

**EFFECTIVENESS OF THE PROGRAM OF EMPOWERMENT
PROBLEMS WITH SOCIAL WELFARE PROBLEMS
IN POVERTY MANAGEMENT
(Study In Nyomplong Village Sub-District Warudoyong
Sukabumi City West Java Province)**

Udaya Madjid, Romi Saputra

ABSTRACT

This study discusses the effectiveness, supporting and inhibiting factors and formulate strategies to overcome obstacles in the implementation of the the Physically Empowerment Program Social Problems through the Joint Business Group in the Village Nyomplong Sukabumi Regency.

The design used in this research using descriptive method with qualitative-inductive approach. Data analysis techniques used in descriptive research through data selection, data reduction and verification of data and using SWOT analysis in order to formulate strategies to overcome obstacles.

The results of this study can be explained that the effectiveness of implementation of the People Empowerment Program Social Problems through the Joint Business Group (KUBE) in Nyomplong Village generally been effective as seen from the achievement on Program Objectives, Increasing Income, and Ability to Solve Social Problems Increased Functionality of Members, but there are programs that can not be achieved in accordance with the objectives of the Sustainability Program, especially in the capital increase business.

Supporting factors in the implementation of this program are active members in managing their business, Motivation members to implement and manage the business is high enough, the support from the community and coaching. While the inhibiting factors are: management and assistance that have not been effective, Human Resources (members) are still low, the absence of additional capital in order to develop joint business groups, marketing the products that have not reached the market and Unfair Business Competition.

Appropriate strategies used to overcome barriers that permit service quality improvement (1) Human Resource Development (Member) KUBE and established a partnership with Micro Finance Institutions, (2) Change renewal Management KUBE and Utilizing advances in information technology, (3) Revitalization KUBE Organization, (4) Making Adjustments and evaluation of programs and

activities are a priority and the provision of venture capital in order to increase business KUBE.

Key word: Empowerment, Social Problems, Poverty Reduction

A. INTRODUCTION

The problem of poverty is a multidimensional problem that is not only caused by economic factors but also related to the vulnerability and vulnerability of a person or community group to become poor. The paradigm of poverty concerning the nature, condition and context of poverty becomes very important in implementing appropriate policy measures in overcoming it. The problem of complex poverty requires the intervention of all parties together and coordinated. However, its handling has tended to be partial and unsustainable. The role of the business world and society in general is also not optimal. Social volunteering in community life that can be an important source of empowerment and solving the root causes of poverty also began to fade. For that required a systemic and comprehensive changes in poverty alleviation efforts.

Increasing the effectiveness of poverty alleviation and employment creation, the government launched the Social Welfare Problem Empowerment Program (PMKS). Through the empowerment of people with Social Welfare Problems reformulated the mechanism of poverty reduction efforts involving community elements, from the planning, implementation, to monitoring and evaluation. Through the process of participatory development,

critical awareness and self-reliance of the community, especially the poor, can be grown so that they are not an object but the subject of poverty reduction efforts.

The community empowerment approach has been widely pursued through various sectoral and regional developments. However, because it is done partially and not sustainably, its effectiveness especially for poverty alleviation is considered not optimal yet. Therefore, through the Social Welfare Empowerment Program, it is hoped that harmonization of basic principles, approaches, strategies and various mechanisms and procedures of development based on the empowerment of the poor will be made more effective and efficient.

Efforts to eradicate and alleviate poverty The government has many programs spread across various Ministries and Institutions. These programs are run independently without coordination with each other. So that it can happen in execution there are two or more programs implemented in the same area. Programs spread across the various Ministries and Institutions in their implementation have different operational standards. Seeing this Sukabumi City Government in this case the Social Service of Manpower and Transmigration through the Social Welfare Empowerment Program, is a program in which contains the activities As for its activities based on Budget

Implementation Document (DPA) Transmigration Fiscal Year 2017 as
Social Service of Manpower and follows :

1. Advanced Development of Poor Empowerment;
 - Goal : KUBE Fakir Miskin
 - Input : Fund of Rp. 75.000.000, -
 - Outputs : Established Joint Business Group (KUBE) Fakir Miskin
 - Result : Joint Business Group (KUBE) in managing its business will keep running and obtain satisfactory business result
 - Performance Target: 43 KUBE (430 KK)

2. Coaching Young Independent Families;
 - Target : Mandiri Young Family (KMM)
 - Input : Rp. 25,543,000, -
 - Output : Fostering Young Independent Families
 - Results : Increased standard of living for the Mandiri Young Families
 - Performance Target : 15 people

3. Development of Monitoring and Evaluation of Hope Family Program;
 - Target : Very Poor Household (RTSM)
 - Input : Rp. 58.993.000, -
 - Output : Implementation of Hope Family Program Monitoring
 - Results : The Hope Family program can be evaluated
 - Performance Target : 14 District

4. Guidance for Prostitutes and Vulnerable Women for Prostitution;
 - Target : Women Susceptible and Women Susceptible Vulnerable
 - Input : Rp. 8,624,000, -
 - Output : Implementation of Social Guidance for Women Tuna Susila and Women Susceptible Vulnerable
 - Results : Women Susceptible and Vulnerable Women Abuse Actors can carry out their social functions
 - Performance Target : 70 people

