

**THE ANALYSIS OF THE DEVELOPMENT OF THEMATIC VILLAGE COMMUNITY
“KAMPUNG MANGOET” IN BANDARHARJO, NORTH SEMARANG**

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ABSTRACT

Community Empowerment is an effort to make people empowered through learning so that they are able to manage and be responsible for development programs in their community. The learning is implemented in a series of community capacity building, in which the implementation must be adjusted to the characteristics and capabilities of the local community because basically each community is unique. The purpose of this study is to evaluate the process of community empowerment activities in Kampung Mangoet, Bandarharjo Urban Village in terms of community capacity development aspects. The research objective is to study the implementation of community capacity building in Bandarharjo. The approach used in this research was deductive with qualitative descriptive analysis method. The results of the study show that community capacity building activities in Bandarharjo have been carried out in accordance with the principle of empowerment and have succeeded in changing the level of public awareness and increasing their understanding to play a role in the development in their community. The people in Bandarharjo have realized the concept of empowerment and understood to use it for the benefit of their community. However, to get to the stage of habituation still requires more learning so that they are truly prepared to take full responsibility in managing their community development. The community is also ready to continue the empowerment program that has been running, even though it cannot be carried out independently by the community itself and still requires intensive assistance from outside parties and continuous funding assistance.

KEYWORDS: Implementation, Community Empowerment, Kampung Mangoet

INTRODUCTION

Community empowerment by creating a Thematic Village “The Culinary Tourism of Kampung Mangoet” is one form of the implementation of the social responsibility program of PT Pelabuhan Indonesia III (Persero/ a limited liability company) in Central Java Region to the community in Bandarharjo urban village, North Semarang. Kampung Mangoet Culinary tourism, is a blend of local and artificial wisdom. The artificial side developed in the village is the development of fishery sector innovation.

If you hear the name of Bandarharjo Semarang, the memory is never far from the word rob (tidal flood) and mangut (fish), muddy, fishy and stuffy. Bandarharjo is a small village in Tanjung Mas harbor complex in Semarang which is indeed identical to all the chaos of fishing villages. Moreover, the village located on the north coast of Java is also famous for its tidal flood in sweltering heat,

especially in the rainy season. Like other fishing villages on the north coast of Java, most of the people in Bandarharjo are people with a low income level, almost 90% of the people work as fishermen and laborers. However, there is something unique about this village, which is a center for mangut or smoked fish craftsmen. Mangut is one of the special foods from Semarang, especially mangut of manyung fish, or better known as jambal roti fish when used as salted fish.



The potential of Bandarharjo village as a fish smoking center has been going on since the 1970s but it has not been maximally empowered. Initially Bandarharjo smoked fish had 70 MSMEs (Micro, Small and Medium Enterprises), but due to changes in the social, economic and environmental conditions of the community around Bandarharjo, the MSMEs shrank to 30. This was because there were many people who changed their professions and no generation who continued their parents' businesses. There are 151 workers absorbed in the smoked fish industry with an average age of 40 years and above. This smoking center can produce 6 tons of fish each day and they are sold in markets in the city of Semarang. Currently, smoked fish are not only marketed in Indonesia but the sales have penetrated to Singapore and China.

The cooperation in efforts to increase regional development in North Semarang through Thematic Village Empowerment Program "Culinary Tourism of Kampung Mangoet" aims to support the development of fisherman empowerment in North Semarang so that the place becomes a productive, qualified, independent, and competitive location.

METHOD

The method of conducting this research is a case study that is one type of qualitative researches, in which the researcher conduct one in-depth exploration of the programs, events, processes, activities towards one or more people (Sugiyono, 2012). In this study, the researcher conducted an in-depth exploration of the implementation and the process of community empowerment in Bandarharjo.

In the qualitative research, respondents or research subjects are called as informants, that is, those who provide information about the data that researcher want related to the research being carried out.

In this study the informants were as follows:

- a. The community of Bandarharjo, North Semarang
- b. The government of Bandarharjo, North Semarang and the government of Semarang City
- c. PT Pelabuhan Indonesia III (Persero) of Central Java Region as the owner of the authority policy Corporate Social Responsibility (CSR)

This research used a purposive sampling technique or sampling logic with a specific purpose. With this technique, the researcher looked for information that were not restricted. So, each informants gave the same information delivery. In addition, in determining the informants of this study used Snow ball sampling technique, data source sampling technique, which were initially small in number, gradually became large like a rolling snowball (Sugiyono, 2010).

