



Strategies for Accelerating Beneficiary Graduation through the Plesir Program at the Sentra Kreasi Atensi (SKA) of Sentra Terpadu Pangudi Luhur (STPL) Bekasi

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Abstract. This study examines strategies to accelerate beneficiary graduation through the Plesir Program at Sentra Kreasi Atensi (SKA), Sentra Terpadu Pangudi Luhur (STPL) Bekasi. The program aims to help beneficiaries achieve self-sufficiency and independence from social assistance by engaging them in entrepreneurial and vocational activities. Despite completing vocational training, beneficiaries face challenges in product marketing, pricing, and competition, which hinder business growth. A qualitative descriptive approach was used, involving interviews, observations, and document analysis to evaluate the program's planning, implementation, and impact. The findings show that while skills have improved, continuous support in marketing, product development, and business sustainability is needed. SKA plays a crucial role in promoting products and fostering an entrepreneurial mindset by connecting beneficiaries with local vendors. Addressing these issues can further empower beneficiaries toward economic independence. This research provides insights and recommendations for enhancing the program's effectiveness in promoting self-sufficiency.

Keywords: Beneficiary, Empowerment, Graduation

1 Introduction

In recent years, the concept of *graduation* for social welfare beneficiaries has gained significant attention as a pathway toward sustainable poverty reduction and economic independence. The process of graduation refers to the transition of individuals or families from dependence on social assistance to self-reliance through economic empowerment initiatives. This transition is critical in addressing the long-term needs of vulnerable populations, particularly in low-income countries like Indonesia, where poverty alleviation programs remain essential. However, despite the growing focus on graduation strategies, there remains a considerable gap in understanding how such programs

can be effectively designed and implemented to foster sustained economic independence, particularly in the context of creative economic empowerment. This research seeks to address this gap by examining the effectiveness of the *Plesir* Program at the Sentra Kreasi Atensi (SKA) within the Pangudi Luhur Integrated Center (STPL) Bekasi, which aims to accelerate the graduation of beneficiaries through entrepreneurial development.

A common issue in the implementation of graduation programs globally is the lack of sustainable market access and business development support for beneficiaries. As noted by Banerjee et al. (2015), while many graduation programs provide skills training and financial assistance, beneficiaries often struggle to compete in open markets due to limited product innovation and marketing strategies. Devereux and Sabates-Wheeler (2015) argue that the success of graduation models heavily depends on the provision of continuous support and market integration, without which many beneficiaries fail to achieve long-term success. In Indonesia, there have been various graduation programs under the Ministry of Social Affairs, such as the Family Hope Program (Program Keluarga Harapan - PKH), challenges remain in ensuring that beneficiaries can sustain their businesses beyond the training phase. The *Plesir* Program at SKA attempts to fill this gap by integrating creative economic activities with vocational training, providing beneficiaries with opportunities to both produce and market their goods. However, as this study will explore, the challenges of scaling up these entrepreneurial ventures and maintaining product quality persist, highlighting a critical research gap in how such programs can be better structured to ensure long-term sustainability.

The primary issue addressed in this study is the limited ability of beneficiaries to innovate and maintain consistent business practices post-training. As noted in the research by Grameen Foundation (2016), many beneficiaries, particularly in developing economies, face difficulties in adapting to market demands and managing competitive pricing strategies. This limitation is compounded by the fact that many creative economic programs, including the *Plesir* Program, focus primarily on skill acquisition rather than long-term business mentorship and market expansion. Furthermore, Gibson (2007) emphasizes that empowerment programs need to be deeply embedded in the local socioeconomic context, enabling beneficiaries to leverage local resources and networks to enhance their business operations. In the case of the *Plesir*, while beneficiaries are given platforms to market their products, such as weekly events at SKA, the lack of ongoing innovation in product development and limited market access remain significant obstacles to their long-term economic independence.

Plesir at SKA is an entrepreneurial forum for beneficiaries as a promotional event for the work of beneficiaries (PM) and this *Plesir* also involves street vendors around STPL to get involved, this is done as an effort to form a tough business mentality for PM. In addition to traders, the beneficiary children also sell catfish from the farming they do, as well as selling vegetables that they grow in the STPL area.