5. Guidance For ex prisoners;
 - Target : Ex-Prisoners
 - Input : Rp. 33.571.400,-
 - Output : Implementation of Social Guidance for Ex-Prisoners
 - Results : Ex Prisoners have skills and grow confident

- Performance : 20 people
Target
6. Poor Social Welfare Assistance (BKS-FM) in Tobacco Industrial Estate;
Target : Poor family
Input : Rp. 53.500.101,-
Output : Establishment of Poor Family In Gaining Business Capital
Results : Establishment of Poor Cooperative Business Group in Tobacco Industry Area
Performance : 130 Heads of Families (13 KUBE)
Target
7. Social Rehabilitation Assistance for Ex-Patients with Chronic Illness Impact of Smoking;
Target : Ex-Patients with Chronic Illness Impact of Smoking
Input : Rp. 25.000.000,-
Output : KBS Ex Patients with Chronic Illness Impact of Smoking Increasingly Confident
Results : KBS Ex Patients with Chronic Illness The Impact of Smoking Managing UEP to Improve its Wellbeing.
Performance : 50 People (5 KUBE)
Target
8. Improvement of Women Social Welfare Social Welfare (WRSE) and Family Social Welfare Assistance.
Target : Women's families Prone to Socio-Economic (WRSE) and poor families
Input : Rp. 99.629.225
Output : Promotion of Women Prone to Socio-Economic and Poor Families
Results : Women's Family Prone to Socio-Economic Social and Family Affairs can improve their welfare
Performance : 60 People (6 KUBE)
Target

Population belonging to the Social Welfare Issues group tended to increase both in quantity and intensity. The impacts are complex and require special handling. To identify and evaluate these issues, accurate, reliable and timely data / information on related

issues is needed.

Data from the Social Service of Manpower and Transmigration of Sukabumi City still have Social Welfare Problems in Sukabumi City as the following table:

Table 1.1
Number of People with Social Welfare Problems
Sukabumi City
Year 2016

No	People with Social Welfare Problems	amount	Percentage
1	2	3	4
1.	Neglected toddler	1,372	1.39%
2.	Homeless child	4,069	4.11%
3.	Brat	509	0.51%
4.	Street children	95	0.10%
5.	Women Prone to Socio-Economic	8,457	8.55%
6.	Victims of Violence	217	0.22%
7.	Elderly	8,301	8.39%
8.	Persons with Disabilities	10,057	10.17%
9.	Tuna Susila	244	0.25%
1	2	3	4
10.	Beggar	91	0.09%
11.	Bums	78	0.08%
12.	Former Residents of Community Institutions (BWBLK)	452	0.46%
13.	Victims of Drug Abuse	164	0.17%
14.	Poor family	53,168	53.76%
15.	Households Not Eligible	8,678	8.77%
16.	Social Problem Family	298	0.30%
17.	Remote Indigenous Communities	220	0.22%
18.	Victims of natural disasters	199	0.20%
19.	Social Disaster Victims	67	0.07%
20.	Migrant Workers	239	0.24%

21.	People With HIV / AIDS	-	0.00%
22.	Vulnerable Families	1,929	1.95%
AMOUNT		94,839	100%

Source: Social Service of Manpower and Transmigration of Sukabumi City, 2016.

1. Identification of problems

According to the description of the background above it can be identified research problems as follows:

- a. The low understanding of society and apparatus towards Social Welfare Problem Empowerment Program in Sukabumi City.
- b. Lack of socialization of the Social Welfare Problem Empowerment Program to the majority of the people included in the Social Welfare Problems.
- c. The low ability of most managers of social welfare empowerment activities at both the municipal, sub-district and urban village levels.
- d. Weak method of identifying the needs of beneficiaries of the Social Welfare Fund.
- e. Weak system of supervision on the implementation and use of funds for the empowerment of People with Social Welfare Problems.
- f.

2. Problem Restrictions

In accordance with the identification of the above problems, the problems in this study are limited only in terms of implementation

effectiveness and finding inhibiting and supporting factors as well as formulating strategies for Social Welfare Empowerment Program Empowerment in Joint Study Groups in Kelurahan Nyomplong, Nyomplong Subdistrict, Sukabumi.

3. Problem Formulation

Based on the above problem restrictions then the formulation of problems in this study are as follows:

- a. What is the effectiveness of the implementation of the Social Welfare Empowerment Program through a Joint Business Group?
- b. What factors support and impede the effectiveness of the implementation of the Social Welfare Empowerment Program through a Joint Business Group?
- c. What strategies are being undertaken to overcome obstacles in implementing the Social Welfare Empowerment Program through a Joint Business Group?

A. EFFECTIVENESS CONCEPT

The notion of effectiveness by Dunn (2003: 429) is "effectiveness with regard to whether an alternative

achieves expected outcomes, or achieves the objectives of the action." While the notion of effectiveness by Tyson (1992: 230) is "effectiveness can be defined as the ability to adapt to changing environments".

