



Community Empowerment Efforts

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Abstract. Empowering the community is an effort to increase the dignity of the lower layers of society (grass root) who with all their limitations have not been able to escape the trap of poverty, ignorance and backwardness, so that community empowerment is not only strengthening individuals but also existing social institutions. Instilling modern cultural values such as hard work, thrift, openness, responsibility is an important part of empowerment efforts. In fact, community empowerment is based on the principle of how a society can be completely independent on top of the many shortcomings that exist so as to make it self-potential in empowering the community both socially, economically, thinking and all aspects of life. Community development is based on the idea that people can and should take responsibility for formulating needs, seeking prosperity, managing natural and human resources, and realizing their own life goals.

Keywords: *community; empowerment; society*

INTRODUCTION

Community development is an effort to develop a sustainable and active community condition based on the principles of social justice and mutual respect. Community workers seek to facilitate citizens in the process of creating social justice and mutual respect through extensive development programs that connect all components of society. Community development translates the values of openness, equality, accountability, opportunity, choice, participation, mutual benefit, mutual reciprocity and continuous learning. The essence of community development is to educate, make community members able to do something by providing the necessary strength or means and empowering them. (Zubaedi, 2014b).

The purpose of empowerment is in order to change the behavior of the community to be able to be empowered so as to improve the quality of life and welfare. However, the indicator of the success of empowerment is not only emphasis on the results, but also on the process through a high level of community participation, which is based on the needs, social capital and potential of the community. The potential or needs are of course very diverse even in one community. In this case, the empowerment agent can determine the priority scale that is considered very necessary to be developed. Indeed, community empowerment is based on the principle of how a society can be completely independent on top of the many shortcomings that exist so that it becomes self-potential in empowering the community both socially, economically, thinking, and all aspects of life. Basically, empowerment states that every human being and society has potential that can be

developed. So that empowerment is an effort to build potential, provide motivation, raise awareness of their potential and strive to develop it.

The essence of empowerment includes three things, namely development (enabling), strengthening power (empowering), and the creation of independence. Therefore, in general, the target of empowerment is usually people who are classified as still or yet materially or non-materially empowered so that they can develop all their potential so that people become independent. Empowerment is an effort to increase power with the process of social change that has the aim of strengthening the weak community groups in terms of quality of life to be empowered through various activities through motivation, increasing knowledge and skills, exploring and developing the potential that is owned so that it can become an independent and prosperous society.

If the word empowerment and community are united, its meaning is the concept of development that summarizes social values to improve people's living standards towards progress, especially in the economic aspect. Community progress can be said as an effort to improve the standard of living in order to achieve prosperity. Community empowerment can be actualized from the concern of the government and people who have the ability to build the lives of people who are powerless to become more empowered. Thus, people who are powerless are able to improve their lives for better. Indeed, the concept of community empowerment includes three aspects, namely development, strengthening potential, and independence. In the context of development, people who are not empowered can develop their skills in according to the culture of their community life.

LITERATUR REVIEW

Understanding Community Empowerment and Empowerment Community

Current community empowerment has become the main approach in policymaking and implementation of development that is located and involves the community. Empowerment comes from the basic word power which means “strength”, and is a translation of the term in English “empowerment”, so it can be explained that empowerment means giving power or strength to weak groups who do not have the power/strength to live independently, especially in meeting basic needs/basic needs of daily life such as eating, clothing, home, education, health.(Hamid, 2018).

Robert Chambers, an expert whose thoughts and writings are devoted to the interests of Community Empowerment, argues that community empowerment is a concept of economic development that summarizes social values. This concept reflects a new paradigm of development, which is human centered, Participatory, empowering and sustainable.(Alfitri, 2011).

Empowerment means providing resources, opportunities, knowledge and skills in order to improve the ability of the poor to determine their own future and participate in the life of their community.(Machendrawati & Ahmad Safei, 2011).

Carver and Clatter Back define empowerment as “the effort to give individuals the courage and opportunity to take personal responsibility to improve and contribute to organizational goals”. While Shardlow said in essence: "empowerment discusses how individuals, groups or

communities try to control their own lives and try to shape the future according to their wishes".(Roesmidi, 2006).

According to Edi Suharto, "Empowerment is both a process and a goal". Whereas an empowerment process is a series of activities to strengthen the strength and empowerment of weak groups in society, including individuals who experience poverty problems. Meanwhile, as a goal, empowerment refers to the conditions or results to be achieved in a social change, namely a community that is empowered, has power or has the knowledge and ability to fulfill their lives.(Suharto, 2010). In line with the quote above, Djohani in Anwas stated that "Empowerment is a process to give power to the weak and reduce power to those in power so that there is a balance".(Oos, 2014).

According to Suharto, empowerment refers to the ability of people, especially vulnerable and weak groups so that they have strength or ability in:

1. Fulfilling their basic needs so that they have freedom, in the sense that they are not only free to express opinions, but are also free from hunger, ignorance and pain.
2. Reaching productive sources that enable the community to increase their income and obtain goods and services that are needed and of high quality.
3. Participate in development processes and decisions that affect them. Some groups that can be categorized as weak or powerless groups, such as group
 - a. Structurally weak, i.e. weak in class (people with low socioeconomic class), gender and ethnicity (minority groups), who receive less/unfair treatment and discrimination.
 - b. Weak in particular, such as the elderly, children, youth, people with disabilities, gay-lesbian, isolated communities.
 - c. Weak personally, namely people who experience personal or family problems in essence, community empowerment is not only aimed at individuals, but also in groups, as part of the actualization of human existence. For this reason, humane/society can be used as a normative benchmark, which places the concept of community empowerment as a part of efforts to build the existence of people personally, families, and even the nation as the actualization of a just and civilized humanity.(Hamid, 2018).

Community Empowerment Objective

As a process activity, community empowerment programs/activities are expected to be able to elevate the lives of the community as a target group to become more prosperous, empowered or have the strength to fulfill the main life needs, and in the end will create independence in the community. Of course, the intended independence is not only from the economic aspect, but also socially, culturally, the right to voice/opinion, even to the independence of the community in determining their political rights. According to Mardikanto and Poerwoko, the objectives of empowerment include various improvement efforts, namely.(Totok, 2014):

1. Improvement education (better education) means that empowerment must be designed as a form of better education. Improvements in education carried out through empowerment are not only limited to improving materials, improving methods, improving time and place, as well as the relationship between facilitators and beneficiaries, but what should be no less

important is how improvement in non-formal education in the empowerment process is able to foster enthusiasm and desire to continue to learn without time and age limits.

2. Improvement of accessibility (better accessibility) means, along with the growth and development of the spirit of lifelong learning, it is expected to improve accessibility, especially accessibility to sources of information/innovation, sources of financing/finance, product providers, equipment and marketing institutions.
3. Improved action (better action) means that, through provision of improved education and accessibility with a variety of better resources (human resources, natural resources and other/artificial resources), it is hoped that better actions will result.
4. Institutional improvement (better institutions) meaning, by improving the activities/actions are taken, it is expected to improve community institutions, especially the development of business-partnership networks, so as to create a strong bargaining position in the community. Improvement of business (better business) means, improvement of education (spirit of learning)
5. Improvement of accessibility, activities, and institutional improvement, is expected to be able to improve the business/business being run.
6. Improved income (better income) means, improving the business that is run, is expected to be able to improve the income it earns, including family and community income.
7. Improvement of the environment (better environment) means, improving income can improve the environment (physical and social), because environmental damage is often caused by poverty or limited income.
8. Improvement living Better living means that an adequate level of income and a healthy environment are expected to improve the living situation of every family and community.
9. Improved community (better community) means a better life situation, and supported by a better (physical and social) environment, is expected to create a better community life.

Principles of Empowerment and Community Empowerment

Principles serve as a basis (guideline) for acting or as a reference in a process and as an achievement target. Therefore, the principle will apply in general, and can be accepted in general so that the principle can be used as the correct main basis for the implementation of the activities to be carried out.

According to Mathew in Mardikanto "Principle is a statement of policy that is used as a guide in making decisions and carrying out activities consistently". Therefore, the principle will apply in general, can be accepted in general so that the principle can be used as the correct main basis for the implementation of the activities to be carried out.(Totok, 2014).

Meanwhile, according to Najati (2005:54) there are four principles that are often used for the implementation of empowerment programs, namely:

1. The principle of equality the main principle that must be adhered to in the community empowerment process is the existence of equality or equal position between the community and the institution that carries out the empowerment program. The dynamics that are built are equality relationships by developing mechanisms for sharing knowledge, experience, and expertise with each other. So, there is a learning process.

2. Principles of Participation Empowerment programs that can stimulate community independence are programs that are participatory in nature, planned, implemented, monitored, and evaluated by the community. However, getting to that stage requires time and a mentoring process that involves a facilitator who is highly committed to community empowerment.
3. The principle of self-reliance or independence the principle of self-reliance is to respect and prioritize the capabilities of the community rather than the assistance of other parties. This concept does not view incapable people as incapable objects, but as subjects who have little ability.
4. Sustainable Principles Empowerment programs need to be designed to be sustainable, even though at first the facilitators are more dominant than the community itself. However, slowly and surely the role of the facilitator will decrease and even disappear because the community is able to manage their own activities.

Efforts to foster citizen participation through community development programs begin by raising public awareness of their rights to a quality life, the reality of the complexity of the problems they face, and the need for concrete actions to improve life. The participation that is wanted to be built through the community development program runs in stages, starting from the type of interactive participation towards the growth of self-mobilization in the community. Interactive participation is a form of community participation where ideas in various activities ranging from planning, implementing and evaluating programs are still assisted and facilitated by external parties. Meanwhile, mobility itself is a form of participation where the community takes the initiative, carries out activities, at various stages independently and mobilizes the resources needed from the community itself. (Zubaedi, 2014a).

METHOD

This type of research is a qualitative descriptive research, namely by making direct observations or observations, descriptive research is research that tries to describe a symptom, an event, an event that is happening at the moment. While qualitative research is a scientific research, which aims to understand a phenomenon in a natural social context by promoting a deep communication interaction process between the researcher and the phenomenon under study (Sugiyono, 2007).

RESULT

The Concept of Community

Empowerment is a noun, while the action is a verb, namely empowering or empowering. If we look further, empowerment or more accurately referred to as empowerment is a concept that was born from the development of western thought and culture. This concept is in line with the empowerment of thoughts of religious mystification which have developed into a myth that shackles the thoughts of rationalistic. The substance of the concept of empowerment is emancipation and liberalization as well as mastery of all power and control.

Community empowerment can also be interpreted as an effort to develop, become independent, self-supporting, and strengthen the bargaining position of the lower classes of society against oppressive forces in all fields and sectors of life through the transfer of decision-making to

the community so that they are accustomed and able to be responsible for everything they choose. In this context, community empowerment can be likened to a community development process that aims to enable people to define and fulfill their own needs, and decide what is best for themselves (Najiyat, et al, 2005).

According to Sumodiningrat and Gunawan, the main approach in the concept of empowerment is that the community is not made the object of various development projects, but is the subject of its own development efforts. Based on this concept, community empowerment must follow the following approach: First, the effort must be directed. This is what is popularly called partiality. Second, this program must directly involve or even be implemented by the target community. Third, using a group approach, because alone it is difficult for the poor to solve the problems they face. (Sumodiningrat, 1999).

The empowerment process contains two tendencies, namely: (1) the empowerment process which emphasizes the process of giving or transferring some power, strength or ability to the community to become more empowered. This process is aimed at building self-reliance both individually and collectively which is usually carried out through organizations; (2) The process of stimulating, encouraging or motivating individuals or collectives to have the ability or empowerment to determine what their life choices are through a dialogue process.

According to Kartasasmita, empowering the community can be done in three ways which include: (1) Creating an atmosphere or climate that allows the community's potential to develop (enabling); (2) strengthening the potential or power possessed by the community (empowering). In this context, positive steps are needed in increasing the level of education, health status and access to sources of economic progress such as capital, technology, information, employment and markets. This empowerment involves the development of basic physical infrastructure and facilities such as road networks, irrigation, electricity and social services such as education, health service facilities and the availability of funding, training and marketing institutions for production; (3) empowering contains means to protect. In the empowerment process, it does not make the community more dependent on various giving programs because basically everything they have must be produced on their own efforts and efforts, the results of which can be exchanged with other parties.

According to Jim Ife, the concept of empowerment has a close relationship with two main concepts, namely: the concept of power (power) and the concept of Disadvantaged (inequality). Community empowerment efforts need to be based on the understanding that the emergence of community powerlessness is due to the community not having power (powerless). Jim Ife identifies several types of strengths that communities have that can be used to empower them. (a) Power over personal choice. Empowerment efforts are carried out by providing opportunities for the community to make personal choices or opportunities to be better. (b) The power to determine their own needs by assisting them to formulate their own needs. (c) Strength in freedom of expression by developing their capacity for free expression in the form of political culture. (d) Institutional strength by increasing accessibility to educational, health, family, religious institutions, social welfare systems, government structures, media and so on. (e) Strength of economic resources by increasing accessibility and control over economic activity. (f) strength in

reproductive freedom by giving freedom to the community in determining the reproductive process.(Ife & J.W, 2000).

Form and Approaches to Community Empowerment

Common forms of community empowerment known in Indonesia can be in the form of training, deliberation in the preparation of programs and activities, coordination in the implementation of activities, community assistance to strengthen community capacity. In this case, Pearse & Stiefel (1979) put forward forms of empowerment into a broader perspective, namely.(Sutaryono, 2012):

1. respect for diversity, in the context of a pluralistic society respect for differences and diversity is an important prerequisite that must be met and this is the most basic form of empowerment;
2. respecting local uniqueness, is part of the appreciation and strengthening of local wisdom and local knowledge;
3. deconcentrating of power, is an activity of handing over various affairs from parties or institutions that have authority to members of the community or community groups;
4. Increasing independence is an effort to grow the strength and ability of self or society. (Pearse & Stiefel, 1979);
5. increasing the interaction space, is one of the efforts to provide a space for brainstorming or conveying aspirations from the community to institutions or institutions that have authority in the activities carried out;
6. Access provision is an integral part of increasing interaction space, both of which are media to expand interaction and access space for the community.

Various approaches to community empowerment can be distinguished as follows:

1. The Welfare Approach is to help provide assistance to certain communities, such as assistance to victims of natural disasters in certain areas.
2. The Development Approach is an approach that focuses development attention on increasing the independence and capacity of the community.
3. The Empowerment Approach is an approach that focuses on the problem of poverty as a result of the political process. This approach seeks to empower or train the people to overcome the problem of economic inequality by utilizing the capabilities and potentials that exist in the community.
4. The Deficit Based Approach is an approach that focuses on the problems that exist in the community and provides solution facilities for these problems.
5. The capability approach (Strength Based Approach) is an approach that focuses on the potential and capabilities possessed by the community, individual, or community to improve a better quality of life.

CONCLUSION

Actually, community empowerment is based on the principle of how a society can be completely independent on top of the many shortcomings that exist so that it becomes self-potential in empowering the community both socially, economically, thinking and all aspects of life. Community development is based on the ideal that people can and must take responsibility

for formulating needs, seeking prosperity, managing natural and human resources, and realizing their own life goals.

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