This research aims to contribute to the growing body of literature on social welfare graduation strategies by providing a detailed analysis of the *Plesir* Program's implementation, focusing on the factors that support or inhibit the success of beneficiaries in achieving economic independence. By addressing the research gap in understanding how creative economic programs can be better designed to ensure sustainability, this

study will offer recommendations for improving the effectiveness of future graduation models, particularly those aimed at fostering entrepreneurial growth among vulnerable populations in Indonesia.

2 Literature Review

2.1 Graduation Strategy

The concept of the *graduation strategy* has emerged as a key framework in the field of social protection and economic empowerment. It refers to the process by which individuals or families move from receiving social assistance to achieving self-sufficiency through targeted interventions, typically focused on livelihood development and capacity building. Graduation programs generally aim to equip beneficiaries with the skills, resources, and support necessary to ensure they do not slip back into poverty once they exit social assistance programs (Sabates-Wheeler & Devereux, 2013). The literature on graduation strategies highlights several key components that are crucial for the success of these programs, including asset transfers, financial literacy training, access to markets, and sustained mentorship.

One of the most widely studied graduation models is the BRAC *Targeting the Ultra-Poor* (TUP) program in Bangladesh. According to Banerjee et al. (2015), the BRAC model uses a multifaceted approach that combines asset transfers, intensive training, and regular follow-up support. The results from randomized controlled trials in six different countries demonstrated that the program led to significant improvements in consumption, income, and mental health among participants. Importantly, these positive effects were found to be sustained several years after the intervention. This study highlights the importance of a comprehensive package of support, as asset transfers alone were not sufficient to ensure long-term success; participants needed continuous coaching and market integration to develop sustainable livelihoods.

In Africa, graduation strategies have been adopted within the context of national social protection programs. Sabates-Wheeler and Devereux (2015) argue that for such programs to be effective, they must be designed with a clear understanding of the local socio-economic context. For instance, in Ethiopia's *Productive Safety Net Program* (PSNP), the graduation component aimed to transition beneficiaries from food aid dependency to self-reliance through agricultural support and public works employment. However, a key challenge identified was the variability in local market conditions, which affected the ability of beneficiaries to sell surplus agricultural produce and achieve financial independence (Hodinott et al., 2012). This illustrates the necessity of tailoring graduation strategies to specific contexts, ensuring that beneficiaries have access to the resources and markets they need to succeed.

One of the key issues in the implementation of graduation programs, as pointed out by Roelen and Devereux (2019), is the risk of beneficiaries "graduating" too early—before they have the capacity to sustain themselves independently. This is particularly problematic when graduation targets are imposed on programs without considering the readiness of beneficiaries. In the case of the PKH (Program Keluarga Harapan) in In-

Indonesia, Yanti and Adi (2020) found that some families were graduated from the program prematurely, leading to a relapse into poverty. This points to the importance of flexible and adaptive approaches in the implementation of graduation strategies, where the focus is not merely on achieving statistical targets but on ensuring genuine, sustainable empowerment.

Another significant aspect of graduation strategies is the emphasis on financial inclusion and entrepreneurship. Studies have shown that access to financial services, such as micro-credit and savings programs, is crucial for the success of graduation interventions (Hashemi & de Montesquiou, 2011). By fostering financial literacy and encouraging savings, beneficiaries are better equipped to manage risks and invest in their livelihoods. This aspect is critical in creative economy programs like the Plesir program in Indonesia, which emphasizes both skill acquisition and market access.

