

THE ROLE OF LOCAL GOVERNMENT AS SOCIAL CHANGE AGENT IN CIPAGERAN DAIRY CENTER CIMAHI CITY

Dicky Febriansyah Rokhmat¹, Dede Sri Kartini²

Universitas Padjadjaran, Bandung, Indonesia^{1,2}

E-mail: dicky20001@mail.unpad.ac.id

ABSTRACT

The distribution of poor families in North Cimahi Subdistrict is the highest with 39.1% with Cipageran Village having the most farmer communities because it has a group of breeders in the Cipageran Dairy Center. Overcoming this, the Cimahi City Government made social change efforts through community empowerment program interventions, however, there were a number of obstacles, such as rejection from the community and programs that were not on target. The purpose of this study was to describe the role of the Cimahi City Government as agents of social change in Cipageran Dairy Center. The research method uses descriptive with a qualitative approach. Data collection techniques using the method of observation and literature study. The selected informants were the Head of Research and Development, representatives of the Cipageran Dairy Center Management, representatives of the Women Farmers Group and representatives of researchers who contributed to the Cipageran Dairy Center. While the data analysis technique is done descriptively. The results of the study show that the Cimahi City Government as an agent of social change as a regulator has issued a number of regional head regulations and planning documents. The role as a dynamicator is carried out by developing value chains, pilot projects and developing eco-tourism in Cipageran. Role as a facilitator by placing extension workers for breeders and milk processors and encouraging universities to implement Community Service Program in Cipageran and role as a catalyst to activate eco-tourism in Legok Awi Market.

Keywords: Role, Local Government, Social Change

ABSTRAK

Sebaran keluarga miskin Kecamatan Cimahi Utara menjadi yang tertinggi dengan 39,1% dengan Kelurahan Cipageran memiliki masyarakat peternak paling banyak karena memiliki kelompok peternak di Sentra Susu Cipageran. Mengatasi hal tersebut, Pemerintah Kota Cimahi melakukan upaya perubahan sosial melalui intervensi program pemberdayaan masyarakat, namun demikian terdapat sejumlah hambatan, seperti penolakan dari masyarakat dan program yang belum sesuai sasaran.. Tujuan penelitian ini adalah mendeskripsikan peran Pemerintah Kota Cimahi sebagai agen perubahan sosial Di Sentra Susu

Cipageran. Metode penelitian menggunakan deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data menggunakan metode observasi dan studi kepustakaan. Informan yang dipilih yaitu Kepala Bidang Litbang, perwakilan Pengelola Sentra Susu Cipageran, perwakilan Kelompok Wanita Tani dan perwakilan peneliti yang berkontribusi di Sentra Susu Cipageran. Sementara teknik analisis data dilakukan secara deskriptif. Hasil penelitian menunjukkan Pemerintah Kota Cimahi sebagai agen perubahan sosial sebagai regulator telah menerbitkan sejumlah peraturan kepala daerah dan dokumen perencanaan. Peran sebagai dinamisator dilakukan dengan mengembangkan rantai nilai, pilot project dan pengembangan eko-wisata di Cipageran. Peran sebagai fasilitator dengan menempatkan penyuluh bagi peternak dan pengolah susu serta mendorong perguruan tinggi melaksanakan KKN di Cipageran dan Peran sebagai katalisator mengaktifkan mengaktifkan eko-wisata Pasar Legok Awi.

Kata Kunci: *Peran, Pemerintah Daerah, Perubahan Sosial.*

INTRODUCTION

Local governments in their capacity as regulators have autonomy as mandated by statute (Statute No 23 of 2014 concerning Regional Government). The role of the government has the meaning of local government as an agent of social change. Agents of social change can be interpreted as parties who are entrusted with wanting change (Soekanto, 2003). This understanding has the context that change is an increase in community capacity which is carried out by improving services and empowering the community. Community empowerment has a focus on the process of social change by covering various aspects related to the long term. Community empowerment is also carried out in stages with the hope of creating new choices for the community as a facility to improve welfare (Mardikanto & Soebianto, 2013). It can be said that empowerment

as one of the roles of local government is a process that starts from making the community self-reliant so that they can improve their standard of living using the resources they have. For that to be a logical consequence, that this empowerment is carried out on an ongoing basis.

The role of local government in empowering communities can be identified in four roles, namely as a regulator, dynamist, facilitator and catalyst (Nurdin, 2014). The role of local government as a dynamic in improving people's welfare through empowerment programs is urgently needed. The government's role as an agent of social change carries out a process of continuous empowerment so that people always know, are willing and able to adopt innovations to improve their standard of living. The government has two basic functions, namely the primary function or service, and the secondary function or

empowerment (Ndraha in Rasyid, 2000). Community empowerment is actually part of the four governmental functions stated by Ryaas Rasyid, namely service (public service), development (development), empowerment (empowering), and settings (regulation).

The role of government mentioned above is applied to the process of social change which in practice is not easy. As mentioned by Kamim, culture that has been accustomed to in a society will be difficult to change in the short term (Kamim, 2018). This shows that with the role that local governments have in social change interventions they will still encounter a number of obstacles, as happened to community groups in the Cipageran Dairy Center, Cimahi City.

Rejection is shown by reluctance to carry out the empowerment program offered. This reluctance is allegedly caused by a lack of understanding and lack of openness from the community towards the Cimahi City Government. This rejection is in line with the Cipageran Dairy Center which is in the North Cimahi District area which is at an altitude of 850 meters above sea level and has the largest number of people working in the agricultural sector compared to other urban villages in North Cimahi District with 281 people. In addition, the Cipageran Village has 11.02% of the people who have not completed elementary school

education (Cimahi City Statistics Center, 2019).

These geographical conditions make North Cimahi District have the potential for agriculture and animal husbandry. In addition, based on the level of family welfare in Cimahi City, the distribution of poor families in North Cimahi District is the highest at 39.1% (Cimahi City Statistics Center, 2019). Associated with geographical conditions with agricultural land, it can be assumed that most of the poverty occurs in people with livelihoods as farmers. The Regional Government of Cimahi City responded to this condition by developing potential in the North Cimahi region, especially the Cipageran Village.

Social change is not an easy process, but that doesn't mean it's impossible to do. Often conflicts arise against government intervention with individual and group interests which in certain cases can lead to changes (Soekanto, 2003). Government intervention for community groups began in 2013 on the basis of poverty data from the Central Bureau of Statistics. Furthermore, information exploration and empirical data are carried out on the potential of community groups. Based on observations, information was obtained that there were groups of indigenous peoples who adhered to Sunda Wiwitan who had cattle breeding activities using traditional methods. This situation makes local economic development in

the Cipageran community directed at the existing socio-cultural potential with a focus on economic activity in the livestock sector.

In responding to this matter, the regulator basically accommodates the interests of the community by providing rules that serve as guidelines for implementation. This is related to the government's next role as a dynamicator, as is done by the Regional Government of Cimahi City by utilizing the potential of the region. In addition to developing regional potential in four clusters, the Cimahi City Government is more specific in developing regional potential with the concept of local potential-based centers or called Local Economic Development (RPJMD Cimahi City 2017-2022, p. II-10).

Local economic development is aimed at urban village points that have certain criteria such as a high poverty distribution rate but have geographical potential, such as in Cipageran Subdistrict, North Cimahi District. The program was enthusiastically welcomed and the interest of the Cipageran residents, especially in RW 21 and 19, towards animal husbandry made the residents switch professions to become breeders. The breeders are gathered in a center called the Cipageran Dairy Center. The Cipageran Dairy Center was established on December 29, 2014 which is the implementation of the Local Economic Development program

(Nurani, Sulistyati, & Nurlina, 2017). As a center, Cipageran Subdistrict at the beginning of its establishment had seven groups that produced a variety of products derived from cow's milk such as yogurt, ice cream milk, milk caramel, milk (chewy candy) dodol, milk stick, lotus milk, milk crackers, milk ranginang (crackers), milk soap and milk comring (snacks) (Nurani, Sulistyati, & Nurlina, 2017). Many parties involved in the development of the Cipageran Dairy Center are agents of change, but the role of the Local Government of Cimahi City is different from other parties because it has privileges, namely the function as a facilitator, dynamist, regulator and also a catalyst.

LITERATUR REVIEW

In the management approach, the term role has the concept of a person's main task as part of a system. The task given to someone needs to be completed and related to this requires a pattern of behavior that is expected to accompany a status. In a broader system viewpoint, for example in society, individuals have roles that are part of a function within groups or social institutions. The expected function of a person or a characteristic that exists in him, becomes a role that will be attached to the individual, so that it will bring out the function in a social system. The function of each variable in a causal relationship will create the functioning of a social

system (Komarudin, 1994). Furthermore, that someone who can carry out the rights and obligations according to the task, can be said to carry out his role (Suharto, 2006). The rights and obligations that become a role are not only owned by individuals, but also owned by an organization such as local government.

Government has two main roles, namely providing services and implementing rules. The provision of services has the essence of providing easy access to services for the community. Meanwhile, the implementation of rules is a manifestation of the government's bureaucracy and power (Thoha, 1995:101). Meanwhile, the government primarily has the main task of providing security for a country's domestic and foreign affairs. The second task of the government is to maintain public order. Order is supported by the rule of law regardless of the position of society. In addition to these things, the government also plays a role in infrastructure development and serves the community for services that cannot be carried out by private institutions such as administrative services. Community welfare is also a matter that is the main responsibility of the government. The government also has responsibility for economic affairs such as controlling inflation, creating jobs and economic resilience. This includes the maintenance of natural resources (Rasyid, 2000:13). In

summary, the task of government is divided into three functions including the service function, empowerment function and development function. Service is a representation of the distribution of government justice to the community. While empowerment is an instrument that helps people's self-reliance. While in the development function it becomes an instrument for improving people's welfare. From this description it can be understood that the role of the government has a large complexity because almost all individual and community affairs from birth to death are the government's affairs.

In this paper, the author focuses on discussing the role of the Cimahi City Government in carrying out the empowerment function which is described based on the four dimensions of the role (Nurdin, 2014), including:

1. The dimension of the Government as a Regulator means as a guardian of administrative order in the implementation of development which is carried out by issuing legal products that support the effectiveness of development.
2. The government dimension as a dynamist means as a driving force for the participation of the parties in contributing to regional development.
3. The government dimension as a facilitator, means as a provider of facilities in maintaining

development conduciveness by bridging various inputs bottom up.

4. The government dimension as a catalyst, means as a party that accelerates the development of regional potential in order to support participatory development.

The role of government with the dimensions of government as regulator, government as dynamicator, government as facilitator, and government as catalyst were chosen to analyze the role of Cimahi City Government as agents of social change in the Cipageran Dairy Center because it helps describe the Cimahi City Government's program interventions. The role of the government has a mutual goal to create community self-reliance in controlling the resources they have. Community independence is shown by the capability to think, decide and process resources. It is hoped that with this capability the community will be more actively involved in the development planning process and become agents of change.

In social change there is the role of the agent of change who becomes the mover and pioneer, in this case the Cimahi City Government is the actor whose role will be studied. With regard to social change, there are conditions that can be compared between before and after changes are made by change agents. These changes can be analyzed at the individual, group, institutional, societal, global and even civilizational levels. In studying the phenomenon of

social change, it is necessary to pay attention to three things, namely regarding differences, studies carried out at different times and observing the same social system. It can be interpreted that to see social change requires space and time constraints (Martono and Harjito, 2012:2). By paying attention to these three things, a comparison is made of the condition of the research object.

Agent of change is a group of people who are entrusted with leading interventions for change in society (Soekanto, 1992:273). The role of local government as agents of social change must have competencies such as technical qualifications regarding knowledge of social engineering, administrative skills and establishing personal relationships with the community to build empathy (Nasution, 1990:38). The main function of the change agent is as a liaison and pioneer of change in the social system (Rogers and Shoemaker in Nasution, 2004: 129). This function is shown in its role as a catalyst which is required to provide solutions to problems by helping the process of change (Nasution, 2004: 129).

METHOD

The research method uses a descriptive method with a qualitative approach. A qualitative approach intends to explore phenomena holistically, through narrative descriptions (Moleong, 2007:6). A

qualitative approach was chosen to be able to describe the role of the Cimahi City Government as an agent of social change in the Cipageran Dairy Center. Data collection techniques were carried out using observation methods and literature studies through an analysis of documents related to the intervention of the Cimahi City local government in social change in the Cipageran Dairy Center group. The subject studied was the local government of Cimahi City with the object of research being community groups at the Cipageran Dairy Center. This phenomenon is tried to be explained using the concept of the role of local government as an agent of social change. Data analysis techniques were carried out descriptively through the stages of data collection, data reduction, conclusions and data presentation.

RESULTS AND DISCUSSION

The Cipageran Dairy Center is located at RW (Citizens Association) 19 and 21, Cipageran Village. The area of Cipageran Village is approximately 5.94 km². The height of the Cipageran village is around 850 meters above sea level, making the geographical potential stand out with agriculture and animal husbandry. Cipageran Dairy Center was established on December 29, 2014 through the Local Economy Improvement program. The establishment of the Dairy Center attracted the interest of farmer women's

groups involved in milk processing. This interest is supported by counseling from related agencies.

Basically, individuals and groups in society have a role in the process of social change together with the government. In essence, the role is a concrete form of interaction within the organization. The role of the state has developed far from being a night guard concept to being oriented towards the rule of law function and the welfare state. The government's role is to have the capacity as an agent of social change by adjusting its function as a dynamist, regulator, facilitator and catalyst.

By carrying out this role, the Government is actually involved as an actor of social change as parties who want a change are called agents of change. The local government wants a change in the condition of the community for the better, which is carried out with various empowerment efforts. This is included in the planned changes, because it is the responsibility of the local government. As agents of social change, the role of local government is divided into four government functions, namely as a facilitator, dynamist, regulator and catalyst. This function is carried out by regional apparatus owned by the Regional Government of Cimahi City. Associated with the government's function as a regulator, the expected social changes are summarized in policies and regulations, for example in

the Medium Term Document Planning (RPJMD) and Strategic Planning (RENSTRA) documents. In this document, changes are planned in a more measurable manner in terms of quality, quantity, process and planned time.

Change requires an increase in conditions for the better, so the authors compare conditions before and after the intervention by the City Government of Cimahi. Before the intervention by the Cimahi City Government, the Cipageran Dairy Center had outlets located in RW 19, Cipageran Village with less strategic access due to narrow roads and being behind housing complexes. The outlet has a function as a shop and gathering place for breeders and cow's milk processors.

After intervention since 2018 and as the business at the Cipageran Dairy Center developed, in May 2020 a second outlet was opened which is located more strategically for consumers to reach. In addition, the central business concept is growing by providing subscription sales and delivery facilities.

The impact of the Cimahi Local Government's intervention on the milk center in Cipageran in terms of increased livestock productivity. Based on data from the Government Agencies Performance Accountability Report at the Food and Agriculture Service of the City of Cimahi in 2019, the percentage increase in milk production was 6.67% with data at the beginning of the

Strategic Plan (Renstra), namely in 2017 milk production reached 750,000 liters. In 2019 it is targeted to increase milk production by 6.67% against the achievement at the beginning of the Strategic Plan, which was 800,000 liters. However, it turned out that the performance results showed that the realization of milk production only increased by 1.04%, namely as much as 757,857 liters.

Cimahi City Government as Facilitator

Cimahi City Government as a facilitator plays a role in designing conduciveness for the development of the Cipageran Dairy Center. The interventions carried out are by bridging the interests of the breeders and milk processors with various interest stakeholders involved in optimizing the construction of the Cipageran Dairy Center. In developing the Cipageran Dairy Center, the Regional Government of Cimahi City cooperates with various parties from universities, the business community, cooperatives to NGOs to work together to produce the diffusion of research innovations for the development of the Cipageran Dairy Center. This stimulus can be said to be successful, because there has been a social change in the RW 19 and 21 community groups, which previously did not manage livestock seriously, to become more serious farms with various products derived from processed milk. The

concept was developed through a business development value chain approach. This is relevant to Durkheim's statement that social change is the fruit of environmental and population factors, which transform traditional societal conditions into more modern societies. With the concept of penta helix in developing the center, the Regional Government of Cimahi City has built a new ecosystem in developing a dairy center in Cipageran.

As an agent of social change with a facilitator function, the City Government of Cimahi through the Food and Agriculture Service has extension workers whose job is to assist breeders. Extension agents are needed to increase the knowledge and skills of farmers in processing milk. Assistance from extension agents is support for the development of the community of cattle breeders and milk processors in Cipageran. The role of extension workers has an impact on farmer groups, as the results of research conducted by Nurani, Sulistyati and Nurlina show that breeder groups feel helped by breeder extension workers in Cipageran Village in processing milk and developing the capacity of rural women in the medium category (73.33%). From this research it can be illustrated the importance of the role of extension workers in improving the abilities and skills of business actors or in this case the milk

processing group at the Cipageran Dairy Center.

The Regional Government of Cimahi City through the Cimahi City Bappeda facilitates training and transfer of knowledge to Cipageran Dairy Center business actors through Community Service Program (KKN) activities with several public and private universities. The KKN activities are carried out routinely, in several centers including the Cipageran Dairy Center. In addition, the City Government of Cimahi facilitates the marketing of dairy products through the Farmers Shop Indonesia Centre (TTIC) and the SME exhibition which is an activity of the Cimahi City Food and Agriculture Service and the Cimahi City Trade, Cooperative, Small and Medium Enterprises and Industry Office.

Cimahi City Government as Dynamicator

Cimahi City Government as dynamicator, has an encouraging role as stakeholder to participate in the Cipageran Dairy Center. In the context of social change, dynamic meaning is defined as the provision of stimulus from the City Government of Cimahi to dairy farmers, processors and women's groups of milk processors. The Cimahi City Government is collaborating with universities and the community to stimulate the management of the Cipageran Dairy Center to develop a

value chain of processed cow's milk derivative products.

One of the efforts of the Regional Government of Cimahi City as a dynamicator is by collaborating with international NGOs namely International Fund for Agricultural Development (IFAD) through Value-chain Capacity Building Network (VCBN) With Helvetas Switzerland. VCBN concentrates on developing a value chain approach in efforts to reduce poverty. The city of Cimahi, especially the Cipageran Dairy Center, is the locus of research capacity building by having best practice followed by 30 researchers from various countries such as Japan, China, Vietnam, Switzerland, India, Bangladesh, Myanmar, and Laos. The resulting impact is that NGO contributions to the development of local economic development in the Cipageran Dairy Center can help promote the area to other countries. This activity also provided a stimulus to increase the capacity of business actors at the Cipageran Dairy Center. In the VCBN activity, farmers are assisted in developing the value chain of processed cow's milk products.

The development of the Cipageran area into an integrated tourism area is directed towards the concept of eco-tourism development. In addition to the Cipageran Dairy Center, Cipageran Village also has a Kehati (Biological Diversity) Park and Legok Awi Park which have an

economic function as a market and also a tourism function. The weakness in the development of the two locations is that the two places have not been able to integrate with the Cipageran Dairy Center which appeared earlier. If some of these locations are to be integrated into an eco-tourism and edu-tourism area, the social and economic potential of the community needs to be optimized. Such a plan will support the Cipageran Dairy Center to become more integrated with the Taman Kehati and Cimenteng Park eco-tourism areas.

Tourism development needs to be followed by exploring cultural potential in the Cipageran area. The cultural potential that has not been exposed makes cultural factors not yet supportive of the development of the Cipageran Dairy Center, even though in the RW 21 area of Cipageran Village it is identified that there are groups of people who adhere to the Sundanese Wiwitan belief (Elivas, 2015). Culture that has not been explored can be a binder of cultural values and commercial values that are useful for the promotion of the Cipageran Dairy Center as an identity collective branding.

In social change there is always the potential for conflict that arises because of opposition to a new concept. This was also found in the case at the Cipageran Dairy Center. Based on empirical facts and observations in the field, it was found that there were several groups of

breeders that dominated one another. Some farmer groups are very active and are members of several farmer groups and some are still very passive as producers of cow's milk. This creates friction that hampers the development of the center into an area. Potential conflicts in social change need to be mapped and solutions formulated. As a dynamist, the government should map the problem and bridge the resolution of the problem.

Pemerintah Kota Cimahi sebagai Regulator

The Local Government of Cimahi in its role as regulator has the right to submit local regulations to the DPRD for mutual approval or to make regional head regulations. As a planned social change, the Cimahi City Government has planning and documents that support the implementation of social change at the Cipageran Dairy Center. Regulations that support the development of the Cipageran area, especially the Cipageran Dairy Center include:

1. Peraturan Daerah Nomor 2 Tahun 2018 tentang Rencana Pembangunan Jangka Menengah Daerah Kota Cimahi 2017-2022 (Regional Regulation Number 2 of 2018 concerning the Cimahi City Regional Medium Term Development Plan 2017-2022). In this document the Cipageran Dairy Center is directed to become a

tourism area and an agricultural and animal husbandry area. With this policy direction, the development concept that is in line with the Cipageran Dairy Center is the development of eco-tourism. This document becomes a legal umbrella for related regional apparatuses to be able to further develop the Cipageran Dairy Center.

2. Peraturan Daerah Nomor 4 Tahun 2013 tentang Rencana Tata Ruang Wilayah Kota Cimahi Tahun 2012-2032 (Regional Regulation Number 4 of 2013 concerning the 2012-2032 Cimahi City Spatial Planning). In the regional regulation, it is stated that the infrastructure that supports the development of the Cipageran Dairy Center area is in the form of a plan to provide a pedestrian road network that connects access from the main road to the urban forest in Cipageran. These supporting facilities and infrastructure can support the development of the Cipageran Dairy Center with regard to smooth access to the location.

3. Renstra Bappeda, Renstra Dispangtan, Renstra Disbudparpora, Renstra Disdagkoperin, Renstra DLH dan Renstra Dinkes (Bappeda Strategic Plan, Dispangtan Strategic Plan, Disbudparpora Strategic Plan, Disdagkoperin Strategic Plan, DLH Strategic Plan and Health Office Strategic Plan). Regulations regarding the development of the Cipageran Dairy Center are carried

out in collaboration between regional apparatuses as well as universities and NGOs. For this reason, the development of the Cipageran Dairy Center is included in the strategic plan of the regional apparatus as mentioned above. The role of Bappeda Cimahi City in the development of the Cipageran Dairy Center includes preparation, grand design, carry out pilot projects, scientific publications, publications in mass media and budgeting. While the role of the Dispangtan is to provide guidance from upstream to downstream related to increasing the knowledge and capabilities of HR managers related to animal husbandry and agriculture. The role of Disdagkoperin is to downstream cow's milk derivative products, establish pre-cooperatives, assist in providing facilities and infrastructure for outlets, mentoring and coaching groups and centers.

4. Renstra Pengembangan Ekonomi Lokal Tahun 2018-2023 (Local Economic Development Strategic Plan for 2018-2023). This document can provide input for programs and activities for the elaboration of the 2017-2022 RPJMD and the development of the regional apparatus strategic plan for the economic sector. This document helps so that programs and activities can be carried out by regional apparatuses in a way that is more in line with the development of small

and micro business actors in the four clusters.

5. Dokumen SIDA Kota Cimahi Tahun 2011 – 2015 (Cimahi City Local Innovation Strategy Documents for 2011 – 2015). This document has become a reference in the development of Cimahi City SIDA, including in this case the development of the Cipageran Dairy Center.
6. Memorandum of Understanding and Cooperation Agreement documents with universities and NGOs.

These documents are a manifestation of the Cimahi City Government's seriousness in developing the local economy. The documents mentioned above are a reference for regional apparatus to develop the Cipageran Dairy Center as the role of change agent for the Government of Cimahi City.

Cimahi City Government as a Catalyst

The Cimahi City Government acts as a catalyst by accelerating the development of local economic potential. As a catalyst, the Cimahi City Government accelerates local economic development through activities in the tourism sector, such as activating the Legok Awi Market tourism which was an initiative of the residents and the Disbudparpora and since its declaration in mid-2019 is still running today. The advantage of this

tourism activity is that there is a strong role bottom up from residents. Also in collaboration government to government (G2G) there is intervention by the local government of West Java Province by building tourism infrastructure in the form amphitheater. Development is also carried out based on the concept of collaborative cooperation with universities, community groups, government, media and business. Several recorded stakeholder involved in catalyzing the development of the Cipageran Dairy Center, both stakeholder from within and outside the country.

CONCLUSION

Based on the discussion above it can be concluded that:

1. The Cimahi City Government plays a role as a regulator in social change by issuing a number of regional head regulations and putting the Cipageran Dairy Center development plan into the RPJMD (Regional Medium Term Development Plan) to RKPD (Regional Annual Term Plan) documents. This set of rules is considered insufficient to accommodate regional development given the complexity of the challenges.
2. The role of the Cimahi City Government as a dynamicator is carried out through efforts to develop the value chain through pilot project eco-tourism research

and development in Cipageran. The local government of Cimahi City plays a role in social change as a party that bridges the needs of regional development with outsiders who have resources.

3. The role of the Cimahi City Government as a facilitator is carried out by placing extension agents from the Food and Agriculture Service to assist breeders and milk processors. Apart from that, Bappeda supports it by encouraging tertiary institutions to carry out Student Field Work Lectures in Cipageran. Disdagkoperin also helps by providing MSME exhibition activities to promote derivative products from the Cipageran Dairy Center.
4. The role of the Cimahi City Government as a catalyst is carried out by reactivating eco-tourism activities at the Legok Awi Market. This activation aims to revive the Cipageran area in general.

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