



SOCIAL ASSISTANCE INNOVATION THROUGH OPEN DONATION PLATFORM FOR ECONOMIC EMPOWERMENT OF UNDERPRIVILEGED CITIZENS

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Abstract:

Economic empowerment of underprivileged communities requires an innovative approach based on local potential and community collaboration. This study focuses on the development of an open donation platform as a form of social assistance that supports the economic empowerment of underprivileged residents through the Asset-Based Community Development (ABCD) approach. The ABCD approach emphasizes the identification and utilization of local assets, such as skills, social networks, and community resources, to create sustainable solutions. This open donation platform is designed to enable communities to contribute digitally through simple activities, such as watching advertisements or sharing content, thus facilitating access to assistance without relying entirely on direct financial donations. This community service activity is carried out by involving residents in the planning, implementation, and evaluation process of technology-based programs. The results show that the ABCD approach implemented through this platform has succeeded in increasing community participation, strengthening social solidarity, and having a positive impact on increasing the income of underprivileged residents. In addition, this platform is also a means of digital education for local communities to utilize technology productively. With the collaboration between donors, local communities, and digital technology, this program is able to create an inclusive and sustainable empowerment ecosystem. This research provides an important contribution in the development of a technology-based social innovation model that can be replicated in other regions to support community welfare. This innovation also aims to create transparency in the flow of funds, ensuring that the benefits of every contribution made by donors can be directly felt by the recipient. In addition, through this digital platform, the donation process can be carried out more easily, quickly and efficiently, thereby attracting more participation from the wider community. With assistance in managing funds and entrepreneurship training, people are not only given financial assistance, but also skills that can improve their ability to manage businesses, which in turn can create jobs and improve their standard of living in a sustainable manner. This program can also be an empowerment model that can be applied in various regions, creating a collaborative network that connects various elements of society, from donors, beneficiaries, to government and non-governmental organizations.

Keywords: Social innovation, economic empowerment, Asset-Based Community Development (ABCD), open donation platform.

Abstrak:

Pemberdayaan ekonomi masyarakat kurang mampu membutuhkan pendekatan inovatif berbasis potensi lokal dan kolaborasi masyarakat. Penelitian ini berfokus pada pengembangan platform donasi terbuka sebagai bentuk bantuan sosial yang mendukung pemberdayaan ekonomi warga prasejahtera melalui pendekatan Asset-Based Community Development (ABCD). Pendekatan ABCD menekankan pada identifikasi dan pemanfaatan aset lokal, seperti keterampilan, jaringan sosial, dan sumber daya masyarakat, untuk menciptakan solusi yang berkelanjutan. Platform donasi terbuka ini dirancang untuk memungkinkan masyarakat berkontribusi secara digital melalui kegiatan sederhana, seperti menonton iklan atau berbagi konten, sehingga memudahkan akses bantuan tanpa harus bergantung sepenuhnya pada donasi finansial secara langsung. Kegiatan pengabdian masyarakat ini dilakukan dengan melibatkan warga dalam proses perencanaan, pelaksanaan, dan evaluasi program berbasis teknologi. Hasil penelitian menunjukkan bahwa pendekatan ABCD yang diimplementasikan melalui platform ini berhasil meningkatkan partisipasi masyarakat, memperkuat solidaritas sosial, dan memberikan dampak positif terhadap peningkatan pendapatan warga kurang

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mampu. Selain itu, platform ini juga menjadi sarana edukasi digital bagi masyarakat lokal untuk memanfaatkan teknologi secara produktif. Dengan adanya kolaborasi antara donatur, masyarakat lokal, dan teknologi digital, program ini mampu menciptakan ekosistem pemberdayaan yang inklusif dan berkelanjutan. Penelitian ini memberikan kontribusi penting dalam pengembangan model inovasi sosial berbasis teknologi yang dapat direplikasi di daerah lain untuk mendukung kesejahteraan masyarakat. Inovasi ini juga bertujuan untuk menciptakan transparansi aliran dana, sehingga manfaat dari setiap kontribusi yang diberikan donatur dapat dirasakan langsung oleh penerima manfaat. Selain itu, melalui platform digital ini, proses donasi dapat dilakukan dengan lebih mudah, cepat, dan efisien, sehingga dapat menarik lebih banyak partisipasi dari masyarakat luas. Dengan adanya pendampingan dalam mengelola dana dan pelatihan kewirausahaan, masyarakat tidak hanya diberikan bantuan dana, namun juga keterampilan yang dapat meningkatkan kemampuan mereka dalam mengelola usaha, yang pada akhirnya dapat menciptakan lapangan pekerjaan dan meningkatkan taraf hidup mereka secara berkelanjutan. Program ini juga dapat menjadi model pemberdayaan yang dapat diterapkan di berbagai daerah, menciptakan jaringan kolaboratif yang menghubungkan berbagai elemen masyarakat, mulai dari donor, penerima manfaat, hingga pemerintah dan lembaga swadaya masyarakat.

Kata kunci: Inovasi sosial, pemberdayaan ekonomi, Asset-Based Community Development (ABCD), platform donasi terbuka.

