

## ABSTRACT

The society much played roles and affected an institutional viability. The success of an institution depended on society roles and how the institution managed its relationship with the society was. To create a harmonious relationship, there should be an understanding to each other and also to be successful of the government and development, the regional government also communicated to the society. This research was aimed to know how *Maja Lewu* program strategy in Society Empowerment Board Department of Palangka Raya City was. This research used a descriptive qualitative method. The method was used to describe and to analyze *Maja Lewu* program strategy in Society Empowerment Board Department of Palangka Raya City. Data was obtained through an interview with Society Empowerment Board of Palangka Raya City and the society, and also supported by documentation. In the program enforcement, BPM as an executive firstly established a committee. BPM also determined *Maja Lewu* program target namely all village heads in Palangka Raya by prioritizing the under-developed village heads and also under-poverty-line regions. BPM also invited all Office Heads, Governor and Governor Deputy to attend this program. During program was enforced, it was conducted a dialog between the government and the society, all village heads society could express their aspiration directly to the government. Besides the dialog, there was also entertainment and health service. The dialog results could be materialized by the government with some consideration. BPM also evaluated to find out program obstacles, program supporting factors and also efforts to overcome the obstacles. Therefore, it could be learning in order that this program could run better in the future.