



EMPOWERMENT OF THE COMMUNITY OF PALUH KEMIRI SUB-DISTRICT LUBUK PAKAM IN IMPROVING THE SENSE OF BELONGING TOWARDS CIVIL COMMUNITY

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Abstract

Sense of belonging is the experience of personal involvement in a system or environment so that people feel an integral part of the system or environment. Paluh Kemiri Village, Lubuk Pakam District, has enormous potential to be developed if the existing programs in the government can be followed up jointly by the government, the community and universities. This community service is held with the following objectives: 1) Institutional improvement. 2) Business improvement. 3) Revenue improvement. 4) Environmental improvement. 5) Improvement of life. 6) Community improvement.

The community empowerment approach that has been implemented so far is still problem based. Whereas the powerlessness of the community covers all aspects, apart from educational factors, as well as structural and social factors as well as environmental conditions and policies that are not conducive to growing creativity and productivity of micro-economic actors and small and medium-sized enterprises in developing local potential. To advance the potential of the region, it is necessary to have knowledge of technology and innovation as well as creativity towards agropreneurship and technopreneurship. For this reason, a change in the way of thinking and acting as an entrepreneur is needed in increasing the *sense of belonging* to civil society. Following successful empowerment activities, community empowerment needs to be in line with community service activities.

Keywords: *Community Empowerment, Sense of Belonging, Civil Society*

INTRODUCTION

Community empowerment is a development process in which the community takes the initiative to initiate the process of social activities to improve their own situation and condition. Community empowerment will be successful or can occur if citizens participate (Khaeruman, et al, 2021)



Figure 1 Joint Photo of the Community Service Team with Kelurahan Apparatus Community

Here the subject is the driving force, and not the beneficiary or object. In the framework of reference for national development in general and in particular the Paluh Kemiri Village, Lubuk Pakam District, empowering the community in various aspects should be the center of attention and shared responsibility. Building the economy of rural communities also means building a large part of Indonesia's population.

There are four principles that are often used for the success of empowerment programs, namely the principles of equality, participation, self-reliance or independence, and sustainability (Najiati et al, 2012)

In accordance with the mandate of the 1945 Constitution of the Republic of Indonesia, the government and all elements of society are obliged to carry out environmental protection and management in the implementation of sustainable development, so that the environment in Indonesia remains a resource and life support for the Indonesian people and other living creatures.

Sense of belonging is an experience of personal involvement in a system or environment so that people feel themselves to be an integral part of that system or environment. Sense of belonging according to Goodenaw (in Muhaeminah, 2015) is a sense of acceptance, respect, feeling included or involved, and getting encouragement from other people and the environment, as well as a feeling that he is "a person" who is an important and valuable part in activities and life. group. Macey et al (in Widjaja and Seliecia, 2014) sense of involvement is a connection, involvement, commitment, desire to contribute, sense of belonging, loyalty, and a sense of pride in the work and workplace. Dickson (2011) revealed that there are four predictors to measure and evaluate employee engagement and one of them is belonging and fit. Belonging and fit is a sense of belonging and employee fit is influenced by relationships with colleagues, readiness for work, and value fit.

The condition of Paluh Kemiri Village, Lubuk Pakam District, in such a way also has enormous potential to be developed if the existing programs in the government can be followed up jointly by the government, the community and universities. Paluh Kemiri Village is one of the villages in Lubuk Pakam District, Deli Serdang Regency, North Sumatra Province with a demographic and topographic location that strongly supports tourism activities and activities such as marine tourism, providing hospitality facilities, Serdang museums and beaches are very attractive to visit by tourists. traveler.

This community service is carried out with the following objectives:

1. Institutional improvement.
2. Improving business.
3. Income Improvement.
4. Environmental Income.
5. Improvement of improved.
6. Improvement of the community.

Community empowerment strategies There are three main strategies for community empowerment in the practice of social change, namely direct action and transformation described as follows:

1. Traditional Strategy.

This strategy suggests that people know and choose their best interest in various circumstances.

2. Direct Strategy.

This strategy requires the predominance of interest respected by all parties concerned, in terms of changes that may occur. In this strategy, there are very influential parties in decision-making.