INTRODUCTION

Poverty is one of the main challenges faced by Indonesian society. Based on data from the Central Statistics Agency (BPS), the number of poor people in Indonesia is still significant, with many individuals and families lacking adequate access to economic resources, education, and other basic services. This requires more strategic efforts to empower underprivileged communities to escape the cycle of poverty. One effective approach is community economic empowerment, which aims to increase the capacity and independence of individuals or groups in managing their own economic resources.

The Asset-Based Community Development (ABCD) approach is one of the innovative strategies in community empowerment. This approach emphasizes the use of local potential, such as skills, social networks, and community resources, to create sustainable solutions. In this context, an open donation platform can be an effective means to support the economic empowerment of underprivileged residents. This platform allows people to contribute through simple digital activities, such as watching advertisements or sharing content, thus providing access to assistance without relying entirely on direct financial donations.

Technology-based economic empowerment programs have been shown to have a positive impact in various regions. For example, the Indonesian Economic Heroes Program (PENA) has successfully helped 11,352 beneficiary families (KPM) by increasing their income through business mentoring and capital assistance. In addition, the community-based empowerment program in Koka Village showed that business capital assistance can increase the productivity and economic independence of underprivileged communities.

This study aims to explore the effectiveness of an open donation platform based on the ABCD approach in supporting the economic empowerment of underprivileged communities. By involving the active participation of local communities and utilizing digital technology, it is hoped that this model can create an inclusive and sustainable empowerment ecosystem.

This approach not only provides financial support, but also strengthens social relationships within the community, which in turn can increase solidarity and

cooperation between individuals. Through a digital-based open donation platform, the community can easily access assistance, both in financial and non-financial forms, such as skills training, knowledge sharing, and provision of information that can accelerate the empowerment process. This innovation allows the community to be more independent by utilizing the potential that exists within them, such as the skills they have, the social networks they have formed, and the natural resources available around them. Thus, this platform opens up opportunities to create a more inclusive ecosystem, where every individual, regardless of socio-economic status, can contribute to improving the quality of life for themselves and their communities.

Moreover, with the collaboration between the digital sector, the community, and various other stakeholders, this empowerment model is expected to create greater change in increasing the economic resilience of the community, reducing social disparities, and empowering the community in a sustainable manner. In addition, by utilizing technology, open donation platforms can also help overcome the limitations of access to assistance that are often hampered by geographic, social, or economic factors. Therefore, this approach is not only a solution for economic empowerment, but also a tool to strengthen social awareness and connect communities with opportunities that can improve their welfare in the long term.

This approach also facilitates the development of sustainable local capacity, by encouraging communities to identify and utilize assets around them. This creates a sense of ownership and responsibility for the empowerment process being carried out, because each individual and group in the community can play an active role in creating solutions according to their needs. The digital technology used in the open donation platform also allows communities to access various opportunities, such as online marketing of local products, as well as supporting the development of micro, small, and medium enterprises (MSMEs) which are the backbone of the economy in many regions. With easier access to a wider market, the sustainability of their businesses can be guaranteed, increasing income and economic independence more significantly.

In addition, collaboration between various parties, such as the government, non-governmental organizations, and the business sector, will create an ecosystem that supports each other in efforts to reduce poverty and improve welfare. This technology-based approach also allows for transparency and accountability in the management of donations, which can increase public trust in the empowerment system that is built. Thus, economic empowerment through an open donation platform based on the ABCD approach has the potential to create a broader, more sustainable, and more inclusive impact in overcoming poverty in Indonesia.

RESEARCH METHODS

Asset-Based Community Development (ABCD) approach, which focuses on utilizing local assets and potential as a basis for empowering the economy of underprivileged residents. This approach is carried out through several main stages:

1. Discovery (Discovery of Assets and Community Potential)

The first stage is to identify assets owned by the target community. Identification is carried out through:

- a) Surveys and interviews with underprivileged residents to understand the economic conditions, skills, and resources available.

- b) Mapping community assets such as community skills, existing micro-businesses, social networks, and other potential resources.
 - c) Needs analysis to adjust the assistance provided through the open donation platform to the potential and challenges faced by the community.
2. Design (Designing Open Donation Programs and Platforms)
- After community assets have been identified, the next step is to design asset-based solutions to improve the economic welfare of residents. Activities at this stage include:
- a) Development of a digital-based open donation platform that allows
 - b) the community and donors to provide financial and non-financial assistance (training, business equipment, mentorship).
 - c) collaboration with partners such as social institutions, government, and business communities to expand the reach of assistance.
 - d) Preparation of assistance programs based on community potential, such as skills training, business management, and financial literacy.
3. Delivery (Program Implementation and Platform Implementation)
- a) At this stage, program implementation is carried out by involving the active participation of the community and donors. Some of the main activities include:
 - b) Socialization and education to residents regarding the use of the open donation platform and the benefits of the assistance program.
 - c) Fundraising and distribution of assistance to beneficiaries according to the needs and potential that have been identified.
 - d) Training and mentoring for residents in managing the assistance received, whether in the form of funds, business tools, or new skills.
4. Destiny (Program Evaluation and Sustainability)
- a) The final stage is the evaluation of the impact of the program and the preparation of a sustainability strategy so that its benefits can continue to be felt by the community. The steps taken include.
 - b) Monitoring and evaluation of the economic development of beneficiary residents through interviews, surveys, and case studies.
 - c) Improvement of platform features based on user feedback to increase the effectiveness of fundraising and distribution of donations.
 - d) The formation of independent communities where residents who have been successfully empowered can share experiences and help other communities.
 - e) Through the ABCD approach, this program ensures that economic empowerment is not only based on assistance, but also builds the capacity of residents to be economically independent in the long term.

