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Aplicación de un enfoque participativo en el empoderamiento de las aldeas costeras.

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TÍTULO: Aplicación de un enfoque participativo en el empoderamiento de las aldeas costeras.

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RESUMEN: El desarrollo del potencial de la aldea, propiedad de los aldeanos, especialmente de la zona costera, puede mejorar su progreso, convirtiéndola en una aldea competitiva de acuerdo con el objetivo de desarrollo nacional, creando una sociedad próspera, independiente y competitiva; por lo tanto, se necesita un enfoque para apoyar el empoderamiento de las comunidades de las aldeas costeras y aumentar la participación comunitaria como se establece en la ley núm. Año 2014 en el pueblo. El enfoque aplica un método de evaluación rural participativo, para alentar a las comunidades costeras a apoyar los programas de desarrollo implementados en la aldea. El propósito de este estudio es identificar el potencial de las aldeas y clasificar los potenciales en ventajas y debilidades para analizar el modelo de empoderamiento de la comunidad costera.

PALABRAS CLAVES: Enfoque participativo, empoderamiento, comunidades de pueblos costeros, comunidad económica de la ASEAN, evaluación rural participativa.

TITLE: Application of a Participatory Approach in empowering Coastal Villages.

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ABSTRACT: The development of village potency, owned by villagers especially of coastal area, can improve the progress of the village, becoming a competitive village according to national development goal, and creating a prosperous, independent and competitive society. Thus, an approach is needed to support the empowerment of coastal village communities and to increase community participation as set forth in act no. Year 2014 on the village. The approach is conducted by a participatory rural appraisal method, expecting to encourage coastal communities to support development programs implemented in the village. The purpose of this study is to identify the potential of villages and classify the potentials into advantages and weaknesses so as to analyse the model of coastal community empowerment.

KEY WORDS: Participatory Approach, empowerment, coastal village communities, Asean Economic Community, participatory rural appraisal.

INTRODUCTION.

Development carried out equally in every area of life is needed in the development and progress of society, especially at the village level. The development and progress of society is needed to face the challenge of Asean Economic Community (MEA). Villagers must also be prepared to be able to

compete at the international level, so to support the development of the village community's capacity required a village development program.

The success of the program is not inseparable from the participation of the community it self. One of these programs is regulated in act No. 6 Year 2014 on the village, which is the empowerment of rural communities as an effort that can develop independence and welfare by increasing knowledge, attitude, skills, behavior, ability, awareness, and utilizing resources through policy setting, programs, activities and assistance that match the essence of the problem and priority needs of the village community.

The main issue that needs the empowerment of rural community to realize prosperous society as expected in the implementation of act No. 6 Year 2014, about especially in the suburbs of Hamparan Perak Subdistrict is the lack of public education level, the lack of clean environment management so often facing problems health, low public mindset for village management and support for every government program policy, low income so that every invited to do cooperation to build village the reason is money. This is the main reason for the need for a participatory approach in realizing a prosperous society, especially the coastal areas.

The participatory approach applied in the empowerment of rural village communities is carried out through a participatory rural appraisal (PRA) method, which aims to provide an understanding to the community to learn about the conditions and rural life from, with and by villagers themselves, to produce program designs according to their needs. As suggested by Chambers, (1996) suggests that participatory rural appraisal (PRA) is an approach and method for studying rural conditions and life from, with and by village communities.

Through a participatory approach, it is expected to encourage coastal communities to support all government policies, in which the community as planning, implementers and supervisors. Participatory approach applied in the empowerment of coastal communities is expected to change the

pattern of community life in all areas so as to realize the welfare of society that has been regulated in act No. 6 of 2014 about the Village.

DEVELOPMENT.

The theoretical frames of the study of accountability. Participatory Approach.

The participatory approach is a Community Based Approach, which assesses the high level of community participation in the processes of problem formulation and planning, with outsiders as facilitators so that the views from within the community itself are the main approach.

Kristanto (1997) suggests that this approach is done with a bottom-up planning (bottum-up strategy).

Meanwhile, Riyadi and Bratakusumah (2005) said that the participatory approach was conducted using Participatory Rural Appraisal (PRA) methodology as a method of learning about the condition and rural life from, with and by the villagers themselves and aims to produce a program design that is more in line with the desires and circumstances community.

The PRA method is not only a process of understanding, but analysis, planning and action, so that the approach can enable villagers, especially the coastal communities to share, improve and analyze community knowledge about village conditions and life and make plans and actions.

Participatory approach through Participatory Rural Appraisal (PRA) emphasizes that target communities have the ability to control and even change the programs that have been issued by development planners.

Involving the community in every village development program, particularly empowers the village community. Asnudin (2009) programs with participatory approaches for the foreseeable future activities are needed and implemented on an ongoing basis.

Empowermentof Coastal Village Communities.

Empowerment is always associated with the discourse of community development and it is associated with the concept of self-reliance, participation, networking and justice.

