

# Massive Change: Reinforce the Role of People's Empowerment Through Local Potency

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Abstract: Nowadays, the concept of development base on the local community is frequently promoted, one of them is people's empowerment. Empowerment is a new concept of evolution that is based on people-oriented, people's participation, empowerment, and sustainable for the people so that empowerment needs to focus on initiative and correspond with people's needs. The local potency can be a precious capital in empowering because the people can easily utilize and manage their local potency to be developing. The aim of this study is to evolve people's empowerment based on local potency. This study is a qualitative approach with data collection by observing and interviewing. The result of this study shows that people's empowerment based on local potency can be carried out by using human resources approach, nature, and market. But, can local potency allow such a big impact on the positive change for the community.

## 1 INTRODUCTION

Nowadays, Indonesian's lives are under a standard of living. The people need to improve their condition to avoid poverty zone so that, it takes an effort to empower people to escalate their quality of life. Conceptually, people's empowerment is an attempt that is delivered to the people that consist of knowledge and ability to live independently for a better life.

In the process of people's empowerment, there will be a manner and behavior change on the people. The behavior change can be detected from how people attempt to solve the social problem which is one of the problems is poverty. Same goes to the process of development, the important thing is that how a change should concern with the potency that every individual has because every individual will have to play a big role in every change to increase prosperity (Damayanti, 2014).

This effort is performed by utilizing self-potency and also environment potency so that, the people will be active and have a courage in taking action to accomplish a better quality of life. In this case, the people will be assisted by the facilitator who aims to deliver knowledge to the people.

The process of people's empowerment implementation is out of expectation and not

maximal yet. It is because the people are not open-minded on the innovation. Several people still hold and maintain their tradition so that it makes them feel alienated. Besides that, the assisting that is carried out in the empowerment program is less maximal. The presence of the assistance in the people's empowerment is only performed until the empowerment program finalize in the time that is determined. Otherwise, the people's empowerment programs should not be finished in the short time. But, it should be carried out sustainable and continual so that the socialization that is delivered to the people will finalize until the people are able to run the program independently and avoid the dependability behavioral dependence.

The people's empowerment appears because of the failure in resolving poverty and the development programs so that it takes an alternative solution to solve the problem to accomplish the economic growth (Rifa'I, 2013). However, a lot of barriers in the empowerment process invents the people's empowerment not succeed. One of the important aspects in empowering is how the assistance is able to give an assisting on the empowerment programs. The approach on the people is crucial so that the assistance recognizes the people's potency. The closer social relation between the assistance and the people the easier run the empowerment programs. Therefore, the right step to solve this problem is

through family empowerment center (Posdaya). Posdaya is a place to allow a sustainable service on the member of the family. The treatment is carried out to maximize the family's functions so that they can improve their quality of life (Satriani et al., 2011). The people's empowerment through Posdaya is considered as the effective program because the assistance gets involved in approaching and communicating the people door to door.

The activity of Posdaya empowerment is designed in four pillars which are education, health, economy, and environment. The four pillars are the main focus from the Posdaya empowerment, with an assumption that if the four aspects are evolved and empowered properly then they could empower the people because the four aspects comprise the whole programs in empowering people particularly economy aspect. Besides that, the legal foundation of Posdaya is registered in the Constitution of Indonesia No. 11/2009 article 12 about social welfare and Presidential Directive No. 2/2010 about development that corresponds with equality with a substantial development for the people, justice for all, and goal achievement Millennium Development Goals (MDGs).

Viewing Posdaya status is strategic for the people and becomes one of the advantages to turning Posdaya into a model of people's empowerment. The presence of Posdaya should not have to form new institution but, evolve or harmonize the institution. The institution is the initial capital to be reinforced so that the people's empowerment becomes more dynamic and progressive. In evolving human resources would be right if it is done through Posdaya because Posdaya proposes "bottom up program" where the focus is on the independent and utilizing the resources and local potency as a solution (Widyana and Lumintang, 2013). The empowerment program is through Posdaya then the people are expected to evolve the local potency whether it is their circumstance or nature potency.

Empowerment base local potency, the people surely participate in implementing the program. It is because the people are given motivation and stimulus to utilize every local potency so that it will benefit the people in economy aspect to improve their quality of life. The local potency in every region is unique and different so that when the people are able to innovate by utilizing the local potency then they will benefit. Therefore, empowerment base on local potency through family's empowerment can produce prosperity that is expected.

