

LOCAL GOOD GOVERNANCE INNOVATION: THE JAKPRENEUR APPLICATION AND POVERTY ALLEVIATION IN JAKARTA

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Abstract: The Provincial Government of DKI Jakarta is working to strengthen its poverty alleviation strategies through more innovative and inclusive approaches. One of these efforts is the Jakpreneur application, a digital platform designed to empower micro, small, and medium enterprises (MSMEs) and expand economic opportunities for low-income communities. Jakpreneur can be understood as an initiative that not only provides technical support for entrepreneurs but also represents a form of local governance that emphasizes transparency, participation, and accountability. Using a descriptive qualitative approach, this study examines Jakpreneur's contribution to increasing MSME income, skills, and competitiveness, while assessing its impact on poverty reduction in Jakarta. The findings indicate that the integration of digital platforms into public services holds significant potential to accelerate economic empowerment, although challenges such as digital literacy gaps remain. The Jakpreneur program offers important insights into how technology can serve as a bridge between policy visions and the real needs of urban communities.

Keywords: JakPreneur, MSMEs Digital Innovation, Local Good Governance, Poverty Alleviation

Abstrak: Pemerintah Provinsi DKI Jakarta sedang berupaya menata strategi pengentasan kemiskinan melalui pendekatan yang lebih inovatif dan inklusif. Salah satunya diwujudkan lewat *Jakpreneur*, sebuah aplikasi digital yang dirancang untuk memberdayakan pelaku MSMEs dan membuka peluang ekonomi bagi masyarakat berpenghasilan rendah. *Jakpreneur* dapat dipahami sebagai inisiatif yang tidak hanya menyediakan dukungan teknis bagi pelaku usaha, tetapi juga merepresentasikan praktik tata kelola pemerintahan lokal yang berorientasi pada transparansi, partisipasi, dan akuntabilitas. Melalui pendekatan kualitatif deskriptif, studi ini menelusuri kontribusi *Jakpreneur* dalam

meningkatkan pendapatan, keterampilan, dan daya saing MSMEs , sekaligus mengukur dampaknya terhadap penurunan angka kemiskinan di Jakarta. Hasil temuan menunjukkan bahwa integrasi digital dalam pelayanan publik memiliki potensi besar dalam mempercepat pemberdayaan ekonomi warga, meskipun masih dibayangi tantangan seperti kesenjangan literasi digital. Program *Jakpreneur* menawarkan pelajaran penting tentang bagaimana teknologi dapat menjadi jembatan antara visi kebijakan dan kebutuhan nyata masyarakat urban.

Kata kunci: *Jakpreneur*, MSMEs , Inovasi Digital, *Good Governance* Lokal, Pengentasan Kemiskinan

Article History: Received June 24, 2025, revised: August 10, 2025, Accepted: October 10, 2025, Available online December 30, 2025

Introduction

Poverty is a complex issue that requires a strategic and comprehensive approach in its management. According to CNN Indonesia (2025), the poverty rate in Jakarta declined to 4.14 percent in September 2024, a decrease of 0.16 percent compared to March 2024. The number of poor residents was recorded at 449.07 thousand people, a reduction of 15.86 thousand from March 2024, which had 464.93 thousand people. Furthermore, data from the Central Statistics Agency (BPS), as reported by CNN Indonesia (2025), showed that Jakarta ranked third for the lowest percentage of poor residents after Bali (3.8 percent) and Kalimantan (4.02 percent). This decline in the poverty rate aligns with improvements in several macroeconomic indicators and stable economic growth, which are key factors in reducing poverty levels. However, this achievement does not fully reflect the reality on the ground. Amid the declining trend, Jakarta actually experienced an increase in the poverty line by 2.52 percent, from Rp825,288 per capita per month in March 2024 to Rp846,085 per capita per month in September 2024 (CNN Indonesia, 2025). This indicates that despite the decrease in the number of poor residents, the rising cost of living creates new pressures, especially for those near the poverty line.

