

Design of Community Organizing Development in Rural Areas (Study of Community Organizing Model in Lampung Provision, Indonesia)

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Abstract. The presence of youth community in rural area can be explained through a study of community organizing development models in rural areas, where the study presents how the community model is appropriate to the context of the rural regions in Indonesia. This study will undoubtedly be discussed using literature that focuses more on community ideas that need to be established according to the context of rural areas. Then to find out the community model in the context of reality, this study will be supported by secondary data regarding several types of communities that develop in rural communities in Indonesia. In addition, in building the fact of the study in the local context where the locus of this study is applied, this study is supported by primary data obtained through interviews and observations of specific communities that have successfully developed social movements in Lampung Province. With this method, the results obtained from this study are a construction model of community development in rural areas. To see a concrete picture of the community offered in the realm of community model reality that will be developed in rural regions of Lampung province. Because of the characteristics of the rural areas of Lampung Province, it is inhabited by diverse ethnicities and tends to be successful in building integrity in society.

Keywords: Design of Community Organizing, Development, Rural Areas

1. Introduction

The younger generation is an important element for every country to be able to carry out the development process. Economic growth in the village can be influenced by the development of businesses carried out by all people, including the millennials who are represented by the youth. In fact, youth in the village are currently living in the midst of technological developments and the rapid flow of information. The dominant character that appears is critical, fast and instant so that village development is needed to be able to build the economy.

Village development in the present context shows a direction towards community self-sufficiency. Opinions from Agusta, et al (2014) provide an important point that community independence is seen as a condition that is formed through the collective behavior of the

community by carrying out forms of social change [1]. Changes in collective behavior can be supported through intervention programs developed by external parties (social governance systems) that encourage community participation. Besides that, it can also appear on the basis of the initiative and creativity of the local community.

The concrete form of the reality of the grassroots movement is community formation, where this community is a form of communal awareness of certain groups of people [2]. Light, Keller and Calhoun (2004) see that this kind of awareness arises due to limitations in accessing basic needs such as the economy, education and health. Thus giving rise to a movement whose goal is to be able to access these basic needs [3]. Examples of such movements usually exist in communities that have limited access to these basic needs, such as in rural areas. Therefore, it is very important to see and develop models of social movements that occur in rural areas.

Previous studies showing the need to include youth elements in village development were carried out by Kartika (2013), namely the potential of young people in the village can be optimized through entrepreneurship according to the interests and talents of youth and the potential possessed by an area [4]. This research shows the important role of youth in developing rural development programs that are pioneered in a sustainable manner by youth and youth organizations .

From these two statements it shows that youth as part of the village community has great opportunities in the development role for the progress and development of the village. In the context of the youth village development strategy, of course, it occupies a central position in the dynamics of the village development journey, including being part of agents who are creatively and innovatively able to take advantage of various kinds of economic opportunities, which they later become known as young entrepreneurs. The concept of entrepreneurship is constantly undergoing development, namely not only discussing aspects of mentality, creativity and innovation but also experiencing a paradigm shift to respond to changes in progress and adaptation to the environment [5].

Entrepreneurship development in this village is a form of increasing added value for the village towards an innovation driven economy in accordance with the 2025 development vision which is realized through 3 (three) things, namely: (1) increasing added value and expanding the value chain of the production process and distribution of management assets and access (potential) to natural resources (SDA), geographical area and human resources (HR) through the creation of integrated and synergistic economic activities within and between regions of economic growth centers, (2) encouraging the realization of increased production efficiency and marketing and integration of the domestic market in order to strengthen the competitiveness and resilience of the national economy, and (3) encourage the strengthening of the national innovation system in terms of production, process and marketing to strengthen sustainable global competitiveness [4].

In the end, village communities, especially youth, will need each other on all lines in society, starting from human resources and natural resources for sustainability regarding the process of improving and developing the economy by youth through organizations so that in the future young people who have been equipped with reasoning about entrepreneurship can build their own businesses. at the same time is expected to be empowering.

2. Research Methods

This study uses the literature method which focuses more on community ideas that need to be established according to the context of rural areas in Indonesia. Then to find out the community model in the context of reality, this study will be supported by secondary data regarding several types of communities that develop among rural communities in Indonesia. In addition, in building reality in the context of the locus of study, this research is supported by primary data obtained through interviews and observations of communities that have succeeded in developing social movements in Lampung Province.

