

The Impact of the Rai Bersinar Group's Quail Farming Program on Community Empowerment and the Sustainability of the BNN-Assisted Village in Slarang Village, Cilacap Regency

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ABSTRACT

This study aims to analyse the impact of the quail farming program implemented by the Rai Bersinar Group on community empowerment and the sustainability of the assisted village in Slarang Village, Cilacap Regency. The program has evolved within the framework of post-rehabilitation assistance provided by the National Narcotics Board (BNN) of Cilacap Regency through Community-Based Intervention (IBM), alongside Corporate Social Responsibility (CSR) support from Pertamina Integrated Terminal Cilacap. The study employed a descriptive qualitative approach with a case study design. Data were obtained through in-depth interviews with key informants, field observation, and a review of program documents, and were subsequently analysed using an interactive model involving data condensation, data display, and conclusion drawing. The findings indicate that the program's impact is more pronounced in social than in economic terms. On the social dimension, the program provides a space for productive activity, fosters responsibility, strengthens group cooperation, and supports the social reintegration of post-rehabilitation clients. On the economic dimension, however, the benefits remain limited because most of the proceeds are still used to cover the operational costs of the farming activities, while product processing and marketing have yet to develop optimally. Even so, the continuity of the group's activities suggests that the program has become part of the productive life of the assisted village and has reinforced the institutional image of Slarang Village as an active and high-achieving village under BNN guidance. This study underscores that community-based empowerment programs for vulnerable groups should not be assessed solely in terms of income generation, but also in terms of their capacity to build productive routines, social capacity, and sustainable local institutions.

Keywords: community empowerment, post-rehabilitation, IBM, CSR, quail farming, assisted village

ABSTRAK

Penelitian ini bertujuan menganalisis dampak pelaksanaan program budidaya puyuh oleh Kelompok Rai Bersinar terhadap pemberdayaan masyarakat dan keberlanjutan desa binaan di Desa Slarang, Kabupaten Cilacap. Program ini berkembang dalam konteks pendampingan Badan Narkotika Nasional (BNN) Kabupaten Cilacap melalui Intervensi Berbasis Masyarakat (IBM) dan dukungan Corporate Social Responsibility (CSR) dari Pertamina Integrated Terminal Cilacap. Penelitian menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus. Data diperoleh melalui wawancara mendalam dengan informan kunci, observasi lapangan, dan telaah dokumen program, kemudian dianalisis dengan model interaktif melalui kondensasi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa dampak program lebih kuat pada aspek sosial daripada ekonomi. Pada dimensi sosial, program menyediakan ruang aktivitas produktif, membentuk tanggung jawab, memperkuat kerja sama kelompok, dan mendukung reintegrasi sosial klien pascarehabilitasi. Pada dimensi ekonomi, manfaat program masih terbatas karena hasil usaha sebagian besar digunakan untuk menopang biaya operasional budidaya, sementara hilirisasi produk dan pemasaran belum berkembang optimal. Meski demikian, keberlangsungan kegiatan kelompok menunjukkan bahwa program telah menjadi bagian dari aktivitas produktif desa binaan dan memperkuat citra kelembagaan Desa Slarang sebagai desa binaan yang aktif dan berprestasi dalam pendampingan BNN. Penelitian ini menegaskan bahwa program pemberdayaan berbasis komunitas bagi kelompok rentan tidak cukup dinilai dari besarnya pendapatan, tetapi dari kemampuannya membangun rutinitas produktif, kapasitas sosial, dan kelembagaan lokal yang berkelanjutan.

Kata kunci: pemberdayaan masyarakat, pascarehabilitasi, IBM, CSR, budidaya puyuh, desa binaan

Introduction

Community empowerment is a social development approach that positions citizens as agents of change rather than merely as recipients of assistance. Within this framework, communities are seen as possessing the potential, capacity, and capability to develop solutions to the problems they face through participatory processes and collective learning. Therefore, the success of empowerment programs should not be measured solely by their material outputs, but also by the growth of the community's ability to organise itself, increase participation, and sustain community-based activities over time (Tampubolon et al., 2006; Maton, 2008; Kamruzzaman, 2020).