The inflation rate in September 2024 was 1.70 percent, lower than in previous months which reached 2.23 percent in June 2024. However, for low-income communities, even low inflation can still have a significant impact on their purchasing power.

The development of Micro, Small, and Medium Enterprises (MSMEs) has become one of the main strategies in poverty alleviation in Jakarta. MSMEs play an important role in absorbing labor, increasing household income, and driving local economic growth. MSMEs empowerment is also part of the Integrated Poverty Intervention Program, namely through productivity and income programs (Tobing, 2023). Nevertheless, poverty alleviation efforts remain a priority in achieving the target of zero percent extreme poverty, which requires various innovative community empowerment programs.

Amid these conditions, the Jakarta Provincial Government has launched various innovations, one of which is the JakPreneur application for MSME development. JakPreneur is a digital application-based entrepreneurship initiative designed to enhance the economic independence of residents. The Jakarta Provincial Government developed this digital MSMEs empowerment program as part of efforts to alleviate urban poverty. The program transforms the previous OK OCE initiative into a more integrated and responsive application designed to meet community needs. This program offers an integrated entrepreneurial ecosystem, ranging from training, licensing, marketing, to capital access, all of which can be accessed free of charge by all Jakarta residents (DPKUKM Jakarta, 2023). JakPreneur not only serves as an economic empowerment platform but also as a social strategy that encourages the reduction of economic inequality, poverty, and unemployment.

As of 2023, the program had supported over 361,000 MSME actors in Jakarta—a figure nearly equivalent to the provincial unemployment number of approximately 377,000 (CNN Indonesia, 2022). This figure demonstrates JakPreneur's significant role as a tool for social and economic intervention on an urban scale. Nevertheless, its implementation still faces several challenges. Low digital literacy, the predominance of participants from the housewife community, and the limited participation of younger generations remain serious obstacles to expanding the program's overall impact (Zahra & Sagita, 2023). Meanwhile, digitalization has proven to have great potential in

improving MSMEs competitiveness, as highlighted by Ahmad et al. (2022), particularly through the use of e-commerce and technology-based platforms.

Previous studies have been conducted that are relevant to the research undertaken by the author. Zahra and Sagita (2023) examined the effectiveness of the JakPreneur program in North Jakarta and found that the program was quite successful in reaching MSMEs actors and providing business support facilities. However, this study was limited to one region, did not directly link the program to poverty alleviation strategies, nor did it explore aspects of digital innovation or local good governance principles in its implementation. Meanwhile, Sari (2021) highlighted the implementation of the JakPreneur program in South Jakarta, which was considered effective in facilitating access to training and licensing for MSMEs actors. Nevertheless, this study also noted obstacles such as low digital literacy and a lack of program outreach, and it did not connect the JakPreneur application with theoretical approaches or its broader role in poverty alleviation strategies.

These findings serve as an important foundation for further exploration, as there remain gaps in fully understanding how the JakPreneur program, as a form of digital innovation, truly contributes to poverty alleviation in Jakarta. This is where the urgency of this research lies—to examine how the application is implemented within the framework of public policy that is not only technology-based but also grounded in the principles of local good governance, such as citizen participation, service transparency, and institutional accountability.

Politics is a word that has a lot to do with leadership. Politics is fundamentally a science employed to collectively galvanize the interests and objectives of the state. Harold D. Lasswell, on the other hand, says that politics is knowledge that talks about

This research aims to understand two main aspects: first, how the forms of innovation offered by JakPreneur can concretely support MSMEs empowerment; and second, to what extent this program can make a direct contribution to increasing community

income and reducing poverty levels in urban areas. These two focuses are important considering that the program operates at the intersection between digital public service delivery and the complex socio-economic needs of the urban poor.

