

# COMMUNITY EMPOWERMENT MODEL IN THE DEVELOPMENT OF INNOVATION BASED ON LOCAL POTENTIAL IN LEGACY VILLAGE REGIONS, TRENGGALEK REGENCY

*by Sri Tjondro Winarno*

---

**Submission date:** 01-Sep-2021 10:32AM (UTC+0700)

**Submission ID:** 1639252521

**File name:** NNOVATION\_BASED\_ON\_LOCAL\_POTENTIAL\_IN\_LEGACY\_VILLAGE\_REGIONS.pdf (429.27K)

**Word count:** 3374

**Character count:** 19832

# COMMUNITY EMPOWERMENT MODEL IN THE DEVELOPMENT OF INNOVATION BASED ON LOCAL POTENTIAL IN LEGACY VILLAGE REGIONS, TRENGGALEK REGENCY

Didiek Tranggono <sup>1</sup>; Ririn Puspita Tutiasri <sup>1</sup>; Sri Tjondro Winarno <sup>2</sup>

- 1) Communication Studies Department <sup>15</sup> Universitas Pembangunan Veteran, Jawa Timur, Indonesia  
2) Agribusiness Studies Department, Universitas Pembangunan Veteran, Jawa Timur, Indonesia  
Corresponding Author's Email: [sritjondro\\_w@upnjatim.ac.id](mailto:sritjondro_w@upnjatim.ac.id)

## Abstract

Efforts to eradicate poverty in Indonesia, especially in rural areas, have been carried out in various ways. However, the approach taken in general is to increase income with methods that are less friendly to the elements of the locality of the community, and pay less attention to the role of the community as the subject of development. The purpose of this study is to develop and implement a model related to community empowerment based on local potential for community welfare in Trenggalek Regency, East Java Province, Indonesia. The research was carried out for two (2) months starting from June to July 2021. The population in this study were disadvantaged rural communities in the Bendungan, Tugu, and Watulimo sub-districts, Trenggalek Regency. Data collection techniques in this study include observation, questionnaires, interviews, documentation and Focus Group Discussion (FGD). The analysis technique was carried out in a qualitative descriptive manner. The results of the study indicate that family economic empowerment carried out by universities and the government in the development of innovation is very useful, efficient and effective, and has a very good role for the community.

# COMMUNITY EMPOWERMENT MODEL IN THE DEVELOPMENT OF INNOVATION BASED ON LOCAL POTENTIAL IN LEGACY VILLAGE REGIONS, TRENGGALEK REGENCY

Didiek Tranggono<sup>1</sup>; Ririn Puspita Tutiasri<sup>1</sup>; Sri Tjondro Winarno<sup>2</sup>

1) Communication Studies Department, Universitas Pembangunan Veteran, Jawa Timur, Indonesia

2) Agribusiness Studies Department, Universitas Pembangunan Veteran, Jawa Timur, Indonesia

Corresponding Author's Email: [didiek\\_tranggono.ilkom@upnjatim.ac.id](mailto:didiek_tranggono.ilkom@upnjatim.ac.id)

## Abstract

Efforts to eradicate poverty in Indonesia, especially in rural areas, have been carried out in various ways. However, the approach taken in general is to increase income with methods that are less friendly to the elements of the locality of the community, and pay less attention to the role of the community as the subject of development. The purpose of this study is to develop and implement a model related to community empowerment based on local potential for community welfare in Trenggalek Regency, East Java Province, Indonesia. The research was carried out for two (2) months starting from June to July 2021. The population in this study were disadvantaged rural communities in the Bendungan, Tugu, and Watulimo sub-districts, Trenggalek Regency. Data collection techniques in this study include observation, questionnaires, interviews, documentation and Focus Group Discussion (FGD). The analysis technique was carried out in a qualitative descriptive manner. The results of the study indicate that family economic empowerment carried out by universities and the government in the development of innovation is very useful, efficient and effective, and has a very good role for the community.

