

## ABSTRACT

**RAHAYU, RANI. 2022. *THE EFFECT OF UNDERSTANDING THE COLLECTIVE BUSINESS GROUP (KUBE) PROGRAM ON MEMBER EMPOWERMENT (Survey on Social Assistance Participants for Social Economic Vulnerable Women, Garut Kota District, Garut Regency Social Service 2020-2021). Community Education Study Program, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.***

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The problem in this study is that the level of powerlessness of KUBE members is quite high with the dominance of helpless members in Cimuncang Village, whereas the dominance of empowered members is in Margawati Village. The purpose of this study was to examine whether there was an influence of the Joint Business Group Program Understanding (KUBE) on member empowerment. This study uses a correlational method with simple linear regression analysis with a quantitative approach. The sample used was 60 KUBE social assistance participants. Data collected using a questionnaire with a Likert scale. Test requirements analysis in this study using the validity test and reliability test and analysis using the linearity test, normality and heteroscedasticity test. The results of hypothesis testing X against Y obtained a significant value of  $0.000 < 0.05$  then from simple regression analysis the equation was obtained, namely  $Y = 43.663 + 0.717X$ . Obtained a 43.663 and b 0.717 means a positive sign, then every X (understanding of the KUBE program) affects Y (Membership Empowerment) of 0.717. Based on the hypothesis test that there is an effect of the KUBE program with a T count  $>$  T table ( $7.523 > 1.671$ ) then  $H_0$  is rejected and  $H_a$  is accepted. The result of the statistical calculation is that the R-Square value is 0.494 or 49.4%, which means that understanding of the KUBE program has an influence on the empowerment of KUBE members in Garut Kota District by 49.4%, while the remaining 50.6% is influenced by other variables not examined.

**Keywords: Understanding, Empowerment, Joint Business Group**