2.2 Social Rehabilitation Assistance (ATENSI)

Social Rehabilitation Assistance (*Asistensi Rehabilitasi Sosial* or ATENSI) is a program under the Indonesian Ministry of Social Affairs aimed at providing comprehensive social rehabilitation services to individuals experiencing social vulnerabilities, including those with disabilities, the elderly, and socially marginalized groups. ATENSI services are designed to be family-based, community-based, and residential-based, with the primary goal of improving the quality of life for recipients through a wide array of support, including vocational training, entrepreneurship assistance, psychosocial therapy, and accessibility support. The *Sentra Terpadu Pangudi Luhur* (STPL) in Bekasi plays a significant role in implementing the ATENSI program, focusing on empowering beneficiaries through economic and social rehabilitation, thereby facilitating their transition to self-sufficiency and social reintegration.

The ATENSI program is guided by the Regulation of the Minister of Social Affairs No. 7 of 2021, which emphasizes holistic rehabilitation for socially vulnerable individuals. STPL Bekasi, as a key institution under the Ministry, integrates the principles of ATENSI into its services. The program offers a range of interventions, from mental health therapy to vocational skill development, to support beneficiaries in achieving economic independence (Kementerian Sosial RI, 2021). This comprehensive approach aims to address the multifaceted needs of beneficiaries, ensuring that they not only receive short-term relief but also long-term support that promotes sustainable livelihoods.

One of the significant components of ATENSI at STPL Bekasi is the focus on vocational training and entrepreneurship, particularly through initiatives like the *Plesir* Program. This initiative allows beneficiaries to acquire practical skills, such as handicraft production and food processing, which are essential for economic empowerment. Research by Putri (2023) on the role of STPL Bekasi in providing vocational training through ATENSI highlights that such programs are effective in building beneficiaries' confidence and capacity to engage in small-scale businesses. The training also serves as a platform for social reintegration, as it encourages interaction between beneficiaries and the local community, fostering a sense of belonging and reducing social stigma.

However, the effectiveness of ATENSI programs, including those at STPL Bekasi, is not without challenges. Studies have pointed out that while beneficiaries may gain initial skills and resources, the lack of continuous mentorship and market access remains a major obstacle to achieving long-term success (Amal, 2022). For instance, while the Plesir Program offers a platform for beneficiaries to market their products, the limited scale of these efforts, coupled with external market competition, restricts the program's potential impact. Beneficiaries often struggle to maintain product quality and innovate in response to market demands, a finding echoed in studies on similar social rehabilitation programs globally (Hashemi & de Montesquiou, 2011).

Additionally, ATENSI's residential-based approach, while beneficial for providing structured support, faces constraints in terms of scalability. As highlighted by Yanti and Adi (2020), residential-based programs like those implemented at STPL Bekasi often require significant resource allocation, which limits their reach. This indicates a need for more community-based initiatives that can serve larger populations without requiring extensive infrastructure investments. The integration of local community members in the ATENSI framework, such as involving local vendors in Plesir activities, is one way to expand the program's reach and effectiveness (Putri, 2023).

2.3 Sentra Kreasi Atensi (SKA)

Sentra Kreasi Atensi (SKA) is a key initiative under the Indonesian Ministry of Social Affairs aimed at providing comprehensive entrepreneurial and vocational development services for vulnerable populations, including persons with disabilities, the elderly, and marginalized communities. Located within the *Sentra Terpadu Pangudi Luhur* (STPL) Bekasi, SKA functions as a platform to empower beneficiaries by offering them opportunities to develop economic independence through various creative activities. The SKA program combines rehabilitation services with economic empowerment, thus facilitating the transition of beneficiaries from social assistance to self-reliance. The core of the SKA initiative is built around creative economic activities, allowing beneficiaries to engage in small-scale entrepreneurship, such as handicraft production and food processing, while also providing them with a structured space to market their products (Kementerian Sosial RI, 2021).

One of the most significant features of SKA is its integration of vocational training with market access, which allows beneficiaries to develop essential entrepreneurial skills while simultaneously giving them the opportunity to sell their products in local markets. Research by Putri (2023) found that this dual focus on both skill acquisition and market access is critical to the success of programs like SKA, as it enables beneficiaries to practice and refine their skills in real-world settings. The involvement of the local community, including street vendors and local business owners, further enhances the inclusivity and effectiveness of SKA. By fostering collaboration between beneficiaries and community members, SKA helps break down social barriers and promotes the social reintegration of vulnerable individuals.

