

EMPOWERMENT PROGRAM STRATEGIES TO IMPROVE THE ECONOMY OF THE PARIT BANJAR VILLAGE COMMUNITY IN MEMPAWAH SUBDISTRICT, MEMPAWAH REGENCY



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Abstract

This research aims to analyze the economic empowerment program for the Parit Banjar Village community as an effort to increase community income. The research is classified as descriptive qualitative research which examines problems with in-depth analysis, by collecting data through in-depth observation, interviews with related communities, and documentation as supporting data in the research. The results of the research show that this research shows that the Empowerment Program Strategy in Efforts to Improve the Economy of the Parit Banjar Village Community, Mempawah District, Mempawah Regency has a program as an empowerment strategy, this is shown in the form of training for the Parit Banjar Village community to increase the community's economic capacity and ability, apart from that of the Village community. Parit Banjar also received adequate infrastructure development as an empowerment program. Furthermore, the people of Parit Banjar Village emphasized the MSME economy as an empowerment effort resulting from community training and the development of community entrepreneurial groups so that the community could improve the economy well.

Keywords: Program, Empowerment, Economy

INTRODUCTION

Community empowerment is an important strategy for improving society's economic welfare, especially in less developed areas (Zuana et al, 2024). This empowerment involves a series of processes in which people have the knowledge, skills, and resources needed to develop their potential and improve their quality of life (F. Nawaz 2019). Economic empowerment strategies focus on increasing individual and group capacity through education, training, capital support, and access to markets and technology (MSA 2022). This approach not only helps reduce poverty but also promotes inclusive and sustainable economic growth. In recent years, various economic empowerment models have been developed and implemented in various regions with varying results (Yunas et al, 2024).

One successful example of economic empowerment is microfinance programs that provide small loans without collateral to individuals or groups of small and medium enterprises (SMEs) (Bella et al, 2024). This program has proven effective in increasing household income and encouraging entrepreneurship among poor communities (Suwandi, Wardah Sahrani Sibarani, Lola Amalia Sibarani 2023). Apart from that, community-based empowerment initiatives are also gaining increasing attention. This program relies on active participation from the community in designing and implementing projects that are relevant to community needs (Banerjee, A., Duflo, E., Glennerster, R., & Kinnan 2015). For example, a village development program that is integrated with skills training and marketing support for local products.

However, implementing this empowerment strategy faces various challenges, such as a lack of education, limited access to resources, and cultural resistance (Hanifatirrosyidah et al, 2024). The importance of community economic empowerment strategies is also increasingly recognized by various international organizations, including the UN through the Sustainable Development Goals (SDGs). This goal emphasizes the importance of economic empowerment, especially in reducing poverty, achieving gender equality, and supporting sustainable and inclusive economic growth (Ravallion 2016). Thus, economic empowerment strategies not only contribute to improving individual welfare but also support the achievement of global development goals (Wahab et al, 2021).

Community economic empowerment in Indonesia has become part of the national development agenda (Marthalina 2018). The government, through various programs such as the Family Hope Program (PKH), Village Funds, and various other initiatives, is trying to increase the economic capacity of the community, especially in rural and remote areas. These programs aim to reduce socio-economic disparities and strengthen the local economy through empowering micro, small, and medium enterprises (MSMEs) (Ainan Salsabila, Tessa Mirella Dwivina 2023). However, even though various programs have been implemented, challenges remain. One of the main challenges is the low level of education and skills in the community (Pieters, J., & Rawlings 2020). Without adequate education, people find it difficult to take advantage of existing economic opportunities. Apart from that, access to capital and technology is also a significant obstacle. Many communities in remote areas do not have access to formal financial institutions and advanced technology that can support community businesses, such as in Parit Banjar Village, Mempawah District, Mempawah Regency.

This is in line with observations made by researchers on P/20/3/2024 that the Banjar Ditch community has a varied economy such as plantations and agriculture because the Banjar Ditch has abundant resources, however, the community cannot manage them optimally due to limited education and marketing, as well as limited infrastructure which affects the effectiveness of people's income, so this requires the empowerment of the community so that they can increase income or improve the economy. So far, the government has begun to take part in developing the community's economy through empowerment, but this has not been optimal because limited access has resulted in limited reach.