To get the data as the research materials, trusted data were used. In this study, the researcher used the method:

- a. Principal method: In-depth interview
- b. Additional methods: Observation and documentation.

RESULTS AND DISCUSSION

I The Analysis of The Implementation of Community Development

Thematic Village Community Empowerment Program is essentially a learning process for the community and the government to restore and institutionalize the existing social capital to build a good governance that is able to independently and continually handle poverty alleviation activities and improve the economy that is carried out through community development, in this case, the fish smoking industry. The community development activities were carried out in the form of socialization, training (coaching), and implementation of the empowerment cycle. The three kinds of series of community development activities within the framework of the community empowerment program had been carried out entirely in Bandarharjo.

a. Socialization of Community Empowerment Programs

The series of socialization activities at the community level were carried out since 2015, which was 2 years before the thematic village program was planned by the Semarang City Government. The socialization consisted of the previous socialization activities, the potential for community discussion to be raised, the community readiness discussion, and further socialization. The previous socialization by the co-facilitator was carried out at the village level and the community base level ((RT (Rukun Tetangga/ Neighborhood association), RW (Rukun Warga/ community association), and certain community groups)), along with the implementation of routine activities at the community level, including routine RT meetings, Karang Taruna (youth organization), pengajian RT

(muslim forum), muslim women's forum, PKK (Pemberdayaan Kesejahteraan Keluarga/ Family Welfare Empowerment) meeting, and other community meetings. The initial socialization of this program received a fairly good response from the community, because the community was happy to get help from the government which would raise the potential of each region where the management and implementation would be carried out by the community themselves.

The next set of socialization activities was a discussion on the potential of the community to be raised. In this case, the community deliberated on the main potential to be proposed to Semarang City Government. The community had two choices of great potentials in the Bandarharjo area. They are seat manufacture (RW 3 and RW 2) and fish smoking (RW 5 and RW 7). The results of the community discussion decided that the potential to be raised was the potential of fish smoking center that have existed since 1992.

Further socialization was to provide a deeper understanding of the community about the principles of community-based development and efforts to reduce poverty and improve the economy through empowerment cycles that have been designed in Thematic Village program. The village head (Lurah) as a leader of government at urban village level also supported the implementation of the Thematic Village in Bandarharjo, because the concept of development to be carried out was through community empowerment through joint learning of all components of the community.

b. The Implementation of the Community Empowerment Program

The process of developing Thematic Villages is a process of growing critical awareness of the community about the nature of community institutions towards a civilized society. The initial process in the development of the Thematic Village was to make the community aware of the importance of building community organizations to tackle a common problem of improving the community's economy (especially fish smoking centers) through the formation of community institutions and the selection of entrenched and representative community leaders. The process of developing Thematic Village consisted of preparing the plans for building facilities and infrastructure, arranging the management committee, and selecting the members.

The preparation of infrastructure and facility development plan for the Thematic Village of Bandarharjo was carried out by the community represented by volunteers guided by the facilitator. At the stage of drafting the Thematic Village, the role of the facilitator was quite large by providing examples of existing documents and assisting directly in the drafting process, so that the independence of the community in the organization of the Thematic Village plan was still lacking. The community agreed to give the name of Thematic Village in their village with "Culinary Tourism of Kampung Mangoet", which contains intention and goal so that in the future the center of fish smoking (mangoet) in Bandarharjo will be more successful. However, the existence of the Thematic Village has not been registered with the notary to get a permanent legal status because it is still

waiting for a decision from the Semarang City Government which has not yet fixed the smoked fish production house which was planned to be revitalized from 2019.

The development activities of the Thematic Village in Bandarharjo actually started during the self-mapping, in which the community determined their expected leadership criteria on the basis of values and social capital according to the results of the leadership FGD (Focus Group Discussion). The criteria of the desired leader was then socialized to the community to choose their delegates in the selection of Thematic Village members. The election of delegates at the RW level was held simultaneously in 12 RWs without any campaign and propaganda, which succeeded in selecting 24 community delegates to participate in the selection of Thematic Village members. The 24 representatives then voted for each other and were chosen to get 9 Thematic Village members based on the vote acquisition of each representative. The list of the members was written in the attachment. They occupy positions as Chairman, Vice Chairman, Secretary, Treasurer, Coordinator of the Creative Section, Counseling Coordinator, Coordinator of the Cleaning Division, Sports Coordinator, and Business Coordinator.