However, despite its strengths, the SKA program faces several challenges. One of the key issues highlighted by Amal (2022) is the limited scale of these activities, which restricts beneficiaries' ability to grow their businesses and reach wider markets. While

SKA provides an important platform for initial market engagement, the program lacks sufficient infra-structure and resources to support the long-term sustainability and scalability of beneficiaries' enterprises. This is a common challenge in many social entrepreneurship programs, as noted by Hashemi and Montesquiou (2011), where beneficiaries struggle to compete in external markets without continuous mentorship and innovation support.

Additionally, the lack of product differentiation and innovation among SKA beneficiaries limits their competitive advantage, making it difficult for them to establish themselves as sustainable entrepreneurs. According to Yanti and Adi (2020), programs like SKA need to invest more in continuous product development and marketing strategies to ensure that beneficiaries can adapt to market demands and sustain their businesses over time.

2.4 Empowerment

Empowerment is an effort to build community power by motivating, encouraging and raising awareness of the potential and abilities they have to develop them. Empowerment is defined as a process to give power to the weak (powerless) and minimize those who are too powerful. Empowerment is a step used in building a community that is focused on the intellectual field, the social-cultural field, the economic-political field and the security and environmental fields.

The concept of empowerment is closely related to 2 main concepts, namely the concept of power and the concept of inequality (disadvantage). Empowerment refers to the ability of individuals, especially in weak groups so that these groups have the ability to meet their main needs. On the other hand, they are also free from hunger, poverty, ignorance, and are able to reach productive sources that aim to improve welfare through increased income and primary or secondary needs and participate in community development.

Gibson defines Empowerment as a social process, recognizing, promoting and enhancing the ability of people to discover their own needs, solve their own problems and mobilize the resources necessary to control their lives (Graves, 2007). Quoted from the explanation in the book *Community Development* by Zubaedi (2013: 162), the concept of empowerment arises from activities and efforts to strengthen social capital owned by a community group. Social Empowerment is an effort directed at making individuals, families, groups, and communities experiencing social problems empowered so that they are able to meet their basic needs. (Law Number 14 of 2019).

Empowerment can be interpreted as a process that builds the ability of individuals or communities to improve their quality of life through developing potential, increasing awareness, and increasing the ability to overcome social and economic challenges. Empowerment can be done through various means, such as education, training, and resource development, as well as through planning and policies that build structures and institutions that provide equal access to resources, services, and opportunities to participate in community life.

3 Method

In this study, a descriptive-qualitative method was employed to explore the effectiveness of the "Plesir" program at Sentra Kreasi Atensi (SKA) within the Pangudi Luhur Integrated Center (STPL) Bekasi, in accelerating the graduation of beneficiaries towards economic independence. The descriptive-qualitative approach was selected because it enables a deep examination of the participants' experiences, providing insight into the challenges and successes encountered during the program's implementation. This method is focused on understanding and interpreting social phenomena through observation, interviews, and document analysis.

The data collection process was carried out through several techniques, beginning with in-depth interviews. These interviews were conducted with key stakeholders, including beneficiaries, their families, and the program staff at SKA. The in-depth nature of these interviews allowed the researchers to gather comprehensive information on the personal experiences and perspectives of the beneficiaries. A semi-structured interview guide was used to ensure that all relevant aspects of the program were covered, while also allowing flexibility for participants to share their thoughts openly. Face-to-face interviews were the primary method of communication, but where necessary, online platforms like WhatsApp were utilized to reach participants who could not attend in person.

In addition to interviews, direct observation was an essential component of the research method. The researchers participated in Plesir activities, observing the beneficiaries as they engaged in entrepreneurial activities, such as selling products during weekly events at SKA. This direct observation helped provide context and validate the information gathered during the interviews by giving the researchers a real-time view of the conditions and challenges the beneficiaries faced. This method also enabled the researchers to assess the involvement and engagement of beneficiaries in the program activities, offering insights into the program's practical implementation and effectiveness.