Limited infrastructure also often becomes an obstacle in empowering the community's economy. Lack of adequate road access, electricity, and internet services hampers the development of small and medium-sized businesses (C. Tri Widiastuti, Guruh Mulia Widayat, Dina Kharisma and Diaz Fajar Ilyasa Fatkhur 2022). In addition, cultural resistance and long-standing habits often make society reluctant to accept change and innovation. To overcome these challenges, a holistic and integrated approach is needed. Economic empowerment must not only involve providing capital or training but also needs to include increasing access to education, health, and infrastructure (Sutikno 2022). Additionally, it is important to involve various stakeholders including government, private

sector, and non-governmental organizations in designing and implementing effective empowerment strategies.

Much of the research that discusses empowerment program strategies have been written by previous research such as that conducted by Sherly Ferdinandus, Agusthina Risambessy et al who discussed strategies for empowering community economic businesses in Waai village, Central Maluku district (2023). This research has shown that empowerment in Waai village is a form of improving the community's economy by bringing in speakers to provide empowerment so that the community becomes more independent in managing its economy (Ferdinandus et al. 2023). Similar research was conducted by Ipan Nurhidayat who discussed community empowerment to improve the economy in Kertajaya village, Cigugur sub-district, Pangandaran district (2023). This research shows that the community empowerment that occurs is controlled by the local government by providing services following the community's potential, such as agriculture and animal husbandry, apart from that the government provides assistance related to the needs of the local community so that the community feels well helped (Nurhidayat 2023).

The research above explains the empowerment that occurs in village communities so that they can improve economic capacity better, so the research above has touched on several discussions that will be studied by researchers, such as a) the role of government in providing empowerment to the community, b) community creativity in improving the community economy, and c) development of community businesses through economic empowerment as an effort. However, this research does not discuss the evaluation of related parties regarding the sustainability of community empowerment, identification of success in empowerment, and economic development of middle-class communities as an empowerment process.

This research aims to evaluate various economic empowerment strategies that have been implemented, identify success and failure factors, and provide policy recommendations that can increase the effectiveness of economic empowerment programs. Thus, it is hoped that this research can make a significant contribution to efforts to improve the economic welfare of the community, especially in less developed areas, especially in Parit Banjar Village, Mempawah District, Mempawah Regency.

The theory in this research uses Julian Rappaport's thoughts as an analytical tool related to community empowerment program strategies. Julian Rappaport is one of the important figures in community psychology who introduced the concept of empowerment (Julian Rappaport 1981:2-3). Empowerment is the process by which individuals, communities, or organizations gain control over their lives and the situations that affect them. Rappaport developed this concept in response to traditional approaches to social intervention that often did not give power to the communities served. According to Julian Rappaport, the essence of empowerment is increasing individual or group control over their lives. This involves developing skills, resources, and the ability to make decisions that impact their own lives. Empowerment involves active participation in the decision-making process. This participation can increase the sense of ownership and responsibility for the results of the decision. Individuals and groups need to have a critical awareness of social, economic, and political situations. This includes understanding existing power structures and how they can be changed (Julian Rappaport 1981:9-10).

Empowerment is also related to access to the resources necessary to achieve goals. These resources can include information, social support, education, and economic opportunities. Train and develop community leaders who can guide and represent the interests of the community. Provide relevant education and training to improve the skills and knowledge of community members. Form groups or organizations that can work together to achieve common goals and influence public policy (Julian Rappaport 1981:12-13). Julian Rappaport's empowerment theory offers a comprehensive framework for understanding how individuals and communities can gain greater control over their lives. By emphasizing control, participation, critical awareness, and access to resources, this approach has proven effective in a variety of social and cultural contexts. Successful implementation requires careful planning, appropriate training, and ongoing evaluation to ensure that empowerment initiatives can achieve the desired goals and contribute to the well-being of individuals and communities (Julian Rappaport 1981:15-20).

RESEARCH METHOD

The research is included in the type of qualitative research (Muh Fitrah and Luthfiyah 2017) which emphasizes in-depth analysis related to field data and discussions related to research, apart from that this research is classified as case study research (S. Aminah Roikan 2019), because the data in the research was obtained from the field directly with a societal phenomenon related to the economy. Data collection in this research was carried out by observation (Rustaman 2016) directly in the field related to the economy of the people of Parit Banjar Village so that researchers can see directly the income of the people of Parit Banjar Village, then the researchers conducted interviews (Mukhtar 2019). This is done by researchers with the relevant communities to verify the data that has been obtained through observation so that the data obtained can be accounted for, and documentation (Hardani 2020) carried out by researchers as supporting data so that the data obtained is valid. Data analysis uses data condensation (Miles. MB, Huberman, A., M., & Saldana 2014) which is done by collecting as much data as possible and grouping it according to the same type, displaying the data (Bernard 2018) designing a research series with data that has been grouped according to type, then concluding (John W. Creswell and Cheryl N. Poth 2018) which the researcher carried out as the final stage in the research.

