

Increasing Economic Capacity of Rural Community Through The Use Of Local Ecological Potency Based

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Abstract

Capacity-building is a series of efforts undertaken to provide maximum capacity or output improvement. In this research, the economic capacity of rural communities is enhanced through the ecological potential in the cultural context. Therefore, this research has much to do with various forms of community life to develop all the potential environmental, potential and cultural potential of human beings there. The method used in this research is qualitative method and using triangulation approach, where the existence of research process involving three parties as source of validation of information obtained. The subjects of this research are PKBM Geger Sunten, PKBM Kinanti, and PKBM Bina Terampil Mandiri which are all located in West Bandung Regency. The results of this study after the counseling through PKBM related to the utilization of ecological potential in cultural context, the surrounding community increasingly aware of the importance of ecological potential. It is seen that the community understanding around PKBM area has increased, ie PKBM Geger sunten from 33% to 75%, PKBM Kinanti from 37% to 72%, PKBM Bina skilled self-reliant from 25% to 70% and creativity began to emerge in the community in developing the potential to serve improve the economic capacity of the community.

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INTRODUCTION

The economic life of Indonesian people is still moving stagnant and has not shown any significant changes in line with expectations. Indonesia's per capita income has indeed increased dramatically, which started from US \$ 3000 in the 1990s and has now increased to US \$ 6,000 per capita per year in 2012. Thus, it shows a significant change in the development of the economic system Indonesia. The above facts are certainly very encouraging, because basically according to Rudi Masniadi (2012) per capita income is a measure used to describe the standard of living (Standard Of Living) and is one of the foundations of the achievement of the degree of life of a country's society to achieve the level of welfare from one position to another position. However, data on the increase in the welfare of the Indonesian people, need to be re-assessed, according to Central Bureau of Statistics data, explained that the number of poor people in Indonesia in March 2012 reached 29.13 million people (11.96 percent), 0.89 million , 53 percent) compared to the poor in March 2011 of 30.02 million people (12.49 percent). The figure is still quite high. In fact, we must admit that Indonesia's economic growth at 6% per year is not driven by high investment but because of the ever-increasing credit rate in the community for consumption purposes. This is the problem. Because, the growth of a country, not because of high consumption factor but must be balanced with a large investment power, so if at any time there is an imbalance of global economic system, this nation still has a surplus of foreign exchange that can help it to save the state finances.

We can not avoid the fact that the lives of rural people still need help and helping hand, in order to continue to grow and be able to stand on their own and self. This is what we need to review again. That the life of rural people is now at an increasingly alarming level. Why not? Flow of urbanization from year to year can never be overcome, this led to an imbalance of intellectual property stocks

located in rural areas with urban areas. In addition, the area of agricultural land that sustains national food needs is also further eroded, due to the educated labor imbalance needed to develop modern farming systems. So, people can only become farmers and can not go anymore. Not because they do not want, but skills and expertise in agriculture that tend to stagnate and can not develop. This will lead to a growing process of agricultural growth, while food demand nationally increases. While in urban areas, there is a buildup of intellectuals who are unable to compete, thereby increasingly pinning the position of the grassroots level community to get a share of decent work proportions. If this happens continuously, it will result in a derivation effect of increasing urban poverty numbers are getting worse.

It is time to re-develop the rural economy system. Rural communities need not only capital and agricultural equipment, but need intellectual donations to re-generate people's passion for improving the quality of their lives in the future. The improvement of the quality of life is not only in material form, but in the form of sustained information support and intellectual support. Thus, educated unemployment can be reduced, while providing rural communities with access to a much more up-to-date and relevant information series of areas they need, particularly in the management of ecological resources available around them, such as agricultural land, plantations, fisheries and farms. Even for non-biological ecological resources, it can be used as a way to improve the quality of life of rural communities.

From the above statement, the problem formulation in this research is "How is the pattern of increasing the economic capacity of rural communities through the utilization of local ecology potential based on Community Learning Center (PKBM) in West Bandung regency?" And the purpose of this research can be put forward as follows:

Know the patterns of approaches that can be done to develop the economy of rural communities.