In the context of post-rehabilitation following drug abuse, community empowerment is particularly relevant. Recovery after rehabilitation does not end with the cessation of substance use, but requires social reintegration supported by healthy routines, positive social relationships, and opportunities to engage in meaningful activity. The recovery capital literature emphasises that the recovery process is strongly shaped by the personal, social, and community resources available to individuals, including employment opportunities, social support, and involvement in productive activities (Cano et al., 2017; Best & Hennessy, 2022).

Institutionally, this approach is in line with the Community-Based Intervention (IBM) model developed by BNN. IBM places the community at the centre of early detection, social support, relapse prevention, and environment-based recovery. At the local level, BNN Cilacap Regency reported that post-rehabilitation services in 2025 reached 34 clients and were supported by IBM in Slarang Village. At the same time, BNN Cilacap Regency also stated that the Rai Bersinar Group was jointly fostered by BNN Cilacap Regency and Pertamina Integrated Terminal Cilacap as part of CSR implementation.

Slarang Village is therefore an important case to examine, as it reflects a concrete intersection between social rehabilitation, community empowerment, and cross-sector collaboration.

In practice, one of the activities developed in Slarang Village is quail farming managed by the Rai Bersinar Group. Quail farming was selected because it is relatively easy to manage, can be carried out on a community scale, and has the potential to provide regular and productive activity. The program is noteworthy not only for its economic dimension, but also for its social function in providing a developmental space for post-rehabilitation clients and participating residents. Furthermore, in January 2026, the official website of BNN Cilacap Regency published a report entitled *Slarang Village Receives an Award as an Outstanding BNN-Assisted Village in Cilacap Regency*. This suggests that the program in Slarang is no longer viewed merely as a technical activity, but has become part of the institutional image of the village as one of BNN's fostered communities.

Nevertheless, not all empowerment programs implemented in assisted villages automatically succeed in fostering community self-reliance. Many programs remain strong in terms of initial participation and continuity of activity, but have not yet fully succeeded in expanding economic benefits or strengthening group institutions over the long term (Fauzi & Sadono, 2006; Rosyida & Nasdian, 2011; Wijayanti & Ansori, 2025). It is therefore important to examine not only whether the quail farming program in Slarang Village is still operating, but also how it affects community empowerment and how it contributes to the sustainability of the assisted village.

Against this background, this study aims to: (1) analyse the implementation of the quail farming program by the Rai Bersinar Group; (2) explain the program's social and economic impacts on community empowerment; and (3) analyse how the sustainability of the program contributes to strengthening Slarang Village's position as an

active and high-achieving assisted village.

Theoretical Framework

Community empowerment theory

Community empowerment is understood as a process of enhancing the capacity of individuals and groups so that they are able to recognise their potential, make decisions, and manage activities more independently. In this approach, the community is not seen as a passive object, but as a subject that must be involved in every stage of the program, from planning and implementation to evaluation. Empowerment is not synonymous with temporary assistance, but with strengthening agency, opportunity, and capacity for action (Tampubolon et al., 2006; Maton, 2008).

This concept is relevant to the analysis of the Rai Bersinar Group because the quail farming program is not merely an economic activity, but also a process of social learning and community organisation. In this context, empowerment can be seen in the growth of participation, responsibility, cooperation, and the group members' ability to sustain the activity over time.

Community participation theory

Community participation refers to the involvement of citizens in development processes, including decision-making, implementation, utilisation of outcomes, and evaluation. Participation is important because it is directly related to a sense of ownership over the program and its prospects for sustainability (Fauzi & Sadono, 2006; Kamruzzaman, 2020). Programs carried out only by a small number of actors, without adequate community involvement, tend to be fragile and difficult to sustain.

In this study, participation theory is used to examine variations in the involvement of Rai Bersinar Group members. Not all members participate with the same intensity, so participation should not be understood as a

binary category of active versus passive, but rather as a spectrum of involvement that affects the vitality of the program.

