

## Assistance for Poor Empowerment through the Village Economic Business Program - Saving and Loan ( UED-SP)

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### ABSTRACT

The purpose of this study was to find out and analyze the implementation of the empowerment of the poor through the UED-SP Program in Cempaka, Plumbon District, Cirebon Regency. The research method uses a survey approach that is descriptive in nature, namely research that seeks to describe existing problem solving that is supplemented by existing literature. Data collection techniques were used in this study in three ways, namely interviews, written sources (documentation), supplemented by questionnaires. The results of the study showed that the performance of the UED-SP Program managers was assessed by the community, especially program recipients, as being considered good.

## **INTRODUCTION**

Assistance is an effort to assist, direct and support individuals/groups through problem formulation, planning, implementing and evaluating in developing their business. The mentoring program aims to provide knowledge and development assistance in the small business process. Mentoring activities are carried out using various approaches, one of which is the motivation for the UED-SP Program , marketing strategies both in person and online.

To carry out the mentoring program, it is necessary to prepare several material patterns that are in accordance with national standards, among the materials in the mentoring program are 1) the mindset of the UED-SP Program , 2) making clear UED-SP Program planning , 3) the marketing concept of the UED-SP Program strategy , 4) digital marketing strategy (digital marketing), 5) productivity improvement strategy 6) preparation of financial reports, 7) compiling UED-SP Program profiles and completing business legality, 8) understanding occupational health and safety principles in business practices. In the mentoring process there are several steps that need to be considered, including; 1) identification and analysis of assistance needs, 2) assistance planning, 3) assistance implementation, 4) monitoring and evaluation and 5) reporting of assistance results.

The problem of poverty has existed for a long time. In the past, people became poor not because of a lack of food, but because they were poor in the form of a lack of facilities or materials. From today's modern standards, the poor are categorized as those who do not enjoy educational facilities, health services and other conveniences available in this modern era. Poverty has been incarnated as a socio-economic disease for almost the entire world community. However, in Indonesia there are two conditions that cause poverty to occur. First , natural poverty that occurs is partly caused by limited natural resources, low use of technology and natural disasters. Second , artificial poverty occurs because the institutions in society make some members of the community unable to control the economic facilities and various other facilities available, so they remain poor.

Therefore, poverty is a complex problem that is influenced by various interrelated factors, including: level of income, health, education, access to goods and services, location, geography, gender, and environmental conditions. Referring to the national strategy for poverty reduction, the definition of poverty is a condition in which a person or group of people, men and women, do not have their basic rights fulfilled to maintain and develop a dignified life.

Poverty is no longer understood only as an economic disability, but also a failure to fulfill basic rights and differences in treatment for a person or group of people in living a life with dignity. Basic rights that are generally recognized include meeting the needs for food, health, education, employment, housing, clean water, land, natural resources and the environment, a sense of security from treatment or threats of violence and the right to participate in socio-political life. , both for women and men.

Based on this description, in an effort to overcome the problem of poverty, a thorough (comprehensive) study is needed , so that it can be used as a reference in designing social welfare development programs that place more emphasis on

the concept of assistance. Where the concept of help is an effort to help the weak or powerless (powerless) so that they are able to be empowered both physically, mentally and mentally to achieve their welfare. Because empowerment is a process of improving living conditions and livelihoods aimed at the poor. Because the poor are human resources who have the potential to think and act, which at this time requires strengthening in order to be able to utilize the power they have.

For this reason, one of the strategic steps in empowering the community is to build the local economy of the community, so that the community can later be empowered by the strength of the economy in their area. Because local economic development leads to: First, efforts to strengthen local economic competitiveness for regional economic development. Second, the process by which local government and community-based organizations are involved in encouraging, stimulating or maintaining business activity and or job creation. Third, as a solution in the recovery and development of the national economy, especially in utilizing the economic potential in each region based on the resources owned by their respective communities.

In efforts to eradicate poverty, it must be prioritized more optimally in its handling, which is even more important in accordance with the 1945 Constitution which is stated in it with the policy of the Unitary State of the Republic of Indonesia for our economic system which reads: The economy has been established on these bases so that efforts to eradicate poverty must be carried out.

According to Surjono (2007) argues that poverty is more emphasized on the condition of the poor as individuals who distinguish them from other people who are not poor. In other words, poverty is used as a way to classify that an individual is said to be poor if he does not have the ability to meet his normal needs.

According to Sudantoko (2009), poverty is divided into three, namely relative poverty, absolute poverty, structural and cultural poverty. Relative poverty is a condition of society because development policies have not been able to reach all levels of society, causing inequality in income distribution. Absolute poverty is determined based on the inability to meet minimum basic needs. Structural and cultural poverty is poverty caused by structural conditions and cultural customary factors from a certain area that shackles a person.

