

**COMMUNITY EMPOWERMENT THROUGH BROWN SUGAR HOME
INDUSTRY BY VILLAGE COMMUNITY EMPOWERMENT
INSTITUTIONS IN KUBANGGEDE BLOCK AREA, CIKULU HAMLET,
SUKAHURIP VILLAGE, SUB-DISTRICT OF PANGANDARAN**

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ABSTRACT

The background of this research, namely community empowerment through the Brown Sugar Home Industry by the Sukahurip Village Community Empowerment Institute is still low. According to preliminary observations, the writer found various problems in the field such as: 1) Village Community Empowerment Institutions have not yet provided new ideas to the brown sugar home industry community. 2) Low training and guidance for the brown sugar home industry community by the Village Community Empowerment Institution. 3) Low funding assistance from LPMD for the brown sugar home industry community. Methodology of this research is used qualitative research methods using a descriptive qualitative approach. Based on the results of the research, it is known that Community Empowerment through the brown sugar home industry by the Village Community Empowerment Institute in the Kubanggede Block Area, Cikulu Hamlet, Sukahurip Village, District of Pangandaran has not been implemented properly. Where the empowerment carried out by the Sukahurip Village Community Empowerment Institute has not been implemented optimally. Evidenced by the table recapitulation of research results with 27 questions indicating that there are indicators that have not been implemented properly. The obstacles in the implementation of empowerment are the absence of financial assistance, the absence of new ideas provided by the LPMD, the absence of training and coaching from the LPMD, the absence of marketing of brown sugar products from the LPMD. The efforts that made are helping with the contribution of funds from the Village Government, optimizing training and coaching, helping to improve the capacity of the community with new ideas provided by LPMD.

Keywords: *Community Empowerment, Home Industry, Brown Sugar, LPMD*

Introduction

District of Pangandaran is a new autonomous region that was founded in 2012. District of Pangandaran has the potential of natural resources which are characteristic of coconut, so that in

District of Pangandaran there is a company engaged in coconut processing, namely PT. Pacifik Eastern Coconut Utama, this company has a production facility located in Pangandaran.

District of Pangandaran has 10 (ten) Sub-districts, one of which is Sub-district Pangandaran that has 8 (eight) Villages, consisting of 8 (eight) Villages, including: Babakan Village, Pagergunung Village Pananjung Village, Pangandaran Village, Purbahayu Village, Sidomulyo Village, Sukahurip Village, Wonoharjo Village, with a total of 31 (thirty one) hamlets in Sub-district Pangandaran.

The village that used as research is Sukahurip Village, Sukahurip Village consisting of 5 (five) hamlets, namely Cikulu Hamlet, Cihandiwung Hamlet, Muaratiga Hamlet, Bengkekan Hamlet and Cicurug Hamlet. Especially in Cikulu Hamlet, in Kubanggede Block Area, there are human and natural resource potentials that can support its success primarily as a support for the daily needs of society, namely the potential for coconut to be used as brown sugar through the home industry.

When viewed from the level of community welfare in Sukahurip Village, there are 450 householders of Pre-Prosperous Families, 1 (one) prosperous family of 678 householders, 2 (two) prosperous families of 324 householders, 3 (three) prosperous families of 87 householders, 3+ prosperous families of 109 householders, total overall heads of householders as many as 1,648 householders.

Furthermore, according to Law no. 6 of 2014 concerning Villages, mentioned in chapter I article 1 number

12 states that," Village Community Empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilizing resources through the establishment of policies, programs, activities, and assistance in accordance with the essence of problems and priority needs of the Village community"

With the empowerment, it is hoped that individuals or groups can improve Human Resources (HR) to be better and achieve the desired goals. Empowerment is urgently needed to support the society welfare in an area, one of which is in the Kubanggede Block Area. Kubanggede Block is one of the community association areas where part of the community is dedicated to the activities of the Brown Sugar Home Industry, Kubanggede Block is located in Cikulu Hamlet, Sukahurip Village, Sub-district of Pangandaran.

Previously, Kubanggede Block community were part of the majority of people whose livelihoods were farmers. Judging from the conditions of people's livelihoods as farmers that have been described, they have not achieved their needs.

Empowerment of the brown sugar Home Industry community that will be carried out by the Village Community Empowerment Institution is by placing the community as an independent society with creativity that will be provided by the Community

Empowerment Institution. With the duties of the Village Community Empowerment Institution, namely:

In the Regulation of the Minister of Home Affairs Number 18 of 2018 concerning Village Community Institutions and Village Traditional Institutions, it is stated in chapter II Village Social Institutions Article 7 paragraph (5) states that, "The Community Empowerment Institution is tasked with assisting the Village Head in absorbing community aspirations related to Village development planning and mobilizing the community in implementing Village development with self-help mutual cooperation". Running with the Regulation of the Minister of Home Affairs, empowerment is carried out by the LPMD Sukahurip Village.