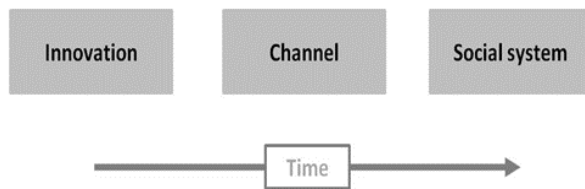
Therefore, this study conducts an in-depth examination of the working mechanisms of JakPreneur as a medium for socio-economic policy transformation, assessing its impact on MSMEs actors, and evaluating whether its implementation aligns with the principles of good governance at the local level. This research is expected not only to produce a richer theoretical understanding but also to provide practical insights for strengthening the design of poverty alleviation programs based on innovation and digital inclusion.

Conceptual Framework

Everett M. Rogers introduced a concept regarding the dissemination of new ideas known as the Diffusion of Innovations Theory. Through his monumental work *Diffusion of Innovations*, first published in 1962 and revised five times until its fifth edition in 2003, Rogers made a significant contribution to understanding the process of innovation adoption across various fields. Diffusion is defined as the process by which an innovation is communicated through specific channels over time among members of a social system (Rogers, 1983, p. 5). In decision-making, Rogers states that within a social system there are three main types of decision-making methods: optional, collective, and authority-based (Rogers, 1983:29). However, in this study, this study focuses on the optional (individual) decision-making perspective, in which each member of the social system goes through an independent decision-making process regarding the adoption of an innovation. This process consists of five stages: the first stage, knowledge, where individuals become aware of an innovation and gain an understanding of how it works; the second stage, persuasion, where individuals form a positive or negative attitude toward the innovation; the third stage, decision, where individuals take actions that lead to either the adoption or rejection of the innovation; the fourth stage, implementation, where individuals begin to use the innovation in practice; and the

final stage, confirmation, where individuals evaluate the effects and outcomes of their decision regarding the innovation.

Rogers stated that there are four main components in the process of innovation diffusion (Rogers, 1983:11). First, the innovation itself, which may take the form of an idea, action, or object that is perceived as new by an individual. Innovation can also be understood as an impulse to create something different or to bring about change in social life. Second, communication channels, which refer to the media used to convey messages from one individual to another. These channels may include direct conversations, short messages, or other media that spread throughout society. Third, time, which refers to the duration required for a community to accept and adapt to new things. Fourth, the social system, which consists of interconnected elements that work together to solve problems and achieve common goals. This system includes various structures within society, such as institutions, social groups, and religious values.



(Sumber: <https://www.communicationtheory.org/diffusion-of-innovation-theory/>)

Within Rogers' theoretical framework, JakPreneur can be analyzed as an innovation in local governance. Based on Rogers' definition of innovation as "an idea, practice, or object perceived as new by an individual or other unit of adoption" (Rogers, 1983, p. 11), Jakpreneur represents a form of digital government innovation aimed at addressing poverty issues in Jakarta through an entrepreneurial approach. The diffusion process of JakPreneur among Jakarta's residents involves various communication channels. According to Rogers' theory, mass media channels such as television advertisements, radio, billboards, and social media may be more effective in creating initial awareness and knowledge (the knowledge stage) about Jakpreneur. Meanwhile, interpersonal communication channels such as direct socializa-

tion, mentoring, and word-of-mouth communication play a more significant role in the persuasion stage, when individuals form attitudes toward JakPreneur.

The element of time is highly important in the diffusion process of JakPreneur. In line with Rogers' theory, time functions in three aspects: the innovation-decision process, adopter categorization, and rate of adoption. In the context of JakPreneur, it is essential to analyze how long it takes from the program's introduction to its widespread adoption by Jakarta's residents. The social system of Jakarta's society, with its diverse structures and norms, influences how JakPreneur is diffused and adopted. According to Rogers, both formal and informal social structures can either facilitate or hinder the diffusion of innovations. In Jakarta's context, governmental structures from the provincial level down to neighborhood associations (RT/RW), community organizations, entrepreneurial groups, and informal social networks all play roles in the diffusion process of JakPreneur.