"The study of organizational theory of effectiveness of the goal approach is defined to the extent to which the organization realizes its goals" (Robbins, 1995: 53). Dunn (1999: 429), "explains that effectiveness concerns whether an alternative achieves expected outcomes, or achieves the goal of action." Effectiveness, closely related to technical rationale, is always measured from the product or service unit. The effectiveness of the organization is assessed from the amount used to produce a unit of output. A similar opinion was given by Osborne and Gaebler (2005: 389), as follows:

Effectiveness differs from efficiency, efficiency is a measure of how much it costs for each output (volume produced), whereas effectiveness is a measure of the quality of output: how to achieve outcome (quality or effectiveness of production). Thus, the concept of effectiveness is more emphasis on quality than the cost ratio of each output unit.

Effectiveness can be interpreted as how far the achievement of the results that have been obtained with the objectives that have been set and to measure the effectiveness of an indicator is needed to measure the

achievement of results of objectives that have been set.

B. IMPLEMENTATION PROGRAMS

The term "Implementation" comes from the English word "*Implementation*" which means implementation. This term always connotes as an activity or activity, even both terms are often used in a context of understanding, namely *implementation activity*.

Pariata Westra (1997: 155) "formulates the understanding of the *implementation of activities* as efforts undertaken to implement all plans and policies that have been formulated and established by completing all the necessary equipment needs, who conducts, where the implementation, when the start time and ending and how to do it. "

The program according to Terry (in Tachjan, 2008: 31) defines that:

A program can be defined as a comprehensive plan that includes future use of different resources in an integrated pattern and established a sequence of required actions and time schedules for each in order to achieve stated objectives. The makeup of a program can include objectives, policies, procedures, methods, standards, and budgets. That is, that the program is a comprehensive plan that already

describes the resources to be used and integrated in one unit. The program describes the targets, policies, procedures, methods, standards, and budget.

Based on the underlying principal issue and the priority of solving it on each administrative unit, the program can be grouped gradually into: "Program categories, Program sub-categories, Program elements". On the basis of the above grouping, the structure of the program can be arranged gradually into: Master Program, Main Program, Program / activity.

C. PROGRAM OF SOCIAL WELFARE PROBLEMS

Law of the Republic of Indonesia no. 11 Year 2009 About Social Welfare mandates that the implementation of social welfare is done based on integrity, openness, accountability, professionalism, and sustainable. For the achievement of social welfare, it is necessary to have competent and valid data base as the basis for the implementation of social welfare. For that reason, the government through the Ministry of Social Affairs is deemed necessary to establish the data source of Social Welfare Problems and Potential and Sources of Social Welfare (PSKS) which is accurate and current. The increasingly complex life of society today is characterized by technological advances, industrialization, urbanization and various social upheavals pose many social problems. If not immediately addressed, then this problem will spread

and increasingly impact on the community. For that we need an integrated and organized effort to solve the problem. Social problems arise from various causes, both internal factors (internal factors) and environmental factors (external factors). Internal and external factors interact and interdependence, so social problems are usually complex and not easily solved. Social problems have various dimensions, whether economic, social, cultural, biological, psychological, spiritual, legal, or security, so that social problems can only be approached cross-sectorally and interdisciplinary.

The Social Welfare Issuer is a person, a family or a group of people who, because of an obstacle, difficulties, or disruption, can not carry out their social functions so that they are not fulfilled their physical, spiritual, or social needs adequately and reasonably. These obstacles, difficulties, or disturbances may include poverty, neglect, disability, social impairment, underdevelopment, alienation, and natural disasters and social calamities.

Currently the Ministry of Social Affairs handles 22 types of people with Social Welfare Problems, as follows:

1. Child Under 5 years old, is a child aged 0-4 years old because of certain reasons, his parents can not do his duty (because some possibilities: poor / unable, one sick, one / both, died,) so disturbed the survival, growth and development both physically, spiritually and socially.

