



A model of community empowerment in an effort to improve welfare by the ceria learning house community in sungai pedado village, Keramasan Village, Palembang City

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ABSTRACT

The study in this research tries to find out how the community empowerment process is in an effort to improve welfare and empowerment models in an effort to increase welfare by the Ceria Learning House community. Researchers used a qualitative descriptive approach in this study. The conclusions that the researchers formulated in this study are that in practice, the community empowerment process in Sungai Pedado village includes 3 stages of empowerment, namely; awareness stage, capacity building stage and empowerment stage. In the community awareness stage, RBC was able to increase public awareness through socialization by conveying empowerment program activities marked by the increased participation of the Sungai Pedado village community as members of the empowerment group.

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INTRODUCTION

The problem of poverty in Indonesia is a social problem that is always present in society, especially in developing countries (Asyhari, 2017; Ministry of Health of the Republic of Indonesia, 2018). Because poverty is multidimensional, poor people need skills at the individual level such as health, education and housing and at the collective level, such as acting together to solve problems. Poverty is a condition of economic inability to meet the average standard of living of the people in an area. This condition of inability is marked by the low ability of income to meet basic needs in the form of food, clothing and shelter. This low income capability also reduces the ability to meet average living standards such as public health standards and education standards (Barbato, 2021; Sweileh, 2019; Yuli Sya'baniah Khomsah, 2022).

The condition of the people who are called poor can be known based on the ability of income to meet living standards (Rantauni & Sukmawati, 2022; Sodani, 2020). In principle, the standard of living in a society is not only the fulfillment of the need for food, but also the fulfillment of the need for health and education. A decent place to live or settlement is one of the standards of living or the standard of community welfare in an area. Based on this condition, a community is called poor if it has a much lower income than the average income so that it does not have many opportunities to

prosper itself (Prendergast & Humphrey, 2014; Rachmad et al., 2023). Poverty usually occurs when individuals are unable to maximize their potential to achieve prosperity in their lives independently. Poverty suffered by Indonesian people is not only a matter of intelligence, but a problem of life skills, because skills can make people survive in living life and achieve what they want. Without life skills they cannot get a chance to survive against the increasingly harsh currents of life (Aid & Sheet I, 2006; Leiwakabessy & Payapo, 2022; Purwono et al., 2021).

According to data from the Central Statistics Agency, Palembang City has a population of 1,643,488 people and administratively, Palembang City consists of 18 Districts and 107 Villages. The city of Palembang still has conditions in every sub-district with heads of families who live below the poverty line or are pre-prosperous. The following is data on the heads of poor or underprivileged families in Palembang City based on the number of Unified Databases issued by the Palembang City Social Service. In addressing the problem of poverty, the Government has attempted to create a program to reduce the poverty rate, which every year the number is always increasing. These efforts are carried out by creating various programs called community empowerment in the context of poverty alleviation. All of these programs lead to one goal, namely to prosper the community. Community welfare is achieved when people are able to meet their basic needs. However, this form of government program is in fact still unable to optimize poverty eradication, because the condition of community empowerment that has been carried out by the Government so far is still top down so that the community is only placed as a target or object of development (Yungisira, 2008: 3).

To achieve welfare, society cannot walk alone without guidance or direction. Communities really need encouragement and support from outsiders so they can be trained and motivated. Efforts that can be made are involving the community in its implementation by empowering the community (Suharso et al., 2018). Empowerment is an effort made to improve the quality of life of human resources (HR) by making them have the creativity or skills to combat the deficiencies and backwardness of society in the hope of building themselves to be more advanced and prosperous. In facilitating the community to get access to learning resources, it requires a person or group of people who have the capital to help the deficiencies that are owned by the community, by means of good cooperation from the community with a person or group of people who are able to provide solutions to overcome these problems in a sustainable manner (Torlesse et al., 2016; Vitriana, 2022).

