

# The Effectiveness of Empowerment Program for Rural Societies in Luwu Timur Regency, Indonesia

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**Abstract:** *Community empowerment program in Indonesia develops by development dynamics. Empowerment model refers to the concept of top-down development or following the needs of the community. This article describes the effectiveness of empowerment programs in rural communities regarding program and communication activities. Moreover, descriptive quantitative research used in this study and located in District Mangkutana, Luwu Timur Regency, Sulawesi Selatan Province during November to December 2016. The representative sampling technique used with the sample about 61 informants. Types of data, data collection, and data analysis method as a guide to conduct and obtain qualified and focused research. Data analysis was using a scoring method that divided into four categories that are very satisfactory to very unsatisfactory. The program's activity assessed large class by the community on the target group's accuracy criteria, the suitability of the program to the needs of the city and the benefits of the program on community welfare. The empowerment program also produces functional effectiveness in the category of external communication and internal communication.*

**Keywords:** Effectiveness, Communication, Community, and Empowerment

## 1. Introduction

The essence of development is an effort made to improve the welfare of the community. In this case, placing a development point of view is firmly based on the underlying paradigm of policymakers in a country to implement.

The Government of Indonesia aims to achieve prosperity for all citizen. However, the problem of the area, the population and the dynamics of society become the obstacle to the achievement of the objectives. One of the efforts to achieve the priority target of government is to reduce the gap between the structure of rural and urban poverty conducted by independent accelerating rural development as well as local economic linkages between rural and urban areas through the development of the rural regions.

Community empowerment program in a rural area is a task of central government to develop economic potency of an agrarian society. The program implemented under the potential of the region and community resources[1]. Increasing sources of income for the rural poor, small business development and productive employment creation is a form of community empowerment program in Indonesia.

The policy and strategy in rural was the escort implementation of Law No. 6 of 2014 about Village. The empowerment program accomplished by referring to the principle systematic, consistent, and sustained through coordination, facilitation, supervision, and mentoring. In several studies on community development, community empowerment often interpreted as an attempt to empower their voices to be heard to contribute to the planning and decisions affecting their communities [2].

Various studies on empowering citizens outline that development capacity will change significantly in interaction patterns between society, private and government. The student's puzzle becomes the focus and positive response to the dynamics of the global and local economies. Furthermore, various problems that occur are the

development of the agricultural sector. The concept of intensification formed into agrarian industrialization agriculture[3]. Based on previous studies, proper empowerment is appropriate to the needs and potential of the community. Therefore, the program implemented with a top-down system or per the demand and priority scale of the city.

Community empowerment is an essential policy direction in the prevention of backwardness program. Community response in lagging aims to enable the public to access the improvement of the quality of life in various aspects, such as education, health, welfare, and others[4]. Attempts to realize these objectives require an accelerated response program that can honestly address the needs of the community. Government and social organizations have made community empowerment effort with various programs and policies.

Activity empowerment refers to all activities of organizing and distributing social services to the community both individually and disadvantaged groups. Discussions and debates about the empowerment become the priorities of social workers who hope that people with limited potential will be more empowered to take part in the outside world [5].

Empowerment program is an activity that has the purpose of developing and improving the quality of life of the community to be independent and can solve the problems of life[6]. Such conditions will provide an excellent opportunity for community members to improve their capacity and capacity in the economic, educational, cultural, social, political, and other fields of life together. These will have implications for improving and changing the capabilities society has for better progress. This effort means that the development of the community from the existing or existing expanded and improved both concerning quantity and quality to be better in the aspects of life.

The emergence of community empowerment programs not separated from the social problems that occur in the community. The social issue in question is an unexpected condition and is contrary to the values and norms that have

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held or agreed upon by the community. One of the causes of the emergence of social problems is the fulfillment of the necessities of life[7]. The process of fulfilling these needs becomes unfocused and potentially leads to deviations of values in society if lack of supervision and direction by a more powerful party. To overcome the social problems, the empowerment process requires communication that easily understood and understood by the parties involved in the empowerment process so that the goal of empowerment more easily realized.

