

## The Group Dynamic of Business Group (e-Warong KUBE) towards a Cashless Society

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**Abstract.** E-warong KUBE is a small shop business group to alleviate poverty based on KUBE, an earlier program created by the Ministry of Social Welfare of the Republic of Indonesia that was managed traditionally. Today, there is a shift of paradigm of e-warong toward a cashless society. The purpose of this research is to describe the group dynamic of e-warong KUBE in responding digital era. This research used a qualitative method while data were collected from leader of KUBE. Since the group dynamic is low, a cashless society will be hard to achieve where they could not fully use Electronic Data Capture (EDC) properly as a method of transaction and the beneficiaries might not understand how to use an electronic card as a digital payment method.