The concept of local good governance refers to regional governance that upholds the principles of participation, transparency, accountability, responsiveness, effectiveness, efficiency, and the rule of law. These principles are essential in implementing public programs that have a direct impact on low-income communities, such as JakPreneur. Local governments that apply good governance are expected to actively involve citizens in decision-making processes, particularly in economic empowerment programs. Programs like Jakpreneur are effective only if the community participates in their planning, implementation, and evaluation (Dwiyanto, 2021).

1. Participation: The extent to which the community is involved in the planning and implementation of the JakPreneur program.
2. Accountability: The government's ability to provide clear explanations regarding the use of funds, objectives, and outcomes of the JakPreneur program.
3. Transparency: The level of openness in providing information about the program to the public.

4. Responsiveness: The government's ability to respond promptly to the needs and complaints of the community related to the JakPreneur program.
5. Effectiveness: The extent to which the program has succeeded in achieving its goals of reducing poverty and empowering communities through the development of MSMEs.

According to the United Nations Development Programme (1997), good governance encompasses the mechanisms, processes, and institutions through which citizens can articulate their interests, exercise their rights, fulfill their obligations, and mediate their differences. The UNDP also emphasizes that the key principles of good governance include participation, transparency, accountability, effectiveness, efficiency, and the rule of law. Santoso (2005) further states that good governance refers to the administration of government that is solid and responsible, efficient and effective, as well as open and participatory, all of which are grounded in the supremacy of law in the pursuit of public welfare.

This study employs a descriptive qualitative approach to explore in depth the implementation of the JakPreneur program as a form of local good governance innovation in poverty alleviation in DKI Jakarta. This approach allows the researcher to understand the processes, interactions, and public perceptions of JakPreneur's digital service features, emphasizing meaning and social context rather than generalization (Sugiyono, 2015). Data collection was conducted through a literature study based on secondary data, including official government documents, digital reports, online news, and scientific publications related to e-government and entrepreneurship development. The main focus is on the aspects of business mentoring, training, and licensing facilitation offered by JakPreneur. Data analysis follows the model of Miles and Huberman (1994), which consists of: (1) data reduction to filter relevant information related to digital innovation and its contribution to entrepreneurship; (2) data presentation in descriptive narrative form to illustrate the dynamics of program implementation and the perceptions of related actors; and (3) conclusion drawing and verification based on iden-

tified patterns, with validation conducted through source triangulation to ensure the accuracy and reliability of research findings.

Innovation in the JakPreneur Application as a Means of Poverty Alleviation

JakPreneur is the flagship program of the Provincial Government of DKI Jakarta in developing the micro, small, and medium enterprise (MSMEs) sector. Launched in 2020 as a continuation of the Integrated Entrepreneurship Development Program (PKT), JakPreneur aims to build a more inclusive and sustainable entrepreneurial ecosystem (Dinas Sosial Provinsi DKI Jakarta, 2025). The program is not merely a government initiative but also serves as a collaborative platform that brings together local government, educational institutions, financial organizations, and the general public to empower MSMEs actors in an integrated manner.

One of the key innovations in JakPreneur is the utilization of digital technology through the integration of the program into the Jakarta Kini (JAKI) application, the official platform of the DKI Jakarta Provincial Government (Jakarta Smart City, 2021). Through this application, program participants can easily access various business support services directly from their smartphones. Features such as entrepreneurship training, business mentoring, product promotion and marketing, access to financing, assistance with licensing processes, and product development are all available within a single platform. This digitalization not only simplifies but also accelerates the empowerment of MSME actors, enabling them to compete more effectively in the digital economy era.

Furthermore, the DKI Jakarta Provincial Government encourages Jakpreneur participants to adopt cashless payment systems such as QRIS. This initiative aims to improve transaction efficiency while expanding market reach, both online and offline. Such efforts reflect a significant shift from traditional business models toward more modern and technology-adaptive practices.