The term empowerment was born as an antithesis to the model of development and a model of industrialization that is less favorable to the majority. Empowerment can be interpreted as the acquisition of strength and access to resources to earn a living. Arsiyah, DKK (2009) states that the concept of empowerment is a new paradigm in community development involving the community in development activities both in planning, implementation and evaluation.

Act No. 6 Year 2014 on the Village Article 1 Paragraph 12, explains that the empowerment of rural communities is an effort to develop the independence and welfare of the community by increasing knowledge, attitude, skills, behavior, ability, awareness, and utilizing resources through the establishment of policies, programs, activities and mentoring that match the essence of the problems and priorities of the villagers' needs.

The term, coastal area, is an area directly adjacent to the edge of the beach or sea. Amanah (2010) states that coastal communities have a distinctive life, faced directly in harsh ecosystem conditions, and the source of life that relies on the utilization of coastal and marine resources. Theoretically, coastal communities are defined as people who live and conduct socio-economic activities related to ocean resources so as to have a high degree of dependence on seafood.

Mubyarto (2002) coastal communities, particularly fishermen in general, are categorized as poorer than farm families or craftsmen. This poverty is characterized by fluctuating income, consumptive spending, low levels of community education, available institutional units that do not support income distribution, the potential for family labor (wife and child) has not been well utilized, and access to capital is low.

Coastal communities are generally a group of people who utilize marine resources, so that most of the population livelihoods in the marine sector and the rest consists of traders and farmers. Yet, more of them are subsistent, living their businesses and economic activities to support their own families, on such a small scale that the results are sufficient to meet the needs of the very short time frame.

The physical condition of the settlement and the life of the coastal communities is divided into three categories: permanent house (qualified health), semi permanent house (enough to meet health requirements), non permanent house (less or no health requirements). However, in general the condition of coastal community settlements more to non-permanent homes.

Method.

The method used is survey method. Survey study is a study conducted on a big or small number of populations, but the data analyzed is the data from the sample taken from the population, so there will be some relative events, distribution and the relationships among the sociological and psychological variables (Pasolong, 2012). Therefore, this study method is also called as sample survey that measures the study variables related to the characteristics of a particular unit of observation.

This study is analyzed by SWOT approach with focus group discussion (FGD).

Result.

The development of village potency through grouping of excellence owned by village is one of solution to empower village community especially in coastal area. The advantages possessed by the village can be characteristic of the village, let alone in introducing the uniqueness of each village.

Related to the empowerment of villagers as well as potential and excellence is the most important thing for the success of the development program. These potentials and advantages must also be analyzed by the SWOT, so that it looks well and correctly what the strengths, weaknesses, opportunities and challenges are that exist in the village development.

The implementation of community empowerment is also linked to market interventions aimed at opening up opportunities from the potential and excellence of the village, as does the village of PaluhManan.

Opportunities expected by rural communities are related to how to market and assist them in increasing the production of processed products from their potential. Related to this, it is very necessary the role of village government to support the potential management of village communities in particular aimed at improving the welfare of the community. Based on act No. 6 of 2014 on villages that the government is obliged to undertake community empowerment related to the development of village potency and excellence.

The solution offered by the government through the implementation of the village policy is the best use of village funds. However, in reality, not all villages can optimize the allocation of village funds to community empowerment programs. This is due to the lack of knowledge and ability of village administration in managing the village budget.

In accordance with research conducted by TSL, et.al (2013), that the management of village fund allocation can be an obstacle factor in the implementation of community empowerment program, in fact from the allocation of funds, can support community empowerment in improving creativity, welfare and employment for the community.

Community empowerment is one program that can encourage the improvement of village stability in creating a potentially good and stable village. Community empowerment is also a process of structural change in society in the fulfillment of basic needs and social order. One of the supporting factors in

community empowerment proposed by Labaran, et.al (2014) is the government's efforts to increase public knowledge in the form of production and capital assistance; then, the important role of government in the success of community empowerment programs, especially in coastal areas.

PaluhManan village is one of the villages that can potentially be developed both from the community and the advantages of the village. However, in the process of development, there are many obstacles and obstacles that must be solved, that is the level of education, level of knowledge of the community as well as the ability of human resources of village governance is still relatively low.

The role of government is needed in the development process carried out on the potential and excellence of the village, especially the community empowerment program. The role of village government in the village of PaluhManan is still not maximal, due to the inadequate ability of apparatus to provide direction and insight related to community empowerment.

Not optimal, the implementation of community empowerment in the village of PaluhManan also caused by the lack of institutions that overshadow the community in improving the creativity of the community derived from the potential and excellence owned by the village.

Community empowerment needs to be done, because of the demands of society with regard to social, economic, political and cultural problems in line with the times.

CONCLUSIONS.

Creative community groups formed the results of surveys and discussions with several parties to support the community empowerment activities in coastal villages, especially in the PaluhManan Village.

Through the formation of creative community groups, it is known that the participation of community groups in community empowerment activities through village development programs has not been

optimal for the development of potential and excellence of the village as the largest capital for the progress of the village.

This research produces a model of community empowerment of coastal villages named as creative community group (KMK).

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