with disabilities need more effort to carry out their daily activities. The fact is that in everyday life there are still many discriminations in various aspects. Non inclusive community environment, where the community tends not to support the actualization of the potential of persons with disabilities. Society is often accused of being the external cause of people's disabilities. The accusation, although not fully grounded, is one of the efforts of the disability group in shifting the general view on the causes of disability, namely from being centered on the individual to being community (social) (Bhanushali, 2007)

Empowerment for disabled groups aims to increase participation in various fields of social life. Basically, it aims to solve two problems at once, namely solving the dependency problem experienced by people with disabilities, and increasing the degree of social functioning. If people with disabilities do not depend on other parties to fulfill all their needs, the opportunities for other parties to carry out other more productive functions will be more open. As the largest minority group, the participation of persons with disabilities in various productive activities directly encourages economic growth. Therefore, empowerment through productive activities is one thing that can replace the rehabilitation program which has been the general standard in handling disability.

Empowerment is a way out for people with disabilities to get back together with the community. People with disabilities need to contribute actively in the economic, social and political fields in society. The right to work is very important for people with disabilities where it is the same as other basic needs, such as education, welfare and comfort (Rozali, et al., 2017). Regarding the right to get a job, people with disabilities with basic and secondary educational backgrounds need to attend vocational training in order to acquire skills according to the interests and talents of disabilities in order to respond to the challenges of the world of work. Vocational training can be started when they are still in school, because the process of developing disabilities which takes time causes the training process to take longer than non-disabled people.

Therefore, PT Pertamina Patra Niaga Fuel Terminal Madiun cooperates with Rumah Zakat and Panti Asuhan Anak Luar Biasa 'ASIH' Ar-Razzaq Foundation to run an economic empowerment program through training in making eco-friendly batik (ecoprint). The potential of the environment that exists around the community needs to be utilized properly, one of which is through ecoprint. The rapidly increasing popularity in Indonesia makes this ecoprint batik a lifestyle trend for environmentally friendly people. Ecoprint batik uses leaves and flowers that come from nature and does not use chemicals. This is also what underlies the selection of batik ramli (ecoprint) as an empowerment program because PT Pertamina Patra Niaga Fuel Terminal Madiun itself carries a vision of environmental conservation.

### **Disability**

UU Nomor 8 tahun 2016 Pasal 1 ayat 1 defines persons with disabilities as every interaction with the environment can experience obstacles and difficulties to participate fully and effectively with other citizens based on equal rights. According to the World Health Organization (WHO) in Atmaja (2015) that disability, limitation or lack of ability (resulting from impairment) to perform activities in accordance with the rules or are still within normal limits. Usually used on an individual level. Disability can be categorized from various types ranging from external and internal causes, as well as to the

effects of disability such as inhibition of the five senses called sensory, impaired mental function is called mental, and not developing reason is known as intellectual disability and loss of function of limbs such as hands and feet is called physical disability.

One type of disability is mental retardation. Mental retardation is closely related to the problem of developing low intelligence abilities and is a condition (Alimin, 2005). This is supported by the statement according to Kirk in Effendi (2006) mental retarded is not a disease but a condition.

Jati Rinakiri (2018) explains the impact of mental retardation as follows:

1. Impact on academic ability. His learning capacity is very limited, especially his capacity for abstract things. They learn more by parroting (rote learning) than by understanding. They have difficulty concentrating, tend to forget quickly, have difficulty making new creations and have short attention spans.
2. Social/emotional impact. Inability to accept and implement social norms and views of society that consider mentally retarded cannot do something. Inability to understand social, family and community rules. Have a dynamic personality, easily swayed, less attractive and not broad-minded.

### **Empowerment**

Empowerment is a process of helping disadvantaged groups and individual to compete more effectively with other interests, by helping them to learn and use in lobbying, using the media, engaging in political action, understanding how to work the system, and so on (Ife & Tesoriero, 2008).