Kampung Sungai Pedado is a village located in the Keramasan Village, Kertapati District, Palembang City which is included in the category of poor or pre-prosperous people. In Sungai Pedado village there is a social community engaged in education and community empowerment that is dynamic, flexible, social, open, independent and does not pursue profit. The social community is called the Ceria Learning House (RBC) community. The RBC community was founded on March 14 2014 and is registered as a community in the City of Palembang with a certificate of registration by the National Unity and Political Agency in the City of Palembang Number 00-393-0507/0105/VI2015. The RBC community consists of volunteers who come from outside the Sungai Pedado Village community, have different educational and professional backgrounds who have an interest in social activities. The birth of the Ceria Learning House community was motivated by the apprehensive condition of Sungai Pedado village. Poverty indicators according to the Central Bureau of Statistics, measure people's welfare by living standards. Indicators of living standards include the presence of electricity in the household, the condition of the residential floor, fuel for cooking, access to clean water, proper sanitation and ownership of more than one asset. With a total of around 400 household heads, Sungai Pedado Village has inadequate access to education, does not have PAUD or Kindergarten that can facilitate Sungai Pedado Village children to get pre-school education, there is only an Elementary School, no Junior High School (SMP) or High School (SMA)

As for makeshift and inadequate sanitation facilities, for MCK needs, the community relies on river water as the main raw material, whereas when the season recedes, the community experiences a water crisis. And for building houses or residences, the people of Sungai Pedado Village have houses made of walls and wood, while 25% of the main cooking fuel still uses firewood.

In addition to the level of education, the average community has the last level of education, namely elementary school graduates (SD). For livelihoods, the majority of the people of Sungai Pedado village work as farmers, fishermen, construction workers, small traders and household servants. With a low level of education, low income, limited access to education, health and quality of life, Sungai Pedado Village is increasingly marginalized in Palembang City. By looking at these conditions, the RBC community has a long-term program, namely Pedado Madani 2024, a sustainable program that aims to transform Sungai Pedado Village from pre-prosperous village conditions into a special, civilized, independent village based on intelligence, knowledge and morals and based on entrepreneurial spirit and creativity. With the seriousness of the RBC community to build the Sungai Pedado Village community from the inception of the RBC Community from 2014 until now, the RBC Community has created and implemented several empowerment programs for the Sungai Pedado Village community in an effort to improve welfare.

The empowerment efforts carried out by the RBC community for the Sungai Pedado village community have had a positive and beneficial impact. As Susilawati, one of the leaders of the Crispy Mushroom Empowerment Group, said that participating in the empowerment program can generate additional money for her family, even her empowerment group can earn 4.5 million per month if mushroom production increases. In addition, the empowerment programs carried out by the RBC community are increasingly being recognized and appreciated by the public and the media, such as in the Kick Andy and NET Documentary events, companies and even the Government. However, the process of the positive impact obtained in the efforts of the RBC community in empowering the community in Sungai Pedado village was not easy, there were also obstacles faced by the RBC community in carrying out the empowerment process, namely the difficulty in socializing and inviting local communities to participate in the empowerment program due to the low level of education which affected their mindset so that in the process of implementing community empowerment RBC had difficulties in raising awareness of the community in full to demonstrate the importance of change to improve their living conditions so that they are empowered. In line with research conducted by (Megawati & Akib, 2020) in her research in Sungai Pedado Village, she said that the obstacles faced in empowering women in the business of developing oyster mushroom cultivation, namely, the weak level of education means that the knowledge and participation of the local community is still low.

Based on the explanation of the background description, the researcher is interested in examining how the community empowerment process and model is implemented by the RBC community in an effort to improve the welfare of the people of Sungai Pedado Village as a community that is not driven by the Government, but is driven by a social organization that moves beyond the control and influence of the Government for humanitarian, collaborative and non-profit purposes. This research implies that this research can provide knowledge about community empowerment models to increase welfare that the community can carry out. Following are the characteristics of the respondents in this study.