The process of community empowerment done by a group of people who are more empowered or have more knowledge of people who are less allowed. Eleanor M. Novek in his research reveals that "today's educated societies tend to empower themselves for the purpose and act together for the sake of social change [8]. The community then made many alternatives to realize such social change. Community by [9], defined as a collection of people who care for each other more than they ought to be wherein the collection there is a close personal relationship between members of the community because of the similarity of interest or values. Cities have a firm but soft boundaries and interdependence between individuals [10]. The district will share the vision of the society where its members are expected to commit to the common good [8].

## 2. Method

### 2.1. Types of Research

Qualitative research is research on a descriptive study and tends to use analysis. Process and meaning (subject perspective) are more highlighted in qualitative research. The theoretical basis used as a guide to focus the study on the facts in the field. Also, the theoretical basis is also useful to provide an overview of the background research and as a real discussion of research results. There is a fundamental difference between the role of theoretical foundation in quantitative analysis with qualitative analysis [11]. In quantitative research, research departs from theory to data and ends in acceptance or rejection of the approach used; whereas in qualitative research the researcher departs from the data, utilizing the existing method as the explanatory material, and ending with a "theory."

### 2.2. Research and Informal Places

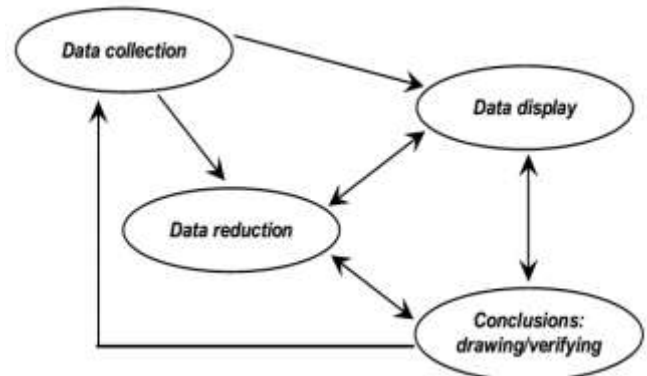
Implementation of the study in November to December 2016. The study population was in East Luwu Regency, South Sulawesi, Indonesia. The sampling technique is a representative sampling with informal 61. The informant in the qualitative method develops continuously (snowball) purposively until the data collected considered satisfactory or redundancy. The data collected are generally qualitative.

### 2.3. Data analysis

If in qualitative research there is data that is quantitative, that is in the form of numbers; then the names should not separate from the words contextually so as not to reduce its meaning. Activity summarizes, selects the key points, focuses on the things that matter, and searches for the theme

and pattern. Decreasing data will provide a clearer picture and make it easier to collect further data and seek if necessary [12].

The findings considered unfamiliar, unknown, and do not have a pattern, and then it is the attention because qualitative research aims to find the profile and meaning hidden behind models and visible data.



**Figure 1:** Qualitative data analysis components

Interpretation of descriptive data with mean score analysis using the mean score according to [13], as stated in Table 1 as follows:

**Table 1:** Interpretation of data with mean score analysis

Mean score	Response	Interpretation
3.26 – 4.00	Strongly agree	Very Satisfactory
2.51 - 3.25	Agree	Satisfactory
1.76 - 2.50	Disagree	Fair
1.00 - 1.75	Strongly Disagree	Poor

The formula means score (MS) used is as follows:

$$\text{Mean Score (MS)} = \frac{\sum (\text{Weight Value} \times \text{Frequency Answer})}{\text{Number of All Respondents}}$$

### 2.4. Data collection

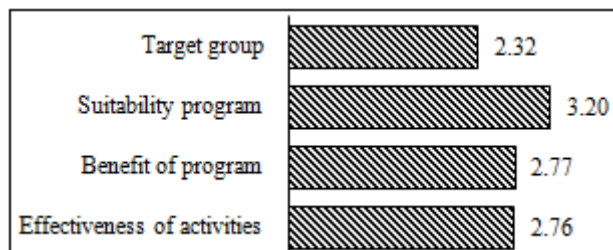
In general, qualitative research done by interview and observation method. Through this method, researchers will analyze the data obtained from the field with details. Researchers cannot research the observed social conditions, because all the reality that happens is a unity that occurs naturally. The results of qualitative research can also elicit new theories or concepts if the results of his study contradict the theory and concepts previously used as studies in the analysis [14].