Poverty alleviation efforts in the framework of community empowerment, especially in rural areas, must be understood as efforts aimed at providing space, public facilities and conducive opportunities for the growth of the ability of poor groups to solve their own problems, and not by pressuring them to edge or dependent position.

Poverty alleviation efforts in the context of community empowerment in rural areas must be understood as efforts aimed at providing space, public facilities and conducive opportunities for the growth of the ability of poor groups to overcome their own problems and not by pressing them into a dependent position. .

Poverty alleviation efforts are a process of empowering the poor themselves. Empowerment always refers to community groups that are at the bottom layer. Siagian (2002) argues that empowering human resources is an effort made to explore and awaken all the potential that exists in humans so that they can benefit themselves and their environment. The truth is that humans have potential, sometimes that potential awakens by itself, and when that potential arises, it needs to be activated.

Sumaryadi (2005) states that empowerment is gaining power to make their voice heard by contributing to plans and decisions that can influence a person to use expertise in the workplace to improve the performance of that person and the performance of the entire organization.

The Savings and Loans Village Economic Business Program (UED-SP) in Cirebon Regency was implemented with the aim of accelerating poverty alleviation through economic development that can support increasing people's income by providing village business funds towards village independence. Implementation of the UED-SP Program in Plumbon Sub-District has been running in Cempaka Village.

This study aims to identify and analyze the implementation of the empowerment of the poor through the UED-SP Program in Cempaka, Plumbon District, Cirebon Regency, West Java Province.

### **Accompaniment**

Activity accompaniment as one of the main programs in effort enhancement resource human . Assistance is an effort to provide assistance in the form of directions, support to individuals/groups in carrying out a UED-SP Program process. Assistance efforts provide knowledge and motivation in the process of implementing the individual/group UED-SP Program to become even better. According to the Ministry of Social Affairs, (2005, h.7) mentoring is the process of guiding or providing opportunities to the community, especially the poor, which is carried out by assistants or facilitators through a series of activities that enable the community to have the ability and confidence in dealing with problems around their lives. Apart from that, the meaning of mentoring is to provide individual assistance to develop their solutions and train thought processes which can then be applied independently for future developments. In terms of language, the term accompaniment comes from the verb "accompany", which is an activity of helping someone who for some reason needs to be accompanied. According to the Ministry of Agriculture (2004), mentoring is an activity in community empowerment by placing assistants who act as facilitators, communicators, and dynamicators.

Mentoring process packed with various activities and approaches for reach something destination certain . The context that mentoring is generally an effort to develop communities in various potentials allows for the development that is owned by each community itself. It aims to show a better and decent life. In addition, mentoring means assistance from other parties who are voluntary to assist a person or even in a group to meet the needs and solve problems of each individual or group. Thus that the concept of Assistance includes efforts to

improve the quality of life of the people as measured by increasing economic welfare, participation.

The objective is that mentoring is a process of empowerment. Empowerment means developing the strength or ability (power) of effort, potential, human resources that exist in humans so that they are able to defend themselves. In mentoring activities it is necessary to have clear goals and objectives and can be seen from the results. This mentoring method is in the form of activities 1) consultation, 2) learning and 3) counseling. Consultation is an effort of assistance provided by a companion to the community by providing answers, solutions and solving problems needed by the community. b) Learning Learning is the transfer of knowledge and value systems owned by companions to the community in a deliberate process. c) Counseling Counseling is to help explore all the problems and potential they have and open up alternative solutions to encourage people to make decisions based on existing considerations and have the courage to be responsible for people's lives. (Bintan, 2010)

The benefits of mentoring according to Bintan (Rudi Prihartono, 2010: 57) are: 1) Creating community self-reliance, so that they can plan, implement and preserve programs. 2) Empowering the community to face business challenges and opportunities (by creating micro business units to be self-sufficient) 3) Improving community capacity building by providing knowledge, expertise and access to information 4) Developing social supervision community control over development programs by improving the transparent management of funds.

Assistance with principles that can be used as a guide in community empowerment efforts through mentoring programs, namely 1) The principle of community self-sufficiency Namely by providing motivation and encouraging them to do business on the basis of their own will and ability and not always dependent on outside assistance. 2) The principle of grouping. This means that the group grows out of, by and for the benefit of society. Through work done in groups, what is desired will be easier to realize. In addition, a group can become a power base (bargaining position), both for building networks, and for negotiating and 3) Principles of sustainability Initiative growth activities, development are oriented towards creating systems and mechanisms that will support community empowerment in a sustainable manner. Various activities carried out are activities that have the potential to continue in the future.

