

**PEMBERDAYAAN PETANI MELALUI  
PROGRAM INKUBASI BISNIS *OUTWALL*  
(STUDI KASUS KELOMPOK TANI SUBUR, DESA KARANGTALUN,  
KECAMATAN NGLUWAR, KABUPATEN MAGELANG)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengkaji (1) Pelaksanaan Program Inkubasi Bisnis *Outwall* pada Kelompok Tani Subur (2) Pengelolaan Unit Usaha Emping Jagung melalui Program Inkubasi Bisnis *Outwall* (3) Proses pemberdayaan petani melalui Program Inkubasi Bisnis *Outwall*. Penelitian ini merupakan penelitian kualitatif dengan metode pelaksanaan studi kasus dan pengambilan informan secara *Purposive Sampling*, yaitu Ketua Kelompok Tani Subur, panitia pelaksana Program Inkubasi Bisnis *Outwall*, pengurus Unit Usaha Emping Jagung dan anggota Unit Usaha Emping Jagung. Teknik pengumpulan data yang digunakan adalah wawancara dan dokumentasi, sedangkan untuk teknik analisis data menggunakan deskriptif kualitatif dan keabsahan data yang diperoleh akan diuji dengan triangulasi teknik pengumpulan data. Hasil penelitian ini adalah (1) Program Inkubasi Bisnis *Outwall* di Kelompok Tani Subur dilaksanakan melalui kegiatan bimbingan kewirausahaan, pelatihan pengolahan emping jagung, pembentukan Unit Usaha Emping Jagung, serta pemberian bantuan modal usaha (2) Pengelolaan Unit Usaha Emping Jagung di Kelompok Tani Subur melalui kegiatan perencanaan, pengorganisasian, pelaksanaan, dan pengawasan (3) Proses pemberdayaan petani dilakukan melalui proses penyadaran yang meliputi *kognitif*, *believe*, dan *healing*, dengan kegiatan sosialisasi dan motivasi, kemudian pemberian kapasitas manusia, usaha dan organisasi, namun proses pemberdayaan belum sampai pada tahap pengkapasitasan sistem nilai dan pemberian daya.

Kata kunci: Inkubasi Bisnis, Pemberdayaan, Pengelolaan Usaha

**THE FARMER EMPOWERMENT THROUGH  
OUTWALL BUSINESS INCUBATION PROGRAM  
(CASE STUDY AT SUBUR FARMERS GROUP IN KARANGTALUN  
VILLAGE NGLUWAR SUB-DISTRICT MAGELANG DISTRICT)**

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**ABSTRACT**

This research aimed to review (1) The implementation of the Outwall Business Incubation Program in the Subur Farmers Group (2) Management of the corn chips business unit through the Outwall Business Incubation Program (3) The process of empowering farmers through The Outwall Business Incubation Program. This qualitative research was case study method, used purposive sampling for informants. The informants were the Chairman of the Subur Farmers Group, the executive committee of the Outwall Business Incubation Program, the management of the corn chips business unit and members of the corn chips business unit. Data collection techniques used interview and documentation, meanwhile the technique of data analysis used qualitative descriptive and the validity of the data obtained will be tested by triangulation of data collection technique. The results are (1) The Outwall Business Incubation Program in the Subur Farmers Group is carried out through entrepreneurship guidance, corn chips processing training, the formation of corn chips business unit, and the provision of business facilities (2) Management of the corn chips business unit in the Subur Farmers Group through planning, organizing, implementing, and monitoring (3) The process of empowering farmers is carried out through an awareness process that includes cognitive, believe, and healing, by giving socialization and motivation then giving human, bussines, organizational capacity, but the process of empowerment has not yet reach the stage of capacity building of the value and empowerment system.

Keywords: Business Incubation, Business Management, Empowerment