

*PRE-PROSPEROUS PEOPLE EMPOWERMENT THROUGH PNM
BUSINESS LEARNING, CILINCING, NORTH JAKARTA*

*(Case Study on Group of Pre-Prosperous Woman Through PNM Mekaar,
Cilincing)*

Writer:

Cahyadi Fajarianto

NIM. 1502144089

ABSTRAK

One of the many problems in Indonesia is poverty. One important factor that often be forgotten by the government in resolving poverty is gender equality. PT PNM (Persero) was concern about gender equality, so they build one product that focus on woman empowerment called Mekaar as in Membina Ekonomi Keluarga Sejahtera. Mekaar gives initial fund loan to pre-prosperous woman who will open 'UMKM'. The purposes of this research are to know the type of communication used in learning process of pre-prosperous woman through bussiness and the communication pattern in woman learning process after applying and joining woman empowerment's program of PT PNM (Persero) branch mekaar Cilincing, Jakarta Utara. This research used qualitative method with case study approach. Interview and Observation are the technique this research used gathering datas. The theory of communication bussiness in learning, are the theories used in this research. The results of this research shows that the type of communication used in Mekaar Cilincing's learning process to imporoves capicity building were interpersonal communication. Beside that the communication pattern used by Mekaar to gives lectures to pre-prosperous woman is verbal communication pattern.

Keywords: Interpersonal Communication, Group Communication, Communication Pattern