Finding patterns of utilization of local ecological potential that can improve the quality of rural people's welfare.

Finding the revitalization pattern of the role of Community Learning Center for the improvement of people's welfare.

The expected output from this research is as follows: (1) there is an effective pattern of approach in developing the economic capacity of rural communities, so as to be able to suppress the growing urbanization flow; (2) the existence of appropriate and efficient use of local ecological potentials to improve the welfare of rural communities and able to contribute to the development of regional APBD concerned; (3) The existence of appropriate PKBM guidance pattern in its role as one of education unit in national education system.

The benefits of this research are as follows (1) knowing the right approach method to improve the economic capacity of rural communities, which has an impact on the increasing emphasis on urbanization; (2) Providing services to the community as one form of devotion as a condition of Tridharma Higher Education; (3) Developing appropriate development and development models for PKBM as educational unit.

METHODS

West Bandung regency is a district in West Java Province, Indonesia, as a result of the expansion of Bandung regency. This regency is limited to KabupatenPurwakarta and Subang Regency in the west and north, Bandung Regency and Cimahi City in the east, Bandung City in the south, and Cianjur Regency in the west and east.

West Bandung regency inherited about 1.400.000 population from 42.9% of the old area of Bandung regency. West Bandung Regency Government Center located in District Ngamprah, located in the path Bandung-Jakarta. And for the time being, the central government of West Bandung regency

was moved to Batujajar, and Ngamprah sub-district became the center of government at this time. Until the birth of the Law of the Republic of Indonesia no. 12 of 2007 About the Formation of West Bandung Regency Be Autonomous Region in West Java Province.

Of the 15 districts located in West Bandung regency, there are about 165 village areas in this regency. Data from the Central Bureau of Statistics (BPS) of the National Socio-Economic Survey (Susenas), the number of poor people in KBB from 2008-2011 decreased. Recorded as many as 251,690 poor people (2008), decreased to as many as 232,690 people in 2009, 222,949 inhabitants (2010), and 219,782 inhabitants (2011). Despite the decline, it is not an excuse to stop programs that can support community welfare improvement programs. Because, even the smallest number in the poverty level of the community, will have an impact on increasing national poverty rates. These pockets of poverty are necessary to get the attention and support from various parties, in order to be pressed in such a way, especially considering the land conversion that occurred in the West Bandung area so quickly, including agricultural land and plantations that turned into tourist land, luxury properties or places industry.

The research approach is using qualitative method and using triangulation approach. According to Point Kuntari (2007) approach triangulation is an approach where the research process involves the three parties as a source of validation of information obtained. The parties related to this research are: (1) Management Center of Community Learning Activities (PKBM) in three PKBM located in West Bandung regency, namely PKBM Geger Sunten, PKBM Kinanti and PKBM Bina Skilled Self; (2) PNFI inspectors who directly build the three PKBM; (3) Community members located in the three PKBM locations.

Methods Implementation of the program is done in the community by

involving related elements, such as community leaders, local government and so on. This is to ensure the implementation of research programs that also impact on improving the quality of life of the community directly.

The method of implementation is done as follows: (1) Identification of Needs Research Program; (2) Preparation of Recommendation of Research Program Plan; (3) Preparation of the plan, followed by the socialization of the program plan; (4) Implementation of Research; (4) Evaluation and Preparation Recommendation of research results

Interpretation of data conducted in this study was conducted after all information collected within the span of 1 year of research conducted on an ongoing basis. Interpretation of research is mainly done to develop and collect various facts relating to the development of education in three locations PKBM, assessment and pattern of guidance conducted by PLS inspectors in the District of Lembang and Parongpong Subdistrict. In addition, direct involvement with the community is expected to provide a complete picture of how the education process to the community and its impact on community capacity building in the three areas where PKBM is located, and its relation to local ecological potential. Because, geographically, the three regions have different forms.

