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Reducing Poverty through Community Empowerment with Integrated Coconut Product Program in Bujjulu District of Gowa Regency

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Abstract--Poverty is still an urgent agenda that needs to be addressed by the Government in Gowa Regency, especially the poor, to empower the people in the Bujjulu area. The purpose of the study was to analyze poverty reduction by community empowerment through integrated coconut products in Bujjulu District, Gowa Regency. The research method used is a qualitative approach. The data collection techniques used are observation methods, interview methods, and documentation methods. The data analysis technique in this study used are data condensation, data display (data presentation), conclusion drawing/verification. The result of the research is that Bujjulu Village, Gowa Regency is mostly carried out with the principle of learning by doing so that this integrated coconut program can be expected to produce an increase in family income in particular. The implementation of this training focused on making flower pots from coconut fiber, making charcoal and briquettes as alternative fuels as a substitute for oil and gas which are currently difficult to obtain, making nata de coco, and transforming the coconut into copra.

Keywords--community, empowerment, integrated coconut, poor, poverty reduction.

Introduction

Economic development carried out by a country is one of the efforts to improve the standard of living of its population. In developing countries, this is aimed at getting a better level of welfare or poverty reduction and the economy. One indicator of the success of a country's or government's economic development is the reduction in the number of poor people because essentially a development is to improve people's welfare fairly and equitably (Collier & Dollar, 2002; Barrett et al., 2005).

To overcome the problem of poverty, strategies must be chosen that can strengthen the role and position of the people's economy in the national economy, so that structural changes occur which include resource allocation, institutional strengthening, and empowering human resources (Ahmad et al., 2019). The problem of poverty occurs and is a concern for the government at this time. The poverty that occurs involves the participation of poor families partially and is proven to have not been able to reduce the poverty rate that occurs (Mardana, 2014). Poverty is still an urgent agenda to be faced and needs to be addressed by the Government in Gowa Regency, especially the poor in the Bujjulu area.

In relation to the causes of poverty in developing countries, Edi Suharto also caused poverty due to several factors, including: having a disability, having low education, not having the capital or skills to do business, unavailability of job opportunities, being terminated, layoffs, no social security (retirement, health, and death) or living in remote locations with limited natural resources and infrastructure. Ahmad Bello (2006), there is generally poverty is always associated with the level of income which can be divided into absolute poverty and relative poverty. According to Bappenas in Putriana (2012), poverty is a condition where a person or group of men and women cannot fulfill their basic rights to maintain and develop a dignified life, namely the fulfillment of food, health, education, employment, housing, and social needs. clean water, land, natural resources, the environment, a sense of security from violence or threats of violence, and the right to participate in socio-political life for both women and men. Structural poverty is poverty suffered by a group of people, because the social structure of the community cannot participate in using the sources of income that are actually available to them.

Overcoming the problem of poverty is a long process. Efforts to reduce the single-digit rate, but the number of poor people are still quite large, around 25 million people. In this era of openness, the decision-making process becomes more difficult and complex, including policy-making and the establishment of programs related to poverty reduction, (TNP2K, 2019). The development target of the 2020-2024 National Medium-Term Development Plan (RPJMN) is to realize an independent, advanced, just and prosperous Indonesian society through accelerated development in various fields. Development is expected to be based on competitive advantages in various regions supported by qualified and competitive human resources. Meanwhile, in the Government Work Plan (RKP) 2021, it is hoped that the goal of equitable development can be achieved by utilizing local wisdom to accelerate poverty reduction and national economic recovery.

Community empowerment refers to the word empowerment which means strengthening, namely as an effort to actualize the potential that is already owned by the community. To realize community empowerment, there needs to be an organization that can manage it well. The concept of empowerment in the discourse of life in society is always associated with the concept of independence and is placed on individual and social level abilities. Mc Ardle (1989) in [Romlah et al. \(2019\)](#), defines that: Empowerment as a decision-making process by people who consistently implement these decisions. People who have achieved their collective goals are empowered through their independence, even it is imperative to be more empowered through their own efforts and the accumulation of knowledge, skills and other resources to achieve goals. Community empowerment emphasis is on the importance of self-reliant local communities as a system that organizes themselves. Therefore, the expected approach can position the individual as a subject, not as an object ([Setiana, 2005](#)).