Program sustainability theory

Program sustainability does not simply mean that an activity continues to operate, but also that the group is able to maintain its functions, benefits, and organisational structure when external support is no longer dominant. In studies of CSR and empowerment, sustainability is strongly shaped by community participation, the program's relevance to local needs, ongoing assistance, and institutional strengthening (Rosyida & Nasdian, 2011; Wijayanti & Ansori, 2025).

This theory is used to assess whether the sustainability of the Rai Bersinar Group merely means that the cages and livestock still exist, or whether it genuinely reflects growing social and organisational capacity within the community.

Recovery capital and social reintegration

In the post-rehabilitation context, the impact of a program cannot be assessed solely in economic terms. The concept of recovery capital emphasises that long-term recovery is strongly influenced by personal, social, and community capital, such as social support, healthy routines, employment opportunities, and new, more positive identities (Cano et al., 2017; Best & Hennessy, 2022). Group-based quail farming can therefore be understood as a medium for building productive routines and facilitating the social reintegration of post-rehabilitation clients.

Research Method

This study employed a descriptive qualitative approach with a case study design. This approach was chosen because the study seeks to develop an in-depth understanding of the impact of a single empowerment program that is contextual in nature, involves a vulnerable group, and unfolds within a particular social setting (Yin, 2018).

The research was conducted in Slarang Village, Cilacap Regency, which is one of the villages fostered by BNN Cilacap Regency and the site of the quail farming program implemented by the Rai Bersinar Group. The focus of the study was directed towards the implementation of the activity, patterns of group involvement, the program's impact, and the sustainability of activities within the assisted village.

Informants were selected purposively on the basis of their direct involvement in and knowledge of the program. The key informants consisted of the manager of the quail farming enterprise, who also served as a local community figure, and the person responsible for the day-to-day management of the cages from among the post-rehabilitation clients. They were selected because they possessed the most intensive knowledge of the program's history, day-to-day implementation, and group dynamics. Supporting data were obtained through field observation and a review of institutional program documents. As the study focused on case exploration, the findings are not intended to be generalised statistically, but rather to provide an in-depth understanding of the program's dynamics.

Data collection was carried out through in-depth interviews, observation, and documentation study. Interviews were used to elicit information regarding the background of the program, role allocation, forms of assistance, member participation, and the perceived social and economic impacts. Observation was conducted through direct examination of farming activities, including feeding, cage cleanliness, livestock care, and daily work routines. Documentation was used to review BNN's institutional publications, group records, and other relevant supporting information.

Data analysis was conducted using the interactive model proposed by Miles, Huberman, and Saldaña (2014), namely through data condensation, data display, and conclusion drawing. Data credibility was ensured through

source and technique triangulation, by comparing interview findings with observational results and available documents. The identities of informants were anonymised in the presentation of the findings in order to uphold research ethics, particularly because some informants were linked to the post-rehabilitation context.

Findings and Discussion

Implementation of the Rai Bersinar Group's quail farming program

The findings indicate that the implementation of the Rai Bersinar Group's quail farming program forms part of a broader effort to provide productive activities in Slarang Village within the framework of community-based post-rehabilitation assistance. According to the informants, under the group's current formation, activities resumed actively in 2025, beginning with cage preparation, livestock procurement, and the allocation of daily work responsibilities. At present, the number of birds being raised is estimated at around 1,600.

Operationally, the program is managed through routine activities such as feeding twice a day, checking cage conditions, cleaning the cage area, and collecting production outputs. Observational findings indicate that although the work system remains relatively simple, the activities are carried out regularly and demonstrate a relatively stable working rhythm. This is important because, in studies of program implementation, the continuity of day-to-day activity is an indicator that a program has moved from the planning stage into actual practice (O'Toole, 2000).

In practice, the group demonstrates a division of labour that is not yet fully formalised, but already functions in practical terms. Some members are more actively involved in daily technical work, while others contribute when needed. This situation suggests that the group's organisational structure is still developing. On the one hand, the presence of key actors helps

maintain program continuity. On the other hand, dependence on particular individuals also signals that the group's institutional foundations are not yet fully mature.