3. Transformation strategy.

This strategy shows that long-term massive education is needed before identifying personal interest.

METHOD AND TIME OF IMPLEMENTATION

Implementation of this community service activity is carried out in several stages, namely:

1. The first stage is counseling and followed by direct involvement with local residents in order to improve the ability of residents. In the first stage, it was carried out using the lecture, discussion and question and answer method. All participants can submit their various ideas in improving the community's economy.
2. In the second stage, the extension workers go directly to the residents to observe the daily lives of the residents and provide appropriate direction towards an independent village that is able to improve the community's economy. Residents and village leaders can directly implement the results of the counseling.

This service is carried out at the expense of the Medan Area University Lecturer. Time and Place This service activity is carried out from Tuesday to Thursday, January 11-13, 2022 in Paluh Kemiri Village, Lubuk Pakam District Deli Serdang Regency, North Sumatra Province.

DISCUSSION OF SERVICE IMPLEMENTATION

Implementation of community empowerment has seven stages or steps carried out, namely as follows:

1. Preparation Stage.

At this stage there are two stages that must be carried out, namely the storage of officers, and the second is field preparation which is basically attempted to be carried out in a non-directive manner.

2. Assessment stages.

At this stage, the assessment process can be carried out individually through groups in the community.

3. The planning stage of alternative programs or activities.

At this point, officers as agents of change in a participatory manner try to involve citizens to think about the problems they face and how to overcome them.

4. The stage of formalizing the action plan.

At this stage the change agent helps each group to formulate and determine what programs and activities they will do to overcome the existing problems.

5. Stage of program or activity implementation.

In order to implement community empowerment programs, the role of the community as a CADRS should maintain the sustainability of developed programs.

6. Evaluation stage.

The evaluation as a resident monitoring process and officers of the current community empowerment program should be carried out by involving residents.

7. Termination stage.

The termination stage is the stage of formally terminating the relationship with the target community.



Figure 2 Team Preparation with Village Officials and Residents

Outcomes

1. Of Preliminary Activities on Understanding Community

Empowerment of empowerment communities is actually an effort to change people's behavior patterns to increase capacity and independence across four aspects, namely social protection, capacity building, growing accessibility and the use of local potential. The reason is that the community empowerment policies implemented so far are not limited to the concept of programs and activities, but especially to adapt the concept to the community.

Furthermore, in the field of utilizing local potential, community empowerment must be able to provide a set of appropriate technology according to local potential, provide markets for the creation of community economic activities and facilities for infrastructure management groups. To implement all these community empowerment policies, the main factor that must be implemented is to identify community needs through assessment and development while still upholding the operational approach according to the concept of regional development.

2. Community Empowerment on Institutional and Social Relations



Figure 3 Implementation of the Discussion of Activities on Institutional

Institutions in Paluh Kemiri Village is relatively going well. Meetings held by formal

institutions are held regularly once a month at the kelurahan office. This meeting is generally used to discuss problems that exist in their respective environments, including security, order and population. The community activities of Paluh Kemiri Village adhere to the principle of Sense of belonging which is an experience of personal involvement in a system or environment so that people feel themselves to be an integral part of that system or environment.

These formal institutions include the Village Community Resilience Institution (LKMD), the Family Welfare Empowerment Institute (PKK) and the Village Community Police (POLMAS), and so on. Informal institutions that exist in Paluh Kemiri Sub-district, among others, are perwiridan for men and women which are carried out in every neighborhood and are usually carried out once a month or once a week. Perwiritan and arisan for PKK women which are held once a month, the Helping Union (STM) in every neighborhood to provide assistance to families who have suffered or died, the Mosque Youth Institute, ethnic Chinese forums, and so on.

In terms of social relations in Paluh Kemiri Village, it is also still going well. Until now, there has never been friction between community groups, despite the very heterogeneous condition of society, both from ethnicity, culture, customs, and religion. This condition is certainly very supportive of the creation of a conducive climate in maintaining security, order, and mutual respect in every daily activity of the community. In addition, social relations can also be seen from the active participation and role of formal and informal institutions in community activities, such as mutual cooperation activities, religious holiday celebrations, siskamling activities, posyandu activities, providing compensation and basic necessities at certain events, circumcision mass, and many others.