RESEARCH METHOD

Researchers used a qualitative descriptive approach in this study (Sugiyono, 2017, 2018). Because researchers want to be able to dig deeper and take part in the data collection process, so that even the slightest information can be listened to and felt carefully, especially with regard to empowerment in Kampung Sungai Pedado in empowering and efforts to improve people's welfare. Furthermore, it is hoped that researchers will obtain and understand an accurate picture of how empowerment is carried out to the community by the Ceria Learning House community. By using a qualitative method with a descriptive approach used is intended to explore and analyze the phenomenon in detail and focus on actual problems, which in turn provide a clearer understanding of the phenomenon under study (Sugiyono, 2019).

The research location taken in this study was in Sungai Pedado Village, Jl. H. Sarkowi, Keramasan Village, Kertapati District, Palembang. The researcher chose this location because of its strategic location, as a community area in the pre-prosperous category which has received a community empowerment program since 2014 by the Ceria Learning House community which initially focused on the social education community which then developed into community empowerment. The research strategy used in this study is a case study strategy. A case study is a research strategy that carefully investigates an activity, program, event, group or individual process (Creswel, 2016). The case study used is an intrinsic case study, namely a research effort to find out more about something. This means that researchers are trying to answer questions about the model and process of empowerment carried out in Kampung Sungai Pedado by the Ceria Learning House community in an effort to improve welfare.

The primary data in this study were obtained from the results of open interviews with informants, such as the Sungai Pedado village community who are members of the community empowerment program and members of the RBC community. The data source for primary data is the results of research on the processes and models of community empowerment in Sungai Pedado village. Secondary data can be obtained from various sources relating to the number of community empowerment programs, the number of empowerment group members and supporting literature, the Central Statistics Agency (BPS), social services and journals on research topics. Then the data obtained will make it easier for researchers to collect data regarding community empowerment in an effort to improve welfare in Sungai Pedado village by the Ceria Learning House community.

Data in qualitative research refers to everything that is obtained from what is heard, seen and observed, not just related to words. Based on the research objectives with reference to the main concepts and units of analysis, several qualitative data collection techniques were used, including: observation, in-depth interviews and documentation. inspection techniques and data validity is a testing technique by utilizing the use of sources, namely comparing and verifying the correctness of the data collected. Due to the nature of combining various data collection techniques and data sources for testing the data in this study, a triangulation technique was used in the data collection process. Source triangulation means comparing data by examining the level of trust of informants collected through different tools and times in qualitative methods. In this study, researchers used qualitative data analysis techniques. According to Bogda, followed in (Sugiyono, 2016), data analysis techniques are intended to systematically compile data from field observations, interviews, and other sources so that the findings are easier to understand and share the results with others. The data analysis technique begins with the preparation and management of data which is analyzed using a coding process, then the data is presented in the form of a narrative that explains the data (Awwabiin, 2021; Sukmadinata, 2017).

RESULTS AND DISCUSSIONS

Ceria Learning House Community Empowerment Program

The Ceria Learning House Community, or better known by the abbreviation RBC, was formed because of a sense of responsibility towards the social world and the desire to do community service every weekend. Ceria Learning House (RBC) is the name chosen to accommodate the community with the motto "Smart in Knowledge, Smart in Morals". The Ceria Learning House Community is a community that cares about efforts to improve the quality of children's education and community empowerment, especially children and communities in underdeveloped areas and economically weak groups. Ceria Learning House is dynamic, socially flexible, independent, and does not seek profit.

Empowerment activities in the Sungai Pedado village by the Ceria Learning House community are carried out as a social concern in an effort to improve welfare. The phenomenon that existed before empowerment in Sungai Pedado village was household activities that only took care

of the family, namely being housewives in Sungai Pedado village, was less developed, and they relied on their husbands to earn a living for the family. The majority of household heads work as rice farmers, fishermen and construction workers so that the income earned is not able to meet the basic needs of the family.