RESULTS AND DISCUSSION

The results of research on the implementation of the pattern of sustainable development in an effort to improve the economic capacity of the community in three places by three PKBM that is the understanding of the local ecology community increases after the holding of PKBM, can be seen in the following diagram 1:

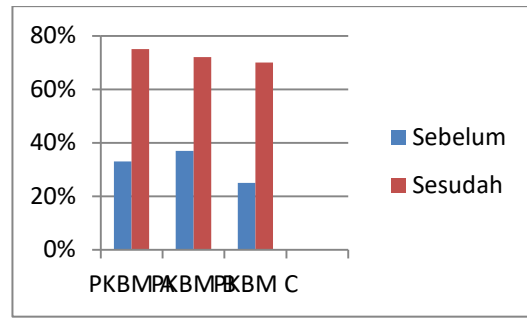


Diagram 1. Increased understanding of local ecology

From diagram 1 it can be explained that the community's understanding of local ecology increased after the establishment of awareness pattern by PKBM to the community. Once people know about local ecology, the community will be motivated to utilize it so that PKBM provides training and guidance to the community with the aim of the community can independently develop local ecological potential in each place.

The implementation of sustainable development pattern is suitable to be implemented in the development of community pattern in three places in West Bandung regency. The development of sustainable development can be the largest sub-theme in the development of society today, including by using various ecological approach as the main strength of economic development of society in West Bandung regency. In the context of empowerment of this research is expected to define the various problems that exist in the community to support the sustainable development of society and covers the various sides of community life in particular. Because the problem is often raised when the development is not able to conform with the existing environmental strength, so that emerges the problem of continued form of social system that is not balanced with each other.

Capacity building includes efforts to improve the economic capacity of rural communities, basically an effort to improve the continuous and sustainable quality of life (levels of living) (Solihin, 2005; Prawoto, 2008; and Purwanto, 2012).

Increasing the economic capacity of the communities occurring in the three areas of PKBM according to the above exposition should be related to the effort to build community initiatives in order to mobilize itself in order to have the empowerment in improving the quality of life in the present and in the future. This is in line with the theory that community development is a process of development in which people initiate to initiate a process of social activity to improve their own situation and conditions (Christenson and Robinson, 1989; Ita Ulumiyah, et al., 2013; and Arman Baiku Maramba Milla, 2016).

Thus capacity building can continue to grow and sustain in the future, in accordance with the increasing needs of the community itself. In addition, the manager is able to demonstrate his strategy in facilitating, motivating and becoming a catalyst (providing direction and guidance so as to accelerate the learning process) for the learning community (Mulyono, *The Strategy Of Managers In Moving Business Learning Group Program In PKBM Srikandi Cimahi City*, 2018) it will give the community learning centre capability to enlarge the learning process also in economic development for it's learners. Economic development in education programs implemented in PKBM, also encourages self-reliance in entrepreneurship that can be developed in synergy with other education, as well as equality education, which has long been developed in Indonesia (Ansori, 2016). In some cases, other non-formal educational institutions such as boarding schools may also play a role in developing community business capacity (Widiastuti & Kartika, 2018). This is a driving factor in the independence that can become a force in the economy of society in the future.

In this study, the people's economy is the main target in the learning pattern implemented at the Community Learning Center. So that the potential of culture and economy can run together and complement each other to achieve the goal of community

independence both economically and in the proper mastery of education.

The development of economic strength in a clear and real must be reviewed thoroughly and continuously in the context of non-formal education. Because every program that is implemented requires a suitability between the needs of community life with the context of ecological life, both in biological potential, non-biological life potential, even a system of tradition that lives and thrives in the community. With these various strengths, it is expected that Community Learning Activity Center (PKBM) can grow and develop into a center of sustainable economic power of society.

In the equivalence, literacy and vocational programs developed at community learning centers (PKBM) can be complemented by skill-learning content that utilizes and exploits the community's own potential. If that power can be developed and brought to life in real terms, then society will benefit from that potential.

