

ABSTRACT

Jihad Muhamad Yajen, 2023. **“LEVEL OF SATISFACTION OF UMKM ACTORS IN COMMUNITY EMPOWERMENT PROGRAMS”** (*Survey On The Activities Of The Village Superior Product Exhibition Ciamis Regency*). Department of Community Education. Faculty of Teacher Training and Education. Siliwangi University. Tasikmalaya.

Not all SMEs get coaching and improving capabilities in business. The government is one of the institutions that needs to provide improvement and development to MSME actors, including the Ciamis Regency Community and Village Empowerment Office (DPMD) which has one of the derivative programs, namely the Village Superior Product Title. Derivative programs from the government usually use a top down planning approach. The purpose of this study is to measure and describe the level of satisfaction of SME actors who follow the Village Flagship Product Degree, so that it can be seen whether the target needs are met or not. The method used in this study is quantitative descriptive. The sampling technique used in this study is the quota sampling technique with a sample of 30 people. In this study using a Likert scale with categories of Very Satisfied (VS), Satisfied (S), Quite Satisfied (QS), Not Satisfied (NS), and Very Dissatisfied (VD). The research indicator uses a type of coaching in community empowerment, namely business development with several sub-indicators in it. The results of the descriptive analysis show that the level of satisfaction of SME actors tends to be dissatisfied with a percentage of 36.7% in the dissatisfied category, then 33.3% in the moderately satisfied category, then 20% in the satisfied category and 10% included in the very satisfied category. The highest percentage of satisfaction is in providing input on product raw materials with a percentage of 50% in the satisfied category. While the lowest satisfaction was in the provision of advice and input related to marketing through endorsements, which was 56.7% in the dissatisfied category. It can be concluded that the level of satisfaction is still classified as dissatisfied, which indicates that there are still unmet program target needs.

Keywords: UMKM, Empowerment, Build a Business, Village Priority