This finding is in line with Maton's (2008) argument that empowering settings usually develop gradually. In other words, an empowering space does not always emerge in the form of a neatly structured organisation from the outset, but may grow out of repeated collective practices, so long as such activities provide room for learning, responsibility, and a sense of ownership among members.

The program's social impact on community empowerment

The strongest impact of the quail farming program can be seen in the social dimension. The activity creates a productive participatory space for the residents involved and helps establish more structured work routines. According to the informants, of the group's total 12 members, only some are actively involved in daily activities. Although participation remains uneven, the involvement of this core group has been sufficient to keep the program alive.

Another important finding is the involvement of post-rehabilitation clients, particularly those in the younger age category, in cage management and day-to-day farming activities. Their involvement provides them with structured activity, work experience, and a more positive social position. In the context of recovery, this is highly significant because regular and meaningful activity can strengthen self-control, responsibility, and the feeling of being needed within the social environment. The recovery capital literature shows that meaningful activity and community support are important elements in sustaining recovery over time (Cano et al., 2017; Best & Hennessy, 2022).

In addition, the program also encourages the development of cooperation and a sense of responsibility within the group. Participating residents have begun to learn how to divide

tasks, maintain schedules, and adjust their roles to the needs of the group. From an empowerment perspective, this process is important because it indicates that the program's benefits do not lie solely in economic output, but also in the social learning that strengthens the community's collective capacity (Tampubolon et al., 2006; Widi et al., 2023).

Another social impact is the growing sense of ownership over the program. Active members demonstrate concern for cage conditions, livestock health, and the continuity of the enterprise. Such a sense of ownership constitutes an important form of social capital in empowerment, since community-based programs are unlikely to endure without emotional attachment and commitment from group members.

Economic impact: still limited, but opening up productive potential

In contrast to its social effects, the program's economic impact remains limited. According to the informants, the proceeds from quail egg sales are still largely used to meet operational needs, particularly the purchase of feed and cage maintenance. This indicates that the enterprise has not yet reached a stage of profit accumulation sufficient to be distributed widely among group members or the wider community.

Accordingly, the program cannot yet be claimed to have generated a significant economic impact on the welfare of the people of Slarang Village as a whole. At this point, the manuscript must remain honest and proportionate. The program's success should not be overstated merely because the activity is still running. Indeed, the analytical strength of this article lies in its ability to distinguish between the social impact, which is already tangible, and the economic impact, which is still in an emerging phase.

Even so, the program still holds economic significance on a micro scale. The farming activity enables participating residents to engage in regular productive work and, in some cases,

provides pocket money for post-rehabilitation clients who are actively involved in daily management. In this sense, the program's economic impact is more appropriately understood as a stimulus for participation and the early formation of productivity, rather than as evidence of a well-established commercial enterprise.

This finding is consistent with studies of CSR and empowerment showing that the success of community-based programs often unfolds in stages: beginning with the formation of participation and social benefits, and only later developing into more stable economic gains once institutional capacity, marketing, and participation become stronger (Rosyida & Nasdian, 2011; Wijayanti & Ansori, 2025).

Program sustainability and the strengthening of Slarang Village's position as an assisted village

One of Rai Bersinar's important achievements is the continuity of its activities. Despite limitations in capital, marketing, and uneven member participation, the group has managed to maintain quail farming as a productive activity. This shows that the program has been transformed from a mere initial intervention into an activity with genuine social vitality at the group level.

The sustainability of this program is also important when viewed in the context of the assisted village. According to official sources from BNN Cilacap Regency, assistance for the "Rai Bersinar" quail farming group has been positioned as a concrete step towards fostering post-rehabilitation economic self-reliance, with emphasis on technical skills, alternative feed, basic financial record-keeping, and stronger group governance. At the same time, the 2025 year-end report of BNN Cilacap Regency identifies IBM in Slarang Village as part of its active post-rehabilitation services. Taken together, these developments show that Rai Bersinar is not a stand-alone activity, but part of

the broader architecture of BNN's assisted-village development at the local level.

