

Evaluasi Program Jakpreneur terhadap Pemberdayaan Usaha Peserta di Sektor Kuliner: Model Kirkpatrick = Evaluating the Jakpreneur Program for Empowering Culinary Sector Participants: A Kirkpatrick Model Study

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Abstrak

Penelitian ini mengevaluasi efektivitas Program Jakpreneur dalam memberdayakan pelaku usaha kuliner di DKI Jakarta menggunakan model evaluasi Kirkpatrick yang mencakup empat level: reaction, learning, behavior, dan results. Penelitian dilakukan dengan pendekatan kualitatif melalui wawancara terhadap sepuluh peserta program dan dua perwakilan Dinas Pariwisata dan Ekonomi Kreatif DKI Jakarta. Hasil menunjukkan bahwa peserta merasa puas terhadap pelatihan, khususnya terkait digital marketing, keuangan, dan pengemasan. Peserta juga mengalami peningkatan keterampilan manajerial, perubahan perilaku usaha, serta peningkatan penjualan dan akses pasar. Pihak Disparekraf menilai program ini mendorong kolaborasi antar sektor, meskipun masih menghadapi tantangan pembiayaan dan sertifikasi. Secara keseluruhan, Program Jakpreneur memberikan dampak positif terhadap pemberdayaan UMKM kuliner, namun keberlanjutan hasilnya memerlukan dukungan struktural yang lebih kuat.

.....This study evaluates the effectiveness of the Jakpreneur Program in empowering culinary business actors in DKI Jakarta using Kirkpatrick's Four-Level Evaluation Model: reaction, learning, behavior, and results. The research employed a qualitative approach through interviews with ten program participants and two representatives from the Jakarta Office of Tourism and Creative Economy. The findings show that participants were satisfied with the training, particularly in digital marketing, financial management, and product packaging. Participants also demonstrated improved managerial skills, changes in business behavior, and increased sales and market access. Disparekraf representatives stated that the program encourages cross-sector collaboration, although challenges remain in financing and certification. Overall, the Jakpreneur Program has had a positive impact on the empowerment of culinary MSMEs, yet the sustainability of its outcomes requires stronger structural support.