## 3. Result and Discussion

Empowerment program in rural communities through the process of social learning. The purpose of this program is a) increasing the capacity, effectiveness, and accountability of village governance, b) increase initiatives, awareness, and participation of villagers in rural development which is participatory and c) increase synergies for agricultural development programs between sectors and optimizing the assets of the local partnership.

### 3.1. Effectiveness of program

Community empowerment is a process of enablement, non-governmental as well as developing the potential of community and rural development [15]. Based on the answers of the respondents on the questionnaire the results obtained on target group's accuracy criteria, the suitability of the program on the community and the benefits of the program on the community welfare shows in Figure 1 as follows:



**Figure 2:** Activity effectiveness of empowerment program

From the results of research seen from Figure 2 above shows that the conformity factor of the program becomes dominant among other factors that affect the activity and effectiveness of community empowerment conducted. If linked to Table 1, the value obtained from the conformity of the program earns an amount of 3.20 which means satisfactory regarding community empowerment can interpret that the community empowerment program that has done very following the needs of the community. The suitability of the program derived from the active participation of the population in the implementation of empowerment, both in deliberation and implementation and monitoring (evaluation and control) of the program.

In a program, the process of evaluation and monitoring of the program will be an inherent subsystem of each stage of the process. That is, when the program planning process implemented, then the evaluation function must have applied to the process and the results of the program planning itself. Similarly, when the implementation of the program and after the application completed, then the parallel evaluation and monitoring functions implemented.

Proper empowerment involves the active participation of the community. What is meant by participation here is the dynamic process of initiatives taken by the city, guided by their way of thinking, using suggestions and processes (institutions and mechanisms) where they can actively control [16].

Citizen participation manifested in the form of community involvement in the Deliberation of Development Planning process. Where in Deliberation of Development Planning has a clear foundation in the implementation, has a social purpose [17], and there is the involvement of citizens as stakeholders in the development process implemented. It has a standard planning framework for setting objectives, activities, implementation, and beneficiaries, as well as program monitoring and evaluation methods. The operation always put forward or derived from the aspirations of citizens. Thus, there is a space opened to participate.

Residents should encourage to create activities. Therefore, the people must organize.

Such reasons give rise to diverse ideas about a more participatory approach to program development. The terms community participation, bottom-up planning, awareness, a farmer-centered procedure, etc. become the vocabulary of development activists, both government and private, although the reality does not yet reflect the meaning of the word. Existing programs are still top-down, planned from the office desk, while the community allowed to participate in physical execution in the field so that the level of participation is still worth mentioning as mobilization.

Society is not a collection of homogeneous people but consists of various individuals who have their problems and interests. Therefore, the involvement of all community groups is significant. The most noticed groups have the least access to the social life of the community (poor, women, children, etc.). Heterogeneous societies have different personal and group views. Therefore, the spirit of respecting each other's differences is essential. The most important is the organization of problems and the preparation of priority issues that will be decided by the community as the owner. Participatory Rural Appraisal (PRA) activities conducted in a flexible, open, non-coercive, and informal environment. The relaxed situation will encourage the growth of intimate relationships because outsiders will process entry as members rather than as foreign guests who must greet by the protocol. Thus, the family atmosphere will be able to encourage PRA activities to run well [18].

Implementation of Participatory Rural Appraisal (PRA) requires time, resource personnel, skilled executors, community participation all related to funding. Therefore, the optimization of results with an absolute favorable choice must be considered [19]. Thus, the quantity and accuracy of information are necessary to avoid substantial scale activities, but the available cost is not enough. PRA orientation is problem-solving and programs development. Thus, it required to extract precise and correct information for proper estimates to be better than definite but false conclusions or better reach a near-false estimate than a nearly right end. Problems and interests of the community always develop following the development of society itself. Consequently, the introduction of a non-business community once completed but is a continuing undertaking. However, the program they develop can fulfill the basic principles of PRA that mobilized from the potential of the community.

### 3.2. Communication of program

The empowerment program provides benefits to communications access for the community. Externally, people feel they have an opportunity to express their opinions and channel their aspirations. Such access is a form of external communication between the city and the government [20]. While the internal access is the development of communication between communities to discuss the right program for the welfare of the population. With these assessments, the town is more empowered and confident of its potential.

