

Community Based Development Pemanfaatan Potensi Lokal Kuala Kampar

Community Based Development Utilizing Kuala Kampar's Local Potential

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ABSTRAK

Keterlibatan berbagai pemangku kepentingan sangat penting untuk pembangunan yang sesungguhnya yang dapat memfasilitasi pembangunan yang selaras dengan kebutuhan kolektif masyarakat, mendorong konsensus dan mendorong hasil yang berkelanjutan. Pemanfaatan potensi daerah yang ada saat ini belum optimal karena pola pengembangan dan pemanfaatannya terutama hanya berfokus pada bahan baku yang bernilai rendah. Oleh karena itu, seluruh pemangku kepentingan baik pemerintah daerah, masyarakat, maupun civitas akademika harus berkolaborasi secara aktif guna mewujudkan perubahan transformatif dalam sistem pengembangan potensi daerah. Tujuan kegiatan ini adalah untuk menawarkan sudut pandang dan gambaran yang menekankan sifat kolaboratif dari pertumbuhan potensi daerah, menyoroti perlunya upaya kolektif daripada hanya mengandalkan entitas individu. Metode yang digunakan pendekatan kualitatif, meliputi berbagai prosedur pengumpulan data kualitatif seperti wawancara, observasi, tinjauan pustaka, dan focus group Discussion (FGD). Hasilnya adalah perumusan konseptual yang bertujuan untuk memanfaatkan kemampuan terpendam masyarakat pedesaan melalui penerapan strategi prospektif yang dapat dilaksanakan secara efektif oleh pemerintah dan masyarakat setempat, dengan tujuan utama untuk mengembangkan kemandirian dan kemajuan.

Kata Kunci: Pemberdayaan, Masyarakat, Ekonomi-sosial

ABSTRACT

The involvement of multiple stakeholders is essential for genuine development. The purpose of this initiative is to facilitate development that aligns with the collective needs of the community, fostering consensus and promoting sustainable outcomes. The current utilization of regional potential is suboptimal, as the development and utilization patterns primarily revolve around low-value raw materials. Consequently, it is imperative for all stakeholders, including regional governments, community members, and the academic community, to actively collaborate in order to bring about transformative changes in the local potential development system. The objective of this service is to offer a viewpoint and depiction that emphasizes the collaborative nature of growing regional potential, highlighting the necessity of collective efforts rather than relying just on individual entities. The service method employed in this study utilizes a qualitative approach, including various procedures for collecting qualitative data such as interviews, observation, literature review, and focus group discussions (FGD). The outcome of this service initiative is the formulation of a conceptual blueprint aimed at harnessing the latent capabilities of rural communities through the implementation of a prospective strategy that can be effectively executed by both the government and the local populace, with the overarching objective of fostering self-sufficiency and advancement.

Keyword : Empowerment, Sago Potential, Social-Economy

INTRODUCE

The realization of sustainable development on a global scale is

contingent upon the criticality of community empowerment. In accordance with the multifaceted

dynamics observed across several domains of human existence, the active engagement of communities assumes a progressively significant role in the continuous endeavors towards growth. The government has implemented a range of programs aimed at promoting empowerment as a means to facilitate national growth. In this particular scenario, it is imperative to foster community engagement by means of empowerment. According to Suhendra (2006), empowerment can be defined as an ongoing and dynamic process that fosters the engagement of all available capabilities in a synergistic manner, with the aim of promoting evolutionary progress and involving all prospective individuals. Community empowerment plays a pivotal role in fostering developmental endeavors by enhancing the knowledge and skills of individuals and groups. This empowerment enables them to effectively meet their needs, thereby fostering community autonomy. Consequently, community autonomy is expected to stimulate individual awareness and motivation, thereby optimizing the utilization of diverse existing resources.