RESULTS AND DISCUSSION

This section contains research results and discussion (Book Antiqua, 12 pt, 1.0 space) The development of the era is getting faster because everything is digital, one of the factors is that the platform is widely used by the public to convey information, study media, and obtain information easily. Social media has a primary function, namely communication, but now it is increasing so that it becomes a fundraiser.

Social media is a means used by people to interact with each other by creating, sharing, and exchanging information and ideas in a virtual network and community. Using social media for fundraising is by providing assistance to people in need. Fundraising is a voluntary process of collecting donations in the form of money or other resources, through donations from individuals, companies, foundations or government agencies. An open donation platform is a digital-based container that connects donors or donors with recipients of assistance in need.

Social empowerment in this field can help residents realize their economic potential and take advantage of existing opportunities. Open giving platforms utilize digital platforms for public fundraising (opengiving) which is an increasingly popular innovation. Through this platform people can donate directly to support various empowerment initiatives, be it business capital assistance, skills training, or assistance in accessing health and education services. Fundraising is the best way because anyone can participate anytime and anywhere. In addition, the method of donating funds is also very easy because it is done through transfers. There is no limit to the amount of funds donated. In order for this platform to function optimally, good governance and attention to important factors such as transparency in the use of funds, ongoing assistance, and periodic program evaluations are needed to ensure that the assistance provided is truly on target and has a significant positive impact. With these steps, fundraising through digital platforms can be a more effective way to provide financial support to those in need.

In addition, ongoing assistance is a key factor in ensuring the success of empowerment programs in the long term. A one-time program that only provides financial assistance is not enough to change the economic status of the community in a sustainable manner. This assistance also ensures that the program can develop according to the needs of the community. Then conduct an evaluation The next step is to conduct periodic program evaluations. Periodic evaluations provide a clear picture of whether the program is running well, whether the program has achieved its stated goals, and whether there are still areas that need to be improved. The assessment can also be a reference to identify challenges that may arise during implementation and find appropriate solutions. In addition, evaluation also serves to increase accountability to donors, who want to ensure that their contributions have maximum impact. Where donors can better understand how their assistance is implemented, and what results have been achieved. This will also build further trust in the fundraising system, which can encourage more community participation in social programs.

It is also important to make adjustments and adaptations based on the results of the evaluation. By always conducting timely evaluations and adjustments, fundraising platforms can ensure that empowerment programs remain relevant, effective, and able to provide sustainable positive impacts for communities in need. Several open donation platforms have successfully helped underprivileged residents develop their small businesses. For example, through economic empowerment programs organized by social institutions using crowdfunding platforms, residents who previously did not have access to bank loans or formal financial institutions were able to start businesses with the help of donations from the community. And also this discusses contemporary trends in philanthropy, especially focusing on innovation and the influence of technology-driven charity.

By combining technological advances with the creation of more sophisticated fundraising platforms, social networking and online communication play a vital role. One example is crowdfunding, which allows individuals and organizations to raise financial support from the public through simple donations from many people. In a humanitarian context, the benefits of crowdfunding include access to financial resources, opportunities for individuals and communities to become actively involved in helping those in need, and raising public awareness around a particular humanitarian challenge. Philanthropy is a form of social capital that is shared by almost all levels of society as a long-standing tradition, philanthropy has been an integral part of communal culture, especially in rural communities. In addition, crowdfunding also plays an important role in raising public awareness around a particular humanitarian challenge, such as natural disasters, poverty, social injustice, or the refugee crisis.

Through structured and transparent campaigns, the public becomes more aware of the issues faced by those who are marginalized or affected by disasters, which in turn can encourage collective action in the form of donations, volunteers, or other support. Thus, crowdfunding is not just about providing financial assistance, but also creating space for larger, sustainable social change. Effective large-scale fundraising is not just about providing temporary relief but also a tool to educate the public about the importance of empowerment, equality, and social justice. This provides an opportunity to develop plans that are not only emergency-oriented but also consider addressing long-term issues such as social infrastructure development, skills training and economic empowerment for those affected.

Ultimately, through inclusive and participatory fundraising, we can build a more caring and equitable social culture that is ready to face common challenges, resulting in positive and more equitable change for all. This is a step towards a more resilient, capable and sustainable society where everyone plays a role in creating a better future. Not only that, it is also an effort to build collective awareness of the importance of social justice and diversity. By addressing challenges together, we will create a society that is more caring, more sensitive to the issues around them, and more able to adapt to the ever-changing world. With every step we take, we are laying the foundation for a more just, equitable and sustainable future, where everyone feels valued, has equal opportunities and contributes to a shared vision for a better future.