The sustainability and success of poverty alleviation programs and the economic improvement of the community in the region depend on the support of the community and local government. Therefore, the PJM (Pembangunan Jangka Menengah/ medium term development) of Kampung Mangoet Program arranged by the community must also get support from the Regional Government. The regional planning document compiled by the Regional Government as the basis for the actual development was also from the proposals at the community level through the village Musrenbang (Musyawaran Perencanaan Pembangunan/ development planning deliberations) that were brought to the subdistrict Musrenbang and forwarded at the regency Musrenbang. So, the PJM of Kampung Mangoet Program must be synergized with Musrenbang forum so that the programs contained in PJM of Kampung Mangoet Program could be facilitated in regional development plans and the local government programs could support poverty reduction and economic improvement plans more holistically and accommodate the needs that were not listed in the PJM document of Kampung Mangoet.

The program implementation phase is a stage where the community implements the programs that they have prepared as stated in the PJM of Kampung Mangoet Program and elaborated in the Annual Plan of Kampung Mangoet Program. The implementation and monitoring phase consisted of the formation of Kampung Mangoet Management, the submission of activity proposals by the Kampung Mangoet Management to Bandarharjo Urban Village, the prioritization and evaluation of proposals by the Bandarharjo Urban Village, disbursement of funds, the implementation of activities in the field, reporting and evaluation and monitoring.

The first stage of the development process was constrained by the protests from some communities who felt disadvantaged and or were not represented by the construction of Kampung Mangoet. Some

residents asked for compensation for the land used to build thematic village because before the construction they had buildings for smoking fish on the land. And some people were afraid that their land and houses will be taken over by the company because the Kampung Mangoet program has received CSR assistance from PT Pelabuhan Indonesia III (Persero). After holding a consultation, it turned out that the compensation process for land acquisition that would be used for thematic village had not yet been completed and there were still 3 residents who had not yet received their rights, so it had to be completed at the time of the residents' discussion. Meanwhile, the residents who were worried about land ownership rights turned out that since the beginning the ownership of land around the Bandarharjo was a land of dispute between the Bandarharjo people and the companies, PT Kereta Api Indonesia (Persero) and PT Pelabuhan Indonesia III (Persero). However, after being explained and given the understanding that the development of Kampung Mangoet is a grant and social assistance from the companies that aims to improve the welfare of the community without expecting any reciprocity to the company, they were willing to accept and the development of Kampung Mangoet could be continued.

This implementation phase can be said to be the real empowerment stage, where the community through the Kampung Mangoet that was formed was truly empowered to carry out programs and activities of which the results were for their own benefit, with the main beneficiaries, smoked fish craftsmen and unemployed community. In carrying out these activities, the community must also provide self-help, both in the form of self-funding, materials, as well as self-help labor, because in fact the funds provided by the government were only as stimulants, and the community must provide their own resources for the implementation of their activities. With the provision of self-help, it is hoped that the community will also have a sense of belonging from the results of the activities they conducted.

Viewed from the aspect of community development, the implementation of activities and utilization of Kampung Mangoet taught the community to develop altruism that is prioritizing the public interest, communal service, especially smoked fish craftsmen and unemployed people, developing organizational skills, developing community trust, developing skills, and improving community welfare.

c. Community training / coaching

The training in the Thematic Village is basically a motivational training, which encourages participants to have a positive paradigm and mental attitude that supports efforts to improve the economy and reduce poverty. The training conducted in Thematic Village could generally be divided into two, namely those related to cycles and non-cycles. The training related to the cycle included coaching for the reflection of needs, volunteer basic training, coaching for self-help mapping, coaching for PJM preparation of Kampung Mangoet Program, and other training activities that support the empowerment cycle. Meanwhile, the training that was not directly related to the cycle included training on making hygienic and halal food, training on good packaging and processing,

making the media, training on data and information development, and training / On Job Training on other technical skills.

