Referring to Kenny (2006), about the characteristics of empowerment, the developed KUBE FM had shown the existence of group empowerment. This was evident from the increased participation in running the activities of groups. Social participation indicated by helping and trust each other. The intensive mentoring process had succeeded in motivating them to learn to express their opinions and to find solutions to the problems they face (have reason to believe that participation in the decision-making process is meaningful and productive). This had made them more enthusiastic and feel meaningful (belief in the right to control their own destiny). In contrast, on the less developed KUBE FM, the mentoring and coaching processes performed had not had a positive impact on the development of KUBE FM. This was because the mentoring process carried out mainly by the village mentors had not been performed properly. Lacking guidance, information, and motivation made the less developed KUBE FM had not developed as expected. Village mentors had less intensive interaction with both the head and the group members. The real implication in the social field was a decline in the sense of solidarity among group members. This was due to imbalanced working distribution so that they were less motivated to cooperate well in carrying out activities and running group businesses. Improper cooperation between the head and group members makes the relationship between them unharmonious. In addition, they had less awareness of the importance of education. On the less developed KUBE FM, the mentoring and coaching processes performed had not had a positive impact on the development of KUBE FM. This was because the mentoring process carried out mainly by the village mentors had not been performed properly. Lacking guidance, information, and motivation made the less developed KUBE FM had not developed as expected. Village mentors had less intensive interaction with both the head and the group members. The real implication in the social field was a decline in the sense of solidarity among group members. In other words, the business motivation of group members declines as well. Group management had not functioned properly. In this case, the head, secretary, and treasurer had not been able to perform their duties as expected. Judging from the group dynamics, on the less developed KUBE FM, the relationships among the members were unharmonious. This caused the members to be reluctant to participate in any activity or in running a group business. Thus it could be said that the less developed KUBE FM were less solid so it becomes less dynamic. Research Method This study used a qualitative approach because it could delve deep information by using various data sources so that it could be used to analyze problems comprehensively. The selected research type was a case study with KUBE FM as a unit analysis. The study was conducted in 4 villages selected purposively, consisted of 2 villages with developed KUBE FM and 2 villages with less developed KUBE FM located in North Bengkulu Regency. Cases were selected with a criterion which had similar characteristics in terms of access, socioeconomic conditions and years formation of KUBE FM, but had a contrasting level of development. Informants were the head and members of KUBE FM, village and subdistrict mentors, as well as district and provincial coaches. Data collected using the observation method, in-depth interview, documentation, and literature study. Data were analyzed using qualitative data analysis. Conclusion Based on the research findings, it can be concluded that the factors that interact in the process of empowerment through the group were the quality of mentoring and the quality of the group. The active role of the mentor and the commitment to the mentoring process was the very important factor to keep group dynamics. Active participation and commitment of the head and members led towards the group’s goals. The interaction of these two factors determines group empowerment. Based on the results of the research, it can be concluded that KUBE FM could be used as an alternative media in empowering the poor through a group.