Based on this phenomenon, concern is needed in exploring the potential and skills for the people of Sungai Pedado village so that they can live decent, independent lives and can increase family income. One of them is through an entrepreneurial-based creative economic empowerment program carried out by the RBC community. For this reason, the RBC community created a long-term program, namely Pedado Madani 2024, which will be explained in the following table.

Table 1. 2024 pedado madani curriculum

No	Stages	Description
1	First year	preparation year Focusing on extracting information on problems and potentials, both formal (questionnaire) and informal (discussion and deliberation) The output is that it has carried out empowerment activities in the field of free education and creative economy empowerment activities
2	Second year	Beginning Year Activities to empower education and the creative economy began to be developed more seriously The output is the establishment of a smart center as a community education center in implementing empowerment through programs that are arranged in a sustainable manner
3.	Third, fourth and fifth year	Development Year The main focus is the completion of the basic needs of society The output is empowerment activities through the creative economy which are targeted to have reliable products that are able to cover half and all of the target members and the local community
4.	Sixth and seventh year	Independent Year All basic needs have been met by all fostered members and the entire local community.
5.	Eighth and ninth year	Development Year The attractiveness of Sungai Pedado village does not only lie in creative economic ventures, but the tourism side of Pedado River village will be developed as a "river tourism" village. The output will have a good impact on the development of creative economy businesses that have been built in previous years
6.	Tenth year	Civil Year In addition to having fulfilled the basic needs of the community, they have also been able to be independent in developing creative economic businesses

Source: RBC Community Essay Files

Based on Table 1 regarding the Pedado Madani 2024 long-term program curriculum that several community empowerment programs are made by the RBC community within a period of ten years, in line with the goals of community empowerment, (Abramowitz, 2017) suggests that the scope of community empowerment program material must cover all aspects of activities related to efforts to increase production, income and improve the welfare of the beneficiary communities. Empowerment activities in the village of Sungai Pedado by the RBC community were carried out as a social concern in order to improve welfare. Since March 2014 the RBC community has presented creative economy empowerment programs and activities. From this empowerment program, the

people who are members of the empowerment group have experienced the benefits, one of which is having income from the businesses they have built with the RBC community.

This entrepreneurial-based creative economic empowerment has created several excellent programs with local potential and wisdom in Sungai Pedado village. The people of Sungai Pedado village were taught to be skilled and empowered in an effort to improve the family's economy which in turn had an impact on their children's education to continue higher education. The empowerment programs that have been running so far are in the form of Palembang specialty mattresses, oyster mushroom cultivation, hydroponic plant cultivation, and processed food products made from oyster mushrooms such as mushroom chips, mushroom nuggets and mushroom dumplings. These programs will continue to be developed by the RBC community to improve the quality of life for the people of Sungai Pedado village. As for the lihab mattress business, some of the people of Sungai Pedado have been involved for a long time, but problems with access to capital have prevented this business from growing. In addition, the location and condition of Sungai Pedado village lives on the banks of the Musi river which greatly influences the tidal conditions of the river, so rice farming activities rely heavily on the season. As a result of these conditions, the people of Sungai Pedado village, most of whom work as rice farmers, are only able to plant rice once a year, because the rest of the land around the river is inundated by high tides, so they are unable to cultivate it, this makes the community's income uncertain.

In an effort to overcome these problems, creative efforts are needed, one of which is the RBC community together with the community finally trying agricultural methods that do not depend on the tidal season, namely oyster mushroom cultivation using wood husk powder and planting plants using the hydroponic method. With the participation of the Sungai Pedado village community in becoming members of the empowerment group, these empowerment program efforts already have products that can be sold on the market. One of them is raw oyster mushrooms, melons, fresh pakcoy vegetables and red spinach. In addition to producing fresh products, the RBC community and empowerment group members have also been able to process oyster mushroom-based derivative products that have a sale value. The following table lists the selling prices of products from empowerment program activities in Sungai pedado village.