3. Community Empowerment About Increasing Interest in Reading



Figure 4 Development of Team Deliberations with Residents

The lack of interest in reading by the community in Paluh Kemiri Village and the absence of facilities such as a village library or other reading garden underlies the establishment of a village reading house in Paluh Kemiri Village by the community service team. Awareness of the importance of introducing reading culture to the community, especially school-age children and building adequate

infrastructure to support these activities, led us to propose a program to build an early village reading house to the village government.

The development of a reading culture is one of the government programs that aims to develop a knowledgeable, skilled, advanced, and independent society through reading, writing, arithmetic, and literature activities which in its implementation are through the Community Reading Gardens media. The existence of the reading garden is expected to be able to support the cultivation of a love for reading in the community and as a forum for fostering new literates to improve their literacy skills that have been obtained from participation in previous literacy education programs. The existence of this reading garden media is able to motivate people to increase their love of reading and learning as a support for the realization of a lifelong learning community.

After the reading garden was available, we raised book donations, we started to prepare the place to the decoration and preparation of the previously collected books, after that it was inaugurated with village officials and opened to the village community. The students were quite enthusiastic about visiting the village reading house to read books there.

This reading house is located right next to the kelurahan, with adequate facilities, including tables and chairs (although still limited) for reading which is expected to increase interest in reading from the local community. In making this reading house in Paluh Kemiri Village, we were also assisted by village officials and the local community. This reading house still needs a lot of improvement and further refinement.

4. Community Empowerment About Tourism Village

Potential The beauty potential of Paluh Kemiri Village, Lubuk Pakam District, will be developed as a tourist destination. The village government and the local Youth Organization are in the middle of pioneering the existence of a tourist attraction. The Paluh Kemiri sub-district government, Lubuk Pakam and Karang Taruna sub-districts pioneered the area into a tourist village.

Not only that, at that location, a road to the tourist attraction will also be built. He is optimistic that after the development is realized, it will become an extraordinary tourist attraction to support tourism development in the Paluh Kemiri Village, Lubuk Pakam District.

5. Community Empowerment with Pokdarwis, Paluh Kemiri Sub-district, Lubuk Pakam Sub-district



Figure 5 Community Empowerment with Pokdarwis

The Tourism Awareness Group (Pokdarwis) is one of the community-based organizations that can assist the Government in socializing and implementing the elements of Sapta Pesona in tourism activities in Paluh Kemiri Village, Lubuk Pakam District.

The purpose and objectives of community empowerment for Pokdarwis, Paluh Kemiri Village, Lubuk Pakam District.

Purpose:

- a. To increase the role and participation of the community in tourism development in Paluh Kemiri Village, Lubuk Pakam District.
- b. Can be a motivator and communicator for the community of Paluh Kemiri Village, Lubuk Pakam District so that they are aware of tourism and take advantage of existing potential.
- c. The local community wants to play an active role in tourism development.
- d. Take an active role in helping the government in the realization of Sapta Pesona in the lives of the people of Paluh Kemiri Village, Lubuk Pakam District.

Objective:

- a. To increase the role and contribution of the community
- b. Improving community development and empowerment
- c. Developing tourism to improve the welfare of the community
- d. Introducing and preserving the potential that exists.

CONCLUSION

Based on a series of activities as a Community Service team carried out by Medan Area University lecturers in Paluh Kemiri Village, Lubuk Pakam District with the results carried out, it can be concluded as follows:

The community empowerment approach that has been implemented so far is still problem based. Whereas the powerlessness of the community covers all aspects, apart from educational factors, as well as structural and social factors as well as environmental conditions and policies that are not

conducive to growing creativity and productivity of micro-economic actors and small and medium-sized enterprises in developing local potential. To advance the potential of the region, it is necessary to have knowledge of technology and innovation as well as creativity towards agropreneurship and technopreneurship. For this reason, a change in the way of thinking and acting as an entrepreneur is needed in increasing the *sense of belonging* to civil society. Following successful empowerment activities, community empowerment needs to be in line with community service activities.

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