2. Child Abandoned, is a child aged 5-18 years who for some reason, his parents can not do his duty (because some possibilities such as poor or unable, one of his parents or both sick, one or both died, the family is not harmonious, there is no caregiver / pengampuh) so can not be fulfilled basic needs properly both physically, spiritually and socially.
3. Naughty Child, is a child aged 5-18 years who behave deviate from the norms and habits prevailing in society, the environment that harms him, his family and others, and disrupt public order, but because age can not be prosecuted legally.
4. Street Children, are children aged 5-18 years who spend most of their time to earn a living and roam the streets and public places.
5. Women Prone to Socio-Economic, is an adult woman aged 18-59 years unmarried or widowed and does not have enough income to be able to meet basic daily needs.
6. Victims of Violence, is a person who is subjected to violence, is treated wrongly or improperly in his immediate family or neighborhood, and is threatened both physically and non-physically.
7. Aged Abandoned, is a person aged 60 years or older, because certain factors can not fulfill their basic needs physically, spiritually or socially.
8. Persons with Disabilities, is any person with a physical or mental disorder who may interfere with or constitute a barrier and impediment to himself to carry out his proper physical, spiritual and social functions comprising persons with physical disabilities, mentally disabled persons and persons with disabilities physical and mental disabilities.
9. Legitimate marriage in order to obtain remuneration for money, materials or services of a Tuna Susila, is a person who has sexual intercourse with fellow or opposite sex repeatedly and alternately outside.
10. Beggars, are people who earn income begging in public places in various ways with the excuse to expect the mercy of others.
11. Bum, are people who live in conditions that are not in accordance with the norms of decent living in the local community, and do not have a livelihood and a permanent residence and wandering in public places.
12. Former Residents of Community Institutions (BWBLK), a person who has completed or within 3 months immediately terminates his sentence or his term in accordance with a court decision and faces obstacles to re-adjusting in the life of the community, thus finding it difficult to get a job or his life normally.
13. Drug Abuse Victims, is someone who uses narcotics, psychotropic substances and other addictive substances including liquor outside the purpose of treatment or without the knowledge of the competent physician.
14. The Poor Family, is a person or head of household who has no source of livelihood and / or does not have the ability to meet basic needs or people

- who have a source of livelihood but can not meet the basic needs of a family worthy of humanity.
15. Households Unfit for Habitation, are families whose housing and environmental conditions do not satisfy proper conditions for physical, health and social residence.
 16. Psychological Social Problem Family, is a family whose relationships among family members, especially between husbands and less-compatible, so that the tasks and functions of the family can not run properly.
 17. Remote Indigenous Communities, a group of people or communities living in a small, local unity of small social entities, and still deeply bound to their natural resources and habitats are socially culturally alienated and backward compared to the Indonesian people in general, requiring empowerment in the face of widespread environmental change.
 18. Natural Disaster Victims, are individuals, families or groups who suffer both physically, mentally and socially as a result of natural disasters that cause them to experience obstacles in carrying out their life tasks. Included in the victims of natural disasters are victims of tectonic earthquakes, volcanic eruptions, landslides, floods, tidal waves or tsunamis, strong, drought, and forest or land fires, settlement fires, aircraft accidents, trains, boats and industrial calamities (work accident).
 19. Social Disaster Victims or Refugees, are individuals, families or community groups who suffer both physically, mentally and socially as a result of the social catastrophe that causes them to experience obstacles in carrying out their life tasks.
 20. Neglected Migrant Worker, is a person who works outside his or her place of origin and resides temporarily in the place and experiences social problems that become abandoned.
 21. People with HIV / AIDS (PLWHA), are someone with a professional recommendation (doctor) or laboratory workers proven to be infected with HIV virus resulting in immune-deficiency syndrome and abandoned life.
 22. Vulnerable Families, newly married young families (up to five years of marriage age) who experience social and economic problems (earning about 10% above the poverty line) are thus less able to meet basic family needs.

The Potential and Sources of Social Welfare are the potential and resources that exist in human, natural and social institutions that can be used to realize social welfare efforts. Further Potential and Sources of Social Welfare include:

1. Community Social Workers (PSM), are citizens based on social awareness and responsibility and are encouraged by a sense of togetherness, kinship and social solidarity volunteering in the field of Social Welfare.
2. Social Organization, is a social association formed by the public, both legal entities and non-legal entities that function as a means of

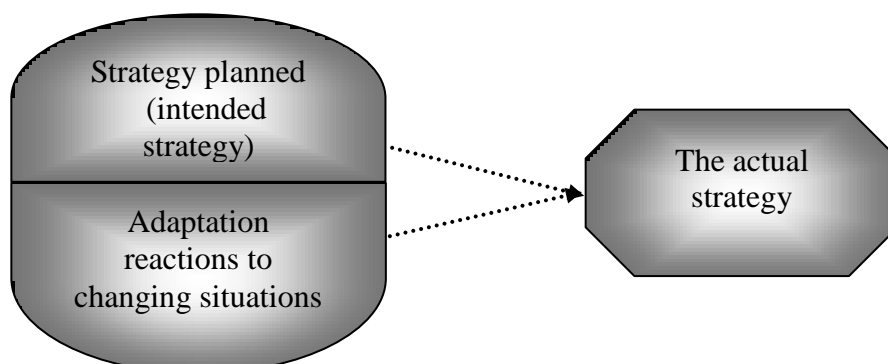
- public participation in implementing Social Welfare Enterprises.
3. Karang Taruna, is a Youth Social Organization, a youth development forum, which grows on the basis of awareness and sense of social responsibility from, by, and for the community, especially the younger generation in Kelurahan / kelurahan or social community equally, which is engaged in social welfare and in an independent organization.
 4. Community Based Social Welfare Foundation (WKSBM), is a system of cooperation between the grassroots of social services in the grassroots which consists of business groups, institutions and support networks. This vehicle is in the form of a network of social institutions of the local community, both grown through natural and traditional processes and institutions are deliberately formed and developed by the community at the local level, so as to grow local synergy in the implementation of tasks in the field of Social Welfare Enterprises.
 5. The Business World Undertaking UKS, is a commercial organization of all industrial environments and production of goods / services including state-owned enterprises and local enterprises and / or entrepreneurs and their networks that can carry out their social responsibilities.