**Keywords:** Empowerment model. Potential, the village is left behind in Trenggalek

**Keywords: Empowerment model. Potential, the village is left behind in Trenggalek**

## **Introduction**

Agricultural development is part of national development that is prioritized for <sup>7</sup> the development of a food security system based on production capabilities, diversity of food resources, institutions and local culture. Developing agribusiness that is oriented towards regional, national and international markets with comparative advantages of regional products of natural resources and human resources based on their competence and competitive advantage. In general, people in disadvantaged areas are <sup>3</sup> in a position of limited socio-economic strata so that problems with capital and limitations of technology and equipment are considered serious obstacles so far. Although the business capital factor and limited technology are considered the inhibiting factors that <sup>3</sup> most complain about, the central, provincial, and district governments are always looking for the best way to solve this problem.

Empowerment is the implementation of strengthening local resources to be used optimally by the community itself as a form of bottom-up development, namely all problems and solutions are oriented to the principle of utilization that is adjusted to the capabilities of local resources. However, in reality there is still a pattern of top-down oriented development, where the community is only an object and is not involved as a subject of development, therefore, the development is clearly less relevant to the objectives of its development.

Empowerment is improving the capacity of the community to empower themselves by first giving them power. Empowerment is not only individual but also collective, but because the process of empowerment is a form of social and economic change. Empowerment through strengthening of capital, strengthening of technology, and assistance used by groups to manage a business effectively and efficiently so as to improve group dynamics. The dynamics of the group will affect <sup>16</sup> the level of group empowerment, and the welfare of group members. Empowerment of groups through activities that have positive values is still considered a lot of problems at the level of implementation, so that community members are not totally willing to become groups and participate in empowerment programs for communities in disadvantaged areas in Trenggalek Regency. Marzuki (2002) states that the criteria for a empowered/resilient society in the global era are to have a high work ethic, achievement, sensitive and responsive, innovative, religious, flexible, and <sup>4</sup> development-oriented identity. The community empowerment process is started to make <sup>10</sup> the community independent so that they can improve their own standard of living by using and accessing local resources as optimally as possible. The community in question is a collection of individuals. The main target of empowerment is the poor. One of the concepts of development renewal is "empowerment" which has changed the concept of development and at the same time a strategy for alleviating poverty, especially in rural areas. Empowerment is a key concept to respond to the failure of development implementation so far. Relevant development is development that should be planned and implemented by the people themselves. The people are not spectators of development and the development carried out should strengthen the people and not make the people weaker.

Agro-industry development is one option that needs to be considered. As a resource-based industry, agro-industry has the potential to increase foreign exchange reserves and provide employment opportunities. This is considered strategic considering that Indonesia is one of the few countries in the tropics that has a large enough biodiversity (Saragih, 2002). Mikkelsen (2001) explains that empowerment is a goal, namely participation that will result in empowerment, where everyone has the right to express opinions in making decisions concerning their lives. Affendi and Ernan (2004) suggest that one of the best ways to empower farmers is to restore all their rights including: agricultural land rights, rights to have biodiversity, rights to conserve, breed, develop, exchange and sell seeds, rights to obtain seeds, good, (5) the right to obtain correct information, and the right to obtain a fair price and encouragement to farmers to farm sustainably.

The purpose of this research is to develop, implement a model related to community empowerment in the development of local potential-based innovation for the welfare of the community in Trenggalek Regency, East Java Province, Indonesia.

## Literature Review

Rangkuti et al., (2018), that the role of agricultural instructors in developing coffee plant farmer groups is categorized as having quite a role in carrying out their duties as teachers,

advisors, analysts and organizers. (Marbun, et al., 2019) that the role of agricultural instructors as motivators, communicators, facilitators, and innovators does not simultaneously affect the development of farmer groups. It is recommended that farmers cooperate in designing group activities, and prioritize member participation in all lines, from planning to evaluation of activities. Haryanto et al., (2018), stated that self-help extension workers have a high role as empowerment facilitators, while the other four roles are in the medium category, but still contribute to farmer empowerment. Sell and Minot (2018), one of the policy implications is that education needs to target girls and boys, especially in remote areas, with a particular focus on the involvement of girls in value-added activities.