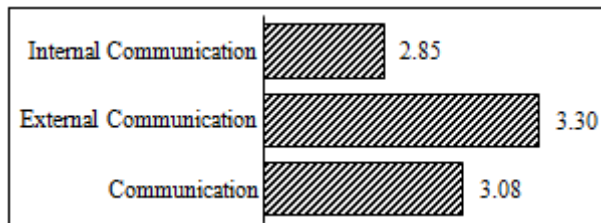


Figure 3: Activity communication program empowerment

From Figure 3 shows that the type of communication affecting the success of the empowerment program is external communication with a mean score of 3.30 and if associated with table 1 then means the external interface in empowerment has been very satisfactory. Communication activities on community empowerment are outstanding this shown by the results of research conducted.

According to [21], specific community activities intended to contribute to the environment. Therefore, external parties will also affect the internal interaction of the community. The external parties in question are parents and surrounding populations [22]. Communication within the group needs to maintain, excellent communication between individuals within the group allows for an open-ended attitude between individuals to build, maintain, negotiate and minimize conflict [23].

In line with that Paul Spicker in the book entitled "Social policy: Themes and approaches" provide direction to the policymakers to cover a relatively broad field, as for his offer in helping the community with a presentation of at least three criteria of social policy are: (a) Social policy though touch with the fields of food, education, and health, but he has opportunities related to social security; (b). Social policies that can refer to a variety of collective responses to address the problems felt by society in general; and (c) Social policies that can cultivate and ensure the welfare conditions of culture [24].

Humans in life will always make communication between people with each other. It realized that man could not live without the need of others, through dialogue as an effort to overcome the obstacles that exist in his life will achieve well. Communication works well must have the same meaning and the same system, Alexander explains that communicating with others will have active and meaningful purpose must create the same language system. The communication process runs when and wherever the human being is and will always need communication, and not everyone can skillfully efficiently communicate, therefore need to understand how to convey the message in interface efficiently [25].

The function of communication can form a comfortable atmosphere that describes the working atmosphere of communicators who can create a harmonious relationship between each. Communicators are sensitive and responsive to the turmoil and phenomena that occur in their communication. Also, communicators can communicate efficiently and openly, which in turn can overcome all problems that exist in each. These conditions can create capabilities and promote balanced, equal, and beneficial community empowerment for stakeholders [15].

Such community empowerment can maximize its potential which will give the highest value of suitability for the community itself. It means that each district can carry out its duties, responsibilities, and functions under applicable legislation. The effectiveness of communication as above concerning community empowerment is essential to be able to improve job performance in empowerment.

Without a proper job performance in empowerment becomes very difficult even impossible to achieve success according to the goals set. A worker's performance in the concert will determine many factors, including leadership role factors in a certain way to communicate effectively. The requirements that a leader must have been in addition to other skills or skills, as well as communication skills [26].

Communication is an essential means of communication for a person in implementing community empowerment strategies to the desired outcome. In this communication process, policymakers will more readily advise clients to make changes to empowerment[27]. Similarly, a determinant of policy to achieve the determined results of improving the quality of community empowerment achievement, it seems the process/communication techniques can use with the best. Communication techniques can also apply as a way or media that can provide information about the vision, mission, and priorities of community empowerment. Through this communication technique, it will be more comfortable and more effective for policy makers to direct people to pre-determined goals. Achieving that goal is not just an increase in its economy, but its continued development and prosperity, it can maintain order, be able to keep up with changes, create a workforce, and be able to support oneself for the future.

#### 4. Conclusion

Every approach and strategy of community empowerment has a strong linkage with which the community becomes the driving force. Achievement of an empowerment program is the result of an interaction of empowerment elements as empowerment strategy applied. Efforts and empowerment strategies are a pendulum between the evolutionary paradigm and the paradigm of the revolution, but it does not mean that every standard will emerge entirely. Both measures represent graduation with a proportion appropriate to the need for empowerment.

The policy implication of the discussion of the function and role of the community in the formulation of the policy of community empowerment is that the system of community empowerment should cover all the elements contained in each community group. Consequently, the implementation of the empowerment policy requires an approach strategy that can facilitate the socio-cultural aspirations and professional aspirations of the local community. The application of community empowerment approach and plan should adjust to the condition and situation.

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