Empowerment refers to the notion of expanding freedom of choice and action. For the poor, this freedom is severely limited because of the inability to speak out and powerlessness in relation to the state and the market. Because poverty is multi-dimensional, poor people need skills at the individual level (such as health, education and housing) and at the collective level (such as acting together to solve problems) ([Kausar, 2012](#)). Powerless people and members of the poor, must be empowered by providing knowledge, improving skills, obtaining resources and changing their mindset so that they become empowered communities through the empowerment process. On the other hand, the group that has had this source of power (the dominant group) must be willing to share its knowledge, information, and resources with other groups ([Iskandar, 2005](#)).

The factors that hinder the empowerment of the poor in Bujjulu Village, Gowa Regency are unprofessional data collection processes and limited human resources and the lack of human resources who conduct the data collection process for the poor. The data collection process for rice aid for the poor was not right on target, because there were still many people who were more deserving of the aid and did not receive assistance, instead, those who could or did not deserve assistance instead received assistance from the government. The purpose of community empowerment in the village of Bujjulu, Gowa Regency refers to the circumstances or results to be achieved. As stated by [Suharto \(2005\)](#), that the essence of efforts to improve the dignity of the community, especially those who are currently unable to escape the trap of poverty and underdevelopment, which means empowering is to help a person/community find the ability to become independent. These various forms of powerlessness have resulted in the poor layers of society experiencing obstacles to meet their daily needs. With conditions like this, the poor will feel lazy, apathetic, have an attitude of dependency or dependence on the government, so that people do not have the independence to make improvements to a better life.

Method

The design used in this study is qualitative research, it is necessary to have the theoretical sensitivity of the researcher. Theoretical sensitivity refers to the scientific quality for the researcher personally. The quality in question is an

awareness of the intricacies of the meaning of data and its function for qualitative research (Sianipar et al., 2013; Coy et al., 2021). Everyone can do research, but the level of theoretical sensitivity is relatively different, between researchers who depend on the background of the breadth of knowledge and experience of each. In general, the researcher's theoretical sensitivity is influenced by his background knowledge and experience in research, whether or not related to a particular field. Over time, theoretical sensitivity can be developed through various experiences that the researcher goes through during the research process. The data collection technique was carried out by direct observation to the research location or field research by finding and obtaining interviews from 25 people in the Bujjulu area, Gowa Regency. The method used is observation and interviews. The observation was conducted by observing directly the units that have to do with the object of research. The interview is a question and answers process in research that takes place orally in which two or more people face to face and listen directly to information or information (Klasen, 2008; Ivanic & Martin, 2018; Sanchez, 2000).

Research Results and Discussion

Poverty reduction

Poverty always attracts the attention of various groups, both academics and practitioners. Various theories, concepts and approaches continue to be developed to tackle poverty. In Indonesia, the problem of poverty is a social problem that is always relevant to continue to be studied. The central government's desire to overcome poverty through empowerment is actually not new. The government has worked hard with various programs to empower the poor through various programs, such as the IDT program, P2KP, Askeskin, fuel compensation, KDP and others (Rodsamran & Sothornvit, 2019; Wedgwood, 2007). When referring to the implementation of poverty reduction programs, it still adheres to the old patterns without any significant changes, where policies are applied in a straight line with the form of partial, charitable or charitable services or assistance, supported by data whose validity is highly doubtful.

Poverty reduction is one of the priorities of the Indonesian government in reducing poverty. The government currently has various integrated poverty reduction programs ranging from poverty reduction programs based on social assistance, poverty reduction programs based on community empowerment and poverty reduction programs based on empowerment of small businesses, which are run by various elements of the government, both central and regional.