Community Empowerment Process in Sungai Pedado Village

Empowerment activities in the Sungai Pedado village by the RBC community, carried out as a social concern in order to improve welfare. Community empowerment in the Sungai Pedado village is an effort to train and develop community skills which are expected to change the mindset of the community to be independent and diligent in increasing family economic income and are also expected to improve the family economy in the future (Kartasmita, 1997). The findings of the interviews and observations.

Empowerment in the Sungai Pedado village allows the community to explore their potential and improve the skills they have. Thus, the potential of their skills and talents can be channeled and create a creative soul, dare to take risks and be innovative and able to solve problems and find opportunities. Community empowerment is a well-developed plan for developing the potential of human resources (SDA) so that they are able to move towards a better direction with the aim that the community becomes more independent and able to make and make decisions in determining their own future. As in other empowerments, the empowerment in Sungai Pedado village has gone through a good and directed stage to create a community that is able to be empowered and independent. The following are the stages of the empowerment process.

Community Empowerment Model in Sungai Pedado Village

In carrying out community empowerment, a model is needed. The empowerment model is used to make it easier to achieve goals. Through a clearly designed empowerment model, the empowerment process will also be carried out in accordance with the expected targets to achieve the

success of the empowerment program. The model is a real form of program planning. It is more explicitly stated that the manifestation of in-depth identification and analysis produces a framework for achieving change. As is usually the case in models to answer problems (Yefni, 2018). Empowerment model consists of three models, namely centralization, participation and *community development*. The Ceria Learning House community applies a *community development* empowerment model in implementing empowerment activity programs in the Sungai Pedado village. This can be seen from the understanding and results of observations made, that all the empowerment processes carried out contain three cores of empowerment which are said to be processes. First, building community awareness through motivation and encouragement, skills training for the community, and providing guidance to people who need direction and problem solving in the process of empowerment activities. The *community development* empowerment model carried out by the Ceria Learning House community was studied and analyzed using the theory of the *community development* process according to Isbandi (2010) which contained stages in it, along with the steps for the stages of the *community development empowerment model*.

a. Stages of Preparation for Empowerment

Preparatory stage is the earliest approach process carried out in community empowerment. The preparatory stage in community empowerment consists of two things, namely the preparation of implementers and preparation of the field. This approach talks about preparation, both in the preparation of implementers related to the capabilities and willingness of implementers then in field preparation in reviewing the suitability of the field in accordance with the objectives then making an initial approach to target community groups in Sungai Pedado village so as to increase their empowerment.

b. Preparation of Empowerment Implementing Officers

The RBC community is motivated to carry out empowerment programs in the Sungai Pedado village. Prior to carrying out the empowerment program, the preparation for the RBC community was to approach village officials and the local community in an effort to gather information regarding the problems and potential that existed in Sungai Pedado village by including ideas and ideas for what activities to do. The activities provided have been studied in advance on the basis of the needs required by the Sungai Pedado village community. The results of the study conducted by the RBC community at the stage of the empowerment process are by submitting an official socialization activity plan to the community so that the community is able to receive information related to the implementation plan for the empowerment program to be carried out.

c. Field preparation

In early August 2016, the RBC community began conducting community awareness activities through outreach to the community in the Sungai Pedado village of oyster mushroom cultivation and hydroponic cultivation. Socialization was carried out officially by holding meetings between village officials, the target community and the RBC community. The location for procuring socialization activities was carried out at the Nurul Hidayah mosque. The results achieved in the implementation of this socialization were that the community was very enthusiastic in attending and listening to the delivery of socialization from the RBC community. This is evidenced by the delivery of the socialization, group members who initially participated as part of the empowerment group numbered 5 people, gradually increasing until they reached 29 people.