Viewed from the aspect of community development, training activities could be referred to as core activities in order to develop community capacity. Through the training activities, the community members gained additional knowledge and skills, and increased their critical awareness of everything around them so that they could decide on alternative solutions they face. The aspects developed from this training (coaching) included the similarity of roles among members of the community in conveying ideas or understanding (common values), communication between citizens, self-confidence, access to information from outside, skills in managing and managing organizations; improving skills and certain skills (skills), togetherness in carrying out poverty reduction activities, and motivating people to improve their welfare.

II The Synthesis of Research Finding with The Theory

From the results of research and the analysis that have been conducted, it is found that the series of capacity building activities carried out in the community empowerment program of Thematic Village in Bandarharjo for 3 years has shown a fairly good development of community capacity. This is consistent with the theory which states that empowerment emphasizes the importance of an educational or learning process in equipping the community to increase their empowerment, so that the community has ideas, understanding, vocabulary, and working skills towards effective and sustainable change (Ife and Tesoriero, 2008: 148 and 350). However, the learning process carried out so far is still limited to the increase of awareness and knowledge and has not yet reached the stage of changing the habits of the community. On the other hand, to ensure the sustainability of the community empowerment program, the empowerment cycles that have been taught should be an inseparable part of the community's social social system itself, as the theory states that cultural change is needed to be able to support the attitude and practice efforts for more effective empowerment (Sumaryadi, 2005: 105).

The values developed in the series of capacity building activities in the Empowerment Process in Bandarharjo include the aspects of prioritizing public interests, solidarity values in the community, serving the community, communicating between citizens, increasing community confidence, developing organizational management, collective leadership, political aspect, networking, increasing skills and expertise, and the values of togetherness. These values are in accordance with the theory of the 16 elements of capacity development presented by Bartle (2007).

Community empowerment as an approach in poverty alleviation efforts should fully involve the role of the poor as actors and beneficiaries of the program, but so far the implementation of community empowerment program, one of which is in Bandarharjo Urban Village, is mostly carried out by community leaders who are mostly not included in the group of poor. This is in accordance with Sumaryadi (2005: 154-158) that dependency is a culture, where the poor who have not been involved

in development have a high dependency with other non-poor communities, including in making policies concerning themselves. The dependence has become a habit and gradually becomes a culture so to change it must also be an integrated, systematic effort and cannot be done in a short period of time, by always paying attention to their characteristics as poor people in its approach.

From the findings of research on the evaluation of empowerment using 22 community empowerment indicators as stated by Ife (2002), it is found that these indicators are representative enough to evaluate the process of community empowerment in the Thematic Village Program in Bandarharjo. But, there is one aspect that can be added, namely the aspect of women's empowerment. It is because the findings show that so far the role of women is still lacking in the development at the community level. The role of women is limited to the production area for cleaning and smoking the fish, not yet productive in the field of marketing and managerial skills.

CONCLUSION

Based on the results of the qualitative analysis and the discussion that has been carried out, the following conclusions can be drawn:

- a. The importance of empowerment program is a learning for the community. So, it can be said that the main element of empowerment is the development of the capacity of the community itself. The capacity building series in the Thematic Village "Kampung Mangoet" which consist of socialization activities, cycle implementation, and training in Bandarharjo have been carried out well, using a sociocultural approach that is by paying attention to religious aspects, gender aspects, and people's daily habits.
- b. The evaluation of community empowerment can be done through evaluative studies on the process and the results. Evaluative findings of the community empowerment process in Bandarharjo indicate that the empowerment process carried out is in accordance with the empowerment stages specified in the Thematic Village as well as with the literature on community empowerment. Meanwhile, evaluative findings on the results show that the empowerment process that has been running for 3 years has succeeded in changing the level of community awareness and increasing understanding to participate in the role of development in the community. But, to achieve the level of independence and the degree of empowerment that actually still requires further learning that must be carried out continuously and integratedly.
- c. The community empowerment through environmental, social, and economic empowerment also indirectly encourages the implementation of political empowerment, where through a series of capacity building, the community can learn a lot about institutional matter, leadership, and community management so that they have greater responsibility in the development and have a greater bargaining position in relation to other parties outside the community.

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