

Multi-Stakeholder and Multi-Level Governance: Community Empowerment Strategy based on Yard Utilisation in Neglasari Village

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Abstract. Neglasari Village is located in Dramaga District, Bogor Regency, which has quite large potential in the agricultural sector. People in Neglasari Village have not used their home gardens for agriculture. Therefore, the home yard must be utilised optimally for personal consumption and to increase selling value so that it can increase people's income. Neglasari Village implements a programme for utilizing home gardens through Family Medicinal Plant (FMP) conservation which aims to improve the economy of the Neglasari Village community and encourage the community to be more productive. This research aims to analyse organisational management and the roles of various stakeholders and various levels as a step in developing networks in programme implementation. This research was conducted using the observation method. In its implementation, this programme carries out multi-stakeholder and multi-level network development by involving various stakeholders such as the Village Head, Village Secretary, Babinsa, PKK, RT and RW as a form of strategy for empowering the Neglasari Village community. Apart from that, this programme builds a partnership network with PT Gondowangi and Biofarmaka to support programme implementation and so that this programme can be sustainable.

Keywords: Conservation, Family Medicinal Plant, Network Development.

1 Introduction

Economic problems are one of the crucial problems in a country. Based on data from the Central Statistics Agency (BPS), in March 2020, as many as 26.42 million Indonesians still lived below the poverty line (Yahya and Agustina 2022). The community needs to strive for activities that can meet clothing, food and shelter, one of which is by utilising yard land. The utilisation of yard land to meet family food needs is carried out by people in rural areas (Jumiati *et. al* 2022). Home yards have the potential to support household food security in terms of fulfilling vitamins and minerals (Kastanja *et. al* 2019). However, the utilisation of the yard by the village community has not been carried out optimally, which is intended by the residents yard land mostly left empty without being planted with agricultural crops, only in the form of land overgrown with grass (Kastanja *et. al* 2019). Lack of understanding of the benefits and potential is a factor in the community not utilising the yard optimally (Jumiati *et. al* 2022). One of the efforts is to increase the knowledge of TP-PKK members about the cultivation of medicinal plants in the yard. The type of activity in this service consists of counselling and planting practices so that these mothers will be encouraged to start making

FMP in their yard. As PKK cadres, these mothers are also expected to pass on their knowledge to other mothers in their area (Trisnarningsih *et. al* 2019).

Table 1. Forms of yard land utilisation

Pattern	Frequency	Percentage
Vegetable Crops	53	53
Medicines	30	30
Animal Husbandry	17	17
Total	100	100

From the table above, 30 per cent of respondents utilise yard land with medicinal plants such as ginger, turmeric, galangal and other herbal plants (Ibrahim *et. al* 2023). Neglasari Village has considerable potential in agriculture with a total village area of 164.16 ha. Neglasari Village is one of the villages located in Dramaga District, Bogor Regency. Based on the Bogor Regency Central Bureau of Statistics (2020), the topography of Neglasari Village is a relatively sloping plateau area with a slope ranging from 0%-15%. This area has fertile soil and is relatively flat, making it good for agriculture and plantations.

Family medicinal plants or commonly called FMP are also commonly referred to as live pharmacies (Sari *et. al* 2019). According to Sumiaty *et. al* (2022), there are 23 plant species that can be used by people in the village as family medicinal plants, including turmeric, cat whiskers, cardamom, lime, ginger, and betel leaves. One of the functions of FMP is as a means to bring medicinal plants closer to public health efforts, which include preventive, promotive, and curative efforts (Ikhsani *et. al* 2021). Medicinal plants are widely used as raw materials for traditional medicines and herbal medicine, which when consumed can increase immunity (immune system) (Pertwi *et. al* 2020).

The government, through the Ministry of Health, has taken the issue of medicinal plants seriously due to the potential of plants in Indonesia. Permenkes No. 9 of 2016 even specifically mandates that groups be formed to utilise family medicinal plants (FMP). On the other hand, the development of FMP is not followed by knowledge of how to use or utilise it in everyday life (Albayudi *et. al* 2022).

Based on the explanation above, there is a need for a yard utilization program that aims to optimize the use of yard land through FMP conservation so as to increase the income and productivity of the Neglasari Village community. The Ubaran or *Arurang Ngobatan dina Pakarangan* community empowerment programme is a forum for the development of the Neglasari Village community through the use of Family Medicinal Plants (FMP) in the home yard. This programme invites the community to plant FMP in their yards, which is carried out to turn home yards into productive land that produces FMP so that it can be consumed either individually or become a family business. One of the efforts for sustainable development is implementing the 17th SDGs, namely Partnerships to Achieve Goals through reviving global partnerships for sustainable development. Social networks in rural areas are one of the social capitals that can support the existence of rural communities to overcome the problems faced by rural communities. Referring to the theory (Kolopaking, Lala 2022) regarding multi-party governance and levels as social agents in the implementation of community development programmes which include micro, meso, and macro levels. In addition, this programme also

refers to the 1st SDGs, namely No Poverty, to increase the productivity and income of the community.