But if the potential is not able to be detected and optimized by the community, then the problem will arise, where the gap grows, as a result of differences between community groups who are able to develop the potential that exists with those who are not able to exploit that potential. This requires proper and sustainable education, especially in the awareness of problems and the ability to solve problems, including in utilizing the potential of the surrounding environment. Because at this time the economic power not only on capital ownership factor, but with the utilization of economic sectors that have not been optimized by other societies as an economic commodity.

Community Learning Activity Center (PKBM)

Community Learning Activity Center (PKBM) is a nonformal and informal education unit that organizes a variety of educational programs to assist the community in order to improve the quality of life of surrounding communities. Thus, PKBM focuses on educational programs related to the

felt needs of the community, rather than focusing on helping people learn to achieve diplomas (Sudjana, 2003). PKBM is a learning place that is formed from, by and for the community in order to improve the knowledge, skills, attitudes, hobbies and talents of citizens who start from the meaning and usefulness of the program for the citizens to learn by digging and utilizing the potential of human resources and natural resources that exist in its environment (Sihombing, 2000).

Based on the results of the research described above the three PKBMs namely PKBM Kinanti, Geger sunten, and independent skilled Bina Mandiri able to increase understanding and skills about the ecological potential that existed in the community around PKBM areas generally in West Bandung regency. Even the development of learning programs in PKBM can encourage the creation of continuity of learning process for the community as the main character of community development through nonformal education (Mulyono, Menegaskan Karakter Pendidikan Nonformal, 2012).

The Ecological Potential of Society

Ecology according to Riberu (2002) is the study of the interaction of organism with the surrounding environment. Thus, when assessing the potential of ecology in people's lives, it is strongly related to human beings, cultures and nature that shapes the local character that exists in certain areas. Ecological potential in the cultural context, it is much related to various forms of community life to develop all the potential environmental, cultural potential and human potential that is there. The first stage that needs to be developed in developing the ecological potential of village people's life is with the pattern of awareness about the various potentials that exist in the surrounding environment.

The second stage is to build a more targeted development corridor, and focus on a single development concept. Because, the bias in the community development program will

only make people farther away from the initial program.

The third stage is to provide a wider opportunity to independently develop an initiated program. Thus, the community is no longer dependent on the assistance of a group of initiators who may be from outside the region. If then this can be met, then it is likely to help the community to develop itself independently. This is what is then expected to be the output of a community empowerment program in which the community has the ability to develop various systems related to the development patterns of the various degrees of life expected. And in the end will provide an opportunity for the village community to be able to build and develop a much stronger system in improving the quality of life of the community.

In the context of ecological development, the community is not only built based on its economic potential, but by using a more appropriate approach with the potential of both the economy and the surrounding environment, so that the process of empowerment goes hand in hand with the existing environmental forces including based on biological, non-biological and existing social systems. This power will further develop the character of the community, not merely with the caring power of the economy, but also stimulate the power of society as a whole, including the psychological element of society itself.

CONCLUSION

The role of PKBM in building and fostering the community is very important because the community desperately needs guidance and guidance both knowledge and skills. In this study was felt once the approach of sustainable development pattern in which there are several approaches can make the understanding of the community increased especially in the local ecological potentials around it. The pattern is very suitable to be applied because it does not make people feel bored and give freedom with PKBM position

only as a facilitator in developing ecological potential of each place. the strength of the Community Learning Center has been a major supporter in improving the various solutions for community life in West Bandung Regency in order to support the clear and focused economic growth solution not only as a limited program for a certain period of time and does not encourage sustainability for the community in a sustainable way. This should be developed thoroughly, including with government policies that favor non-formal educational interests and social systems of society, because the development of

community life in the future must be supported with all components of life that is clear and real, so it can be a driver of community independence in various areas of community life clear.

Bandung Barat, obviously requires a more real strengthening in the development of society in the future, especially by using non-formal education system implemented at the Center of Community Learning Objectives. So that the various development processes can touch aspects of community needs in a real way.

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