3. Results and Discussion

3.1 Formation of Local Communities: A Direction of Social Movement as a Pioneer of Social Change

Every social movement provides an impetus in creating social change. This change will certainly have positive implications as long as the direction of the movement is planned. These movements can change the social order both at the customary level and at a broader level, namely values and norms [6] [2]. In this spectrum, the movement model certainly involves people who have a more advanced direction of thinking. Where they have a clear direction of movement and have a clear indicator of success anyway [7].

Pioneers of such movements can be carried out by various parties in society, but usually the pioneers of such movements are carried out by people with a renewal background owned by young people. They usually have a thought that leads to solving social problems that occur in society. Such problems can become unrest caused by the inability of most people to access resources in their area, such as economic resources. Therefore, the emergence of such movements is so that they are able to access resources with their potentials, so that they can change the condition of society for the better [8].

The concrete form of such movements can create small communities, such as local communities. This is done to make it easier for them to advocate for the interests of society, so that their movement can achieve better success. Because, with the existence of these communities will have a bargaining position in controlling the direction of local government policies. Therefore, even though the community that is formed is small in scope, it can have quite a large influence, because it has a mass base that exists in the community. Especially in solving social problems that directly intersect with government policies such as policies that affect public services [9].

The formation of local communities on a mass basis is oriented towards changing people's behavior and public policies whose implementation prioritizes the large number of group members to participate so that they become a force in building civilization, including rural areas. Polarization of development for a community can occur in two directions, namely through CO (community organizing) or CD (community development). CO is a development that prioritizes critical awareness and explores the potential for community-based local knowledge, while CD is a pattern of community development that is carried out by involving the community based on democratic dialogue or deliberation [8].

Reviewing the differences in CD, in this case carrying out community development that prioritizes the physical characteristics of the community. The formation and development of a

community like this can be seen from the WUB Banjarmasin association community in South Kalimantan Province which is the liaison between the entrepreneur, the Office of Cooperatives for Micro Enterprises and the Banjarmasin City Workforce, which in the end every community, in the sense of entrepreneurs, receives training and financial assistance [10]. The concept embodied by the Banjarmasin WUB paguyuban community is its own orientation towards community welfare, while for the target that is the goal of CO, as illustrated by research on the Jawara community case, it creates changes in people's behavior and controls over the existence of public policies carried out by the government, even though only at the rural area level.

3.1 The Mainstream Community That Is Currently Growing

Community organizing is a form of development that prioritizes building critical awareness and exploring the potential of local community knowledge. That is why the formation of CO (Community Organizing) prioritizes community development based on democratic dialogue or deliberation. As for what is being done to be able to carry out existing policies in the village government, it requires the participation of all parties, including youth, although it must also be recognized that the role of youth in rural areas is currently not maximized by focusing more on work in the formal sector or choosing to urbanize to rural areas, more crowded.

Several communities have succeeded in providing a new nuance in developing rural areas, such as the Jawara (Young Entrepreneurial Network) community in Lampung Province. However, this community was not successful in building trust in a diverse society. This is shown by the disappointment of several other ethnic groups (such as the Javanese Brebes, Lampung and Padang communities) in the village where this community developed. So that this community looks more exclusive and tends to be filled by certain groups even though in the founding documents as well as the vision and mission contained in the Jawara community there has never been found to be able to join.

Nevertheless, the success of this community in mobilizing the participation of certain communities in development can be appreciated, because through this community a network of young businesses is formed, and charitable movements for the poor can be channeled properly with a system of collaboration between communities in rural areas (interview results, 2023). The pattern of forming steps in community development in rural areas in Lampung can create active community participation especially considering that the total number of villages in Lampung is larger than urban areas with 2,654 villages/kelurahan with the highest number in Central Lampung Regency 314 then Tanggamus Regency 302 then East Lampung Regency 264 [11].

The pattern of approach and community development in rural areas as described is certainly needed in the CO and CD for each community, meaning that even though they cannot be carried out simultaneously, this action also needs to be supported by the completeness of facilities and infrastructure that can be obtained by coordinating with related social institutions. such as environmental, health and cultural community activists, literacy activists, volunteer technology activists/village cadres so that later emerging innovations can be focused on forming various existing rural communities such as communities of farmers, ranchers and others then associations of traders and MSMEs (Micro, Small and Medium Enterprises) and women's groups which in realizing the government's presence with their policies can become channels of coordination that complement each other and criticize the policies implemented.