## 2 METHODS

The method that is used in this study is research and development (R and D) as Borg and Gall have been developed. Sukmadinata (2007) stated that based on the experience of doing research and developing four times, modification the steps of Borg and Gall. The result of Sukmadinata's modification can be a base to arrange the steps of this study, Step 1: preliminary study consists of literature study and field study. Step 2: formulating the first model of Posdaya as a model of people's empowerment base on local potency. Step 3: validating the first model by surveying the field in Posdaya and analyzing data. Step 4: Validating the model from the validation result in step 3 by surveying and analyzing data. The data analysis that is used in this study comprises data reduction, display data, and drawing conclusion.

## 3 STRATEGY AND APPROACH OF POSDAYA IN EMPOWERING PEOPLE BASED ON LOCAL POTENCY

As a people's institution, Posdaya has a purpose to empower the family by serving family's evolvement continually particularly in religion aspect, entrepreneurship, education, and environment so that every family could develop independently (Suyono, 2011). Therefore, to accomplish that mission, it requires some strategic ways such as delivering understanding, knowledge, awareness that is carried out by Posdaya by delivering socializations or seminar even door to door, this strategy should correspond with the people's condition, they become Posdaya's role in performing various strategy in empowering the people.

In generating prosperity for villagers, there are three pillars that should be implemented by utilizing village resources such as 1) management of village resources sustainability in supporting people's lives in the village. 2) Utilizing local resources to reinforce the people's socioeconomic condition by empowering villagers, and 3) identifying the local potency and problem (Astuti, 2012).

A strategy that could be implemented by Posdaya in empowering people base local potency which is (a) knowledge, (b) awareness, (c) utilizing local potency, and (d) habituating in utilizing the local potency.

#### 4 THE VALUES THAT CAN BE EVOLVED IN EMPOWERING PEOPLE BASED ON LOCAL POTENCY

In empowering people through Posdaya, there values that are developed by Posdaya as a model in empowering people. The values that could be evolved certainly fitting the people. The general aims of Posdaya are to invent independent family, work out every function of the family so that the quality of family can improve and evolve every social infrastructure based on local wisdom (Sumarto and Setiadi, 2014).

In starting an empowerment, it requires social capital that stimulates empowerment. Social capital becomes the strength to trigger people's action in performing a change. In this case, the main point of social capital is human resources, social management, people's organization, strong local leadership, value, norm, and moral also good government (Pranadji, 2006).

The empowerment is not a program that is delivered to only the one side in a community but, given to the whole community in a certain area. It takes value equality where there is no partiality and viewing all empowered people have the same status and position (Wijaya, 2010).

The program arrangement until the implementation of empowerment program requires a value of togetherness. It aims to combine the people in receiving a change. The implementation of empowerment program needs to increase the value of togetherness, cooperation, and motivation so that generating good relationship among the people, local government until facilitators (Sumardjo and Firmansyah, 2015).

Essentially, empowering is how every individual is able to be independent to achieve prosperity. The independence of every individual needs to be empowered. People's empowerment through Posdaya is to empower every family so that when every family is able to train their independence then this independence will be imitated by other communities (Wijaya, 2010).

The process to be independent people through empowerment is not a thing that could be reached easily. It requires a long process where every program of empowerment must be continued. It is not easy to change the people so that requiring assistance process in empowering people sustainability. Until the knowledge and ability that have been trained and delivered by the assistance

can be internalized by every individual becoming a part of self and cannot be separated from social system as the theory states that culture change is required to support behavior and empowerment to be more effective (Sumaryadi, 2005).

The success of the empowerment can be viewed from how active people are in every empowerment program. With a local potency that every region has, and supported by people's participation by assisting, it is expected that the people are able to innovate in implementing people's empowerment. Besides that, the people will be stimulated through productive ventures to produce their income through creativity and the characteristic of local potency (Sumardjo and Firmansyah, 2015). With the effectiveness of people's participation then the people will be able to invent productive venture and accomplish the prosperity.

The attempt that is carried out by utilizing local potency in empowering will benefit the people if they can manage properly because every community has the unique local potency that can help or inhibit the economic growth so that with capital that people have, could be the first point of strategy for the development of local economies. To build competitiveness, every community needs to comprehend and react based on strength, weakness, opportunity, and the threat to make their region interested, for business activity, employee's presence, and the support institution (Sukmana, 2010). In this case, the value of togetherness is very important because in empowering people should be a backup from the people, if the whole community can back then will create the values of togetherness and it will support continuity in empowering people.

For more description of the values that can be evolved from Posdaya in empowering people base on local potency can be viewed in figure 1.