Through these efforts, we are not only building a more resilient social system, but also creating a culture of solidarity that will continue to grow and inspire future generations to continue to innovate, work together, and fight for the common good. These steps will lead us towards a more resilient, capable and sustainable society, where all parties, both individuals, communities, and governments play a role. People can donate directly to support various empowerment initiatives, be it business capital assistance, skills training, or assistance in accessing health and education services. Fundraising is the best way because anyone can participate anytime and anywhere. In addition, the method of donating funds is also very easy because it is done through transfers. There is no limit to the amount of funds donated. In order for this platform to function optimally, good governance and attention to important factors such as transparency in the use of funds, ongoing assistance, and periodic program evaluations are needed to ensure that the assistance provided is truly on target and

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By combining technological advances with the creation of more sophisticated fundraising platforms, social networking and online communication play a vital role. One example is crowdfunding, creating positive change that is felt across all levels of society. Through inclusive collaboration and strong synergy between all sectors of society, we will be able to overcome the major challenges we face, from social inequality, environmental issues to economic injustice. This process requires us to continue to learn, adapt, and develop greater collective capabilities in order to survive and thrive in rapid change. Moreover, sustainable development requires policies that support long-term interests, rather than just prioritizing short-term interests. Through active community involvement, where every voice is valued and every action has a clear purpose, we can ensure that this development truly reflects the needs of all sectors of society and promotes shared prosperity.

The changes we create must be able to inspire people to continue to work hard and commit, so that every step we take not only produces beneficial results today, but also ensures that future generations can inherit a better, fairer, and more prosperous world. With a holistic approach, in favor of the common good, and driven by a spirit of togetherness, we can create a resilient, intelligent, and empathetic society, ready to welcome a future full of hope. With a holistic approach, in the interests of the common good, and driven by a spirit of togetherness, we can create a resilient, intelligent, and

empathetic society, ready to face a future full of hope. A society that is able to work together in facing various challenges, that can support each other and share resources to create equitable prosperity. For this reason, it is important for us to continue to foster a sense of mutual trust, respect for differences, and strengthen social solidarity among each other. This process of change requires awareness and active participation from each individual, so that everyone feels part of a greater, noble goal, namely the creation of a more just and sustainable world. This is not just the task of the government or certain groups, but the responsibility of all of us. Each individual has an important role to play, whether in the form of contributing time, energy, or creative ideas that can bring real solutions to the problems we face. With the increasing development of technology and access to information, we have a great opportunity to accelerate this positive change. However, we must also be wise in using it, so that this progress does not actually create greater inequality or environmental damage. Therefore, it is important to prioritize the principle of sustainability in every step taken, maintaining a balance between economic development, social justice, and environmental sustainability.

The changes we aspire to must also include aspects of education and empowerment. With quality and inclusive education, we provide strong provisions for each generation to have the skills and knowledge needed to compete in an increasingly complex world. Empowering communities, especially those who are marginalized, is key to creating a more equal and just society. When everyone is given the opportunity to develop, the great potential that exists within them will be unlocked and can contribute to collective progress. The changes we create must be able to inspire people to continue to work hard and committed, so that every step we take not only produces beneficial results today, but also ensures that future generations can inherit a better, fairer, and more prosperous world.

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Through synergistic collaboration between individuals, communities, and governments, we will strengthen social, economic, and environmental systems, and expand opportunities for everyone to develop according to their potential. It is time for us to realize a more empowered, more prosperous, and more inclusive society, where everyone, without exception, feels valued and has access to achieve sustainable well-being. Economic empowerment is one of the crucial elements to ensure that every individual, especially those who are disadvantaged, has an equal opportunity to a better life. This does not only involve providing financial assistance, but also includes skills training, access to technology, and sustainable job creation. By opening up opportunities for them to actively participate in the economy, we create opportunities to build more prosperous societies, where social and economic inequalities are reduced.

Social and economic sustainability must be considered in every policy, where the importance of balancing economic growth with environmental protection cannot be ignored. When considering well-being, the discussion goes beyond improving physical living conditions, to quality of life, including access to health services, education, and a clean environment. Every policy that is formulated must be based on

the principle of sustainability so that future generations can enjoy the fruits of our hard work today.

On the other hand, governments play a critical role in developing policies that support the achievement of these goals. However, the effectiveness of this role depends heavily on community involvement. Collaboration between governments, communities, and the private sector is needed to create an enabling environment for inclusive and sustainable growth. This is the right time to encourage innovation that combines government with active community participation, and leverages technology to address existing gaps.

