

Improve Community Income Through Community Empowerment Programs Joint Business Group (Kube) in Dumati Village, Telaga Biru District, Gorontalo District

Rusli Isa

State University of Gorontalo

ABSTRACT

This study aims to describe: 1) the KUBE Bintang Terang Program, 2) the role of KUBE in increasing community income, the success of the KUBE Bintang Terang program, 3) supporting and inhibiting factors for the implementation of the KUBE Bintang Terang program. This research use descriptive qualitative approach. The research subjects were managers and members of the KUBE program. Data analysis techniques used are data reduction, data presentation, and conclusion. Triangulation used is source triangulation and technique. The results of the study show that: 1) the KUBE program is a group / place for learning to obtain knowledge and skills and get the opportunity through activities in making embroidery clothes and beautiful brooches. 2) The role of KUBE in binding community income is a benchmark for KUBE programs. 3) The success of the KUBE program to be able to increase income and family welfare which is characterized by increasing members' income, social relations are well established. 4) Factors supporting the establishment of cooperation between managers, members, suppliers of raw materials, markets, government, the motivation for entrepreneurship, maintaining trust and market demand. The inhibiting factor is the lack of capital, sometimes there are unfavorable relationships between members, giving rise to a sense of boredom, lack of market demand in certain months and the number of competitors. The recommendation for the KUBE Bintang Terang program is to hold regular meetings, increase capital, and carry out promotions to areas that have not been reached.

Keywords: *Community Empowerment, KUBE, Community Income*

Empowerment of the poor is one of the national strategic efforts in realizing a social justice system that is socially just and protects human rights, especially in meeting basic human needs. One of the programs implemented by the Government is organizing the Community Empowerment Program with an approach to the filigree handicraft industry group by providing business capital that is channeled through banks. The scheme launched emphasizes the improvement and management of income through Productive Economic Enterprises (UEP). The indicator of the success of the filigree industry handicraft program is the realization of the independence of the poor families receiving the assistance of the Productive Economic Business (UEP). This productive economic effort is given as an effort to reduce poverty carried out with a strategy of strengthening the group, providing business stimulant assistance and assistance using the social work approach.

Dumati Village, Telaga Biru Sub-District, as one of the Patronage objects carrying out the program, certainly cannot be separated from this problem so that efforts to alleviate poverty have not shown optimal results. From the results of interim observations in the object of the research shows that implementatively the program is still faced with an obstacle, among others: 1) lack of training conducted by the government for members of the bright star filigree industry craft group, 2) difficulties in capital management for running a business, 3) marketing system that is still limited, 4) lack of knowledge in management management, 5) less strategic business location, 6) lack of communication and coordination between members of the bright star filigree industry.

Based on these problems, it has encouraged researchers to examine more deeply, considering that this program has quite good implications in the context of poverty reduction. However, implementatively the program is still faced with a problem as previously explained so that the program has not been able to alleviate overall poverty in the region. To get a clearer

picture of the phenomenon relating to the implementation of the poor's empowerment program in the object of research, research needs to be done. The relevance of the problems stated above, the title of the research conducted by the researcher is "Increased Income Through Community Empowerment Programs in the Kerawang Craft Industry Group in Dumati Village, Telaga Biru District, Gorontalo District".

Income Concept

According to Sukirno (2006: 47) income is the amount of income received by residents for their work performance for a certain period, both daily, weekly, monthly or yearly. According to Rosyidi (2006: 100-101) Community income as thought is the flow of money flows from the business community to the community in the form of wages and salaries, interest, rent and profits. And that personal income consists of rent of wages and salaries, interest, non-corporate corporate profits, dividends and transfer payments.

From some of the opinions above, it can be concluded that income is money received and given to economic subjects based on the achievements that are delivered, namely in the form of income from the profession that is done alone or an individual business.

Indicator of Community Income

According to Tulus and Londa (Journal of volume 1 Number 1 of 2014: 96) there are 3 indicators of community income, namely:

1. Providing business capital loans through a national program for empowering rural communities.
2. Development of motivation to work and strive for training.
3. Economic business skills training.

Meanwhile according to Danil (journal, Vol. IV No.7: 9) the consumption pattern of the community can affect people's income. The fact shows that consumption expenditure increases with rising income, and vice versa if income decreases, consumption expenditure also decreases. High and low expenditures are very dependent on the ability of the family to manage revenue receipts.

From some of the opinions above it can be concluded that the indicator of community income greatly influences the lifestyle of the community depending on how much income is received and the maximum use of working capital.