2 Methods

In this research, a descriptive method with a qualitative approach was used. The method used in this research is a qualitative method obtained through field observations, in-depth interviews, and literature studies. Interviews were conducted by digging up information based on guiding questions that had been prepared by the researcher. Qualitative research is aimed at informants to support information and support data related to multi-party and level governance as a strategy for community empowerment based on yard utilisation in Neglasari Village.

3 Results and Discussions

3.1 Local Creator

Local creators play an important role in strengthening social networks and building strong communities at the local level, which can have a positive impact on the lives and well-being of community members. Referring to the theory (Kolopaking, Lala 2022) regarding multi-stakeholder governance and levels as social agents in the implementation of community development programmes which include micro, meso, and macro levels. The development of the network explains the parties involved in the Ubaran programme and their levels.

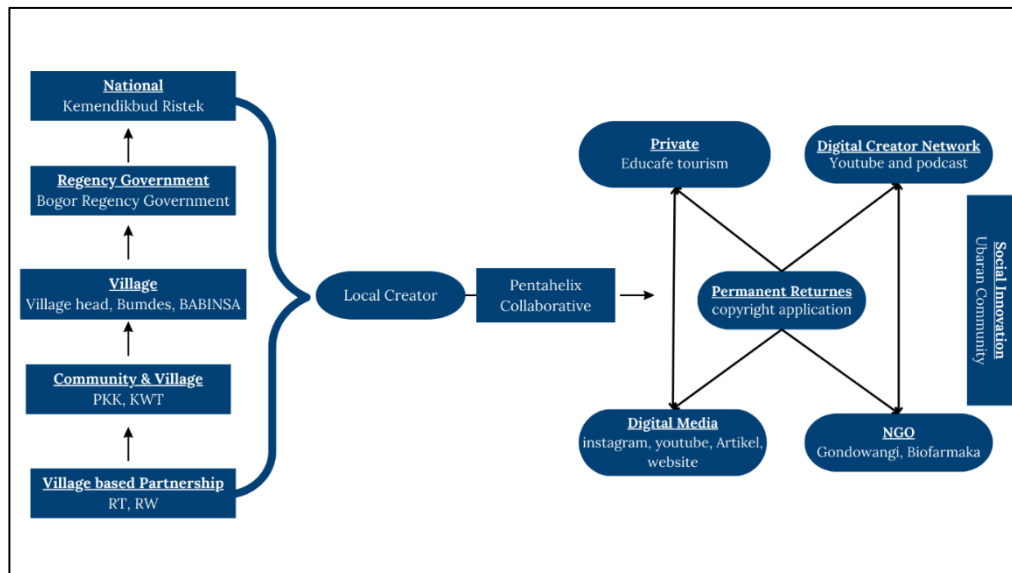


Fig.1. Multi-stakeholder Governance and Levels of the Ubaran Programme

Village Based Partnership

In the early stages of programme implementation, assessment activities and interviews were

conducted with several community leaders in Neglasari Village such as the RT and RW which aimed to find out the needs, potential, and interests of the Neglasari Village community, especially related to the home yard utilisation programme through FMP conservation. The results of the assessment and interviews showed that there was an interest in growing FMP. However, the community is still constrained due to limitations in motivation, knowledge, availability of seeds, and availability of land. Therefore, the implementation team conducted a focus group discussion (FGD) with the village government, stakeholders and residents to offer several solutions through the designed programme. The implementation team was also assisted by a person in charge in each RW who helped contribute to the search for yard land, socialising the programme and becoming an environmental cadre in their respective areas.



Fig. 2. Focus Group Discussion with Key Person

Community Village

Kemuning Asri Farmer Women's Group (KWT) was formed to manage the products of FMP commodities in Neglasari Village. This KWT will later make various processed FMP that can be commercialised. The processed products are herbal medicine, tea and syrup. Therefore, KWT focuses on FMP processing in an effort to improve the community's economy.



Fig. 3. Program Socialization

Village

The Neglasari Village Government fully supports the implementation of the programme by providing permits for the use of village facilities and infrastructure including the village hall, community land for FMP conservation, socialization assistance and communication with the community, and helping to fulfil the data needed in the preparation of proposals to the

program implementation stage. Various approaches have been made by the implementation team to the Village Head, Head of RT and RW, stakeholders and other villagers. This aims to make the Ubaran programme run smoothly and can be supported and followed by all levels of the Neglasari Village community.



Fig. 4. Greenhouse launch by Neglasari village secretary

Regency Government

The programme also collaborated with the Bogor District Government in the form of an audience aimed at strengthening the implementation of the community development programme.