Furthermore, Jiao et al, (2019), stated that in this densely populated country where agriculture is dominated by small-scale farming, developing innovative technologies and translating scientific knowledge into action for smallholders is an important step in overcoming this challenge. Winarno and Harijani (2020), that growing coffee-based agribusiness institutions with support from production facilities/infrastructure institutions (agricultural machinery, capital, extension, agribusiness services), postharvest/agricultural product processing institutions, agricultural product marketing institutions. The empowerment of rural women is seen as a way to reduce social marginalization and to accelerate progress towards hunger eradication and gender equity institutions (Galiè et al. 2017). Infrastructure factor (0.89), social networking factor (0.491), cognitive factor (0.712) and resource carrying capacity factor (0.394) have a significant influence on the participation of poor households; the participation of poor households has a significant effect on improving human resources; online buying and online selling both highly promote human resources. (Lin et al. 2020). Empowerment of women is considered a 'prerequisite' for achieving global food security, the nature and extent of gender inequality and the necessary conditions for empowering women vary by country, community and region. women play an active role in agricultural groups in Thailand and the Philippines, as well as in Indonesia and Myanmar although they are still dominated by men (Akter et al., 2017). Nyanga et al., (2020) stated that there was an increase in access and control of productive resources by women (Farmers). Malapit et al. (2020), said that the participation and empowerment of women in the value chain has a development goal so that there is community access that is associated with higher women's empowerment. Economic empowerment of sugarcane farmers in Uganda, women's lower socioeconomic status and household gender norms in the division of labor are less effective in dealing with those related to socioeconomic status (Ambler, Jones, and O'Sullivan 2021). In Lithuania, women are more empowered to participate in agriculture because they can increase environmental awareness, have a tendency to innovate and have economic resilience (Balezantis et al. 2020). Kassie et al. (2020), stated that technology adoption has a positive impact on food diversity, the effect is stronger for empowered women's households when compared to non-empowered women.

## Research Methode

The location determination was carried out in the Watulimo, Tugu, and Dam Districts of Trenggalek Regency with the consideration that the research location was an underdeveloped area. The research was carried out for two (2) months starting from June to July 2021. The population in this study were disadvantaged rural communities in the Bendungan, Tugu, and Watulimo sub-districts, Trenggalek Regency. From each sub-district, 20 respondents were taken so that in total there were 60 respondents, the respondents included micro-enterprises, ordinary people, village and sub-district officials. Data collection techniques in this study include observation, questionnaires, interviews, documentation and Focus Group Discussion (FGD). The analysis technique was carried out in a qualitative descriptive manner.

## Result and Discussion

Although joint business activities based on local potential are profitable businesses, the amount of profit received has not been balanced with the level of sacrifice of production factors. The development of diversification carried out on their local potential will keep powerlessness and poverty in the hands of farmers, the majority of whom depend on joint business activities for their livelihoods. With the existence of regional autonomy in which all regencies are competing to increase the potential of their resources, as well as the Trenggalek Regency government which has the potential for production of local potential, it will continue to make efforts in the form of community empowerment through the establishment and development of institutions that are directed to be able to develop their business towards productive business and can provide the benefit of the community. Watulimo District with its abundant natural resource potential, especially the agricultural and fishery sectors, is supported by the prigi beach tourism sector. Dam District with potential for the agricultural sector, especially horticulture, plantations, and livestock. Then the Tugu District also has the potential of the agricultural sector and its woven bamboo crafts, so it is very relevant if the local potentials are to be continuously developed through community empowerment from universities or other institutions. Based on the results of the survey conducted, the results of family economic empowerment were obtained where all respondents said it was useful and efficient for the community and the community had a very good response.

Trenggalek Regency, although with varied conditions, at the village level there are already various economic institutions, namely joint business groups and cooperatives. The development of KUB is motivated by the fact that there is weak accessibility to various business service institutions, for example weak to financial institutions, to marketing institutions, to institutions providing agricultural production facilities, as well as to sources of information. In principle, it is directed as an economic institution, but is also expected to be able to carry out other functions. Assistance officers become agents for various functions, not only delivering technology, but also fulfilling agricultural income and business capital.