Community Empowerment, Concepts and Objectives

Empowerment of the poor is one of the national strategic efforts in realizing a social justice system that is socially just and protects human rights, especially in meeting basic human needs. According to Rappaport in Suharto (2006: 59), empowerment is a way by which people, organizations, and communities are directed to be able to master (or rule over) their lives. Whereas according to Parsons et.al in Suharto (2006: 59) empowerment is a process by which people become strong enough to participate in, share control over, and influence on, events after the institutions that affect their lives. Prayer emphasizes that people acquire enough skills, knowledge, and power to influence their lives and the lives of others who are of concern.

Based on some of the opinions above, community empowerment is an effort to improve the ability of the community to be able to stand alone with the skills and knowledge they have to overcome their own problems, improve the quality of life, achieve prosperity and improve their position in society.

The Purpose of Community Empowerment

Edi Suharto (2005: 60) the purpose of community empowerment is to point to the conditions or outcomes to be achieved by a social change, namely increasing the powerless community to be empowered and strengthen power or have the knowledge and ability to fulfill their needs both physically and physically. economic, and social as having self-confidence,

being able to convey aspirations, have a livelihood, participate in social activities, and be independent in carrying out their life's tasks.

Whereas according to Ite in Suharto (2006: 58) empowerment aims to increase the power of people who are weak or unlucky.

Based on some of the opinions of the experts above, the purpose of community empowerment is to point to the situation or the results to be achieved by a social change, that is, a community that is empowered, has the power or knowledge and ability to fulfill their needs, both physical, economic and social, and independent in carrying out life's tasks.

Community Empowerment Indicators

Suhendra (2006: 86) states that there are 5 (five) indicators in community empowerment, namely:

1. Having the ability to prepare and use institutions and resources in the community.
2. Can run "bottom up planning".
3. Economic capabilities and activities.
4. The ability to prepare for the family's future.
5. The ability to express opinions and aspirations without pressure.

Whereas according to Schuler, Hashemi and Riley in Suharto (2006: 63) develop 8 indicators of empowerment namely;

1. Freedom of mobility
2. The ability to purchase small commodity
3. The ability to purchase huge commodity
4. Involved in making household decisions
5. Relative freedom from family domination
6. Awareness of law and politic
7. Involvement in campaign and protests
8. Economy guarantee and contribution to family

Based on the opinion above it can be concluded that the indicator of community empowerment is intended to show that the person is empowered or not. So that when a social program is given, all efforts can be concentrated on what aspects of the change target (eg poor families that need to be optimized).

Method and Technique

The approach in this study is a qualitative approach with data collection techniques used in this study are Observation, In-depth Interview (interview), and Documentation. Qualitative descriptive analysis is intended to describe how the Joint Business Group (KUBE) community empowerment program in increasing the income of the KUBE Bintang Terang community members was examined in this study. Miles & Huberman (1994) offer a processing process of interpreting data with an interactive model, where the process of data collection, data reduction, and verification / conclusion is a cycle process that takes place simultaneously and interacts with each other.

Result of the Research

The level of understanding of members' knowledge about the Joint Business Group (KUBE) can be seen from the presentation of members about the meaning and benefits of the Joint Business Group (KUBE) for the community. This is as expressed by Aminah Suleman as a member of the Joint Star Bright Business Group adding that:

"Bintang Terang joint business group as a forum for community activities that bridges people who do not have jobs to study business independently with their abilities"

According to Aminah Suleman, the Bintang Terang Joint Business Group is a forum for the community to learn about independent businesses in accordance with the capabilities of the community so that they can support their income through work that is in accordance with the knowledge received. The Bintang Terang Joint Business Group (KUBE) is also useful as an addition to family income. This is as expressed by Faiza Lamangkoma as a member of the Bright Star Joint Business Group (KUBE), she said:

"for me this group is a place that gives me skills and jobs. The skill here is to make an embroidery design. I really pursue this activity."

Based on the opinion of Faiza Lamangkoma, it can be seen that the Bersama Business Group (KUBE) Bintang Terang is a place to seek knowledge and increase income, and provides an opportunity to follow the production process of making embroidery designs.

Based on the explanation from the members, it is known that the Joint Business Group (KUBE) Bintang Terang has benefits as a place to study, increase experience, increase business skills, gain employment opportunities and earn income. The presentation expressed by members in accordance with the opinion of Jumrah Payuhi as the manager of KUBE Bintang Terang and at the same time the originator of the idea of the establishment of the Bintang Terang group, revealed that:

"a joint business group is a place to find knowledge and skills, which can later be used to get a job, and the results can be used for life. In addition, it is a forum that gives the community of knowledge the ability to live more advanced and advanced life. The activities carried out are the skills to make embroidery clothes."

Based on the narrative of Jumrah Payuhi, it is known that the Bintang Terang Joint Business Group (KUBE) provides skills in making embroidery clothes. In the Bintang Terang Joint Business Group (KUBE) program not only provide skills to make embroidery clothes, but also provide training in entrepreneurship to enter the workforce, and change a more advanced life than the previous one and achieve prosperity in his life. This was supported by Samsia Gani as the KUBE assistant who said:

"in my opinion a group is formed together with mutual agreement to carry out business learning activities to achieve a goal that has been formulated namely to form a quality society and achieve prosperity. It can be said that quality is if the community is able to use its knowledge to compete in the world of work. Well, in this group are taught knowledge and how to work. If the member is resilient and wants to try with the ability he has, he will still be recruited by the manager to continue to participate in this embroidery business, but if he does not have the ability to develop his abilities, it must be excluded from this group."

Based on the explanation of Samsia Gani, it is known that the Joint Business Group is a group formed jointly by the community and has one goal, namely forming human resources that have the knowledge and skills. people who have the level of knowledge and skills to support the fulfillment of life needs.

One of the indicators supporting the implementation of the program is the understanding of members about the linkages between the Joint Business Group (KUBE) program and community empowerment. Members view the Joint Business Group (KUBE) as one of the government's efforts to prosper the lives of the people.

Based on the data above, it can be seen that the Joint Business Group (KUBE) is a form of community empowerment activities. Members feel helped by the Bintang Terang Joint Business Group (KUBE), because the Bintang Terang group is a place to learn to find knowledge, skills and experience, a place to bridge the community in gaining employment, and improve the quality of life of members. Income earned by members from work is used for family welfare.

Managers include members in the management of the Bintang Terang Joint Business Group (KUBE) with the aim that members learn directly about organizational activities and entrepreneurship. Members are given the authority to get involved in the management structure of the Bintang Terang Joint Business Group (KUBE) to manage group management. , members are positioned as treasurers, and secretaries. Group management includes administration or bookkeeping of groups so that every activity that runs in writing and can run in accordance with the formula that has been set together. As KUBE secretary, Aminah Suleman revealed that:

"I am happy to be able to play a role in managing this KUBE. As a secretary, my job is to record every inventory of raw materials, administrative questions, and other records that have become my duty. With the hope that this KUBE can be more advanced with maximum morale".

Based on the narrative from Aminah Suleman it can be concluded that the management of the organization is very important for the progress of the business they are running. It is also supported by KUBE members Faiza Lamangkoma as treasurer of KUBE Bintang Terang who said that:

"I am happy to be involved in the management of the organization. If I try to finance KUBE Bintang Terang. I recorded all operational income in the financial book as well as the expenses and the remaining operating income from KUBE. I as treasurer is also always open to other members in informing our financial conditions so as not to cause internal conflicts between us and jointly building group finances".

From Faiza Lamangkoma's statement above, it can be concluded that in organizational management, cooperation between group members is needed and openness in managing the organization. As chairman of KUBE Bintang Terang mother Jumrah Payuhi added that:

"I deliberately involved other KUBE members to play a role in organizational management so that they were able to work and at the same time be responsible for managing KUBE and not just focusing on one person. However, it is not entirely their responsibility, other members can also assist them in carrying out their duties as secretaries and treasurers".

Based on the statement of Jumrah Payuhi's mother, it can be concluded that the need for KUBE management to be held accountable jointly with the cooperation between other KUBE members.

Based on the opinions of KUBE Bintang Terang members, it can be concluded that KUBE members feel happy to be involved in the management of the organization by carrying out tasks in accordance with their respective parts but still equally involve other KUBE Bintang Terang members as well.

KUBE's Role in Improving Income

The Bintang Terang Joint Business Group (KUBE) is also useful as an addition to family income. This is as expressed by Faiza Lamongkana as a member of the Bright Star Joint Business Group (KUBE), he said:

"for me this group is a place that gives me skills and jobs. The skill here is to make an embroidery design. I really pursue this activity. Little by little I can rise to the position of language. I used this income to send my children to school, participate in social activities such as marriage, circumcision, and help my husband in fulfilling his daily needs. Those three were the most important ones. Here, Miss, if you rarely take part in social activities, it is often a neighbor's talk".

Income from following the production process can be used to meet daily needs. Another member, Halima Kadir also revealed the same thing with Faiza Lamongkana. He said:

"this group activity for me is a place to find money mbak. Yes, a little bit to help husbands, husbands already send their children to school, rather than me sitting around huddled on the porch getting nothing, I joined this group. The income for social activities is mostly in the village, from visiting sick people, circumcisions, mourning, etc."

From some opinions of KUBE members, they can increase their income, fulfill their daily needs, and even carry out other social activities.

KUBE Bintang Terang production activities do not always run smoothly. To increase business income, of course, they always try to develop strategies. The strategies taken are also different. As stated by Olis Djafar, he said:

"For strategies to increase revenue, we always strive to increase sales, both embroidery products and beautiful brooches. For example, the strategy that we take is making brochures for us to spread again to places that have not been reached so far, starting from the sub-district level to the other districts in Telaga Biru in the hope that people can see and buy our products."

This is supported by the statement of other KUBE members, Halima Kadir, namely:

"yes right, the strategy we take to increase revenue is also like completing customer orders or orders according to the target agreement so that they feel satisfied with our work".

From some of the opinions above, it can be concluded that the strategy undertaken by KUBE members to increase income is by distributing brochures to areas that have not previously been reached and working hard in completing work in accordance with the agreement and target of completion. This certainly can increase revenue for their business.

DISCUSSION

The program carried out by the Bintang Terang Joint Business Group is a skill to make various embroidery clothes and beautiful brooches. The Bintang Terang Joint Business Group (KUBE) has been able to provide non-formal education services to the community. In the implementation of the Bintang Terang Joint Business Group (KUBE) program it involves many components, including the government and the community, both directly and indirectly. The success rate of the Bintang Terang Joint Business Group (KUBE) program can be seen from the achievements in the reality of implementation in the field.

The community accepts the Bintang Terang Joint Business Group (KUBE) well, because it is able to provide knowledge and even job opportunities for disadvantaged people in other workplaces. The aim of the Bintang Terang Joint Business Group (KUBE) is to provide knowledge and skills to the community in the field of skills, provide a place for the community, especially members to form quality human resources and develop their abilities, improve the ability to work together in groups, increase awareness and social solidarity among members and with the surrounding community, increasing income and improving the quality of life and welfare of members.

The supporting factors for activities in the Joint Business Group (KUBE) Bright Star are the existence of motivation that arises from within itself and motivation from outside itself. Outside motivation for example family. The family encourages members to participate in skills activities on the grounds that members have the knowledge, skills and experience in making embroidery clothes that can be used as supplies to find work later. Another factor is being transparent and maintaining mutual trust from all parties. But there are also inhibiting factors in running the KUBE Bintang Terang business, namely the lack of capital to develop a business, sometimes there are unfavorable relationships between members, giving rise to boredom, and lack of market demand in certain months and many competitors. But the members of KUBE Bintang Terang do not remain silent about the obstacles they face, the efforts taken to overcome obstacles include asking for capital assistance to the government, maintaining the quality of production, in every activity interspersed with humor or laughter so as not to be saturated, and cooperating with each other KUBE Bintang Terang member.

The results of the study indicate that the Joint Business Group (KUBE) program greatly contributes to the community. This can be felt by KUBE Bintang Terang members. Through Joint Business Groups, group members can increase income and improve the quality of life of members. With this Bintang Terang Joint Business Group (KUBE) program, the community feels empowered by the government through embroidery business skills.

Conclusion

Based on the description of the results of the research and the discussions that have been conducted, the researcher can draw the following conclusions: 1) Bintang Terang KUBE Program is an activity that bridges the community to gain knowledge, skills and experience through a group formed together to improve the quality of resources humans to be able to enter the world of work, where the results obtained can be used to improve their welfare. 2) The implementation of the KUBE Bintang Terang learning program uses a participatory approach, which is a strategy that includes members in activity management from planning to evaluation to achieve common goals. 3) The success of the Bintang Terang KUBE program is characterized by: members having and increasing knowledge and skills in sewing embroidery clothes, increasing quality of life and family welfare characterized by: KUBE members getting employment opportunities, increasing members' income, increasing family education and social relations. bind up with good. 4) Supporting factors for the KUBE Bintang Terang program, namely cooperation between managers, members, markets, the government and other parties who help; the existence of motivation from within and motivation from outside himself; is transparent and maintains mutual trust between related parties, and many market demands. The inhibiting factor is the lack of capital to develop a business, sometimes there is a lack of good relations between members, giving rise to boredom; quiet market demand in certain months and the number of competitors.

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