Empowerment is a deliberate endeavor aimed at equipping individuals or communities with the necessary skills, abilities, or opportunities to foster their personal and collective growth. This encompasses the enhancement of skills and knowledge, modification of

attitudes and actions, and establishment of conducive surroundings to foster the growth and realization of the inherent capabilities of every person. Empowerment encompasses various aspects, such as development, the enhancement of community capacity, and the promotion of independence. The primary objective of empowerment is to enhance the community's ability to autonomously shape their future, while concurrently fostering consciousness and cultivating their latent capabilities. Community empowerment is a strategic approach aimed at fostering the active participation of economically disadvantaged groups in the collective decision-making process. Empowerment has various dimensions, including the enhancement of education, health conditions, and the facilitation of access to key drivers of economic advancement, such as capital, technology, information, employment opportunities, and markets. Furthermore, the concept of empowerment encompasses the cultivation of contemporary cultural principles, such as diligence, thriftiness, and receptiveness. Empowerment posits that both individuals and societies possess inherent capacities that may be cultivated and enhanced. Empowerment can be conceptualized as a deliberate endeavor aimed at fostering individual potential, instilling motivation, cultivating self-

awareness of one's inherent capabilities, and actively pursuing their growth and development (Saputri, 2019).

Community empowerment is a crucial endeavor as it facilitates the exploration of avenues for transformation, encompassing enhanced cognition, proficiency, perspectives, and dispositions within the community. By engaging in this process, individuals are better equipped to assess and address the diverse possibilities and challenges present in their surroundings, thereby fostering an amelioration in overall well-being. According to Ibrahim (2015), community welfare is an important aspect to consider. Empowerment can additionally facilitate environmental enhancement, foster community resilience, and promote self-reliance. In addition to this, community empowerment has the potential to make a significant contribution towards the achievement of sustainable development. Hence, the implementation of community empowerment initiatives is vital in order to foster constructive societal transformation. The objective of empowerment is to facilitate individuals in breaking free from poverty and underdevelopment, so fostering their self-reliance and enhancing their capacity to advance their own well-being or that of their communal collectives.

Community empowerment is achieved through a range of

initiatives that seek to enhance individuals' capacities and self-reliance across multiple domains of life. Community empowerment encompasses a pedagogical approach within the community context, serving as the foundation for the implementation of empowerment. Additionally, it involves the introduction of a community empowerment model and the delineation of the various steps involved in its execution within the community.

Community empowerment can be achieved through diverse approaches encompassing education, social initiatives, healthcare, economic development, religious engagement, political participation, and infrastructural enhancement. According to Sugiri (2012), it may be inferred that community empowerment is interconnected with multiple dimensions of individuals' lives within a national community.



Figure 1 Potential Sagu Kuala
Kampar

The plant known as sago holds significant economic importance in various regions of Indonesia, including Papua, Sulawesi, Maluku, and Riau. In addition to its role as a food source, sago plants possess potential use in several non-food industries, such as the production of paper, glue, fuel, and construction materials. The implementation of optimal and sustainable management strategies for sago cultivation has the potential to contribute to economic growth (Timisela, et al., 2017). Furthermore, it can enhance food security within a specific region, so facilitating the achievement of sustainable development goals and ultimately improving the well-being of local communities. One potential approach to managing the potential of sago can be achieved by empowering local communities. The presence of community empowerment in optimizing local potential has the potential to enhance the level of engagement from community members in the development and utilization of local resources. Consequently, this can foster the capacity and self-reliance of local communities in effectively managing resource potential and addressing challenges in alignment with local requirements.

Considering the diverse range of existing concepts and

methodologies, it is vital to explore the most effective means by which empowerment can be implemented to harness the indigenous potential of Kuala Kampar.

METHOD

The community service activity is executed through a series of sequential steps. Firstly, it is important to establish socialization and interactive communication channels in order to facilitate the development of downstream use of the potential within a Village. Furthermore, engaging in dialogue with participants that includes community leaders on a range of topics. Efforts have been made to explore and enhance the downstream potential of sago.

RESULTS AND DISCUSSION

The implementation of the community empowerment method can be achieved through the utilization of community development strategies and community organizing techniques. Community development involves the provision of training, education, and technical help to empower communities to enhance their ability and achieve self-reliance. In the realm of community development, community organizing entails the establishment of cohesive community groups that collaborate harmoniously to surmount challenges and

effectively leverage available resources within their local milieu.

Through the adoption of a community empowerment framework, individuals within communities are afforded both the ability and the obligation to effectively govern and oversee the utilization of the resources at their disposal. Individuals engage in the process of self-identification, wherein they discern their personal requirements, goals, and aspirations. Subsequently, they employ decision-making strategies to effectively pursue the realization of their desired affluence.

Sujarwo (2021) outlines the recommended framework for implementing the community empowerment strategy.