D. CONCEPT STRATEGY

Strategy is a concept that every manager needs to understand and implement. Since a few years ago, the definition of strategy has gained more attention and is discussed in the literature. The attention to the term strategy arises, because people realize that every organization needs a well-formulated scope, towards growth and goals can meet the needs, so that additional regulatory / supporting decisions are needed, so that the organization can achieve regular growth .

Strategies have proactive (intentional) and reactive (adaptive) properties seen in the following figure:

Figure 1.
The actual strategy, partly planned and partly to changing circumstances.
 (Winardi, 2003: 107)



Hatten and Hatten in Salusu (1996: 108) provide some clues as to how a strategy is made so that it can succeed:

1. Strategy must be consistent with its environment. Do not make a strategy against the flow. Follow the flow of community development in an environment that provides an opportunity to move forward.
2. Each organization not only makes one strategy. Depending on the scope of its activities. If many strategies are created then one strategy must be consistent with other strategies. Do not contradict or contradict.
3. Effective strategies should focus and integrate all resources and not divide one another. Unhealthy competition among the various work units within the organization often claims its resources, giving it away from other work units so that the unified forces are detrimental to the organization's position.
4. Strategy should focus on what is its strength and not at the points which is its weakness. In addition, it should also take advantage of competitors' weaknesses and make the right steps to occupy a stronger competitive position.
5. Resources are a critical one. Given the strategy is something that you may have to make something is feasible and workable.
6. Strategy should take into account the risks that are not too large. Indeed every strategy is risky, but it must be careful not to plunge the organization into big holes. Therefore, a strategy must be controlled.
7. Strategy should be formulated on the basis of success has been achieved. Do not strategize on failure.
8. Signs of the success of the strategy are placed with support from relevant parties, and especially from executives, from all the work unit leaders in the organization.

E. POVERTY UNDERSTANDING

Poverty is one of the problems faced by humans. For those who are poor, poverty is something that is real in their daily lives; because they feel and live by themselves how to live in poverty. Yet not necessarily they are aware of the poverty they are living. The awareness of the poverty they face, is only felt when they compare the lives they live with the lives of others who are categorized as having higher levels of social and economic life.

According to Soekanto (1990: 365) defines "poverty as a condition in which a person is unable to maintain himself according to the standard of living of the group and also unable to utilize his mental and physical energy in the group". Poverty is considered a social problem when the differences in

the economic status of citizens are firmly defined. In a humble society of organization and organization, poverty may not be a social problem, since they assume that all is doomed, so there are no attempts to overcome it. In a complex modern society, poverty becomes a social problem because of an attitude that hates poverty. The factors that cause them to hate poverty are the realization that they have failed to gain more than what they have and the sense of injustice.

According to Subroto (2005: 4), "poverty is a condition in which a person or group of people who are unable to meet the minimum standard of living needs with priority order are: adequate food, board, clothing, education, health and recreation". According to Soetrisno (2002: 16-17), poverty can be understood through the root cause which is divided into two categories, namely:

1. Natural Poverty

The poverty of this category arises as a result of the limited amount of resources and or because of the low level of technological development, meaning that the factors that cause a society to become poor are less favorable natural factors. Such poverty may be differences in capacity, but the effects of those differences will be softened or eliminated by traditional institutions, such as patterns of patronclient relationships, soul of mutual help, and the

like that can functionally reduce the possibility of social jealousy.

2. Structural Poverty

The poverty of this category is more due to the existing social structure that makes members or groups of society do not control the economic facilities and facilities equally. Thus some members of the community remain poor even though the actual total production produced by the community if equally divided can free all members of society from poverty.

According to Subroto (2005: 4), the indicators of poverty are as follows:

1. Enough Food

That is when a person is able to consume food <2,100 calories per day or less than two meals of staple food per day. Food sufficiency is the most important indicator for determining the level of gravity of poverty. Considering that food is the basic necessity of human life, if the society or a person is short of food or unable to meet the food needs of the business, the poverty level of the community or a person in such condition can be said to be very poor.

2. Simply Clothing

That is, if a person has or can afford to buy less than

two sets of clothes in a year for himself and his family. Clothes sufficiency is the next most important indicator. Given that clothing is a primary need for health and socializing. So if the community or someone is not able to meet the needs of clothing it can be said to be poor.

3. Self Board

If a community or a person is not or has not been able to live in a habitable home in the criteria available enough water (for bathing, washing and latrines), adequate air circulation and light and having a healthy sanitation system can then be classified as quite poor. Given that the board is a primary need for family and community life, shortages of habitable boards can be an important indicator of poverty.

4. Self-Education

If a person has not been able to finance education, at least nine years of basic education for members of his family, especially his children, then classified as poor, because education is the primary need for human resources development.

5. Enough Health

If the community or someone has not been able to utilize modern health

facilities at least the nearest health center and do not behave healthy life hence classified as poor, considering health and healthy life behavior is primary requirement for human resource development.