The claim that this program supports Slarang Village as an outstanding assisted village also has a contextual basis. In January 2026, the official website of BNN Cilacap Regency published a report entitled *Slarang Village Receives an Award as an Outstanding BNN-Assisted Village in Cilacap Regency*. Analytically, this finding is important, but it must be interpreted with caution. The existence of such an award may be used to indicate institutional recognition of the performance of the assisted village, but it should not be treated as the sole evidence of empowerment success. Empowerment must still be assessed in terms of process, impact, and sustainability at the community level.

For this reason, Rai Bersinar's contribution to Slarang Village's image as an active and high-achieving assisted village is more accurately understood as a supporting contribution, rather than as a single causal explanation. The quail farming program helps demonstrate that Slarang Village has an empowerment activity that remains active, but the village's achievements are of course also shaped by other institutional factors beyond this group alone.

Critical analysis: from productive activity towards stronger institutional capacity

Overall, the findings suggest that the Rai Bersinar Group's quail farming program is stronger in its social-rehabilitative function than in its economic function. The program has succeeded in providing a healthy, productive, and structured space for activity, particularly for post-rehabilitation clients. This strength should not be underestimated, because in the context of villages affected by drug-related vulnerability, the success of building routines and social responsibility is itself a substantive achievement.

However, from the standpoint of more mature empowerment, the program still faces three major challenges. First, member participation remains uneven. Second, product processing

and marketing have not yet developed optimally, so economic value added remains limited. Third, the group's institutional structure still relies heavily on certain actors who dominate day-to-day operations. These challenges suggest that the program has succeeded in laying a social foundation, but still requires further strengthening in order to move towards more stable organisational and economic self-reliance.

This is precisely where the program's value for empowerment studies lies. Rai Bersinar shows that empowerment is not an instant process. It grows out of small activities that are sustained over time, supported by mentoring, and gradually build community capacity. In other words, the program's success lies not primarily in the scale of profit already generated, but in its ability to sustain productive activity while at the same time cultivating the social capacity of the target group.

Conclusion

This study shows that the impact of the quail farming program implemented by the Rai Bersinar Group in Slarang Village is more pronounced in social than in economic terms. The program has succeeded in creating a space for productive activity, strengthening cooperation, fostering group responsibility, and supporting the social reintegration of post-rehabilitation clients. Within the context of a BNN-assisted village, this social-rehabilitative function constitutes an important achievement, as it demonstrates that a community-based program can serve as a meaningful medium of recovery.

From an economic perspective, however, the program's benefits remain limited. The proceeds of the enterprise are still used primarily to support operational needs, while product processing and the distribution of economic benefits have not yet developed optimally. Accordingly, the program cannot yet be categorised as a fully established model of

economic empowerment, but it can already be understood as an initial foundation for strengthening community productivity based on local potential.

The continuity of the Rai Bersinar Group's activities is an important indicator that the program has taken root at the community level and supports Slarang Village's position as an active assisted village. In the context of BNN's institutional recognition, the existence of this program also contributes to strengthening Slarang Village's image as an outstanding assisted village. Academically, however, this achievement must still be interpreted proportionately as the outcome of a broader assistance process, rather than as the consequence of a single quail farming activity alone.

Recommendations

The Rai Bersinar Group's quail farming program needs to be strengthened in several respects. First, the allocation of roles and the commitment of group members need to be made clearer so that participation does not rest on only a small number of individuals. Second, program development should be directed not only towards farming activities themselves, but also towards product processing, packaging, and marketing in order to increase economic value added. Third, assistance from BNN Cilacap Regency and CSR partners should be continued, with a stronger focus on institutional strengthening, financial record-keeping, and business strategy. Fourth, periodic evaluation should be carried out to ensure that the program's rehabilitative, social, and economic objectives continue to develop in a balanced way.

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