In line with these conditions, the existence of a CO community which is then supported by good facilities will later encourage every village in Lampung Province to also become a process of social interaction as well as increase participation in overseeing the village government system,

especially the many cases of corruption with misuse of Village Funds (DD) and Village Fund Budget (ADD) during 2019 to 2021 in Lampung Province the total will reach IDR 6.929 billion [12]. The formation of many communities in each village is then expected not only as an increase in ability in economic independence but also can be a control in the abuse of government assistance because only with social movements and communities the roles of society and government become equal [12].

3.3 Community Organizing as a Form of Local Community as an Agent of Social Change

The phenomenon of forming local communities with a broad mass base needs to be formed, especially in providing concrete offers as a forum for movement. The issue of injustice, for example, can be a trigger for a movement to create a community whose ultimate goal is to create the widest possible opportunities for people's lives in accessing resources to meet basic needs (clothing, shelter and food). Movements of this kind can be a means of exploiting resource potentials, thus creating positive changes in society [8].

As an example, a community movement that currently exists in Lampung Province (the Jawara community) can be a pioneer in creating opportunities for change in society. Although the movements that have arisen are still limited in a small scope, because they are unable to target all levels of society. However, they can provide an illustration that this kind of community can create positive implications for community development, because it can reduce social problems, such as deficiencies in accessing public services (health and education), deficiencies in resolving legal issues (legal aid), and deficiencies in developing economic potential (business capital assistance and business development) (Results of Observations and Interviews with Researchers, 2023).

3.4 Design Of Community Organizing Development In Rural Area. Study Of Community Organizing In Lampung Provision, Indonesia

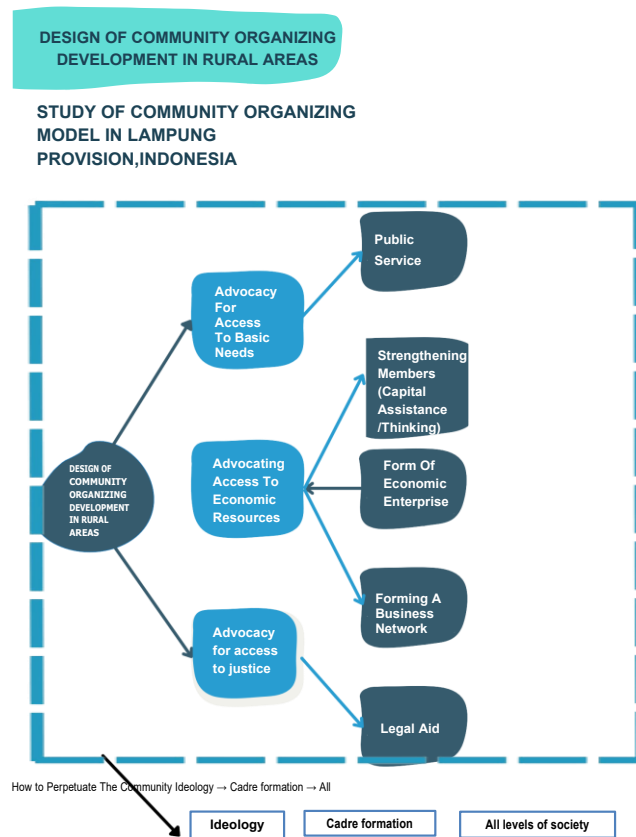


Fig. 1. Design Of Community Organizing Development

In order to perpetuate the community movement in an integrated and institutionalized manner, this community must have a clear ideology, in which this ideology is taught through regeneration. These cadres come from all walks of life regardless of status, gender, ethnicity, race and religion.

4. Conclusion

The presence of the youth community can be a driving force for rural development, so that the flow of information and communication challenges can be overcome and become a blessing for rural development. The existence of the community is an important instrument to be presented as the progress of the development of rural areas.

The concrete form of the reality of the grassroots movement, namely the formation of a community, as a form of communal awareness of a particular society. Every social movement provides an impetus in creating social change. As a concrete form, namely the birth of a local

community, to make it easier for the community to advocate for the interests of the community. polarization of development for a community can occur in two directions, namely community organizing and community development.

The Jawara Community in Lampung Province is one of the communities that has succeeded in giving a new nuance to the development of rural areas. However, the Jawara community was not successful in building trust in a diverse society, but through the Jawara community a network of young entrepreneurs was formed, and charitable movements for the poor could be channeled. Although the movements that have arisen are still limited in a small area because they are not able to reach all levels of society. However, the presence of the Jawara community can be a pioneer in creating opportunities for change in society. In order to perpetuate the community movement in an integrated and institutionalized manner, this community must have a clear ideology, this ideology is taught through regeneration. Where these cadres come from all walks of life, regardless of status, gender, ethnicity, race and religion.

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