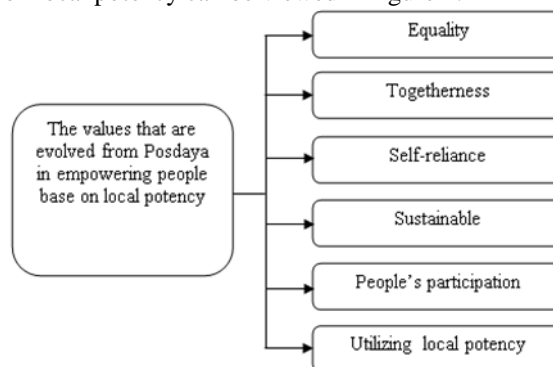


Figure 1: The Values That Can Be Evolved from Posdaya in Empowering People Based on Local Potency.

## **5 THE PROGRAM OF POSDAYA AS A MODEL OF PEOPLE'S EMPOWERMENT BASED ON LOCAL POTENCY**

The program in people's empowerment should compromise all aspects, education, economy, environment, religion, until art and culture. All aspects must be developed based on local potency in the empowerment location.

### **5.1 Education Aspect**

Not everybody is able to get the better education. Otherwise, education is a bridge to improve a standard of living. The program that can increase the quality of formal and informal education in a society can be carried out by utilizing the teacher to teach the people. By empowering the teacher, it is expected that the teacher has confident to serve the people and has the ability in figuring out a solution when a problem occurs so that with the teacher's knowledge then the teacher will have a recognition and social prestige from the people as a professional employee (Wardani, 1999).

The relation with people's empowerment is that through education, the people can be more empowered through formal and informal education. However, this program does not aim to replace formal education in school but, reinforce people's education. In this context, the teachers are utilized and empowered to deliver education to the people.

### **5.2 Economy and Entrepreneurship Aspect**

The training and socialization about entrepreneurship are important to be allowed so that every individual has capacity in optimizing local potency for benefiting themselves. One of the efforts is that the evolvement program of Vocation village. This program is a manifestation of the implementation of life skills/entrepreneurship education program in village spectrum with region approach which is village area. The Vocation village program is expected to form a group of venture that utilizes local resources and local wisdom (Lutfiyah, 2013).

The entrepreneurship knowledge is able to make people cultivate for working or creating jobs that correspond with the local resources so that escalating people's prosperity and Small-Medium Enterprises (UMKM). The people's empowerment

by evolving small-medium enterprises (UMKM) is required to be matched with the potency, problem, and people's characteristic. The actors in small-medium enterprises (UMKM) need to get involved actively in determining better future so that it takes the bottom-up the program to make a big impact for people's economic in empowering their small-medium enterprises (UMKM) (Rifa'I, 2013).

### **5.3 Environment Aspect**

When a community has adhesiveness with natural resources as the backup for daily needs then it requires an effort about food security for those who still count their lives on the agricultural sector, farm, and stock breeding. The food security is a situation where every household has an access to get enough food, security, and health for all the family members. The four components in food security consist of availability, accessibility, security, and sustainability (Prawoto, 2012).

Other efforts are carried out in people's empowerment by maintaining environment and culture which is called ecotourism. Ecotourism is a concept of tourism sustainable development based on nature and culture. The aim is to conserve the environment and allow economic benefit for the local community.

The empowerment attempt to evolve coastal area is marine tourism. The concept that is offered in marine tourism is to deliver the unique of nature, the characteristic of the marine ecosystem, art and culture, and local community's characteristic as a base strength that every region has. In utilizing coastal area requires integrated effort to produce benefit. It takes four aspects that can back ecotourism of marine area is ecology aspect, physis, social, and recreation (Satria, 2009).

The program in environment aspect must give a real change physically or habitually from the people to live healthy and safe. The potency in the environment should be utilized in empowering people.

### **5.4 Religion Aspect**

In social life, religion links to how one composes a good relationship with other people and obeys every rule based on religion that one follows. Generally, a Ustad is active in resolving religion and social problem.

The role of Ustad who has religion knowledge particularly about Islam and capable to teach other people will be considered as a form of people's

empowerment. Ustad plays a big role in increasing the quality of religious life and escalating tolerance among religion diversity (Mawardi, 2013). The program is applied in people's empowerment can be a religious theme and comprise whole community from the children until parents such as the program of reciting Quran in once a week.

### 5.5 Social Aspect

The result of empowerment that wishes to be accomplished is that a social change where the change focuses on poor people to be more empowered and capable supplying their needs. Not only that, the people capable to deliver every aspiration to the local government and participate in every social activity and help other communities to live a better life (Hatu, 2010).

The program that is designed must comprise all social aspects, and make a real impact on the people because the people will see and sense the impact in assessing a program.

### 5.6 Art and Culture Aspect

Nowadays, many outside cultures enter Indonesia until invent acculturation and assimilation. It will be a loss to traditional culture because of the outside influence so that people's empowerment needs to take a part in art and culture where the empowerment is performed in maintaining traditional culture due to modernization. Every region has local wisdom and characteristic from the local potency that every region has. Therefore, there should be special events to introduce local wisdom particularly tradition art because by introducing traditional art, the local community will generate a benefit such as financial and traditional cultural existence (Kurniawan, 2015).