The institutional development of agro-industry based on local potential through the empowerment of Joint Business Groups in Trenggalek Regency is basically a technological innovation system that combines technical aspect innovation as well as institutional aspect innovation based on local resource advantages that can support the family economy, meaning that empowerment activities are aimed at increasing potential potential. Meanwhile, the potential advantages of local potential in Trenggalek Regency as local resources are not only related to production resources but also social resources with a wide coverage of aspects (human resource capabilities, local culture, leadership). local, community kinship system). Based on this, the institutional growth in the development of local potential-based agro-industry through the empowerment of KUB in Trenggalek Regency is based on potential factors that can support the development of local potential-based agro-industry activities which is one of the large potentials. The role of local potential-based agro-industry which is expected by the Trenggalek Regency government will be able to reduce poverty in the community and their families both directly and indirectly. Directly the development of the agro-industrial sector, based on local potential will increase productivity. Increased productivity will increase people's income. While the indirect role is through agro-industry development activities based on local potential, it will be able to provide job opportunities or job opportunities. Meanwhile, on the other hand, efforts to develop agro-industry activities will be able to provide added value from local potential. Local potential-based agro-industry activities are able to increase the economic value of local potential production and can increase the acquisition of quite high income. In addition, with the development of agro-industry activities based on local potential, efforts to increase the optimization of resource potential can be carried out properly and will be able to provide a multiplier effect on rural development.

Production institutions are elements of local potential-based industrial institutions that must be formed to increase the efficiency of production activities carried out by groups through the implementation of activities and collective decision-making. The formation of this group can be based on the domicile of the farmer, the expanse of land or the commodity being cultivated, and adjusted to the needs. The growth of a product marketing institution is intended to expand the market for the products produced to increase their bargaining position, and to increase the efficiency of marketing the products produced by the community. This institution can be developed by forming a marketing group that is part of a joint business group organization. In the marketing group, group members who have experience in marketing activities can be involved. The development of marketing institutions can also be pursued through the development of available marketing institutions with the main objective of creating a proportional distribution of value added marketing between joint business groups and marketing actors.

Growing agro-industry development institutions through economic empowerment of communities in disadvantaged areas that are harmoniously interrelated both in functional and



institutional terms is part of the innovation system developed in the implementation of joint business groups to run as we expect. The survey results show that the community always participates whenever there is an activity from the local government. To accelerate the formation of agro-industry institutions through the empowerment of joint business groups, external assistance is needed in the form of mentoring organizations from universities, independent institutions and other institutions. Affendi and Ernan (2004) suggest that one of the best ways to empower the community is to restore all their rights, one of which is the right to obtain correct information, and the right to obtain a fair price.

## **Conclusion**

Based on the results of the study, it can be concluded that family economic empowerment carried out by universities and the government as well as the development of innovation and community participation is very useful, efficient and has a very good role in all activities carried out by any institution.

## **Reference**

- Affendi A. dan Ernan R, 2004. Perlunya Koordinasi Pembangunan Wilayah Agropolitan Menuju Kerjasama antara Pemerintah Tingkat Kabupaten dan Masyarakat Komunitas. Makalah disampaikan pada Diskusi Panel Sarasehan Agropolitan 2004. Pematang
- Sonia, Atker., Rutsaert, P., Luis, J., Htwe, N.M., San, S.S., Raharjo, R and Pustika, A. 2017. "Women's Empowerment and Gender Equity in Agriculture: A Different Perspective from Southeast Asia." *Food Policy* 69: 2779. <https://doi.org/10.1016/j.foodpol.2017.05.003>.
- Ambler, K., Jones, K., and O'Sullivan, M. 2021. "Facilitating Women's Access to an Economic Empowerment Initiative: Evidence from Uganda." *World Development* 138: 105224. <https://doi.org/10.1016/j.worlddev.2020.105224>.
- Balezantis, T., Morkunas, M., Volkov, A., Ribauskiene, A and Streimikiene, D. 2020. "Are Women Neglected in the EU Agriculture? Evidence from Lithuanian Young Farmers." *Land Use Policy*, no. October: 105129. <https://doi.org/10.1016/j.landusepol.2020.105129>.
- Galiè, A., Jiggins, J., Struik, P.C., Grando, S and Ceccarelli, S. 2017. "'Women's Empowerment through Seed Improvement and Seed Governance: Evidence from Participatory Barley Breeding in Pre-War Syria.'" *NJAS - Wageningen Journal of Life Sciences* 81: 1–8. <https://doi.org/10.1016/j.njas.2017.01.002>.
- Jiao, Xiao qiang, Hong yan Zhang, Wen qi MA, C. Wang, Xiao lin LI, and Fu suo Zhang. 2019. "Science and Technology Backyard: A Novel Approach to Empower Smallholder Farmers for Sustainable Intensification of Agriculture in China." *Journal of Integrative Agriculture* 18 (8): 1657–66. [https://doi.org/10.1016/S2095-3119\(19\)62592-X](https://doi.org/10.1016/S2095-3119(19)62592-X).