The JakPreneur program goes beyond technical aspects. It also focuses on strengthening the human resource capacity of entrepreneurs through comprehensive training and mentoring. Participants are equipped with technical skills such as product production and development, as well as non-technical skills including business management, marketing, communication, and entrepreneurial mindset development (Jakarta Smart City, 2021). The mentoring provided also includes guidance in preparing financial reports, strengthening brand identity, building business networks, and overcoming everyday business challenges.

JakPreneur does not only target the general population but also opens access for vulnerable groups, including persons with disabilities. Through training programs such as culinary arts, sewing, digital marketing, packaging design, and product photography, the program seeks to create independent entrepreneurs from various social backgrounds. This effort emphasizes that JakPreneur's objective is not merely to reduce poverty statistically but also to enhance individual dignity and self-worth through economic empowerment.

All processes within JakPreneur are designed with a collaborative approach. The local government partners with various stakeholders such as universities, vocational training institutions, financial institutions (including the Financial Services Authority and Bank DKI), as well as private sector partners. This approach makes JakPreneur's training and mentoring model integrated, inclusive, and oriented toward long-term impact (Dinas Sosial Provinsi DKI Jakarta, 2025).

The JakPreneur program is also an initiative of the DKI Jakarta Provincial Government that integrates digital technology into MSMEs empowerment and poverty alleviation efforts. This innovation is realized through the integration of training, mentoring, and market access services within a single application-based platform. According to the Jakarta Smart City report (2021), through the JAKI application, JakPreneur participants can access services online, including training registration, business consultation, and applications for capital assistance.

This digitalization enhances efficiency while simultaneously strengthening accountability. The government can monitor participants' progress in real time and intervene when obstacles are identified. In addition, JakPreneur collaborates with various local startups and e-commerce platforms such as Tokopedia and Shopee, which help MSMEs reach broader markets, including those outside Jakarta (Savitri & Nugroho, 2022). This approach demonstrates that JakPreneur is not merely a training program but a form of social innovation that adapts to urban dynamics and the challenges of structural poverty. By expanding economic inclusion and strengthening the entrepreneurial capacity of the community, the program serves as a long-term strategy for reducing poverty levels in Jakarta (Savitri & Nugroho, 2022).

The Contribution of the JakPreneur App to MSMEs Income Growth and Poverty Reduction in Jakarta

JakPreneur is an innovation by the Provincial Government of DKI Jakarta aimed at supporting the economic empowerment of low-income communities. The application serves as a key instrument for reaching participants, registering MSMEs actors, and providing integrated access to training, financing, licensing, and marketing. As of August 2024, 385,079 MSME actors had joined the program, an increase from 285,569 in 2021 (Antara, 2024).

Initial data show that JakPreneur has made a tangible contribution to improving MSMEs income. The DKI Social Service reported that entrepreneurial mentoring through JakPreneur “directly impacts the increase in MSMEs turnover” (Dinas Sosial Provinsi DKI Jakarta, 2025). For example, Jakpreneur-affiliated MSMEs recorded an e-order transaction turnover of Rp 502 trillion in 2023 (Antara, 2024). In the food sector, turnover reached Rp 122.6 billion (Tobing, 2024). These gains followed a series of entrepreneurship trainings, branding assistance, digital marketing, and licensing facilitation provided by the program. Although there are no official figures on per capita income growth, the increase in turnover indicates that JakPreneur has boosted sales and revenue among MSMEs participants in Jakarta.

Regarding poverty reduction, the DKI Jakarta Social Service stated that Jakpreneur is part of the strategy to eradicate extreme poverty, mainly by strengthening the entrepreneurial capacity of poor and vulnerable communities (Dinas Sosial Provinsi DKI Jakarta, 2024). According to the Central Statistics Agency (BPS), Jakarta's poverty rate fluctuated—3.47% in March 2019 (365.55 thousand people), rising to 4.72% in March 2021 (501.92 thousand people) due to the pandemic, then decreasing to 4.30% in March 2024 (464.93 thousand people) after various economic recovery programs were implemented (BPS, 2019; 2021; Liputan6, 2024).