6. Self Recreation

If a person or society has not been able to recreate or build a mental and spiritual creation at least once a week to build motivation, innovation and a positive mental attitude aware of their obligations and responsibilities towards the improvement of welfare both collectively and individually through recreational activities. Recreation activities such as performing religious ritual worship, listening to radio, tape recorder, television, sightseeing, sports, art. If it can not be implemented then it can be classified as poor because recreation also includes the primary need to build the productive potential of human and inner human resources.

F. RESEARCH METHODS

The design used in this research is descriptive design with *qualitative-inductive* approach. Bogdan and Taylor (Basrowi & Suwandi, 2008: 1), stated that "qualitative research is one of the research procedures that produce

descriptive data in the form of speech or writing and the behavior of the observed people". Through qualitative research the researcher can recognize the subjects, feel what they experience in everyday life.

This research writer use descriptive method with qualitative-inductive approach. According Nasir (2005: 63), descriptive method is:

A method of examining the status of a group of people, an object, a condition, a system of thought or a class of present events. The purpose of this descriptive research is to make descriptive, picture or painting systematically, factually and accurately about the factors and the nature and relationship between the phenomena investigated.

G. RESEARCH AND DISCUSSION RESULT

The effectiveness of the implementation of Social Welfare Problem Empowerment Program through Joint Business Group (KUBE) in Kelurahan Nyomplong can be explained as follows:

1. Program Sustainability

Continuity of the program is indispensable for the sustainability of the program and the development of a group. This principle emphasizes that the management of KUBE, its activities and the business sector developed must be realized in sustainable programs not just for the time being. KUBE as an economic and social institution not only emphasize on economic aspect but also

emphasize social aspect that is social awareness and solidarity by involving society in its environment to participate in production process done by its members. So, not only KUBE members who increase their income, but the surrounding community must also benefit from the existence of this KUBE.

The description above shows that the continuity of the program in KUBE activities in Kelurahan Nyomplong represented by KUBE Nyomplong I in the effectiveness of KUBE program sustainability can be said to be good. This can be seen from the profit-sharing incentive to each member even though not so big.

2. Achievement of Program Objectives

The objectives of establishing a joint venture group (KUBE) are:

- a. Increasing the capability of the KUBE members to work together in groups;

Group approaches through business groups are an effective community empowerment strategy for lower-level society. The existence of the group will provide greater benefits to its members because it can be used to improve business capability, develop knowledge and value systems that support business life, nourish good business morality, and improve the wider life quality such as business, housekeeping, community. The roles and responsibilities of each KUBE Nyomplong management board have been good, it is seen from how the members already have their respective roles and responsibilities, which is important for the group in KUBE is

openness, togetherness and honesty in managing the livestock business.

b. Increased revenue;

Poverty is commonly described as a lack of income to meet the most basic needs of life. They are below the poverty line if their income is not enough to meet basic needs, such as clothing, food, shelter and others. KUBE program is a program of stimulant assistance of productive economic capital business (UEP). UEP capital assistance obtained by KUBE members varies in amount used to increase capital and develop business. The capital assistance for poor families who are members of KUBE has a significant impact on business continuity and income growth. The results of the interviews show that in increasing the income of previous members of KUBE uncertain income due to odd jobs and uncertainty ranging between 15,000-20.000 per day and even then sometimes and uncertain, after the KUBE program members get clear income.

c. Business development;

The member's capital for running the business is very limited but the member has difficulties to raise capital. Additional capital only relies on revolving funds from the government. External capital especially from formal financial

institutions such as cooperatives and banks has not been accessed due to procedural barriers in the form of assessment of banking qualifications which include: character, collateral, ability to repay loans, capital and economic conditions specified.

d. Increased awareness and social solidarity among KUBE members and surrounding communities.

Gotong royong, social awareness and solidarity is one of the goals of KUBE in Kelurahan Kelomplong, because with that purpose, the success of the KUBE program is not only enjoyed by some KUBE groups but also the surrounding community must also enjoy the success of this program. Social awareness and solidarity among KUBE members and the surrounding community is reflected in the interview of the writer with one Nyomplong Village resident.

Increased revenue with the KUBE program is not only felt by members of KUBE, but the people who have disekitranya also can enjoy through the loan interest-free capital provided by KUBE in order to develop the business warungnya. Thus the symbiosis of mutualism with the KUBE program in Kelurahan Nyomplong can provide increased income for the members and the surrounding community.

3. Able to Overcome Problems and Improve Social Perfection.

Poverty is influenced by two factors, namely the inability of individuals or groups of society such as poor quality of human resources, poor attitude and behavior, work inadequacy, resignation to poor conditions and other factors that make them powerless to have access and resources. However, it is very difficult to separate the causes of poverty because the causes of poverty are complex and interrelated.

The existence of KUBE for the poor in the midst of society is expected to be a means to create harmony of social relations among citizens, rides to improve productive economic enterprises, solve the social problems felt by poor families, provide some of the necessary needs of poor families,

self-development, and as a means of sharing experience among members. In essence, KUBE has a purpose so that poor families can reach their welfare so that the poor social functioning of the poor becomes better.