RESULTS AND DISCUSSION

The empowerment program strategy is an effort to develop the community economy in Parit Banjar Village so that the community can increase their income in maintain social stability amid a good and conflicting economy. The empowerment program strategy includes:

Training

Empowerment training is a structured and planned educational process to improve the knowledge, skills, and attitudes of individuals or community groups. The main aim of this training is to develop participants' abilities so that they can utilize the resources around them optimally and independently (Laila and Salahudin 2022). Training Provides skills

relevant to local potentials, such as agriculture, animal husbandry, and handicrafts, this is realized in the community of Parit Banjar Village. Training as a strategy for the economic empowerment program for the Parit Banjar Village community requires a holistic and sustainable approach. Involving various stakeholders and paying attention to local characteristics is the key to the success of this program. In this way, village communities can be independent and have strong competitiveness in facing economic challenges.

Empowerment training is an important tool in community empowerment programs that focus on increasing individual and group capacity. With a structured and participatory approach, this training not only increases participants' knowledge and skills but also builds community self-confidence and independence. Thus, the community in Parit Banjar Village plays its role well, creating significant economic development that can improve the community's skills. This training is carried out through various methods such as case studies, group discussions, and direct practice, so participants can learn how to manage community resources more effectively. The types of training provided, such as technical skills, business management, and leadership, are tailored to the specific needs of the communities served. This was confirmed by the village head of Parit Banjar RS:

"The people in this village have good capacity and can develop the family economy and the community economy, this can be seen from adequate resources. However, this still requires training, development, and guidance. We will still try to create empowerment for the community, apart from that we also consider community infrastructure as access to develop personal capacity" in-depth interview related to the village empowerment program, 12.6.2024. 10:00 WIB."

The statement above shows that the Parit Banjar Village community empowerment program has clear stages P/09/6/2024. A successful empowerment program shows that well-designed training can provide significant positive impacts, such as economic improvement, social strengthening, and active community participation in development (Usman et al. 2023). These programs not only help reduce poverty but also create stronger, self-reliant communities. Empowerment training has a strategic role in increasing the capacity and independence of the community, especially the Parit Banjar Village community. This process is not only about transferring knowledge and skills but also about building a proactive and confident mentality among participants. Armed with the knowledge and skills obtained from

training, individuals and community groups can take a greater role in the development and decision-making that affect community life.

Infrastructure

Infrastructure Development Build and improve road infrastructure to facilitate access to markets or as a road for access to increase empowerment. Infrastructure development is a crucial element in improving people's quality of life and spurring economic growth (Anisa et al. 2024). Infrastructure development does not only include physical development such as roads, bridges, and public facilities, but also the development of social infrastructure that supports increasing the capacity of the people of Parit Banjar Village to develop their potential and capacity. Integrated and sustainable infrastructure development plays an important role in community empowerment.

The forms of infrastructure development such as Physical and Social Infrastructure the Foundation, this is a form of physical infrastructure such as roads, bridges, and energy, as well as social infrastructure such as education and health, form the foundation for improving the quality of life and economic opportunities for the people of Parit Banjar Village. Empowerment strategies that involve the Parit Banjar Village community in planning and implementing infrastructure projects, as well as ensuring active participation, can increase the effectiveness and sustainability of projects, especially in the Parit Banjar Village area. This development encourages a sense of ownership and responsibility among the local community in Parit Banjar Village. Apart from that, funding and partnerships in the form of collaboration with the private sector through the Public-Private Partnership (PPP) scheme and innovation in financing, such as infrastructure bonds and blended finance, are the keys to overcoming limited government funds (Abdullah 2020). This is following the SL statement of the Parit Banjar Village community:

"Infrastructure development in this village is a form of development provided by the government, this helps us who only work as farmers in selling our agricultural goods to the city or taking our agricultural products out to the countryside in the hope of earning good money" in-depth interview related to infrastructure in the village Banjar Trench. 10/6/2024. 15:00 WIB.