## 6 THE MODEL OF PEOPLE'S EMPOWERMENT BASED ON LOCAL POTENCY THROUGH POSDAYA

The model of people's empowerment based on local potency through Posdaya can be carried out by three approaches which are (a) based on human resources, (b) based on natural resources, and (c) based on the market.

### 6.1 Based on Human Resources Potency

The approach and strategy that is performed by Posdaya in empowering people through local potency have several approaches such as familial approach by identifying local community's potency and socializing the local potency to the local community. The obstacle in implementing this program is that the quality of human resources is below the standard so that they need to be engaged in training to improve their cadre because in empowering a community, human resources is one of the social capitals that is very important to evolve (Pranadji, 2006).

Empowerment requires people to improve their capacity and knowledge so that they capable to work in every sector (Prawoto, 2012). Besides that, training and socialization are given to every individual so that they are skilled in optimizing local potency. Inequality of education becomes one of the problems that hardens management process of local culture so that it requires the help of the local government in managing and assisting the community (Satria, 2009). The local government and facilitator need to train the human resources about empowerment based on local potency.

### 6.2 Based on Natural Resources Potency

Natural potency is a potency that orients to natural resources. Natural potency can be evolved or utilized by the people for the benefit. The main concern nowadays is how to turn the natural environment into a benefit for the people but, not to damage the nature.

In managing local potency especially in the agricultural sector, farms, and sociocultural can be designed as an object of an economy by offering tourism based on environment. Moreover, when people perform the traditional ceremony as the gratitude of yields (Damayanti, 2014).

The idea of people's empowerment by maintaining the environment and culture is called ecotourism. Eco-tourism is a concept of tourism sustainable development based on nature and culture.

When there is a region which has a beauty in a coastal area can be designed as marine tourism because the concept that is offered by marine tourism is to deliver the beauty of nature, characteristic of the marine ecosystem, and

traditional culture. Utilizing the coastal area requires integrated effort for economic interest (Satria, 2009).

### 6.3 Based on Market

In people’s empowerment that puts ahead of the market is very important to identify consumer’s interest based on localizing community. Therefore, it requires analysis of market potency that corresponds with consumer’s interest and local potency so that when there is the right examination then the people will continually evolve. Besides that, the people need to participate actively in developing a partnership with the suppliers and distributors to ensure productive enterprises sustainable (Sumardjo and Firmansyah, 2015).

The people must recognize how to see the market and marketing strategy with some creativities to produce a product so that the people capable to compete in running their enterprises (Rifa’I, 2013).

Besides that, the production must be innovative. The product can be categorized as an innovative product when it is a brand new and different based on local potency so that the people can reach a market target that is profitable.

Model of empowerment is described through the scheme in figure 2:

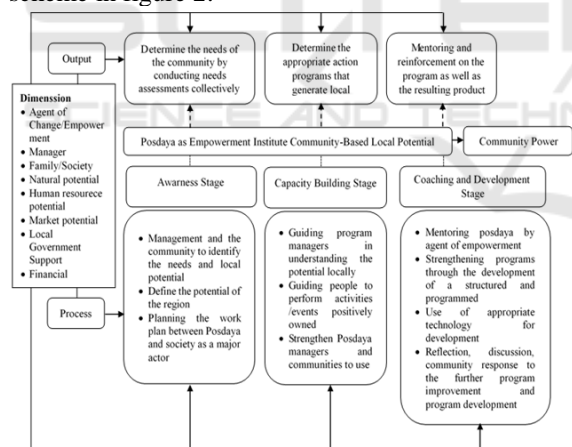


Figure 2: Model of People’s Empowerment Based on Local Potency.

## 7 CONCLUSIONS

The approach of family empowerment center (Posdaya) based on local potency in empowering people is carried out so that Posdaya becomes a place to empower a family to work out their function properly. Various approaches are performed by Posdaya that corresponds with the condition or the

community’ needs. The model approach of family empowerment center (Posdaya) in empowering a community based on local potency consists of familial approach, identify the local community potency, natural potency, and market potency.

The values that are developed from Posdaya as a model in empowering people based on local potency which is (a) equality, (b) togetherness, (c) self-reliance, (d) sustainable, (e) people’s participation, (f) utilizing local potency.

The program that should be available and implemented in turning Posdaya into a model of people’s empowerment based on local potency comprises education aspect, economy and entrepreneurship, environment, religion, social, and art and culture. The model of people’s empowerment based on local potency through Posdaya can be carried out by three approaches which are (a) based on human resources, (b) natural resources, and (c) based on the market.

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