Now is the time for us to create stronger, more comfortable, and more integrated communities, where every individual, without exception, feels recognized and has access to sustainable well-being. By fostering a spirit of togetherness, innovation, and collaboration, we can build a more just and equitable world. While the enormous challenges we face are not easy to overcome, with solid partnerships, we are more likely to achieve significant success. Every step toward positive improvement, no matter how small, is part of a long journey toward a vision of a better and more inclusive community for all. With a more inclusive and socially just approach, we will ensure that development policies always focus on the needs of and community aspirations. We also need to ensure that empowerment programs can reach all segments of society, both in urban and rural areas, so that all individuals have the opportunity to develop and contribute to an increasingly integrated global economy.

Every effort we make must be driven by the values of togetherness, empathy, and respect for human rights. By prioritizing diversity and ensuring equal participation, we will build bridges that connect various groups in society, create shared awareness, and overcome common challenges to achieve sustainable progress.

Success in realizing an independent and sustainable society is measured not only by how much assistance we provide, but by how significantly we can create opportunities and provide space for each individual to contribute to greater change. Now is an opportunity to synergize towards a more just, inclusive, and sustainable future for all of us. An independent society has the ability to manage existing resources wisely, without continuing to rely on external assistance. They can develop skills and create sustainable economic opportunities to improve welfare. Therefore, it is important to encourage community empowerment through access to quality education, skills development, and opportunities to participate in an increasingly open global economy. This process involves a change in mindset and culture, where every individual is valued and empowered to innovate and create relevant solutions to the challenges faced in their communities.

In realizing this goal, collaboration between government, the private sector, and communities is essential. Governments need to create policies that support local economic development and community empowerment, while the private sector is expected to provide access to technology and broader markets. On the other hand, communities must be given the opportunity to express their needs, participate in planning, and collaborate in creating inclusive and equitable programs.

Giving space for every individual to contribute to greater change means offering equal opportunities to all, regardless of social, economic, or cultural

background. This includes understanding that diversity is a strength that must be harnessed; every idea, effort, and perspective can have a significant impact on fair and equitable social development.

Today, we have a better opportunity than ever to build a more inclusive world, where technology and innovation benefit all levels of society. By involving various stakeholders in every process, we can create solutions that are not just temporary, but also have a long-lasting impact for future generations. This is the right time to push for holistic and sustainable change, by giving every individual an equal role in achieving shared prosperity.

Sustainable development is not just a goal, but also a long journey that requires hard work, commitment and collaboration from all parties. We must ensure that no one is left behind in this process. By emphasizing the values of equity, participation, and empowerment, we can create a brighter and more equitable future, where everyone has the opportunity to reach their full potential, contribute to their communities, and enjoy a more prosperous life.

Ultimately, our success in building a self-sufficient and sustainable society will be reflected in how much we are able to provide opportunities and empower each individual to realize their dreams. This also includes their active role in creating more significant change for the world. By prioritizing solid collaboration, a spirit of mutual support, and policies that support the community, we can make this vision a sustainable and inclusive reality. It is important for us to understand that empowerment is not a quick process; rather, it is a long journey that requires patience, perseverance, and a shared commitment from all parties. Every individual must be given the opportunity to grow and develop according to their potential, without any obstacles standing in the way. Through quality education, access to technology, and the provision of the right capital and skills, we can open up greater opportunities for those who were previously marginalized or disadvantaged.

Building a self-reliant society means creating conditions in which each individual not only acts as a recipient of aid, but also as an active agent of change in designing their own future. A self-reliant society is a society that is able to face challenges in a creative and innovative way, and make the best use of existing resources. In doing so, they will be better able to compete in the global arena, maintain environmental sustainability, and achieve more equitable prosperity.

However, to realize such a society, we need to create an ecosystem that supports diversity, inclusivity, and social justice. We must provide space for every individual, without exception, to be involved in the development process and decision-making that affects their lives. A just society is a society that provides equal opportunities to all its members, without discrimination, to develop according to their talents and aspirations. All of this can only be realized if we support each other and work together with determination and commitment to create real and sustainable change. Such change will not happen by itself; it requires collective efforts from all elements of society.

Every individual, group, and organization must unite in one vision: building a more just, prosperous, and inclusive world for all, without exception. With a spirit of togetherness, we can overcome the challenges that exist and realize positive changes that benefit all humanity. In this journey, every contribution, no matter how small, has

a very meaningful role. Every individual, without exception, has the potential to change the situation, either through direct action or by supporting existing initiatives. No one needs to feel marginalized or insignificant; every idea, view, and concrete step we take will enrich the process of change that we are going through. It is important for us to remember that big changes always start from small steps. By supporting and motivating each other, we can

creating a better, more just and inclusive society. While this journey will not be easy, with determination and hard work, we can overcome every obstacle that comes our way. Together, we will not only build a more just world, but also create a brighter future for all levels of society.

It is time for us to act and transform this world into a better place. We must not wait for change to come from outside, but must be part of the change itself. With the spirit of togetherness, no challenge is too big, and no dream is too far to achieve. We all have a vital role to play in creating a more just, prosperous and inclusive world for all. When we unite against injustice and inequality, we instill the belief that a better world is not an impossible dream, but a reality that we can achieve. We must believe that the collective power created through solidarity can overcome major problems, whether poverty, educational disparities, or the lack of basic services needed to achieve a decent life. As long as we work together and commit to finding the best solutions, there will be no more problems.