Efforts should be appropriately directed. This phenomenon might alternatively be referred to as aligning oneself with a particular position or perspective. Targeting those who require assistance, our programs are specifically tailored to address their challenges and fulfill their requirements.

It is imperative for this program to actively engage or perhaps be executed by the intended community. The objective is for this assistance to be efficacious as it is customized to align with their preferences, capabilities, and requirements. Simultaneously, the aim is to facilitate the empowerment of communities by including them in the processes of design, implementation,

management, and accountability, so enabling their endeavors towards self-improvement and economic advancement.

Utilizing a collective methodology. Undoubtedly, when implemented in isolation, impoverished individuals encounter significant challenges in resolving the issues they confront. Similarly, if issues are addressed on an individual basis. As previously stated, the employment of a group approach has been found to be highly effective, particularly in terms of resource allocation and efficiency. Moreover, it is imperative to promote and sustain economic alliances between these entities and more technologically advanced counterparts, fostering a symbiotic and forward-thinking approach.

Empowerment encompasses two primary components, specifically autonomy and engagement. Community empowerment serves as the initial stage in endeavors to attain community participation, particularly in the decision-making process that seeks to enhance community autonomy (Nasdilan, 2014).

According to Wilson (as cited in Dwiyanto & Jemadi, 2013: 41), there exist four distinct stages in the process of empowerment. These stages are as follows.

The concept of awakening refers to the collective consciousness of individuals, wherein they become cognizant of their inherent capabilities, attitudes, and

competencies. This awakening is subsequently accompanied by the integration of strategic initiatives and aspirations aimed at fostering improved and enhanced circumstances.

Understanding refers to the act of imparting knowledge or comprehension to a collective body of individuals, encompassing insights into one's own identity, objectives, and broader societal circumstances.



Figure 2 Discussion with Community Figures

During the course of this process, the acquisition of knowledge encompasses many educational endeavors aimed at comprehensively grasping the concept of empowerment and the corresponding obligations imposed by the community.

The method employed for engaging in this activity involves the utilization of Focus Group Discussions (FGDs) as a means to gather valuable information and suggestions pertaining to the

advancement of the Village's potential.



Figure 3 FGD

The act of harnessing involves the effective usage of resources within a community. This process is contingent upon the community's awareness and understanding of empowerment, enabling them to employ it for the betterment of the collective.

Utilization refers to the application of enabling qualities and skills in the context of daily existence.

The execution of community empowerment necessitates a participatory approach, whereby the involvement of the community is integral to each stage and process of development. The primary focus of this active engagement will be on enhancing community empowerment, hence creating many opportunities for community involvement throughout the entire process of planning, executing, monitoring, and assessing development outcomes. The objective of this initiative is to facilitate the empowerment of communities as the

primary drivers in the advancement and enhancement of their own well-being and the surrounding ecosystem.

In the context of community empowerment, various elements can either facilitate or impede the process and implementation. Supriatna (2000: 148) asserts that community participation is a crucial aspect in facilitating community empowerment. The involvement or selection of a community or group as the recipient of help, referred to as the target group, can enhance the effectiveness of the empowerment process by concurrently bolstering the community's capacity. The act of community participation entails individuals possessing the capacity and self-assurance to engage with and exert influence over the lives of fellow community members. Moreover, within the context of the empowerment process, active engagement emerges as a crucial determinant. Participation plays a crucial role in the process of empowerment. The inclusion of community engagement in a program or activity yields numerous advantages and benefits in comparison to those without such involvement.

The inhibitory variables that impede the realization of community empowerment can exhibit variability contingent upon the specific context and environment in which the empowerment process is undertaken. There are several commonly

identified inhibiting factors that can impede community empowerment.

These factors include limited contact with external communities, delays in the advancement of science and technology, community attitudes that are less receptive to empowerment programs, the inclination of village officials to favor other parties in each project, thereby hindering community empowerment efforts, and a lack of knowledge and experience among community groups. When executing empowerment initiatives

CONCLUSION

The promotion of empowerment and the harnessing of local resources should be advocated by all stakeholders. This is aimed at fostering a collective approach towards local development initiatives, rather than individual endeavors. Consequently, it is imperative to enhance solidarity, motivation, and the willingness of various entities to actively contribute to the progress of the village by leveraging the available resources within the community.

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