Table 1
Gowa Regency BPS data in 2021

Indikator Kemiskinan	Indikator Kemiskinan		
	2015	2016	2017
Jumlah Penduduk Miskin (Ribu)	59,47	61,52	62,77
Persentase Penduduk Miskin (%)	8,27	8,40	8,42
Indeks Kedalaman Kemiskinan	1,56	1,59	1,42
Indeks Keparahan Kemiskinan	0,46	0,47	0,39
Garis Kemiskinan (Rupiah)	306 328,00	316 428,00	333 002,00

The size of the number of poor people is strongly influenced by the poverty line, because the poor are people who have an average per capita expenditure per month below the Poverty Line. The poverty indicator data in Gowa Regency above with the number of poor people in 2015 as many as 59.47 and in 2016 as many as 61.52 and in 2017 as many as 62.77. This shows that the number of poor people in Gowa Regency is increasing from year to year. Especially in the Bujjulu area, Gowa Regency, poverty reduction is carried out by empowering the poor living in the area.

Based on the results of interviews with the local community, it was stated that the assistance provided by the Gowa Regency Social Service specifically to the community in Bujjulu Village was in the form of RASKIN, PKH and RTLH assistance (Arnawa et al., 2019; Khayif, 2021; Pegg, 2006). This assistance is focused on people belonging to the poor indicator group, with the hope of being able to meet the needs of clothing, food and housing. But this is not enough as a help, but what makes people creative in increasing family income is that with the warungreka program it opens their minds to be able to develop creativity and motivation at work.

In order to support efforts to reduce poverty and inequality, the policy steps taken are to provide support and facilities to develop micro-scale productive economic enterprises, especially among poor families and in disadvantaged areas and pockets of poverty, especially in Bujjulu Village, Gowa Regency. The development of micro-scale businesses carried out with the integrated coconut processing program is carried out through increasing business capacity and community skills to manage businesses as well as increasing business certainty and protection so that they become more independent, sustainable and ready to grow and compete business units (Deori, 2015; Ljupco & Jasminka, 2017).

Community empowerment with integrated coconut products

Empowerment of the poor in Bujjulu Village, Gowa Regency is an activity that is carried out in a planned, comprehensive manner and involves various aspects that must be carried out in an integrated and well-planned manner. In carrying out the activities of empowering the poor, there are various influencing factors, both supporting and hindering the process. The success of the program to increase the empowerment of the poor through the warungreka program cannot be separated from the support from both the university and the community as well as the local government who helped.

Kedaireka is a forum for gathering aspects of the penta helix that collaborate and synergize to advance the Indonesian nation. Kedaireka was built as an implementation of the contribution of the vision of an independent campus that provides benefits and welfare of the community through the creation of Indonesian children in the spirit of building the nation's independence. One of the *warungreka* programs from Makassar State University is the integrated coconut program. The integrated coconut program is an industrial plant program in which the whole part of the coconut can be utilized, for example on the part of the fruit that starts from the shell until the water can be utilized (Lefebure, 2019; Rasyid & Nasution, 2021). Coir that is used as briquettes, upholstery or doormats or

organic pesticides, shells or shells can be used as shell charcoal, briquettes, activated charcoal, liquid smoke or artistic goods, fruit flesh can be used as coconut milk, VCO cooking oil, coconut jam, or *Nata de Coco*.

Based on the results of the training carried out, the local community in Bujjulu Village, Gowa Regency is mostly done with the principle of learning by doing so that this integrated coconut program can be expected to produce an increase in family income in particular. The implementation of this training focused on making flower pots from coconut fiber, making charcoal and briquettes as alternative fuels as a substitute for oil and gas which are currently difficult to obtain, making nata de coco, processing coconut into copra and so on. By empowering the community to overcome poverty, efforts are made to build power and encourage motivation as well as raise awareness of its potential and strive to develop the potential of the community in Bujjulu Village, Gowa Regency. This is driven by the views of Saad & Ahmad, (2006), state that the community can be empowered through motivation and encouragement to raise public awareness. Barder, (2009), also believes that the awareness and potential of the community can develop with the creativity that is carried out.

Conclusion

The community empowerment in poverty reduction in Bujjulu Village, Gowa Regency is mostly done with the principle of learning by doing so that this integrated coconut program can be expected to increase family income. The integrated coconut program is focused on making flower pots from coconut coir, making charcoal and briquettes as alternative fuels as a substitute for oil and gas which are currently difficult to obtain, making nata de coco, processing coconut into copra. The training activities implemented in the village of Bujjulu, Gowa Regency benefited the people living in the area so that what they got from the training could be implemented by opening an independent business.

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