Based on field observations there are problems where community empowerment through the brown sugar home industry by the Village Community Empowerment Institution in Kubanggede Block Area, Cikulu Hamlet, Sukahurip Village, Sub-district of Pangandaran has not been going well, seen from the data for underprivileged people who are still high, but supported by the development of brown sugar in the Block Kubanggede not maximal. This can be seen from the indicators problem that the writer find in the field, which are as follows:

1. The Village Community Empowerment Institute has not yet provided creative ideas in

processing brown sugar to the brown sugar home industry community in Kubanggede Block Area.

2. The Village Community Empowerment Institution has not provided training and guidance in the processing of brown sugar to the brown sugar home industry community in Kubanggede Block Area.
3. The Village Community Empowerment Institute has not provided financial assistance to the brown sugar Home Industry Community in Kubanggede Block Area.

Based on introduction, this research can find out how community empowerment through the brown sugar home industry by the Village Community Empowerment Institution in Kubanggede Block Area, Cikulu Hamlet, Sukahurip Village, Sub-district of Pangandaran, has been going well or not.

METHOD

1. Types of Research

The method used in this research is qualitative research methods. According to Sugiyono (2014:9), "Qualitative research methods are research methods based on the philosophy of positivism, used to examine natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data

collection techniques are carried out by triangulation (combined), inductive data analysis, and Qualitative research results emphasize meaning rather than generalization". The research design used in this research is qualitative research. And the research approach used in this research is descriptive qualitative research approach.

2. Time and Place of The Research

This research was conducted in RT. 03/01. Kubanggede Block, Cikulu Hamlet, Sukahurip Village, Sub-district of Pangandaran. The research time was conducted from October to July 2019.

3. Subject of The Research

The subjects in this research were the Chairperson of the LPMD (Village Community Empowerment Institution), the Kasi Kesra (Headman of the People's Welfare Section), a community dedicated to the brown sugar home industry. In determining informants in this study, namely by conducting interviews, observation and documentation to informants to explore information, with the aim of obtaining answers from informants in accordance with their fields.

4. Procedure

The research was conducted that used qualitative research methods. The data of this research were obtained from various sources. The data sources that used in this study were primary data sources and secondary data sources. According Silalahi (2012:289) suggested that, "Data sourced from within the organization are called

external data sources. External data sources are divided into primary data sources and secondary data sources"

a. Primary Data Sources

Primary data sources, are data sources that obtained directly from some of Kubanggede Block community, Cikulu Hamlet, Sukahurip Village, Sub-district of Pangandaran, which are especially dedicated to the activities of Brown Sugar Home Industry, Village Headman, Village Secretary as well as LPMD who explain in their fields.

b. Secondary Data Sources

Secondary Data Sources, are data sources that obtained from documents in the form of: notes, reports, regulations, archives and the results of the observations during conducting research on community empowerment through Brown Sugar Home Industry in Kubanggede Block Area, Cikulu Hamlet, Sukahurip Village, Sub-district of Pangandaran. In this research, the secondary data source is obtained from various literature relevant to the research title such as books, articles, papers, regulations, organizational structure, schedule, time, implementation instructions, technical instructions and others that have relevance with the problem under study.

5. Data, Instruments, and Techniques Collecting of The Data

Data in qualitative research is information or an explanation of the chronological process that provides an

explanation of the object being studied. Silalahi (2012:280) suggested that, "The term data refers to actual measurements or observations about the results of a survey investigation, or the results of observations that are recorded and collected, either in the form of numbers or in the form of words or pictures, called data". The data collection techniques used in this study are:

- a. Literature study, namely data collection techniques sourced from various literatures, such as documents related to a problem being researched. In this research, the literature study was carried out with literature sources related to research such as community empowerment efforts, the role of the Village Community Empowerment Institution (LPMD) in community empowerment through the brown sugar Home Industry. With the existence of library research activities, researchers get references, obtain data, accurate information, especially in the empowerment factor.
- b. Field Study, namely collecting data directly into the field using the following techniques:

- 1) Observation

According to Sutrisno in (Sugiyono, 2014:145) suggested that, "Observation is a complex process, a process composed of various biological and psychological processes". Two of the most important are the processes of

observation and memory. Which is where the observation is carried out directly in the field, how is the Village Community Empowerment Institution (LPMD) in empowering Kubanggede Block community who are dedicated in Home Industry activities.

- 2) Interview

According to Silalahi (2012:312) suggest that, "The interview is a method that used to collect data or oral information from someone called an informant through a systematic and organized conversation". Interviews were conducted directly in the field through informants. Interviews that are shown to obtain accurate the data, be in the form of the informants' words and action. The data that obtained through interviews with research instruments using writing instruments along with a *recorder* as a supporting tool in interview activities. And the interview technique used was structured interviews. As has been stated by Muhammad Idrus (2009:107) that:

"Structured interviews are the types of interviews conducted from the researchers by preparing the material for questions that will be asked in the interview later". From this understanding structured interviews are more likely to enter the data collection process that prepares questions to be shown to the object to be studied in advance.

- 3) Documentation

Namely techniques or data collection methods to support the results of the observations and interviews above, so that documentations is carried out on documents related to community empowerment through the brown sugar home industry in Kubanggede block area, Cikulu hamlet, Sukahurip Village, Sub-district of Pangandaran. There are instrument that used in this aspect, which are documents related to research, namely photo, documentation, laws and so on.

6. Technique Analysis of The Data

The writer will use thress activity flows in data analysis techniques, which are stated by Miles and Huberman in (Silalahi, 2012:339), emphasizing that: "Data analysis activities are simultaneous, namely data reduction, data presentation, and drawing conclusion / verivication that can called *Triangulation*". According to Moleong (2018:330) suggested that: "Triangulation is a data validity checking technique that makes use of something else. Outside the data is for checking purposes or as a comparison to that data". So Triangulation means the best way to eliminate differences in the construction of reality that exist in the context of a study when collecting data about various events and relationships from various views.

Theoretical Studies

Empowerment is an action given to the community in order to provide a guideline that used by the Village

Government, especially the institution that has the right to handle it, namely LPMD or can be said to be the executor of empowerment as well as a facilitator for the community to increase community creativity and empower the community to be more empowered and also utilize resources natural surroundings that can support the welfare of the community it self.

Empowerment according to World Bank (2001) in (Aprilia Theresia. *et.all.*,2015:117) suggested that: " Empowerment as an effort to provide opportunities and abilities for (poor) community groups to be able and brave to speak up (Voice) to voice their opinions, ideas, or ideas as well as the ability and courage to choose (Choice) something (concept, method, product, action), etc.) is best for individuals, families and communities". Thats efforts to overcome the obstacles faced, namely educating the public to maintain the preservation of Natural Resources. (Nursetiawan, I., & Apriliani, I., 2020). In the process of empowerment, it is inseparable from the community as the actor of the empowerment, where the community becomes the subject of empowerment it self.

In the implementation of community empowerment, it cannot be separated from the role of the government as the party or agent that carries out empowerment aimed at the community. And the government really hopes that the community can develop their abilities by being given new ideas,

training and coaching as well as access to sources of funds that can support the course of empowerment aimed at the community in order to improve people's lives both in various aspects of the field, both in the fields of economy, education, etc. to the people who are dedicated to the brown sugar home industry activities in the Kubanggede Block, Cikulu Hamlet, Sukahurip Village, Sub-district of Pangandaran.

Results and Discussions

Community empowerment in Kubanggede Block Area, Cikulu Hamlet, Sukahurip Village, Sub-district of Pangandaran is still not going well. And also not in accordance with the opinion of community empowerment efforts that can be seen from 3 sides according to Anthony Bebbington (2000) in (Aprilia Theresia, *et.all.*, 2015:118) namely as follows: "Creating an atmosphere or climate that allows the potential of the community to develop (enabling), Strengthening the potential or power of the community (empowering), Empowering also means protecting". So that community empowerment has not gone well, the community has not been able to develop processed brown sugar properly and the level of welfare is still low. So that empowerment is still not going well because LPMD has not provided new ideas regarding the development of brown sugar to the community, the lack of training and guidance to the community regarding the development of brown sugar, and

the low source of costs that provided by LPMD to people who are dedicated in brown sugar home industry activities, LPMD has not yet operated the marketing facilities for brown sugar products. The efforts that should be made, namely holding out socialization regarding the development of brown sugar carried out by the LPMD to the community by providing an invitation to the community so that the community can attend the socialization carried out by LPMD Sukahurip Village, Sub-district of Pangandaran, a collaboration with the local government or entrepreneurs so that the source of funds is for brown sugar development can be carried out, held training and coaching for the community so that people are more familiar with the guidance from LPMD regarding the development of brown sugar aimed at improving their welfare. And training for apparatus, especially LPMD members, is given an understanding of the means of marketing brown sugar products in order to create new developments for the community, both in terms of buying and selling sugar and developing brown sugar.

Conclusion

Community empowerment through the brown sugar home industry by the Village Community Empowerment Institution in Kubanggede Block Area, Cikulu Hamlet, Sukahurip Village, Sub-district of Pangandaran has been carried out in

accordance with the implementation of community empowerment efforts seen from 3 sides according to Anthony Bebbington (2000) in Aprilia Theresia, *et.all.*, (2015:118) but this can be seen in several indicators that have not been going well, namely LPMD has not yet provided new ideas to the home industry community regarding the potential of brown sugar, LPMD has not provided guidance with the concept of independence to support future prospects that can improve the economy of people who are dedicated to the Home Industry brown sugar, LPMD has not provided a means of marketing brown sugar products to the community, LPMD has not provided financial assistance to the brown sugar home industry community, LPMD has not given awards to the brown sugar home industry community to support empowerment, LPMD has not provided protection to the brown sugar home industry community so that empowerment can run optimally.

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