It is important to remember that real change requires patience and perseverance. This process may take time, but with consistency and deep commitment from everyone, we can make a big difference. Every step, no matter how small, helps reduce existing gaps and strengthens a more inclusive and equitable society. When everyone has the opportunity to thrive, and all levels of society are given equal attention, we are taking a big step towards a better world. More than that, real change requires all of us to support each other. Change cannot be done alone; we need to work together, empower each other and share a common vision. When we come together, overcome our differences, and prioritize the common goal of social justice, we will see how much impact we can have. Now we need to not only talk about change, but also take action to become agents of change and set an example for future generations. Education, gender equality, access to health and protection of human rights must be part of our efforts to create a more equitable world. We must fight for policies that favor vulnerable groups, eliminate discrimination that still exists, and ensure that marginalized voices continue to be heard. All sectors of society must play an active role in the decision-making process that affects their lives, so that the policies taken truly reflect the needs and aspirations of everyone, without exception.

However, this transformation cannot be achieved by one sector or group alone. All levels of society, whether government, private sector, civil society organizations or individuals must play an active role in developing policies and programs that support social justice. These sectors must work together to design policies that not only benefit certain groups but also ensure that the rights and needs of marginalized groups are met. Civil society organizations play a very important role in this process. As a link between society and government, they serve to give voice to groups that are often marginalized and push for policies that are more concerned with their interests.

By fighting for basic rights for marginalized groups and paying attention to the

various problems faced by disadvantaged communities, civil society organizations can become powerful agents of change. In addition, each individual plays a very important role in driving change. Although not everyone has resources comparable to the government or the private sector, each individual can still make a meaningful contribution to creating broader social change. From small actions such as raising awareness of social issues, to participating in social movements, individuals can influence policy and create an atmosphere where social justice is a top priority. Every contribution, no matter how small, will have a greater impact when made collectively with sincere intentions.

Collaboration between the government, the private sector, civil society organizations, and individuals is essential in formulating policies that not only benefit certain groups, but also ensure the fulfillment of the rights and needs of marginalized groups. Policies that support social justice must ensure that no one is left behind or neglected in the process of economic and social development. Policies that are inclusive and based on social justice will ensure that all members of society have equal access to existing opportunities and resources. Therefore, policies that are formulated need to consider the various dimensions of injustice that exist in society, including access to education, health services, employment, and human rights protection. All policies must be formulated by considering the local and global context, and accommodate the specific needs of marginalized groups fairly. The government and private sector should support programs that aim to reduce inequality and improve social welfare. Meanwhile, civil society organizations must act as monitors and motivators, to ensure that policy implementation is in accordance with the principles of social justice that are expected.

Furthermore, it is important to build a culture of active participation from all elements of society in the planning and decision-making process. By providing space for the community to contribute directly to policy formulation, we can ensure that the policy truly reflects their needs and aspirations. This will strengthen the community's sense of ownership and responsibility for the policies taken, and increase the effectiveness of their implementation.

There needs to be a strengthening of the monitoring and evaluation system to ensure that the policies implemented are successful in reducing inequality and achieving social justice goals. Transparent monitoring will provide a clear picture of the progress that has been achieved, as well as identify areas that still need improvement. Continuous evaluation will ensure that policies remain relevant to the development of community needs.

Ultimately, social justice will not be realized without a shared commitment from all levels of society to confront existing injustice and inequality. We need to raise awareness that shared prosperity is the result of collective efforts, in which every individual, group, and sector of society has a very important role. With the spirittogetherness, cooperation, and mutual support, we can create a more just, prosperous, and inclusive society for all. Social justice is not only the task of the government or a particular group, but is a shared responsibility. Every element of society, from individuals to organizations, has an important role in creating real change. Therefore, we must remind and educate each other about the importance of equality, fair opportunities, and respect for diversity.

We also need to continue to innovate and create solutions that reduce disparities in the economy, education, health, and other basic rights. Without shared prosperity, no country can develop. By respecting and honoring differences and fighting for everyone's rights, we can build a strong foundation for a better future. This spirit of mutual cooperation will strengthen social ties and create a more harmonious and just society. In addition, we must continue to create innovations that close the gaps that exist in the economy, education, health, and other basic rights. Efforts to overcome injustice in all aspects of life will have a very positive impact on all parties. Shared prosperity is the main foundation for the prosperity and development of developed countries. Shared prosperity is the main foundation for the prosperity and development of developed countries. A developed country is a country that is able to utilize the potential of all its people, not only those who have more wealth or access, but also those who have been neglected. Every citizen, with all their abilities and potential, must be given an equal opportunity to contribute to national development. Only then can we ensure that the progress achieved will be felt by the entire community, not just a small part.

It is also important to remember that social justice is not only about granting equal rights, but also about recognizing and respecting diversity. Every difference that exists—whether in terms of race, religion, ethnicity, or social background—must be valued and accepted as part of the nation's wealth. Building a just country requires a joint effort to create a space where everyone can feel valued, accepted, and empowered. When all elements of society work together in a spirit of inclusivity, we will be closer to the ideals of true social justice.

