

## COMMUNITY EMPOWERMENT BASED ON LOCAL ECONOMIC POTENTIAL AT KUBE KALIGONDANG PURBALINGGA VILLAGE

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### Abstract

*The emergence of the idea of community empowerment through the Joint Business Group (KUBE) approach is based on the idea that everyone has potential and abilities that can be developed. However, the awareness and participation of KUBE members in the sustainability of the program is very low. Islam wants social change to eradicate injustice and improve people's welfare.*

*This type of research is field research with a case study approach. The data analysis technique used is descriptive qualitative by using interview, observation and documentation techniques as data collection tools. Primary data sources were obtained from the Purbalingga District Social Service, TSKS (District Social Worker) Kaligondang, assistants and members of KUBE Kaligondang. Meanwhile, secondary data was obtained from books on empowerment, previous research discussing empowerment in KUBE and data from the internet.*

*The conclusion is that community empowerment in KUBE is still at the level of manipulation where the community is involved in a program, but in fact their involvement is not based on a mental, psychological drive, and is accompanied by the consequences of participation that contributes to the program.*

**Keywords:** *community empowerment, local economic potential, KUBE.*

### INTRODUCTION

Since the 1970s, the government has launched a poverty alleviation program through the Five Year Development Plan (Repelita). The existence of a poverty reduction coordinating institution begins with sectoral poverty reduction programs, such as the Joint Business Group (KUBE) of the Ministry of Social Affairs.

The legal basis for the KUBE program is Article 27 of the 1945 Constitution on Human Rights, Article 34 on the poor and neglected children being cared for by the state, Article 28 letters on everyone's right to communicate and obtain information, Law No. 6 of 1974 on basic provisions on social welfare, and RI Government Regulation No. 42 of 1981 concerning social welfare services for the poor.

In general, the objectives of the KUBE program are poverty alleviation and the realization of community independence, both economically and socially. The target group for the KUBE program is people with various income, education, housing, skills, social relations and the desire to develop and be independent (Dinas Sosial, 2007).

KUBE stands for Joint Business Group. KUBE is a form of group where the members consist of 7 to 15 people and some even reach 100 people (Joyankin tampubolon, 2006). The KUBE program started in 1982. If in 2005, the distribution of assistance to KUBE was natural, through intermediaries, top down and without assistance, then starting in 2006-2015 changes and improvements were made. These improvements include cooperation with PT Bank Rakyat Indonesia Tbk, assistance and coaching, preparation of KUBE development reports by each assistant, institutions within KUBE, the existence of IKS (Social Solidarity Fees), and starting in 2015 there will be remuneration for each KUBE assistant by the Ministry of Social Affairs both at the village and sub-district levels

In 2015, Purbalingga Regency received KUBE assistance for 4 sub-districts namely Kaligondang, Rembang, Padamara, and Purbalingga Kulon. Each sub-district has 2 villages that receive KUBE assistance. Kaligondang and Padamara received KUBE assistance for the second time because they were deemed successful in developing KUBE in 2012 (Kaligondang for 5 villages) and

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2007 (Padamara for 1 village). KUBE in Kaligondang at 2015 was given to two villages namely Sidanegara and Sidareja. Each village has 100 families divided into 10 groups. In each village, one assistant is given as someone who will be tasked with preparing KUBE development reports, fostering and also supervising and providing direction and motivation to group members.

In its journey, the KUBE program in Kaligondang, of the 10 groups, not all of them succeeded in achieving the program's objectives both in economic and social aspects. Ghafur (KUBE program assistant at the Kaligondang sub-district level) said that KUBE's failure was inseparable from KUBE's internal problems, such as problems of group membership, group commitment, group goals, group organizational structure, group management and others. It is true that there is a discrepancy in this approach, where community members are encouraged to gather in a KUBE group, however, the abilities and skills of group members in terms of group management are still limited, the educational background is low, experience in organizing groups is limited, even though they have experienced individual experience reasonable. Of course this is a problem in the group.

Empowerment has two main elements, namely independence and participation. Nasdian defines participation as an active process, the initiative is taken by community members themselves, guided by their own way of thinking, by using means and processes (institutions and mechanisms) where they can assert control effectively. The starting point of participation is to decide, act, then they reflect on that action as a conscious subject. Nasdian also explained that participation in community development must create maximum participation with the aim that all people in the community can be actively involved in community processes and activities (Isma Rosyida, Fredian Tonny Nasdian, 2011).