The definition of community empowerment is a set of practices and activities that are expressed in the form of symbols. These symbols then communicate a formidable power to change things contained within us (*inner space*), other people who are considered important and our society. (**Rappaport (1985)**)

The definition of the concept of community empowerment is basically the effort of a group of people who choose to make themselves in pursuing justice and be able to become effectively essential and structural, both in family, community, state, regional and international life, including in the political, economic and other fields.

This effort is carried out in support of the social justice movement for the community. That can be done by forming communities, social organizations that exist in urban communities or in the life of rural communities. ( Pyne (1991))

The purpose of empowerment in society, among others, is as follows;

1. Empowerment in society is formed in the potential that exists in people's lives.
2. Community empowerment is carried out with the aim of strengthening potential
3. Empowerment is carried out as a step to increase social capital
4. The purpose of community empowerment is carried out in an effort to fortify society from various oppressions in economic aspects.

Savings and Loan Cooperatives according to Rudianto (2010: 50) are cooperatives engaged in fertilizing savings from their members, to then lend them back to their members who need financial assistance. Based on this understanding, it can be concluded that a savings and loan cooperative is a business activity that collects funds from its members and distributes them on the basis of goodness.

Based on Subagyo (2014: 8) the purpose of establishing a savings and loan cooperative or the formation of a savings and loan unit in a cooperative is to improve the welfare of cooperative members, which at the end of the working period the achievement of these goals must be displayed in the form of a member's economic promotion report, therefore the goals that have been formulated must be translated into quantitative measurements and can be measured in units of money.

The function of savings and loans between cooperatives and banks is almost the same, but the only difference is the regulations. If the business activity of saving and lending in cooperatives is called savings and loans. There are several definitions of savings and loan cooperatives according to Burahanuddin (2010:14) "Savings and Loans Cooperatives are cooperatives established to provide opportunities for their members to obtain loans on the basis of kindness".

## IMPLEMENTATION AND METHODS

Support method *Participatory Action Research* (PAR) in activity accompaniment this To do a number of step as following :

1. The mindset of the UED-SP Program  
Give Theory knowledge about method think the UED-SP Program is oriented towards the development of the business world .
2. Make planning clear endeavour \_  
Give conception planning in development of a clear and programmed UED-SP Program based on analysis need .
3. Draft business strategy marketing  
Give knowledge regarding more marketing strategies \_ maximum with digital marketing approach .
4. Marketing strategy digitally (digital marketing),  
Effort help for expand marketing production and deliver effort increase more sales \_ many again .

5. Upgrade strategy productivity  
Give knowledge regarding improvement strategy productivity effort with adjust according to needs sales .
6. Preparation report finance ,  
Give assistance in the drafting process report finance with orderly follow rules that have raw.
7. Build a profile effort and complement legality effort,  
Direct for arrange and complete legality effort as a legal entity effort small with notice completeness in accordance rules.
8. Understand principle health and safety work in practice his efforts.  
Give knowledge that importance notice safety and work and necessary exists clear rules \_ in the production process.

## RESULT AND DISCUSSION

There are two important concepts that need to be understood before formulating the meaning of empowerment. The two concepts referred to are the concept of empowering and empowering. Empowerment in the context of self and society is the ability of individuals who are integrated in society and build the empowerment of the community concerned. Kartasasmita (1996) emphasized that in a society where most of its members are physically and mentally healthy, educated and strong, they certainly have high empowerment. Apart from that, there are also intrinsic values in society which are also a source of empowerment, such as kinship, mutual cooperation and for Indonesia is diversity.

Empowerment is a basic element that allows a society to survive, and in a dynamic sense develop themselves and achieve progress. Empowering oneself and the community is an effort to escape from the trap of poverty and underdevelopment. In other words, empowering is enabling and empowering community members. In this sense, efforts to empower themselves and society must be done.

Cempaka Village, Plumbon District is one of the villages in Cirebon Regency which has implemented the Village Economic Business-Savings and Loans. In general, at the bureaucratic *compliance level* , it is known that the key informants are aware of any information or socialization about the UED-SP program conducted by the program manager or village apparatus.

The knowledge of the village community about the UED-SP Program is due to the socialization that has been carried out by the local government. The community's knowledge of the UED-SP program was also followed by their knowledge of the process of determining the target group that would become potential recipients of the UED-SP program in Cempaka village, most of the informants knew that the process of determining the program's target group was the Cempaka village community who submitted the proposal. activity, meaning that the community knows that to determine the target group they must have a business that has good potential to develop. The business must meet the conditions set by the program manager or village apparatus.

The requirements set by the UED-SP program manager as potential recipients of the program or target groups will be socialized at the time the program will be

implemented and selection will determine the target groups who will be potential recipients of the program. In general, these requirements are that prospective program recipients must have a clear program or business to implement. Lending capital at UED-SP also uses a grace that is in accordance with the amount of capital to be borrowed. Furthermore, the administrative requirements that they must complete include a family card and an identity card (KTP).