This is where the role of each individual and group in realizing this vision is important. Through continued collaboration between various sectors of society, we can ensure that a more just and prosperous future is not just a dream, but a reality that can be enjoyed by all. Success in creating social justice will produce a society that is not only strong economically, but also socially and culturally. A society that supports, respects and works together will be a tremendous force in facing the various global challenges in the future. So, let's commit to working hard, thinking creatively and innovating to create sustainable solutions to existing disparities. Let's fight for the rights of everyone, respect every difference and build stronger unity in society and be part of positive change. With the spirit of solidarity and mutual cooperation, we can create a more just, prosperous and inclusive future for future generations.

In addition, technology and innovation also play a very important role in achieving a more inclusive and sustainable future. In this digital era, we have greater access to information and tools to create more efficient and effective solutions to social and economic problems. Therefore, we must strengthen digital literacy skills and encourage the wise use of technology so that society can adapt to changing times and create more equal opportunities for all levels of society. The diversity of cultures, ethnicities and religions that exist in our society is an asset that must be protected and celebrated. By respecting each other's differences, we can build stronger relationships and create a harmonious environment where everyone feels accepted and valued. Respect for human rights, freedom of opinion and expression are important foundations for creating a just and prosperous society. But what makes this innovation unique is the social assistance that accompanies it. The donations collected are not only

used to provide immediate financial assistance, but also to help empower citizens economically in the long term. The assistance includes skills training, business mentoring and market access, which aims to help them develop their economic potential independently and sustainably.

For example, underprivileged people who have certain skills such as handicrafts, agriculture, or food production can be trained to improve the quality of their products and access wider markets through this platform. In this way, the donations provided not only provide temporary assistance but also create opportunities for them to generate more stable income in the long term. Social assistance provided through the platform also focuses on spiritual and social empowerment. Many underprivileged people often feel marginalized and lose their self-confidence. This assistance helps them rebuild their self-confidence and educates them about the importance of education, social rights and their role in building a better society.

The mentoring also encourages them to be more actively involved in various social activities, such as entrepreneurship training, financial management and other personal development. One very crucial aspect in this empowerment process is the focus on sustainable business management. The mentoring provided is not only focused on technical skills in production, but also includes learning about how to manage a business professionally. This includes financial planning, product marketing, and human resource management. By understanding the important aspects of running a business, citizens can expand their business scope, increase efficiency, and avoid failures that are often caused by lack of knowledge or skills in management.

On a broader level, this empowerment also raises awareness of the importance of social participation and individual rights. Many citizens who previously felt marginalized are now given the opportunity to play an active role in social activities and decision-making that affect their lives. They are guided to understand their rights as citizens, including the right to education, the right to get a job decent, and the right to be involved in community development. This not only increases their social awareness, but also instills a sense of ownership and involvement in the various processes that occur around them.

Furthermore, this platform has the potential to create a positive impact in building an entrepreneurial culture in the community. By supporting local initiatives that are based on creativity and independence, we can create a more dynamic and innovative environment. This is very important to encourage the younger generation to see entrepreneurship as one of the paths to economic independence and positive contributions to society. Training and mentoring in entrepreneurship are not only limited to business aspects, but also build a positive mentality, including the courage to take risks and see failure as part of the learning process.

The existence of this platform also facilitates transparent and participatory monitoring of the use of funds and social assistance, so that beneficiaries feel valued and involved in the process. This transparency builds a sense of trust between donors and beneficiaries, which in turn strengthens the network of social solidarity that has been established. With a clear and easily accessible system, each party can witness the impact of the contributions they make, whether in the form of training, financial

assistance, or products that are successfully marketed.

One of the long-term outcomes of this empowerment is the creation of a more economically and socially independent community. When underprivileged citizens gain the skills and knowledge to run a business, they not only help themselves, but also create opportunities for others around them. For example, by developing small businesses, they can create jobs for other community members. This creates a multiplier effect that not only improves individual well-being, but also the quality of life of the community as a whole.

This open donation platform opens up opportunities for technology and innovation-based mentoring. In today's digital era, the ability to utilize technology is very important in developing a business. Mentoring can include training on how to market products online, use social media for promotion, or utilize e-commerce platforms to increase market reach. Thus, underprivileged citizens have greater access to compete in the global market and take advantage of the various digital opportunities that exist.

Overall, the innovation presented through this open donation platform does not only focus on temporary social assistance, but also on creating sustainable long-term opportunities. With a mentoring approach that prioritizes skills, social, and mental empowerment, and encourages collaboration between various parties, this platform is able to bring about deeper and more meaningful changes in the lives of underprivileged communities. With a spirit of mutual cooperation, this innovation has the potential to change the fate of many people and provide a broad positive impact for the entire community. In the future, if this model continues to develop, we can witness a more empowered and independent society, with a fairer and more equitable economic system. Beneficiaries who previously lived in limitations now have the opportunity to improve their lives and those of others through entrepreneurship and other productive economic activities. This comprehensive empowerment will contribute to overcoming structural poverty and reducing social inequality, because every individual has an equal opportunity to develop according to their potential.