The main goal of empowerment according to Suharto (2014) is to strengthen the power of the community, especially the weak groups who are powerless, either due to internal conditions (eg being oppressed by an unfair social structure). Groups categorized as powerless include:

1. Structurally weak groups, weak in class, gender and ethnicity.
2. Special vulnerable groups, such as the elderly, children and youth, people with disabilities, gays and lesbians, isolated communities
3. Personally weak groups are those who experience personal and/or family problems.

Empowerment has two tendencies, among others: first, primary tendency, namely the tendency of processes that give or transfer some of the power, strength, or ability (power) to the community or individual to be more empowered. This process can also be complemented by efforts to build material assets to support the development of their independence through the organization; and second, secondary tendencies, namely tendencies that emphasize the process of providing stimulation, encouraging or motivating individuals to have the ability or empowerment to determine what their life choices are through a dialogue process. The two tendencies give (at the extreme point) seeming opposites, but often to realize the primary tendency, you have to go through the secondary tendency first (Sumodiningrat, 1999).

Pranarka & Vidhyandika (1996) explain that the empowerment process contains two tendencies. First, the empowerment process which emphasizes the process of giving or transferring some of the power, power or ability to the community so that individuals are more empowered. In the current era of reform and decentralization, the demands for empowerment actors who have adequate capabilities are getting stronger. Empowerment actors are not only required to enrich their knowledge, but they are required to improve their skills in designing empowerment programs.

### **METHOD**

The purpose of this research is to describe and explain the process of implementing mental retardation empowerment programs. Therefore, the approach used in this study is a qualitative approach which is one of the research procedures that produces descriptive data in the form of speech or writing and the behavior of the people observed. The qualitative approach is expected to be able to

produce in-depth descriptions of speech, writing, and observed behavior of a particular individual, group, community, or organization in a context setting that is studied from a complete, comprehensive, and holistic point of view (Bogdan & Biklen, 1992).

The sampling technique was carried out by purposive sampling/judgmental sampling, namely determining the group of participants who became informants according to selected criteria relevant to certain research problems (Bungin, 2011). Data collection was carried out through semi-structured in-depth interviews with orphanages, empowerment figures, and also Pertamina's CSR. Secondary data was collected by analyzing reports and documentation of the implementation of the empowerment program for one year.

According to Bogdan & Biklen (1992), qualitative data analysis is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for and finding patterns, finding what is important and what is learned, and decide what to tell others. The analytical method used in this research is descriptive analysis method. The stage carried out is data collection, then data preparation and presentation is carried out, followed by data analysis which aims to reveal the meaning of the data that has been obtained.

## **RESULTS AND DISCUSSION**

### **Corporate Social Responsibility Program**

The implementation of the corporate social responsibility program of PT Pertamina Patra Niaga Fuel Terminal Madiun uses the ISO 26000 basis. In ISO 26000 it is explained that social responsibility is the responsibility of an organization for the impact of its decisions and activities on society and the environment, through transparent and ethical behavior, which is always taking into account the interests of stakeholders, in accordance with applicable law and consistent with international norms, and must be integrated in all organizational activities, in this sense covering both activities, products and services. In addition, CSR programs are oriented towards and support the achievement of sustainable development goals (SDGs).

Meanwhile, the internal objective of implementing the program is to build a harmonious and conducive relationship with existing stakeholders, contributing to the achievement of corporate goals, especially in building reputation. The vision of the program implementation is community empowerment as a corporate responsibility by looking at problems, potentials and focusing on preserving the surrounding environment, as well as fulfilling the principles of benefit and sustainability in the area closest to the operation.

Focus corporate social responsibility program PT Pertamina Patra Niaga Fuel Terminal Madiun in 2022 is the empowerment of mentally retarded disabilities. The empowerment program for people with mental retardation is a program that targets children with disabilities at the Panti Asuhan Anak Luar Biasa 'ASIH' Ar-Razzaq Foundation, which is located in Karangrejo Village, Wungu District, Madiun Regency. The location of this orphanage is about 10 kilometers from PT Pertamina Patra Niaga Fuel Terminal Madiun. Assistance provided for economic empowerment of persons with disabilities in the form of making batik ramli shelters includes the construction of a wastewater treatment plant (IPAL) for processing batik waste produced, ecoprint training along with supporting tools and materials, sewing training, making the concept of batik ramli edutourism as well as program assistance from start to finish.