The study also employed document analysis to support the findings from interviews and observations. This involved reviewing internal documents from STPL and SKA, including program reports, beneficiary profiles, and sales records. The analysis of these documents provided a broader understanding of the program's structure, objectives, and outcomes. Additionally, relevant literature, such as previous studies on beneficiary graduation and empowerment strategies, was reviewed to contextualize the findings within the broader scope of social empowerment programs in Indonesia.

The combination of interviews, observations, and document analysis allowed the researchers to gather a rich dataset that provided a detailed picture of the Plesir program's role in promoting beneficiary graduation. By triangulating these sources of data, the study ensured the validity and reliability of the findings, enabling a comprehensive evaluation of the program's impact on the beneficiaries' journey toward self-sufficiency.

4 **Institution Characteristics**

Pangudi Luhur Bekasi Integrated Center is one of the Technical Implementation Units of the Ministry of Social Affairs of the Republic of Indonesia which provides social rehabilitation assistance services for Social Welfare Service Providers (PPKS). In 2022 there was a change in the hall to an integrated center through the Regulation of the Minister of Social Affairs of the Republic of Indonesia No. 3 of 2022 concerning the Organization and Work Procedures of Technical Implementation Units within the Directorate General of Social Rehabilitation, namely the merger of 3 installations consisting of the Pangudi Luhur Social Rehabilitation Center for Tramps and Beggars (BRSEGP), the Tan Miyat Social Rehabilitation Center for Persons with Sensory Net Disabilities (BRSPDSN), and the Budhi Dharma Elderly Social Rehabilitation Center (BRSLU) into one with the name Pangudi Luhur Bekasi Integrated Center.

ATENSI services are carried out based on the Regulation of the Indonesian Minister of Social Affairs Number 7 of 2021 concerning Social Rehabilitation Assistance and Regulation of the Minister of Social Affairs Number 3 of 2022 concerning Organization and Work Procedures of Technical Implementation Units within the Directorate General of Social Rehabilitation.

Pangudi Luhur Integrated Center (STPL) is located at Jalan H.M Djojomartono No. 19 Margahayu Bekasi Timur Bekasi City (171311) which is close to the Bekasi Timur Toll gate access and Bekasi Bus Terminal.

5 **Informant Characteristics**

The main source in this research is a beneficiary who has contributed to the Plesir di SKA program. The following is the identity of the informant:

Table 1. Characteristics of Informants

No	Name	Gender	Age	Address
1	NS	Male	56 years old	Bekasi
2	AS	Female	47 years old	Padang
3	EC	Male	41 years old	Palembang
4	SM	Female	49 years old	Jakarta
5	AM	Female	52 years old	Tasikmalaya
6	IK	Male	34 years old	Solo
7	AH	Male	23 years old	Tasikmalaya
8	KS	Female	53 years old	Cirebon

6 Techniques

6.1 Used Interview

Interview Techniques Interviews in this study used in-depth interviews, which means the process of digging up information in depth, openly, and freely with the problem and focus of the researcher and directed at the research center. In this case, the in-depth interview method is carried out with a list of questions that have been prepared by the researcher beforehand. A special feature in this interview is that it is directly involved in the life of the informant.

This interview was conducted by researchers to related parties such as the beneficiaries, the beneficiaries' families and the person in charge of the SKA, by meeting face to face or through online communication media (whatsapp) if it was not possible to meet face to face.

6.2 Observation

The observation technique in this study uses direct or undercover observation, which means that the researcher in collecting data states frankly to the informant, that the researcher is conducting research. So the informant from the beginning has known the activities of the researcher.

Observation activities carried out by researchers have the aim of seeing field conditions directly, to get an overview of the living conditions of beneficiaries and to see the involvement of beneficiaries in Plesir activities in SKA.

6.3 Documentation Study

The documentation study activities that researchers carried out were to search for graduation strategies for beneficiaries through various kinds of literature studies journals, book articles, and previous research. The purpose of doing this activity is to get the data needed through media apart from going directly to the field. In this study, to find documentation studies, researchers conducted a profile of the Pangudi Luhur Integrated Center, organizational structure, beneficiary data and seller data in the Plesir activity at SKA.