- Kassie, Menale, Monica Fisher, Geoffrey Muricho, and Gracious Diiro. 2020. "Women's Empowerment Boosts the Gains in Dietary Diversity from Agricultural Technology Adoption in Rural Kenya." *Food Policy* 95 (August): 101957. <https://doi.org/10.1016/j.foodpol.2020.101957>.
- Lin, Haiying, Ruihua Li, Shuxia Hou, and Wenlong Li. 2020. "Influencing Factors and Empowering Mechanism of Participation in E-Commerce: An Empirical Analysis on Poor Households from Inner Mongolia, China." *Alexandria Engineering Journal*. <https://doi.org/10.1016/j.aej.2020.06.010>.
- Malapit, Hazel, Catherine Ragasa, Elena M. Martinez, Deborah Rubin, Greg Seymour, and Agnes Quisumbing. 2020. "Empowerment in Agricultural Value Chains: Mixed Methods Evidence from the Philippines." *Journal of Rural Studies* 76 (January): 240–53. <https://doi.org/10.1016/j.jrurstud.2020.04.003>.
- Nyanga, Progress H., Bridget Bwalya Umar, Douty Chibamba, and Wilma S. Nchito. 2020. "Dataset on Women's Empowerment, Land and Donor-Driven Agricultural Interventions in Eastern Zambia." *Data in Brief* 32: 106113. <https://doi.org/10.1016/j.dib.2020.106113>.
- Sell, Mila, and Nicholas Minot. 2018. "What Factors Explain Women's Empowerment? Decision-Making among Small-Scale Farmers in Uganda." *Women's Studies International Forum* 71 (September): 46–55. <https://doi.org/10.1016/j.wsif.2018.09.005>.
- Winarno, S.T, Harijani,W.S 2020. *Pengembangan Agribisnis Berbasis Kopi Melalui Pemberdayaan Kelompok Tani*. Makalah disampaikan pada Prosiding Seminar Nasional Agribisnis III 2020.Surabaya.
- Agussabti, 2002. Kemandirian Petani Dalam Pengambilan Keputusan Adopsi Inovasi. (Kasus Petani Sayuran di Propinsi Jawa Barat). Program Pascasarjana. Institut Pertanian Bogor.
- Marzuki, 2002. Paradigma Baru Ilmu Penyuluhan Pembangunan dalam Pemberdayaan Masyarakat. Pambudy R., Adhi A., editor. Badan Pengembangan Sumberdaya Manusia. Departemen Pertanian. Jakarta.
- Mikkelsen, B, 2001. Metode Penelitian Partisipatoris dan Upaya- Upaya Pemberdayaan. Sebuah Buku Pegangan bagi Para Praktisi Lapangan. Yayasan Obor Indonesia.Jakarta.
- Saragih B, 2002. Agribisnis Paradigma Baru Pembangunan Ekonomi Berbasis Pertanian. Yayasan Mulia Persada Indonesia dan PT. Suveyor Indonesia bekerjasama dengan Pusat Studi Pembangunan IPB dan USESE. Bogor. Cetakan ke-2.