### **Empowerment of the Mentally Retarded**

Focus of the program is economic empowerment through training in making ramli batik (ecoprint). The program allows people with disabilities to develop their abilities. Talents and interests

can be channeled, besides that they can create a creative and independent spirit. Economic empowerment of environmentally friendly batik is one of the activities aimed at improving the skills of people with disabilities through activities aimed at motor skill development. In addition, the economic empowerment program for mental retarded people has a long-term goal in preparing work skills to return to work with the community. Another reason that is the basis is to minimize environmental pollution caused by the batik-making process.

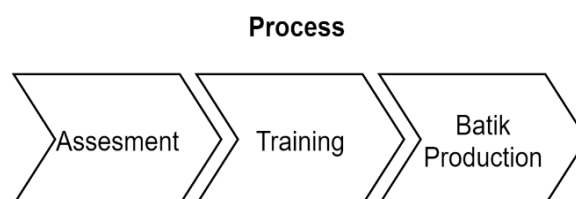
The target of the empowerment process is children with mental retardation who live in orphanages. Most children with disabilities who take part in the empowerment program are people with intellectual disabilities, in addition there are also beneficiaries who are people with multiple disabilities. Beneficiaries who participate in the empowerment program are children who have an interest and potential in the field of batik art. This is explained further in the section on the empowerment process. Data on beneficiaries can be seen in the following table:

**Table 1 Data on the Beneficiaries of the Empowerment Program**

No	Name	Gender	Age	Type of Disability
1	Agustina	Woman	24	Intellectual
2	Dava Nurzhila	Woman	14	Sensory, Deaf
3	Dedy Tri Prayogo	Man	25	Intellectual, Deaf
4	Hindun Juwariyah	Woman	21	Intellectual
5	Ridho Imanta	Man	14	Intellectual
6	Luluk Tsuruya	Woman	12	Intellectual
7	Muhammad Abrori	Man	17	Sensory, Deaf
8	Muhammad Farhan	Man	21	Intellectual
9	Muhammad Zakki	Man	19	Intellectual
10	Siti Nurjannah	Woman	17	Intellectual

**Source:** Document Panti Asuhan Anak Luar Biasa Asih Yayasan Ar-Razzaq

There are several stages carried out in the disability empowerment process. In the implementation of the empowerment process directly at the assessment stage, this is because all children are members of the orphanage who are already bound. More clearly the empowerment



process can be seen in the following picture:

**Image 1**

### **The Process for Empowering Mentally Disabled Disabilities**

#### **Assesment**

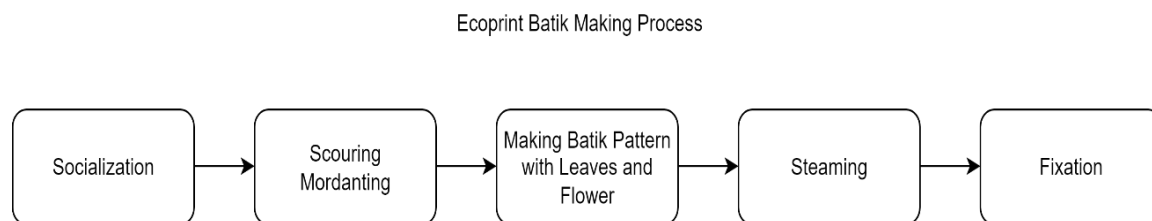
Assessment is an important process in empowerment carried out to identify potential, sources, strengths and even problems that arise. In disability empowerment, assessment or initial identification is carried out to find out the interests and talents of mentally retarded children. The assessment is carried out classically by the accompanying teacher to all children in the orphanage. The purpose of carrying out a classical assessment is to find out which children have an interest with batik. The process

carried out is to provide batik tools such as cloth and canting. The results that can be concluded are that children who have an interest in batik will remain focused and have a high curiosity about the process, while children who have no interest and talent in batik will throw, throw and even leave the tools provided. The results of the assessment showed that as many as 10 mentally retarded children had interests and talents in batik, which would then be followed up to acquire skills in making ramli batik (ecoprint).

### Training

Training to make ramli batik is a key process in empowering persons with disabilities. In this process, the transfer of knowledge and skills is carried out which can later be carried out independently by children with disabilities. However, the training was carried out by professionals for 3 days with the target of 4 accompanying teachers from the orphanage. It aims to further facilitate the transfer of knowledge and skills. However, the facilitators will teach directly to 10 people with disabilities directly. This is done because children with disabilities still need assistance slowly and continuously. The training process for children with disabilities is approximately 3 months. The key to empowering people with disabilities is make an habit, a process that must be repeated until they get used to it.

The training on making ramli batik (ecoprint) aims to provide information related to making ecoprint batik and also to develop skills, knowledge, and increase motivation to run the ecoprint batik business. The stages carried out during the training on making ramli batik (ecoprint) can be seen in the following chart:



**Image 2**  
**Ecoprint Making Process**

First stage, socialization or introducing ecoprint. At this stage, the advantages of eco-friendly batik, tools, materials for making batik are explained. Ramli batik (ecoprint) has advantages such as environmentally friendly products because it is made from plants, attractive colors and motifs and looks natural. In addition, the materials used include: cotton cloth, alum, vinegar, olive oil, tunjung, leaves and flowers. While the tools for making ecoprints are: stove, basin, steaming pan, plastic for the base and raffia rope. Tools and materials are one of the components of assistance provided by Pertamina.

Second stage is scouring and mordanting. Scouring (washing), is done with the aim of removing dirt and wax adhering to the fabric. The process is carried out by soaking the cloth in a liquid detergent for approximately 15 minutes and then washing it. The next process is mordanting. done by soaking the cloth in a solution of alum, soda ash, vinegar and olive oil with a certain dose for 120 minutes. After the mordanting process, the cloth is soaked in a solution of natural dye for 60 minutes and then squeezed (natural dye is made by blending leaves or flowers, boiling and filtering).

Third stage is arranging leaves or flowers that produce color on the surface of the cloth that has been covered with plastic. Types of leaves or flowers that produce colors for example daun jati, daun lanang, jarak kepyar, jarak wulung, bunga kenikir, bunga sepatu. Next, the cloth is pressed with a



pressure tool, then covered with plastic, folded and rolled up and tied with rope.

The fourth stage is steaming which aims to produce leaf motifs and natural taste. This process is done by inserting a cloth that has been tied into a large pot that has been filled with boiling water for 120 minutes. And the last step is fixation. Fixation is done by drying the ecoprint results in a shady place and soaking in larutan lerak and then drying. In this process, assistance is also carried out to find out whether the ecoprint results are good or not. Ecoprint batik can be declared feasible and successful if the colors and motifs are clearly visible.

#### **Proses produksi batik ramah lingkungan**

The last stage in disability empowerment is the process of training and make an habit to children with disabilities. This stage is carried out by producing ecoprint batik for sale to external parties. Habituation is carried out by giving different responsibilities to each child with a disability. Habituation and repeated instructions are the key to success in the empowerment process.

After running the program and continuous habituation, the mentally retarded disability group at the Panti Asuhan Anak Luar Biasa Asih Ar-Razzaq Foundation, succeeded in producing environmentally friendly batik. The production capacity of environmentally friendly batik in 1 time of production is a minimum of 6 rolls of cloth or 12 pieces of batik cloth. The period of 1x production approximately once every 2 weeks. The price of environmentally friendly batik cloth per sheet is around Rp. 250,000.00 with a size of 225 x 200 cm. As for the price of environmentally friendly batik cloth with a thin color, it is around Rp. 200,000.00. During the production process, various batiks have been produced which are sold and marketed through exhibitions at the Madiun City Mall together with MSMEs in other Madiun cities. However, this was temporarily suspended due to the lack of visitors at the mall due to the pandemic. The management's effort to anticipate this is to change the target market to employees in agencies in the Madiun area.