Fig. 5. Audience program with the Bogor district government

National

This programme is included in the national level and has the support of the Ministry of Research and Technology to implement the programme in an effort to provide empowerment to the community. In addition, at the national level, there is also a government policy that focuses on the utilisation of yard land through FMP planting.

3.2 Pentahelix Collaboration

The Penta-Helix cooperation model aims to optimise the roles of Academia, Business, Community, Government, and Media as drivers of social change that can benefit society and the environment.

Private Business

Local private businesses are the foundation of the business ecosystem. The goal of private businesses is to create consistent and sustainable income for their owners. This aspect includes educate tourism and communities that are already producing herbal medicine made from FMP for sale.

Digital Creator Network

A digital creator network is a collaborative community of various digital content creators such as YouTubers, bloggers, or vloggers who aim to seek joint advertising opportunities with local businesses to expand impact and revenue. This aspect includes publicity on Youtube to widely introduce the Ubaran programme.

NGO

In the implementation of the programme, there are various partnerships to support the implementation and sustainability of the programme. The partners who have successfully cooperated are PT Gondowangi Traditional Cosmetics and Biopharmaca IPB. The form of cooperation established with these partners is to provide resource persons for various lessons and training that will be carried out later both for students and for the local community of Neglasari Village. In addition, Biofarmaka provides support in the form of providing FMP seeds, periodic programme assistance, and facilitators to improve students' knowledge and skills related to FMP cultivation. The partnership aims to provide assistance to the Neglasari Village community in a sustainable manner so that the impact of this programme can be felt by the community in the long term.



Fig. 6. Audience to PT Gondowangi



Fig. 7. Audience to Biopharmaca

Digital Media

Local digital media can provide information, news, and entertainment to local audiences through digital platforms. In its implementation, this programme disseminates information through various platforms such as Instagram, YouTube, and the publication media Kompasiana and ipb today.

Permanent Returns

Intellectual property rights (IPR) are defined as the right to obtain legal protection for intellectual property in accordance with the laws and regulations in the field of IPR. This aspect includes applying for copyright for the product or output of the programme.

3.3 Social Innovation

Social innovation is a community empowerment activity that can solve social problems/needs more effectively than existing solutions and encourage improvements in social capabilities and relationships, better utilisation of assets and resources (Widhagda and Anantanyu, 2022). As a result of the development of multi-stakeholder networks and levels and collaboration with the pentahelix aspect, a social innovation in the form of Komunitas Ubaran was created. The Ubaran Community or Arurang ngobatan dina Pakarangan is a forum for developing village communities through the use of home yards by utilising FMP conservation. In its implementation, this community has innovations in the institutional field in carrying out FMP conservation activities from upstream to downstream. Therefore, the Ubaran Community in collaboration with KWT acts as a driving force as well as an environmental cadre to convey insights related to the benefits of FMP and invite all levels of society to plant FMP in the yard. The Ubaran community was formed as an effort to maintain the sustainability of the Ubaran programme and plays an important role in the management of the FMP conservation centre. In addition, the Ubaran community is also a forum for community development in terms of economic and social through the processing of crops from FMP.

3.4 Supporting Factors

Leadership

The success of an organisation or company in achieving its goals requires the presence of leaders and the leadership process. According to Kartono, 2003 in (Nikodimus, 2023) leadership is an activity or an art to influence others to want to work together based on the ability of that person to guide others in an effort to achieve the various goals that the group wants to achieve. In the implementation of the programme, there was support from the village government and the Ubaran community's institutional base.

Community

Community empowerment based on community-based tourism basically aims to solve poverty problems, especially poverty in rural areas (Wibhisana, 2021). The existence of social innovation in the form of the ubaran community is a supporting factor for the sustainability of the programme through existing structures and institutions.

Participation

Community participation is an important factor in the success of the programme. Indicators of the success of the programme can be seen from the community's participation in the programme and their ability to cooperate with programme implementers (Dinata and Sari, 2021). In addition, there is also support from village government officials, and village community leaders. The people of Neglasari Village have a high interest in activities that aim to advance their village, one of which is through a community development programme based on the use of yard space.

4 Conclusion

1. There is still a lack of optimal utilisation of yard land by the community that can be used to meet the needs of clothing, food and shelter. In addition, the utilisation of the yard through FMP conservation can develop the community from an economic and social perspective.
2. The implementation of the community empowerment programme based on the use of yard land in Neglasari Village involves various parties and stakeholders starting from the micro, meso, and macro levels.
3. The social innovation result of this programme is the Ubaran Community which is institutionally based and in the implementation process involves various stakeholders from the planting process to processing and distribution.
4. Supporting factors for the success of the programme include leadership, community, and participation, which are important aspects for programme sustainability.

Recommendations

The recommendation from this research is to strengthen support for educafe tourism to educate the public about the benefits of FMP based tourism.

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