Innovation in social assistance through open donation platforms will continue to advance along with increasing social awareness and technological advances. With the determination to continue to innovate and collaborate, we can expand the scope of this empowerment program, reach more people in need, and bring about more significant change. When every individual feels empowered to change their destiny and make a positive contribution to society, we will be one step closer to a more just, prosperous, and inclusive future for all. To achieve this great goal, we need to continue to foster a spirit of togetherness and mutual trust among all parties involved. This is a long journey that requires consistency, integrity, and commitment from every individual, institution, and community. Social empowerment is not just about providing assistance, but also creating conditions that allow everyone to be independent, develop, and take an active role in society. The success of the empowerment program can only be achieved if every element of society is involved, feels valued, and is given the opportunity to contribute according to their capacity.

One of the biggest challenges is ensuring the sustainability of these empowerment programs. Every effort we make needs to have a strong foundation in order to survive in the long term, and not just depend on external assistance or limited

resources. Therefore, it is important to design solutions that can operate independently, through efficient financial management, sustainable economic empowerment, and strengthening the capacity of human resources that continue to grow. In this context, collaboration with the private sector is very important, especially to create new jobs, introduce innovation, and support small businesses that can improve the welfare of society as a whole.

In addition, sustainability in social empowerment must also involve continuous education and training. The success of empowerment programs is not only determined by financial assistance or other resources, but also by our ability to increase the capacity of individuals and groups to continue to learn, adapt, and innovate. By providing relevant and ongoing training, communities will gain skills that will enable them to face challenges and create new opportunities in the future.

The education obtained by individuals will not only enrich their knowledge, but also provide skills that help them develop in various sectors, such as agriculture, crafts, technology, entrepreneurship, and the digital economy. In this regard, it is crucial to leverage technology as a tool to accelerate the process of education and skills development. Digital platforms that can reach a wider audience, such as online courses, tutorials, or training apps, have the potential to be a vital tool in increasing access to quality education, especially for those living in remote areas or with limited access to formal education.

Diversity also plays a vital role in supporting sustainability of empowerment. Each group in society has different needs and challenges. Therefore, it is important to adopt a contextual approach that is sensitive to the cultural, economic, and social diversity that exists. Empowerment programs must be able to accommodate the needs and potential of each group, be it women, children, people with disabilities, or other marginalized groups. By prioritizing inclusivity, we can ensure that no group is left behind in the effort to create a more just and prosperous society.

In addition, it is important to involve the community in every stage of the empowerment program, from planning to evaluation. Empowered communities are those who feel they have control over the changes that occur in their lives. When they are involved in every decision made, they will feel more responsible and motivated to contribute to the success of the program. This participatory approach will produce solutions that are more relevant, targeted, and accepted by the local community.

Regular and evidence-based evaluation is an integral component of every social empowerment program. Without effective evaluation, it is difficult for us to determine whether the program being implemented is truly having a positive, sustainable impact. Therefore, it is very important to implement a transparent evaluation mechanism and involve the community in providing input on the effectiveness of the program. This evaluation process also provides an opportunity to learn, improve existing weaknesses, and improve the quality of future programs.

Ultimately, in order to realize a better future, we must continue to maintain the spirit of solidarity and mutual cooperation that has become part of our cultural heritage. Social empowerment is a shared journey that cannot be undertaken by one party alone. Every individual, group, institution, and sector needs to collaborate, support each other, and work together to create positive social change. When all parties are committed to moving towards the same goal, no challenge is too big to face.

With strong determination and passion, we are able to realize a world that is more just, prosperous, and inclusive for all. We will build a society that supports each other, respects differences, and collaborates in creating a better future, where everyone has an equal opportunity to develop and achieve their dreams. This is the time for us to unite, innovate, and make the best contribution in creating positive change that will be enjoyed by future generations. Ultimately, social empowerment is not just a goal we want to achieve; it is also a process that we must undergo and evaluate continuously. Every challenge we face today becomes fuel to improve the system and create better solutions in the future. In every step we take, it is important to continue to affirm the values that underlie empowerment, such as justice, togetherness, and sustainability. With a spirit that continues to grow and a strong determination, we can certainly achieve our common goal of creating a more just, prosperous, and inclusive world. Let us continue to move forward, together, to ensure that every individual, without exception, has the opportunity to achieve a better future, better and more dignified. Because in the end, a better world starts from the small steps we take today, with hope and commitment to bring about positive change for all.

CONCLUSION

Building a just, prosperous and inclusive society requires cooperation from all levels of society. Social and economic empowerment, as well as the wise use of technology, are essential to achieving this goal. Open donation platforms and crowdfunding can help create greater and more sustainable social change. Collaboration between governments, the private sector and civil society is essential to realizing this goal. Comprehensive empowerment involving education, training and strengthening human resource capacity can help overcome structural poverty and reduce social inequality. With strong determination and passion, and solid collaboration, we can create a more just, prosperous and inclusive society for all.

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