Disability as a segment of society needs to achieve an independent life. Therefore, empowering people with disabilities by providing them with skills through eco-friendly batik (ecoprint) to live independently and with dignity. This is in line with Pertamina's CSR economic empowerment program, by providing cultural-based economic skills training that helps people with disabilities to enter the world of work in urban and rural areas by upholding art and culture.

#### **Supporting and Inhibiting Factors in the Empowerment Process for Mentally retarded**

The success of Pertamina's CSR program in empowering people with disabilities to be ready to enter the job market cannot be separated from several factors that support the success of the empowerment program. First, extensive cooperation with various stakeholders who are willing to provide training and assistance. In addition, people with disabilities also get useful work tools in the implementation of economic empowerment through ramli batik (ecoprint). Second, accompanying teachers and orphanage manager who are qualified and have the same vision and mission in empowering people with disabilities. This similarity of determination makes the management of economic empowerment even better. Third, the existence of experienced trainers to help the success of this process, where the trainers are batik craftsmen who have experience teaching people with disabilities. Therefore, in practice, trainers can understand and adapt to the conditions and needs of children with disabilities.

In addition to the supporting factors above, there are several obstacles in empowering people with disabilities. First, the independence of children with disabilities is still lacking so that the empowerment process is still fully assisted by accompanying teachers. Even so, 3 out of 10 children with disabilities already understand the process of making ramli batik independently. Second, product marketing is still not broad enough, where currently the product is still marketed in the city and district

of Madiun. Whereas ramli batik (ecoprint) has good potential and market share.

### **Result Implication**

The mentally retarded disability empowerment program in the economic field is an ability that really helps children with disabilities to be able to compete in the world of work. As many as 10 children with disabilities have been able to carry out the process of making eco-friendly batik from the beginning to the end, accompanied by an assistant from the orphanage. The eco-friendly batik-making skills program implemented by PT Pertamina's CSR program in empowering people with disabilities, brings change to the beneficiaries. The difference in conditions can be seen through the changes in the skills of the beneficiaries, who initially were not able to do it at all, but after participating in the training in eco-friendly batik making skills, they were able to carry out the production process even though it was still under supervision. In addition, the knowledge of the beneficiaries is also increasing during the training of environmentally friendly batik making skills. Although previously there has been a process of empowering batik, the process of making environmentally friendly batik is quite different, which makes the knowledge base of the beneficiaries more developed.

Through this economic empowerment, people with disabilities will have access to become batik craftsmen. An inclusive world of work for persons with disabilities can be realized through assistance from various parties and supporting efforts. This is also needed so that this empowerment process can continue. The existence of PT Pertamina through its corporate social responsibility program currently has a major impact on the lives of people with disabilities, especially in obtaining work skills to support their next life. With the empowerment program for people with disabilities that produces a product, it can prove that people with disabilities are capable and can work to the best of their ability.

### **CONCLUSION**

PT Pertamina Patra Niaga Fuel Terminal Madiun through its corporate social responsibility program realizes that disability is a vulnerable group that is sometimes neglected. Even now, it is rare for companies to engage in empowering people with disabilities for the world of work. One way to empower people with disabilities is to ensure independence by creating jobs and opportunities for them. Empowered persons with disabilities will be able to participate and lead the development process. The involvement of people with disabilities can also create opportunities for everyone. For this reason, disability empowerment plays an important role in improving the standard of living of the poor and marginalized by disability, including the poorest population in the world. In this case, the corporate social responsibility program has a vision to help people with disabilities have the ability and opportunity to work to improve their standard of living. In implementing the commitment to empower people with disabilities to find work, there are various supporting factors such as: (1) Extensive cooperative relationships with various stakeholders who are willing to provide training and assistance; (2) a solid companion teacher and caretaker of the orphanage; (3) Experienced trainers. In addition to supporting factors, there are several obstacles in empowering people with disabilities, namely: (1) The independence of children with disabilities is still lacking; (2) Product marketing that is not yet widespread.

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