4. The strategy undertaken to overcome obstacles in the implementation of the Social Welfare Empowerment Program through the Joint Business Group (KUBE)

Based on the descriptions of external and internal environmental conditions, SWOT analysis of internal and external environmental factors is considered strategic, as shown in the following table:

Table 1
Internal Factors

Strength (S)	Weakness (W)
<ul style="list-style-type: none"> a. Organizational structure owned by KUBE as one of the strengths in managing KUBE livestock business in Kelurahan Nyomplong. b. Sufficient number of KUBE members in terms of quantity. c. Most KUBE members have a high commitment and willingness to achieve their business goals. d. The existence of community support is a positive view of the surrounding community on KUBE activities, a sense of mutual cooperation and cooperation, shoulder to shoulder to achieve the common goal of improving social welfare and family. 	<ul style="list-style-type: none"> a. Limited capital and budget to finance KUBE business. b. There are still KUBE members who are not yet compact in managing their business that is still there are members of KUBE who open their own business individually. c. The absence of definite product marketing is due to the lack of partnership with outside parties, especially the market share that receives KUBE's business products. d. Less compact in determining the selling price of the product. e. The quality of the product is not competitive. f. Absence of innovation and creativity in choosing KUBE type of business. g. The low understanding and ability of KUBE members in the mastery of technology and information.

Table 2
External Factors

Opportunity (O)	Threat (T)
<p>a. Presidential Regulation No. 15 of 2010 and the Decree of the Regent No. 480/2010 concerning the Establishment of Coordination Team for Poverty Reduction of Sukabumi City Year 2010.</p> <p>b. Regional autonomy that allows local governments to develop their potential and manage it in order to improve regional competitiveness.</p> <p>c. Opportunities to increase revenues through business in the livestock sector with livestock commodities developed and very strategic in creating the driving force in order to improve the welfare of society in the long term.</p> <p>d. Open opportunities for opportunities to try or job opportunities.</p> <p>e. Advances in information technology that can be exploited to develop KUBE.</p>	<p>a. Weak use of technological advances.</p> <p>b. Management and mentoring are still weak.</p> <p>c. Lack of support from the government in the development of its business.</p> <p>d. The conditions and potential of nature are less supportive.</p>

Table 3
SWOT Matrix and Variation of Strategic Issues overcome Barriers
In the Implementation of Joint Business Program (KUBE)
in Kelurahan Nyomplong