JakPreneur's contribution to income improvement is also reflected in its accessible digital platform for registration, online training, market information, and monitoring of licensing and financing. In 2024, the DKI Jakarta Social Service and the PPAPP Office assisted over a thousand new MSMEs participants, with 71 successfully listed as suppliers in the provincial e-catalog (Dinas Sosial Provinsi DKI Jakarta, 2025). The assistance included financial management training, halal certification, and production equipment support, all integrated into the application.

Qurtubi and Muhtadi's (2024) study in Pesanggrahan District found that program participants experienced an increase in turnover and business sustainability. In Central Jakarta, the 2024 Productive Economic Enterprise Training Program targeted 250 DTKS (Data Terpadu Kesejahteraan Sosial) residents to equip them with skills and access to capital for independent entrepreneurship. These indicators align with Cluster 3 of the DKI Jakarta Poverty Alleviation Strategy, in which JakPreneur functions as an integrator of training, mentoring, and micro-MSMEs -based financing (Bappeda Jakarta, 2025).

Beyond its direct impact, JakPreneur also contributes indirectly by strengthening the local economic ecosystem. The digital entrepreneurship approach, including online promotion and marketplace features, helps reduce unemployment and dependency on social assistance. One example is the cloud kitchen program in South Jakarta, which helped around 100 culinary

MSMES s scale up, with nearly 300 products marketed digitally (Dinas Sosial Provinsi DKI Jakarta, 2024).

Thus, JakPreneur's contribution to improving MSMEs income and reducing poverty in Jakarta can be considered significant. Through integrated digital services, on-site mentoring, and cross-sectoral collaboration, JakPreneur promotes the economic independence of low-income households, enhances welfare, and strengthens inclusive people-centered urban economic growth. JakPreneur's tangible impact on income improvement is reflected in the participation data, which shows that the majority of MSMEs participants come from vulnerable groups. According to the DKI Jakarta Office of Women Empowerment, Child Protection, and Population Control (PPAPP, 2024), more than 60% of JakPreneur participants are female heads of households or homemakers who previously had no stable income. Through training and mentoring, they have successfully built microenterprises that now support their families' livelihoods.

This program also strengthens economic solidarity through the formation of MSMEs clusters. According to the 2025 report by the DKI Jakarta Social Service, collaboration among business actors within the JakPreneur ecosystem has stimulated local economic growth and created a multiplier effect across various regions. This collaboration not only benefits individual entrepreneurs but also revitalizes community economies at the village and sub-district levels. Furthermore, a study by Putri and Suyatno (2023) found that participants' involvement in the JakPreneur network enhanced their production and distribution capabilities, opening access to digital markets and increasing the competitiveness of Jakarta's MSMEs amid the challenges of the national digital economy.

Conclusion

This study concludes that the JakPreneur program represents a form of digital innovation in public policy that successfully integrates technological approaches with the spirit of community empowerment. The innovation offered is evident not only in its digital features that simplify access to training, licensing, and financing but also in how the program serves as a lear-

ning and growth space for MSMEs actors who are often marginalized in formal economic development schemes. JakPreneur demonstrates that when innovation is developed based on the principles of participation, transparency, and accountability, its social impact can go beyond service efficiency.

The program not only facilitates the growth of small businesses but also broadens economic inclusion, helping individuals build more stable livelihoods and, in the long term, contributing to local poverty reduction. More than just a digital platform, JakPreneur acts as a bridge between citizens' needs and a fair, inclusive vision of urban development. It provides evidence that policy innovation, when grounded in a deep understanding of social conditions, can become a transformative tool for strengthening local economies, reducing inequality, and fostering community-based self-reliance.

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