

ECOLITERATION: INCREASING INNOVATION CAPABILITIES IN FAMILY RESILIENCE IN THE NEW NORMAL ERA OF THE COVID19 PANDEMIC

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ABSTRACT

Solutions that are oriented to meeting the basic needs of the community through poverty alleviation programs still leave new problems, namely increasing the potential to increase the consumptive community, dependence on government assistance, and tend to be powerless. This shows the importance of a new effort on programs that are oriented towards increasing awareness and resilience of underprivileged communities to become more independent and empowered. The pandemic has actually increased the number of underprivileged families who need assistance, and presents new challenges in family resilience. Families are required to adapt well and create efforts that can reduce pressure so as to improve lives more prosperously. Innovation capacity is a crucial thing for every individual to have as part of a family and community which is then interpreted together as an individual or institutional ability to produce products/services, processes, marketing, and so on that are more meaningful/new (novelty) and bring benefits. .

Ecoliteracy is one of the strengths which, if increased, will have an effect on increasing the capacity of innovation which then has implications for increasing the independence and empowerment of a family. An ecological collaboration system that supports the concept of sustainable development in which the reduction in the number of poverty rates due to the running of the people's economy can be realized if the awareness and capacity of the community increases. The research is aimed at developing solutions to problems that occur in underprivileged families, related to the lack of innovation capacity, and family resilience. Research is directed at creating innovations and developing validated science and technology. So that through the implementation of research, there can be an increase in the innovation capacity of families using an approach that is the smallest system unit in society through the use of ecoliteracy.

Through a research approach oriented to the development of a model on an ongoing basis through structured stages so that it can be implemented to overcome problems. By using 4D Model (Define, Design, Develop, Disseminate). In the context of the study, the research subjects were underprivileged families who received PKH assistance from the Ministry of Social Affairs in the Special Region of Yogyakarta. The steps taken in the research are to (1) define the problem and analyze the needs; (2) Model Development, (3) Model Trial, and (4) Model Dissemination and Socialization. This research has entered the Design stage, which is to produce a model to the validation stage of the product that has been produced.

Kata Kunci: *covid 19, ecoliteracy, empowerment, family, inovaton,*