The emergence of the idea of empowering the poor through the KUBE approach is based on the idea that everyone has potential and abilities that can be developed. This potential is very diverse in nature, there is potential that can develop individually without the help or interference of other people and there is also potential that develops with the help or assistance of other people or through a group approach. Sometimes a person or group of people are not aware of their potential which, if developed, can exceed the abilities of ordinary people. Because of that, individual characteristics become an important element and are expected to influence the empowerment process. Based on these characteristics, empowerment through KUBE is expected to be able to encourage, motivate and raise awareness of the potential and capabilities of KUBE members. Contemporary economic sociology is of the view that individual actions in the economic field are influenced by social ties, also assuming that economic actions are not always rational-calculative, and cannot be separated from the context of the social structure and culture in which people live (Joyankin tampubolon, 2006).

According to Gibson, there are several factors that cause groups to form, such as: there is a need, there is closeness and attractiveness of the group, good economic goals, and there are expected economic benefits from KUBE. When viewed from the reality on the ground, KUBE was formed because of two things, namely: (a) economic interests and (b) social interests. Economic interests are related to expected income in order to meet family needs, while social interests are related to mutual assistance efforts that can be developed in order to overcome various problems faced by KUBE members. This second aspect is important, because economic success cannot be achieved only because of physical capital, human capital, but because of the social capital contribution of around 20% (Bagong Suyanto, 2013).

Another problem faced by KUBE members is that most KUBE members do not have capital. Because of these limitations, they usually ask for help from other parties, some from entrepreneurs, individuals/community members who care, organizations, and others. But most of them come

from the government. The assistance received is usually very limited because it is only a stimulant assistance (support). Because the assistance was very limited, where if managed alone it would not mean anything, therefore the management of the assistance was collected through groups so that the existing capital became more meaningful. For example, a grant of 1 million per family that will be given to 15 KUBE members can be collected to buy a hand tractor that can be utilized by all KUBE members in turn. In this concept, the group as media is very meaningful in the empowerment process.

Viewed from the mentoring process and mentoring process, the group approach in the empowerment process is more effective and efficient than the individual approach in terms of cost, effort and time, where one assistant can serve several KUBE members at the same time rather than having to serve one person at a time. In addition, they can help each other with one another. One member will be an example, motivator and supervisor of the others without having to be ordered. In an approach like this there is a process of imitating someone's behavior that is considered positive. The group will become a media meeting, a place to gather and vent among members. Based on this group approach, the KUBE empowerment process takes place between, by and for KUBE members themselves. Intervention is only carried out when the resources available in the group are insufficient or not available to meet the needs of the group.

In KUBE there is a transformation of skills between KUBE members. Where KUBE members who lack abilities in terms of education, skills and experience can exchange experiences with people who have abilities in that field, so that a learning process occurs between them continuously as long as they remain in the group. This expertise transformation process supports the success of KUBE. However, the reality is that many KUBE members are not aware of the importance of transforming these skills. Several KUBE members decided to separate themselves from KUBE so that the transformation of skills among KUBE members did not materialize. This shows that the KUBE program is not running according to the flow.

Based on the background above, the researcher is interested in conducting research with the title "Community Empowerment Based on Local Economic Potential at KUBE Kaligondang Purbalingga Village".

## **LITERATURE REVIEW**

It was explained in Joyankin Tampubolon's research that empowerment is an effort to give strength to a person or group of people to be able to function socially in the life of their group which means being able to meet the needs of their daily lives, able to overcome various problems they face and able to play their role well in public. The concept of social functioning here means that the efforts to develop a person or group are adapted to changes and developments in the environment or situation that occur. The success measurement indicators used are not rigid indicators but indicators that are in accordance with the demands of the changes that occur. Therefore the empowerment efforts undertaken must be able to anticipate changes in conditions and the existing environment (Joyankin tampubolon, 2006).

Then Sadono Sukirno revealed that economic development was mainly created by initiatives from innovative businessmen or groups of entrepreneurs. This group of entrepreneurs is a group of people who organize and combine other factors of production to create the goods that society needs.

Empowering the community's economy is one way to build a strong state economy, because if people in a country have a high level of economy, the country's economy will also increase. Zubaedi explained that community development is the initial stage towards the community empowerment process. In empowerment there are two tendencies. First, the process

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of giving or transferring some of the power, strength or ability to society so that individuals become more empowered. This process is complemented by efforts to build material assets to support their development of independence through the organization. Second, carry out conscientization or conscientization. Concentration is a process of understanding and raising awareness of the current situation, both in relation to political, economic and social relations (Sadono Sukirno, 2007).

Sunyoto Usman revealed that efforts to tackle poverty so far have not been running as expected. Poverty has not diminished and issues of inequality are becoming clearer. One of the alleviation of poverty is to carry out community development. However, according to him, building efforts that are emancipatory can only be carried out if they include efforts to empower the community. Not only fighting poverty and inequality, but also enabling people to be more active, full of initiative and independent.

Totok Mardikanto, et al, in his book entitled *Community Empowerment in a Public Policy Perspective* explains that empowerment is an effort to build power itself. Coupled with encouraging, motivating and raising awareness of its potential and trying to develop it. The aim of the empowerment referred to in this book is the empowerment of the informal sector, particularly the group of street vendors as part of society that requires separate handling or management from the government as a determinant of public policy relating to efforts to improve the quality of the resources they have (Totok Mardikanto dkk, 1998).

Meanwhile, in Soedjatmoko's book entitled *Human Dimensions in Development*, he explains that development in the economic field is not merely an economic problem, but is related to the manifestation of social and cultural change. In other words, building the economic aspect is closely related to non-material (non-economic) aspects such as changes in people's mindset, awareness, perception, and culture (Soedjatmoko, 1995).

Puji Meilita Sugiana, in her research entitled *Implementation of Poverty Reduction Policies through the Joint Business Group (KUBE) Economic Empowerment Program in South Jakarta*, this research discusses KUBE program policies as a form of poverty alleviation through the Joint Business Group (KUBE) economic empowerment program in South Jakarta and knowing the obstacles in the implementation of KUBE program policies. In practice, managerial and marketing capabilities in the form of packaging are the obstacles they face (Puji Meilita Sugiana, 2012).

### **RESEARCH METHODS**

This type of research is field research with a case study approach. The data analysis technique used is descriptive qualitative by using interview, observation and documentation techniques as data collection tools (Lexy J. Moleong, 2008). The researcher collected data with an in-depth study of the research object, namely KUBE in Kaligondang Village, Purbalingga. Primary data sources were obtained from the Purbalingga District Social Service, TSKS (District Social Worker) Kaligondang, assistants and members of KUBE Kaligondang. Meanwhile, secondary data was obtained from books on empowerment, previous research discussing empowerment in KUBE and data from the internet.

### **RESULTS AND DISCUSSION**

#### **KUBE Community Empowerment**

Empowerment is an effort to give strength to a person or group of people to be able to function socially in their group life, which means being able to meet the needs of their daily lives, being able to overcome the various problems they face and being able to play their role properly in society.

KUBE is a community empowerment program through a group approach based on local economic potential. Empowerment efforts are carried out through groups, so all the potential and

resources that exist within the group need to be optimized in the empowerment process. There are two aspects that can be developed in KUBE, namely economic and social. The economic aspect can be seen from the management of Productive Economic Enterprises (UEP) and Social Solidarity Fees (IKS). Meanwhile, the social aspect is measured by the level of participation of KUBE members in social activities (Michael P. Todaro dan Stephen C. Smith, 2012).

The type of business developed at KUBE Kaligondang is livestock (goats, cows and quail). In terms of the time needed to generate profits in this type of business, it is quite long. However, because KUBE is based on local economic potential, the type of business is adapted to the capabilities of KUBE members, most of whom are farmers and ranchers. The Kaligondang Village KUBE assistant explained that from an economic perspective, KUBE cannot be used as the main source of income for its members. But it can be an additional income for KUBE members to fulfill their daily needs. Distribution of results must also be based on the principle of fairness so as not to cause disputes between KUBE members. KUBE Kaligondang divides its business results based on the performance of each member. Justice in the division of labor and business results is the key to KUBE's sustainability in Kaligondang.

Every program originating from the government must have an administrative form of accountability. In KUBE management, it is still very weak in terms of administration. Because most KUBE members have low levels of education, they are unfamiliar with financial reports and bookkeeping administration. All KUBEs are required to have records related to the productive economic business (UEP) they manage. Most of them have bookkeeping but it is not appropriate and not routinely done. So the KUBE companion control has a big role. There is a KUBE assistant to direct each KUBE group to run according to the direction and the bookkeeping is orderly. However, in practice, most KUBE groups in Kaligondang are still weak in terms of bookkeeping administration. Some of the factors that influence this include the limited administrative capabilities of members, weak oversight from KUBE assistants and individual interests.

Apart from Productive Economic Business (UEP), from the economic aspect of KUBE there is a Social Solidarity Fee. Because the KUBE program approach is in groups, this IKS is mandatory for each member. This IKS can be used for UEP management operations. In addition, it can also be used to help KUBE members who experience calamities and difficulties. Even though the contributions are not large, most KUBEs in Kaligondang IKS are not running. This happened due to several reasons including the low income of the members, ignorance of the benefits of IKS, the large burden on the family and the lack of understanding of KUBE assistants about the benefits of IKS for the continuation of KUBE in Kaligondang.