Program Implementation Stages

The stages of program implementation are more on activities that are adjusted to the previously agreed plans, namely community awareness activities through outreach, capacity building through skills training and empowerment through community self-reliance. Related to the

implementation of the empowerment program in Sungai Pedado village, the things that cover the assistance received seen in this implementation stage.

a. Stages of Program Implementation

The implementation of the program was started by the RBC community by conducting an assessment first without involving the target community for community empowerment, by conducting a trial by building a 4x6 meter mushroom house and it turned out that the trial was fruitful, mushrooms in a house with a simple roof thrived. After walking for 4 months from a simple mushroom house, the community started planning to invite the people of Sungai Pedado village to socialize their successful trials in oyster mushroom cultivation. Then do trainin. The training was carried out in an effort by the RBC community to increase the capacity of the Sungai Pedado village community who were members of the empowerment group. The training provided is in the form of technical training on oyster mushroom cultivation and hydroponic cultivation, then training on production management and marketing management. Based on the stages of the empowerment process carried out by the RBC community, in carrying out these trainings in practice carried out by group members independently, it appears that some group members are still not able to do it independently, as evidenced by the opportunity given by the RBC community to grow their own hydroponic vegetable plants, out of 29 members of the empowerment group there were 17 people who succeeded in practicing the results of the knowledge and skills they gained through training. Thus this shows that the training activities are quite capable of training the independence of members of the empowerment group even though they have not been achieved optimally.

b. Supervision and Assistance

The process of mentoring and supervision carried out by the RBC community is not only carried out during implementation but has been carried out since the beginning of the program. The RBC community visits empowerment group members to meet and discuss. in accordance with the opinion of Adicondro (1990), namely the Facilitator must work with the community and not work for the community. The assistance provided by the RBC community is by continuing to have good communication with the empowerment group. Supervision was carried out by the RBC community with direct supervision methods by looking at the conditions that existed in the empowerment program activities in Sungai Pedado village.

c. Providing Assistance

The provision of assistance here is in the form of facilities and infrastructure as well as training to support existing human resources related to the progress of the empowerment program. Training assistance was obtained, such as technical training on oyster mushroom cultivation, hydroponic cultivation, marketing, by the RBC community in collaboration with various stakeholders through experienced facilitators.

Stages of Evaluation and Result of Change

The evaluation is carried out by an oversight and assessment by the RBC commission and the empowerment grou. According to Suharto (2009) writes that if maintenance is not carried out then the weaknesses, strengths, needs needed will not be known until the effectiveness and efficiency is achieved if this program still wants to continue so evaluation is needed . The RBC community evaluates the results of supervision. Through this monitoring stage the RBC community can provide an assessment. In the process of evaluating the benchmarks that are the expected outcomes after conducting this training, namely (1) group members are willing and able to implement oyster mushroom cultivation and hydroponic plants, (2) group members are able to manage production management and marketing management both online and offline, (3) the realization of household businesses that are managed independently *or in groups* . It was found that members of a group of

29 people who tried to put into practice the knowledge and skills obtained through training by independently growing hydroponic vegetables at home, there were 17 people who succeeded in growing hydroponic vegetables until harvest time. So it can be concluded that the empowerment program in Sungai Pedado village can now be said to be successful even though it has not been optimal (Rubino et al., 2022).

CONCLUSION

The study in this research tries to find out how the community empowerment process is in an effort to improve welfare and empowerment models in an effort to increase welfare by the Ceria Learning House community. The conclusions that the researchers formulated in this study are that in practice, the community empowerment process in Sungai Pedado village includes 3 stages of empowerment, namely; awareness stage, capacity building stage and empowerment stage. In the community awareness stage, RBC was able to increase public awareness through socialization by conveying empowerment program activities marked by the increased participation of the Sungai Pedado village community as members of the empowerment group. In the capacity building stage, members of the empowerment group are given skills training materials obtained from various facilitators to make them empowered in the form of authority, knowledge and abilities. The last stage of empowerment is to make members of the empowerment group independent and have skills marked by the ability to apply the results of skills training in growing hydroponic vegetable cultivation independently. The empowerment model applied by the RBC community is community development by using three stages in it, namely preparation, program implementation and evaluation of the results of changes. The limitation of this research is that this research is applied to specific communities. Future research can conduct community empowerment model research applied to the broader community.

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