The above statement shows good community infrastructure building P/09/6/2024. However, this requires sustainable development by applying sustainable development principles, which consider long-term environmental, social, and economic impacts, ensuring that infrastructure projects not only meet current but also future needs. Good infrastructure development is the main catalyst for community empowerment in Parit Banjar Village. Investment in infrastructure can create an environment conducive to economic growth, improve access and quality of basic services, and provide communities with the opportunity to develop and reach the full potential of the people of Parit Banjar Village. Effective implementation of these programs requires strong commitment from all stakeholders, innovation in financing and technology, and an inclusive and sustainable approach

MSMEs Development

Development of Small and Medium Enterprises (MSMEs) Establishing a business incubator to assist MSMEs in the initial phase of development (Suwandi, Wardah Sahrani Sibarani, Lola Amalia Sibarani 2023). The development of Small and Medium Enterprises (MSMEs) is an important aspect of the Indonesian economy. MSMEs play a major role in absorbing labor, increasing people's income, and encouraging economic growth in Parit Banjar Village. The MSME empowerment program strategy needs to be well-designed to increase the competitiveness and sustainability of MSMEs. The development of Small and Medium Enterprises (MSMEs) in Indonesia is key to strengthening the national economy (Fatine 2022). MSMEs not only play a role in creating jobs but also in improving the welfare of the people of Parit Banjar Village. Therefore, to support the development of MSMEs, a comprehensive and sustainable empowerment program strategy is needed.

An effective and sustainable MSME empowerment strategy requires a holistic approach, involving various aspects ranging from education and training, access to financing, infrastructure and technology, market access, policies and regulations, to collaboration and networks (Marthalina 2018). Good education and training will improve the skills and managerial abilities of MSME players, while easier and more flexible access to financing will enable the people of Parit Banjar Village to expand and develop their businesses. Adequate infrastructure and adoption of digital technology will increase operational

efficiency and expand market access (Ainan Salsabila, Tessa Mirella Dwivina 2023). Supportive policies and regulations that make business licensing easier will create a conducive environment for the growth of MSMEs. Following TH's statement from the people of Parit Banjar Village that:

"We have a cooperative here under the auspices of the Village to provide capital for the community to work so that in this area there are many small businesses that can add to their family's economy" in-depth interview related to the community economy, 10/6/2024. 10:00 WIB.

The statement above shows that MSMEs can develop the community's economy P/09/6/2026. Collaboration with various parties, including the government, private sector, and educational institutions, will strengthen networks and open up new opportunities for MSMEs, making the people of Parit Banjar Village more flexible in playing their role in developing their economy. Empowerment programs must be supported by an effective monitoring and evaluation system to ensure the success and sustainability of the program. Through the implementation of these strategies, it is hoped that MSMEs in Parit Banjar Village can be more competitive and highly competitive in the global market. In this way, MSMEs will be able to make a greater contribution to moving the wheels of the economy, reducing poverty, and improving the welfare of the Parit Banjar Village community as a whole. Support and commitment from all parties, including government, private sector, and society, is very necessary to realize sustainable MSME development. With good cooperation and the right empowerment strategy, MSMEs in Parit Banjar Village will continue to develop and become the backbone of a strong and resilient national economy.

Group Empowerment

Group Empowerment Forming joint business groups to increase efficiency and production scale. Group empowerment is the process by which community groups, be they social, economic, or cultural groups, are provided with the support and resources necessary to increase their capacity to make decisions, control, and improve socio-economic conditions (Margayaningsih 2018). Group empowerment programs focus on increasing the independence and ability of group members to solve the problems they face. Group empowerment is an important strategy to improve the welfare of the people of Parit Banjar

Village. Through various approaches such as training and education, access to resources, institutional strengthening, active participation, as well as advocacy and policy, community groups can become more independent and have greater control over the lives of the people of Parit Banjar Village. Group empowerment is the key to creating a more independent and prosperous society. Implementing strategies such as training and education, access to resources, institutional strengthening, active participation, as well as advocacy and policy, can provide better opportunities for the Parit Banjar Village community groups to develop and overcome the challenges they face.

CONCLUSION

This research shows that the Empowerment Program Strategy in Efforts to Improve the Economy of the Community of Parit Banjar Village, Mempawah District, Mempawah Regency has a program as an empowerment strategy, this is shown in the form of training for the community of Parit Banjar Village to increase the community's economic capacity and capabilities, apart from that, the Parit Banjar Village community also received adequate infrastructure development as an empowerment program. Furthermore, the Parit Banjar Village community emphasizes the MSME economy as an empowerment effort resulting from community training and the development of entrepreneurial groups. society so that society can improve the economy well. This is a government and local community program to improve the economy of the Parit Banjar Village community.

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