

ABSTRACT

The main objective of the study is to design the empowerment model for small micro scale horn craft industry in Pucang Village, Secang District, Magelang Regency. The specific objectives are: (1) to identify the level of powerment of small micro scale horn industry; (2) to formulate the strategy of development for small micro scale horn industry in Pucang village.

The population of small micro scale horn industry that still survive as many 18 players in the industry, all respondents to. In-depth interview had been carried out with 10 keypersons who competents with the small micro scale horn industry. Descriptive statistics then was invoked to analysize the profile's and the level of powerment of respondents. In-depth interview with keypersons and analysis of Hierarchy Process (AHP) were used as a media to construct the strategy of empowerment to enhance the performance of small micro scale of horn industry.

Further, the analysis of Hierarchy Process (AHP) was employed to provide the empirical evidence of the empowerment strategy as prioritized by the study. The results indicated that the level of powerment found relatively very low (below than 50%). The strategy should be outlined to improve the batik enterprises' performace in the study area among others are through the four drivers, namely: (1) access of production, (2) access in market; (3) access in man-power; (4) access in technology. Several priorities should be put on the empowerment strategy among others are: provide a suitable training program and extension to the producers or actors in order to meet the demand stipulated by consumers or market; the house of expo or trading or outlet are indeed needed to be established and revitalized; then training program to improve technical skills. Lastly, providing assistance enhancement technologi small micro scale of horn industry at affordable price in Pucang village.

Keyword: *empowerment, development, industry, horn, small micro scale, AHP*