

## ABSTRACT

Empowerment is one of the components of empowerment that starts from human awareness until humans are able to make choices for the better. One of the empowerment activities that can overcome poverty is through the home industry. The existence of a home industry will certainly influence and bring changes to the social and economic conditions of the community, both on a large, medium and small scale. This study aims to analyze the process and impact of community empowerment carried out by the government through the home industry in Tanjung Jati Village, Binjai District, Langkat Regency. The data analysis method uses descriptive qualitative. The type of data in this research is qualitative data. The data sources in this research are primary data and secondary data. The results showed that this program provides training and technical guidance to home industry players in Tanjung Jati Village to open employment opportunities for the surrounding community through 3 processes, namely the planning, implementation and evaluation stages. The development of the home industry has a positive impact on the community and received an impact category with a percentage of 68.82%. The community agrees that the existence of a home industry in Tanjung Jati Village can open new jobs and increase community income.

**Keywords:** Home Industry, Likert Scale Analysis, Process and Impact of Community Empowerment.