Generalization of the amount of assistance provided for KUBE development regardless of the type of business being developed is not correct. Because fair does not have to be with the same measure but according to the needs of the group (Joyankin tampubolon, 2006). So the amount of assistance provided should be adjusted to the type of business to be developed. It is unfortunate if the main target of forming KUBE is achieving good administrative governance, not sustainability and welfare among its members. KUBE in Kaligondang, the proportion of assistance provided is the same even though the type of business is different. Of course this can also be a factor inhibiting KUBE sustainability in Kaligondang.

In one village receiving KUBE assistance, one companion will be provided. The companion aspect in the KUBE empowerment process is an aspect that needs attention. But KUBE assistants are not used as objects of empowerment. KUBE assistants function as facilitators, catalysts and dynamics. So they don't have the right to make decisions. However, in practice there are still KUBE assistants who influence group decisions which should be the authority of the KUBE group to make joint decisions.

Globally, KUBE in Kaligondang has been able to empower each of its members. However, the lack of awareness and understanding of KUBE members in Kaligondang on the benefits and concepts of KUBE empowerment has resulted in the success rate of KUBE being still low. Many members of KUBE Kaligondang ultimately choose to manage their type of business individually, even though the approach to KUBE empowerment is a group. So that this causes no transformation of capabilities between its members. Because the development of capabilities between members is the key to the sustainability of the KUBE program.

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In order to improve the welfare of the poor, government is continuously trying to formulate and implement various programs of empowerment activities. Various programs are designed and launched in various forms ranging from routine coaching, providing assistance, development services, forming empowerment groups, to providing training. Everything aimed at improving the welfare of the poor. In order to increase the welfare of the poor, the government has developing groups as a medium of community empowerment poor known as KUBE.

### **Community Participation in the KUBE Program**

The Joint Business Group (KUBE) is a community empowerment program that really needs the active participation of the community, especially those who are members of KUBE. Community empowerment in the KUBE program cannot run without the active participation of its members.

According to Mardikanto and Soebiato participation is the participation of a person or group of community members in an activity. Webster defines participation as the act of "taking part of an activity or statement of taking part of an activity with the intention of obtaining benefits. This participation is carried out as a result of social interaction between the individual concerned and other community members.

Community participation illustrates how a fair redistribution of power occurs between activity providers and activity recipient groups. Community participation is stratified, according to the gradation, the degree of authority and responsibility which can be seen in the decision-making process.

Forms of community participation are basically not only limited to involvement in physical activities or in the form of labor donations, but there are many forms of community participation that can be carried out in the development process. Therefore, the community must be involved in every stage of the development process, because each stage is an integral part of the development process. Thus, the community can know and determine what, how, and where the direction of development is in accordance with their life needs and the conditions that exist in the community.

Participation among KUBE members is not only in the form of UEP or IKS management, but willingness to help among members, courage to face risks, decision making and innovation to improve UEP development which is managed in groups is also part of the participation of KUBE members. The activeness of each member also increases the chances for the continuation of the KUBE program.

Sherry R Arnstein (1969) divided the levels of community participation in development programs implemented by the government into 8 levels of community participation based on the power given to the community. The levels of participation from highest to lowest are as follows: (1) Manipulation; (2) therapy; (3) Notification; (4) Consultation; (5) Placation; (6) Partnership; (7) Delegated Power; and (8) Citizen Control (Isma Rosyida, Fredian Tonny Nasdian, 2011).

At the manipulation level, each KUBE member is forced to manage UEP but they do not know the benefits. At the therapy level, each KUBE member is forced to manage UEP but they already know the benefits. At the notification level (informing) each member of KUBE has received information on the benefits of UEP management but is not given the opportunity to make suggestions. Then at the level of consultation (consultation) KUBE members voluntarily manage UEP, already know its benefits, can make suggestions but there is no guarantee it will be accepted. Meanwhile, at the placation level, KUBE members voluntarily carry out UEP development, already know the benefits, there is a desire to express opinions and are welcome to submit suggestions, but not all proposals are accepted. Furthermore, at the partnership level, initiatives have come from KUBE members but planning still requires assistance from related parties, in this case the government. At the level of delegation of power (delegated power) initiation comes from the community in planning, implementing, maintaining by asking for help from related parties. And finally, participation at the level of community control (citizen control) is fully initiated by the community from the planning process to maintenance (Citra Permatasari dkk, 2018).

## CONCLUSION

After conducting research, it can be concluded that community empowerment at KUBE in Kaligondang is still at the level of manipulation where members who are members of it only act as objects of an empowerment program. The community is involved in a program, but in fact their involvement is not based on a mental, psychological drive, and is accompanied by the consequences of participating in the program. So it is difficult to be able to sustain. The emphasis only on the economic aspect is also the cause of the loss of the goal of community empowerment in KUBE it self

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