7 Result

The research titled "Graduation Acceleration Strategy for Beneficiaries through the Plesir Program at Sentra Kreasi Atensi (SKA)" at Sentra Terpadu Pangudi Luhur (STPL) Bekasi focuses on three main aspects: the graduation acceleration strategy, the implementation of the Plesir program, and the supporting and inhibiting factors of the program's implementation.

7.1 Graduation Acceleration Strategy through the Plesir Program At SKA

At Sentra Terpadu Pangudi Luhur Bekasi, the Plesir Program has been developed as an innovative strategy to accelerate this process. Through vocational training combined with creative economic empowerment, this program equips beneficiaries with the skills necessary to engage in entrepreneurship and work towards financial independence. The Plesir program emphasizes training in various fields such as food processing and handicraft production, giving beneficiaries a foundation to sell their products. The program, integrated into SKA's weekly agenda, serves as an effective strategy to nurture a resilient entrepreneurial mindset among beneficiaries, preparing them to overcome market challenges and succeed in their ventures.

The positive outcomes observed in the Plesir Program, particularly in increasing beneficiaries' incomes and fostering business innovation, align with broader research on the efficacy of empowerment programs. A study by Usman et al. (2022) assessed entrepreneurship education as a tool for self-reliance in Nigerian colleges of education, finding that such programs promote educational development and enhance self-reliance among students. This finding is consistent with the reported increase in beneficiary incomes and the innovations driven by customer feedback in the Plesir Program. For example, beneficiaries' ability to continually improve their products and increase sales reflects a direct application of acquired skills and a strong response to market needs.

The following is a graph of the increase in beneficiary income in the first 5 months of the plesir program in SKA.

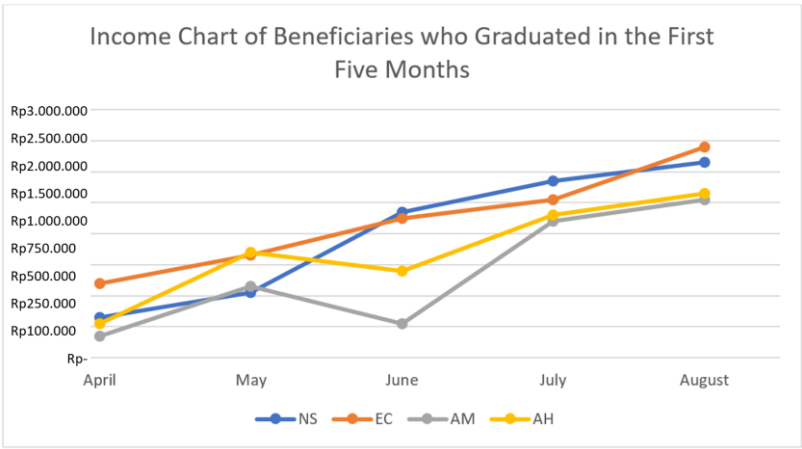


Fig. 1. Income Chart of Beneficiaries who Graduated in the First Five Months

It can be seen that the implementation of the Plesir program at SKA makes it easier for beneficiaries to get more income, this makes it easier for them to increase their economic independence. This is a sample table of four beneficiaries who have successfully graduated from the Pangudi Luhur Bekasi Integrated Center.

Additionally, the inclusion of local street vendors and community members in the Plesir Program contributes to the creation of an inclusive entrepreneurial ecosystem.

This approach mirrors research by Kistruck et al. (2013), which highlights the significance of local networks in facilitating the success of small businesses. The involvement of community stakeholders offers both a platform for beneficiaries to showcase their products and an opportunity to build essential business connections. These interactions are critical in enabling beneficiaries to establish themselves within the local market, enhancing the potential for sustained business growth

7.2 Implementation of the Plesir Program at SKA

The Plesir Program is held weekly at Sentra Kreasi Atensi, serving as a platform to showcase the beneficiaries' work. This initiative includes various activities such as aerobic exercises, culinary festivals, and product bazaars featuring items produced by the beneficiaries. Additionally, the program involves local street vendors and community members, creating an inclusive entrepreneurial ecosystem. Both adults and children, as part of the program, are trained in running small businesses by selling farmed products like catfish and vegetables grown in the STPL area. The program also provides ongoing mentorship, with SKA staff offering feedback to help beneficiaries improve the quality and competitiveness of their products. However, the implementation faces challenges regarding the consistency of beneficiaries in maintaining and growing their businesses over time.

It was found that there were four beneficiaries who were so consistent in developing their business, this is what made the beneficiaries more prepared to face the graduation stage, because they themselves had the enthusiasm and awareness that they would not be in this Center forever and receiving benefits also had a time limit. So that some beneficiaries who understand this are one step ahead in developing their business.

However, the implementation of the Plesir Program also faces several challenges that hinder its overall impact. One of the key obstacles identified is the lack of consistent product innovation among beneficiaries, which limits their competitiveness in the market. A study by Chen et al. (2019) discusses innovation and innovation management, emphasizing the importance of continuous innovation for business success. Without a constant focus on product improvement and innovation, businesses may struggle to attract and retain customers, particularly when competing with external vendors who are often more established. This issue is compounded by beneficiaries' inconsistent application of learned skills, leading to fluctuating product quality and business performance. The lack of responsiveness to feedback, particularly regarding pricing strategies and market trends, further limits beneficiaries' ability to maintain business viability.

7.3 Supporting and Inhibiting Factors in the Implementation of the Plesir Program at SKA

Several key factors support the successful implementation of the Plesir Program. One of the most important is the strong backing from SKA, which offers comprehensive facilities for training and promoting the beneficiaries' products. The involvement of the local community also plays a crucial role, helping beneficiaries build their business networks and establish themselves within the local market. Moreover, the availability of

facilities such as exhibition spaces and promotional platforms further aids the beneficiaries in showcasing and selling their products.

Nevertheless, the program faces some significant barriers. One of the main inhibiting factors is the lack of product innovation among the beneficiaries, which limits their ability to compete with external vendors. In addition, many beneficiaries struggle to consistently apply the skills they've learned during the training, which negatively affects the quality and quantity of their production. This inconsistency is further compounded by difficulties in setting competitive prices and the lack of responsiveness from some beneficiaries towards the feedback provided by the SKA mentors. As a result, many beneficiaries find it challenging to improve their products and sustain their businesses in the long term.

8 Conclusion

This research highlights the importance of the Plesir Program at Sentra Kreasi Atensi (SKA) in accelerating the beneficiary graduation process towards economic independence. The program succeeds in improving beneficiaries' skills through vocational training and creative economic activities. Through weekly activities, beneficiaries gain hands-on experience in entrepreneurship, making them better prepared to transition from dependence on social assistance to financial independence.

Although the program has provided significant benefits, there are still challenges in the sustainability of the beneficiaries' businesses, especially in product innovation, marketing strategies, and wider market access. Lack of long-term mentoring and limitations in competing with external business actors are also major obstacles in achieving full economic independence.

From this, the innovation for the next step is the need for continuous mentoring and mentorship by holding mentoring programs with successful business actors or academics in the business sector, as well as providing individual business assistance so that beneficiaries can develop strategies that are in accordance with market conditions. That way beneficiaries who are not ready to graduate have competent mentors who can support them to be more enthusiastic and motivated by other business actors or beneficiaries who are already in the successful category.

In conclusion, while the Plesir Program at SKA offers a solid foundation for beneficiaries to achieve economic independence, addressing the current challenges is crucial for improving the program's overall impact. By focusing on enhancing innovation, consistency, and responsiveness to feedback, the program can better equip beneficiaries to sustain their businesses and thrive economically. Continued support from SKA and the mentorship sustainable, along with targeted interventions to address these challenges, will be vital in ensuring the long-term success of the program and its participants.

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