# COMMUNITY EMPOWERMENT MODEL IN THE DEVELOPMENT OF INNOVATION BASED ON LOCAL POTENTIAL IN LEGACY VILLAGE REGIONS, TRENGGALEK REGENCY

## ORIGINALITY REPORT

13%

SIMILARITY INDEX

7%

INTERNET SOURCES

11%

PUBLICATIONS

1%

STUDENT PAPERS

## PRIMARY SOURCES

1

doaj.org

Internet Source

3%

2

Dewi Novianti, Siti Fatonah. "Social Media Literacy For Housewives In Kanoman Maguwoharjo Village, Sleman, Yogyakarta", Proceeding of LPPM UPN "VETERAN" YOGYAKARTA CONFERENCE SERIES 2020 – POLITICAL AND SOCIAL SCIENCE SERIES, 2020

Publication

1%

3

ijcrar.com

Internet Source

1%

4

M E Wulanjari, I G Cempaka, R K Jatuningtyas, I Ambarsari. "Farmer group empowerment in developing joint venture (Study case at Karya Jasa 3 Group in Kendal)", IOP Conference Series: Earth and Environmental Science, 2021

Publication

1%

5

Sonia Akter, Pieter Rutsaert, Joyce Luis, Nyo Me Htwe, Su Su San, Budi Raharjo, Arlyna

1%

Pustaka. "Women's empowerment and gender equity in agriculture: A different perspective from Southeast Asia", Food Policy, 2017

Publication

6

[www.sciencedirect.com](http://www.sciencedirect.com)

Internet Source

1 %

7

Agustinus P. Tampubolon, Maman Turjaman, Mitsuru Osaki. "Chapter 12 Sago Palm Practice as Natural AeroHydro Culture", Springer Science and Business Media LLC, 2021

Publication

1 %

8

[cgspace.cgiar.org](http://cgspace.cgiar.org)

Internet Source

1 %

9

[library.wur.nl](http://library.wur.nl)

Internet Source

1 %

10

I Azhar, Rahmawaty, M Saraan, M Taufik, Muamar, F R Aulin, D J Situmeang, K Barus. "Marketing analysis and feasibility analysis of coffee (Coffea sp)", IOP Conference Series: Earth and Environmental Science, 2021

Publication

1 %

11

Kate Ambler, Kelly Jones, Michael O'Sullivan. "Facilitating women's access to an economic empowerment initiative: Evidence from Uganda", World Development, 2021

Publication

1 %

12

DIDIK, Nurhadi. "Implementation of Puap Program (Pengembangan Usaha Agribisnis Perdesaan/Rural Agribusiness Development Effort) In Ngawi District", Ritsumeikan Asia Pacific University, 2014.

Publication

<1 %

13

F A Sekarani, N Hendrasarie. "Reduction of Organic Parameters in Apartment Wastewater using Sequencing Batch Reactor by adding Activated Carbon Powder", IOP Conference Series: Earth and Environmental Science, 2020

Publication

<1 %

14

Minarni Nur Trilita, Muchlisiniyati Safeyah, Novirina Hendrasarie. "CFD Modelling of a Highly Viscous Liquid Film on Rotating Vertically Disk", Journal of Physics: Conference Series, 2018

Publication

<1 %

15

Akhmad Fauzi, Edy Mulyadi, Kustini Kustini, Bowo Santoso, Nuruni Ika Kusuma Wardani. "ANALYSIS OF REGIONAL ECONOMIC POTENTIALS IN DEVELOPMENT OF SUPERIOR COMMODITIES: A STUDY OF BONDOWOSO DISTRICT", Humanities & Social Sciences Reviews, 2019

Publication

<1 %

16

[eprints.uns.ac.id](https://eprints.uns.ac.id)

Internet Source

<1 %

17

expertfinder.cgiar.org

Internet Source

<1 %

18

Menale Kassie, Monica Fisher, Geoffrey Muricho, Gracious Diiro. "Women's empowerment boosts the gains in dietary diversity from agricultural technology adoption in rural Kenya", Food Policy, 2020

Publication

<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography On