

Implementation of Community Empowerment in Thematic Programs in Tidar Village, Tangerang City

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ABSTRACT

The environmental problems we are experiencing now are a matter of healthy survival, harmony with nature and the continuation of peaceful life for generations. In reality, the pace of development does not seem to be able to escape environmental pollution, so that the earth's carrying capacity is increasingly decreasing. One of the Tangerang City government's innovations in overcoming the problem of slum settlements is through the "Thematic Village" program, specifically to improve the area and implement a clean and healthy lifestyle. The aim of this research is to answer questions about the analysis of community empowerment in the development of thematic villages in Tidar village, East Sudimara sub-district, Tangerang City, what are the obstacles and how to overcome them in the analysis of community empowerment in the development of thematic villages. The research method used in this research is a qualitative approach. The results of this research conclude that "Kampung Tidar" is a real manifestation of community empowerment which was initiated by the community itself and then supported and facilitated by the government.

Keywords: thematic villages, policy implementation, community empowerment

1. INTRODUCTION

The rapid growth and development of the population in both urban and rural areas in Indonesia have led to increased demand for housing. This situation, particularly in urban areas, has resulted in poor housing and settlement conditions. This imbalance between population growth and the provision of housing infrastructure has led to the emergence of slum areas lacking adequate facilities to support the residents' lives. Supportive infrastructure, such as clean water, proper sanitation, and waste management, is highly inadequate. Urban settlements are not only slum-like but also unhealthy and unfit for habitation.

The Indonesian Law No. 1 of 2011 states that slum settlements are those that are unfit for habitation due to disorganized buildings, very high building density, and poor-quality buildings and infrastructure. Slum housing is housing that has experienced a decline in its functional quality as a dwelling. According to Olotuah (2012), slums are residential environments below standard, with damaged physical buildings, unhealthy surroundings, and a lack of basic facilities such as electricity, drinking water, drainage systems, schools, healthcare facilities, and recreational areas. Such conditions can occur due to natural building aging, lack of maintenance, and improper land use.

The environmental problems we face today involve the sustainability of a healthy, harmonious life with nature and peaceful continuity for future generations. In reality, the pace of development seems unable to escape environmental pollution, reducing the Earth's carrying capacity. One of the innovations by the Tangerang City Government in addressing slum settlement issues is the "Thematic Village" program, specifically aimed at improving areas and promoting clean and healthy living patterns.

The formation of Thematic Villages is a massive effort by the Tangerang City Government to maximize the active role of the community in consciously transforming their environment. The "Our Village" Program is part of the "Tangerang Reforms" initiative towards a Livable, Investable, Visit-worthy, and Smart City. This program is claimed to bring positive changes by creating villages based on Clean and Healthy Living Behavior (PHBS). Thematic Villages are a program by the Tangerang City Government to actively and accurately improve all areas. Residents independently and collectively organize their areas to become

habitable. Additionally, the village in Sudimara Timur, Tangerang City, has the potential for local tourism that can be developed as one of the themes for Thematic Villages. On the other hand, the Tangerang City Government is currently promoting the Thematic Village Program as an effort to improve community welfare and address slum areas.

One of the slum areas being improved through the Thematic Village approach is Kampung Tidar. The goal of developing Kampung Tidar is to transform the previously slum area into a non-slum area. Generally, the development of Kampung Tidar also introduces unique and aesthetic characteristics from area to area, showcasing environmental preservation and the development of the creative economy through empowerment, thus increasing community welfare. For the community to be self-sufficient in improving their living standards, it is necessary to develop strength through community organization. Community empowerment is a crucial element in improving the village. The Tangerang City Government has issued Mayor Regulation No. 11 of 2019 on Guidelines for the Implementation of Village Infrastructure Development and Community Empowerment Activities in Villages.

Based on previous research, studies on themed villages usually focus on several topics, such as community empowerment based on the village theme, economic and social aspects of the village theme, and community preferences towards the village theme. Analysis related to community empowerment is crucial because it is as important as the process of implementing the village theme, especially in determining whether the themed village will function as expected in the future.

With community empowerment, it will support changing the image of this previously slum area to a non-slum area through mutual cooperation programs. Mutual cooperation has a very important value to be maintained and applied in community life, as it can serve as a means of strengthening harmony and cooperation within the community. Through mutual cooperation, community relations can be strengthened. Kampung Tidar is a model village that makes mutual cooperation its vision in maintaining the welfare of its community.

The purpose of this study is to answer questions about the analysis of community empowerment in the development of a thematic village in Kampung Tidar, Sudimara Timur, Tangerang City, what the challenges are, and how to overcome them in the analysis of community empowerment in the development of a thematic village. This study also aims to provide an overview of the materials considered to support the successful implementation of thematic villages throughout Tangerang City.

2. LITERATUR REVIEW

Previous research on Community Empowerment in village improvement programs has focused on non-thematic village improvements. Some of the prior studies that focused on Thematic Villages were conducted by: (1) Bambang Subiyakto, Jumriani, Ersis Warmansyah Abbas, Muhammad Muhaimin, and Rusmaniah (2022); (2) El Ha, Nurcahyanto, and Aufarul Marom (2022); and (3) Husnul M (2022). These studies did not use the Community Empowerment indicators as outlined by Bailey (2010). Therefore, the forthcoming research will analyze various indicators and elements of community empowerment as presented by previous researchers.

Community Empowerment

According to Noor (2011), Community Empowerment (empowerment) as a people-centered development model is an effort to enhance the dignity of parts of our society still trapped in poverty and backwardness. From the perspective of Public Administration, community empowerment is not merely an economic concept but implicitly involves the notion of upholding economic democracy (i.e., economic activities are conducted by the people, for the people, and benefit the people).

There are at least five core objectives of Community Empowerment identified by Bailey (2010):

1. To provide information and enable the community to express opinions about policies that will affect them;
2. To improve the quality of local decision-making by leveraging the knowledge that the community possesses;
3. To enhance the quality and responsiveness of local services by involving users in decision-making;
4. To re-engage the local community with the local democratic process and renew community involvement;

5. To return to the community the management of assets used to provide services for themselves.
6. With Community Empowerment, a sense of ownership of the programs or assets being developed or already in place will emerge, making the community capable and responsible for utilizing and maintaining them. Thus, the benefits of the assets or programs can be sustained and felt over a long period.

Thematic Villages

Thematic villages are an effort to organize and develop areas based on unique and dynamic local potentials. Creativity and community participation are crucial in creating new attractions to ensure the sustainability of thematic village tourist destinations (Carinna Dewi, 2019). Thematic villages serve as a strategy for poverty alleviation and can improve the quality of urban residential areas.

In developing thematic village programs, the government, community, and academics need to consider factors other than visual elements, such as the physical control of the village over the surrounding natural environment, the function of spaces and buildings designed in the village area to accommodate residents' and visitors' activities, the social structure of the community, and the cultural symbols embedded from the presence of the thematic village.

3. RESEARCH METHOD

Data Collection Techniques

This research uses a qualitative approach to capture the full phenomenon occurring in the field regarding the implementation of community empowerment in the Thematic Program in Kampung Tidar, Tangerang City. The research duration is three months, from June 2022 to August 2022. Data collection techniques include interviews with informants who genuinely understand the issues, observations by examining the existing conditions in the field, and document studies by reviewing regulations, documents, and websites related to the research topic.

Informant Selection

Informants in this research are selected purposively, meaning obtaining the necessary information from informants who truly understand the topic and scope of the research to provide accurate and needed information. There are five informants in this research, consisting of residents and those responsible for the Thematic Program Empowerment in Kampung Tidar, Tangerang. Each interview lasts approximately 30 minutes. The questions are open-ended and conducted according to research guidelines.

Data Analysis Techniques

Data analysis techniques used in this research include data reduction, data display, and conclusion drawing/verification. Data reduction involves sorting through data to focus on relevant and important points, searching for themes, and identifying patterns to provide a clearer picture of the research object. Data display involves organizing and understanding the systematically obtained data to gain insight into the issues or conditions being studied. Data presentation in qualitative research is usually in narrative text, making it easier to understand what is happening and to plan the next steps based on that understanding. Conclusion drawing/verification is the process of drawing new findings that previously did not exist. Findings can be a description or depiction of an object that was previously unclear or ambiguous, which becomes clear after being researched.

Data Validity Testing

Every research requires standards to assess the degree of trustworthiness of the research results. In qualitative research, the standard of trustworthiness is seen from the validity of the data. Qualitative research is deemed valid if it has credibility, transferability, dependability, and confirmability. Credibility is tested through triangulation, which includes the persistence of observation and the extension of observation in research, as well as member checks. Transferability is tested by presenting the research results in a detailed, clear, systematic, and reliable manner so that readers can understand and comprehend the research findings. Dependability is tested by examining all research instruments. Confirmability means testing the research results in relation to the research process. If the research aligns with the proper research process, then it meets the confirmability standard.

4. RESULTS AND ANALYSIS

Kampung Tidar is a densely populated area, thus categorized as slum. It has a fairly large field often used by the local community for various activities such as mothers' aerobics, children's play, and other events. Kampung Tidar is a thematic and green village, featuring various plants, both ornamental and edible. The residents have decent livelihoods, with some working professionally and others being self-employed with their own businesses.

Stages of Establishing "Kampung Tidar"

The establishment of "Kampung Tidar," which began in 2018, went through several stages as follows: (a) Policy Initiation, (b) Independent Community Action, (c) Community Participation, (d) Policy Implementation, and (e) Community Ownership of Policy Outputs.

Policy Initiation

The initiative for the formation of Kampung Tidar came from the local RT (neighborhood association) leader, Nasim Khaerudin, a retiree who wanted to spend his time engaging in various activities beyond his official duties. Community empowerment initiatives can originate from top-down (government to community) or bottom-up (community-initiated). The latter is typically aligned with the community's conditions and potential, as seen in Kampung Tidar. The government's role then becomes supportive, providing regulations and funding when needed.

Independent Community Action

Before a policy is officially issued by the government, the community often undertakes initiatives led by both formal and informal leaders. In Kampung Tidar, the RT leader took charge. Generally, in policy aspects, communities that act independently are known as intermediaries, facilitating communication or demonstrating the benefits of their initiatives. In Kampung Tidar, independent community actions began in 2018, and by March 2019, their successes were recognized by the government.

Community Participation

Participation is the involvement of individuals or groups in activities with the intent to benefit from them. Cogan and Sharpe define community participation as taking part in activities to gain benefits. In empowerment activities, community participation reflects the community's awareness, concern, and responsibility for improving their quality of life. Hence, participation means actively and voluntarily engaging in relevant processes.

Policy Implementation

Policy implementation is more than just executing activities; it is a complex process involving several success indicators or performance metrics. Effective implementation considers key factors influencing policy execution, including adherence to procedures, budget use, and achievement of policy targets. For Kampung Tidar, the thematic village policy is governed by the Tangerang Mayor's Regulation No. 11 of 2019, which supports community initiatives.

Community Ownership of Policy Outputs

With community initiation and participation, residents feel a sense of ownership over the policy outcomes. The management and maintenance of improved residential environments are crucial for sustainable success, requiring community efforts to foster, build, and develop their surroundings. Programs must be preserved by the community to prevent the area from reverting to slum conditions. Continuous community empowerment is essential for environmental maintenance.

In Kampung Tidar, community efforts in maintaining the improved environment have been successful due to their sense of ownership and responsibility, enhancing the area's quality. As a result, Kampung Tidar has transformed into a tourist destination, hosting not only tourists but also government evaluation meetings and open-air learning sessions for elementary schools.

5. CONCLUSION

“Kampung Tidar” is a tangible example of community empowerment initiated by the community itself and then supported and facilitated by the government. The various stages undertaken by the community and government in Kampung Tidar include: (a) Policy Initiation by the community, (b) Independent Community Action to prove that their initiative is beneficial, (c) Community Participation in supporting the realization of their initiative, (d) Policy Implementation after the community's initiative is incorporated into government policy, and (e) Community Ownership of Policy Outputs, resulting in a Kampung Tidar that is good, clean, healthy, and beautiful, with the community consciously and wholeheartedly maintaining and improving it.

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