The results of the study show that it is not the knowledge of the requirements that they are concerned about, but the requirements that use grace that they weigh, because of the conditions of poverty that shackle them, so they do not have access to capital ownership. Because in the end it makes this program run not optimally. The average person who starts a business must think about what grace they have to guarantee, while their ownership of it is very limited. That is what sometimes becomes a problem for the community which causes them not to fully participate in this program. In implementing the UED-SP Program all program participants know how the quality of the availability of resources (HR and work facilities) of UED-SP managers through the observations and interactions they make can also be seen from the monthly reports they get every month.

The evaluation of the performance of UED-SP Program managers was assessed by the community, especially program recipients, as being good. This is evident from the frequent outreach about the program that is carried out, besides that the program members also know each other personally with the program manager who is part of the Cempaka Village community. On the one hand, this condition is very beneficial because it facilitates socialization due to good communication, but on the other hand it sometimes creates problems because the assessment of potential recipients is influenced by the closeness factor between program managers and beneficiaries, although this case is very rare.

Because the communication was quite good, there was good coordination between the implementers of the UED-SP Program in Cempaka Village, which consisted of the management, village officials and program recipients. For evaluation of activities in the implementation of activities, program recipients also know that the implementation of the UED-SP in Cempaka Village is supervised by a supervisory agency that has been appointed by the village or sub-district authorities. This is known by the community from the presence of parties who come and meet and embarrass the evaluation of the activity managers. It can also be known directly from the managers who explain to program recipients that when they work as managers they also receive an assessment and are supervised by the local government both from the village and district. This is what the manager always reminds us so that these activities can take place without any problems, both internal and external.

This evaluation process also continues with sanctions given to beneficiaries of the UED -SP program, if they are unable to make payments in accordance with the applicable provisions. This is done as an effort to keep the consistency of activities going and the community as program recipients to

remain motivated to make their business even more productive. The beneficiaries of the program know clearly that if they are unable to return the capital they borrow, then the collateral they guarantee will be taken or confiscated by the program implementers or managers.

Empowerment does not only include strengthening individual members of society, but also its institutions. Instilling modern cultural values such as hard work, thrift, openness, responsibility is a key part of this empowerment effort. Likewise the reform of social institutions and their integration into development activities and the role of society in them.

Likewise with the UED-SP program in Cempaka Village, institutions such as the availability of facilities and infrastructure are an important part of the program. In terms of preparing the application proposal to obtain UED-SP loan funds in Cempaka Village, it has not been implemented properly. The failure of the community at large in this program is partly due to technical aspects that have not been implemented. These technical aspects include technical assistance in making proposals to apply for capital loans, as it is known that the community's limitations due to low education make them unable to explain the program in an adequate conceptual manner. Most of the informants did not know about the preparation of application proposals to obtain UED-SP loan funds. So that in the end they don't all get the opportunity to develop their business or get a new capital loan for their business.

Their ignorance of the procedure for making loan proposals is also offset by their knowledge of the criteria or conditions set by the UED - SP program manager so that people can take part in the program. Many of the prospective program participants only know that in order to get a loan from the program, they only have a business and an opportunity, but actually more than that, a prospective borrower of capital in this program must be responsible and have a great desire to develop and not make a loan. this is the only way to try, but the spirit to escape the shackles of poverty is more important.

In terms of local institutional support, informants considered that the UED -SP program manager in solving the problems of program beneficiaries and the level of understanding of program managers or program beneficiaries in program implementation was carried out through coordination and communication between managers, local government and program beneficiary communities. Obstacles faced include understanding that is not optimal from the manager and creativity in receiving information by program recipients. Several cases show that the weakness of managers is the philosophical understanding of this empowerment program and other technical aspects. On the other hand, from the beneficiaries of the program, ignorance and low education levels lead to a lack of curiosity and understanding of technical aspects. This can be seen from the fact that many prospective recipients of the program do not know clearly how to make the right capital loan proposals, what kind of collateral they can provide and how to manage capital efficiently so that the capital provided can develop optimally.

Factors influencing the implementation of the empowerment of the poor through the UED-SP Program in Cempaka Village include the fear of not being able to return their investment. The fear of the grace that will disappear, the fear of the effort being made is not successful. Another factor is discomfort and no change in policy implementation.

## **CONCLUSION AND RECOMENDATION**

The evaluation of the performance of UED-SP Program managers in Cempaka Village was assessed by the community, especially program recipients, as being good. Constraints faced include non-optimal understanding of managers and creativity in receiving information by program recipients. Several cases show that the weakness of managers is the philosophical understanding of this empowerment program and other technical aspects.

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