IFAS	<p><i>STRENGTH (S)</i> Strengths:</p> <ol style="list-style-type: none"> 1. Organizational structure owned by KUBE, 2. Sufficient number of KUBE members in terms of quantity, 3. Most members of KUBE have a commitment and a high willingness to achieve the goals of their business, 4. Community support. 	<p><i>WEAKNESS (W)</i> Weaknesses:</p> <ol style="list-style-type: none"> a. The limited capital and budget to finance the KUBE business, b. The presence of KUBE members who are not yet compact in managing their business, c. The absence of definite product marketing, d. Less compact in determining the selling price of the product, e. Uncompetitive product
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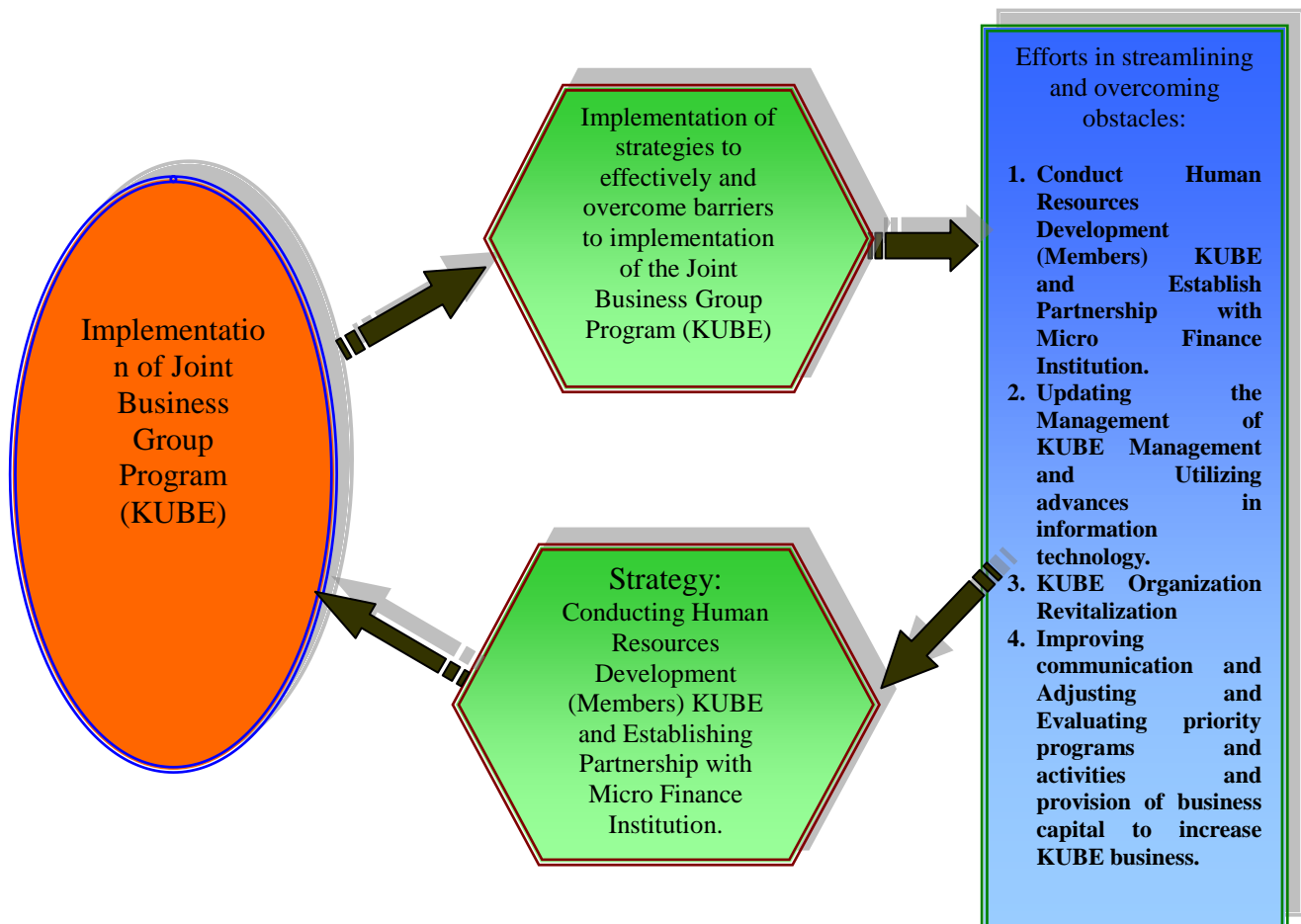
EFAS		<p>quality,</p> <p>f. Absence of innovation and creativity in choosing KUBE business type</p> <p>g. The low understanding and ability of KUBE members in the mastery of technology and information.</p>
<p><u>OPPORTUNITIES (O)</u></p> <p>Opportunities:</p> <ol style="list-style-type: none"> 1. Presidential Regulation No. 15 of 2010 and the Decree of the Regent No. 480/2010 concerning the Establishment of Coordination Team for Poverty Reduction in Sukabumi City Year 2010, 2. Regional autonomy that enables local governments to develop their potential and manage it in order to improve regional competitiveness, 3. Opportunities to increase income through business in the livestock sector with livestock commodities, 4. Open opportunities for opportunities or business opportunities, 5. Advancement of information technology that can be utilized to develop KUBE. 	<p>STRATEGY SO</p> <p><i>"KUBE Organization Revitalization"</i>.</p>	<p>WO STRATEGY</p> <p><i>"Adjusting and Evaluating priority programs and activities and provision of venture capital to increase KUBE business"</i>.</p>
<p><u>THREATS (T)</u></p> <p>Threats:</p> <ol style="list-style-type: none"> 1. Weak utilization of technological progress, 2. Management and mentoring are still weak, 3. Lack of support from the government in the development of its business, 4. Less favorable conditions and natural potential. 	<p>STRATEGY ST</p> <p><i>"KUBE Management Management Updates and Utilizing advances in information technology"</i>.</p>	<p>WT STRATEGY</p> <p><i>"Conducting Human Resource Development (Members) KUBE and Making Partnership with Micro Finance Institution"</i>.</p>

Source: Data processed from research results, 2017

After discussing the formulation of problems in research, found the facts obtained in the field. The problems gained in the implementation of the KUBE business program in Kelurahan Nyomplong have given birth to recommended strategic

steps to streamline and overcome the obstacles of KUBE program implementation in Kelurahan Nyomplong. For more details can be seen from the Picture below:

Figure 2
Strategic Steps to Overcome Obstacles and Making the Effective Implementation of Joint Business Group Program (KUBE) in Kelurahan Nyomplong Kota Sukabumi



H. CONCLUSION

Based on the results of Research and Discussion that have been raised

previously can be drawn some conclusions as follows:

1. The Effectiveness of Implementation of Social Welfare Problem Empowerment Program

- through Joint Business Group (KUBE) in Kelurahan Nyomplong has been done but not yet optimal.
2. Programs that have not been achieved in accordance with the objective of Sustainability Program in the addition of venture capital.
 3. Factors that support and hamper the effectiveness of the implementation of the Social Welfare Problem Empowerment Program through the Joint Business Group (KUBE).
 - a. Supporting factors
 - 1). The smooth implementation of Social Welfare Empowerment Program through KUBE is an active member in managing their business.
 - 2). Member motivation to implement and manage the business is quite high.
 - 3). Community participation in supporting the activities of Joint Business Group (KUBE) which is seen from the enthusiasm and hope of the community in attending every meeting.
 - 4). Coaching from the local government be it supervision and guidance about the business being undertaken.
 - b. Obstacle factor
 - 1). Management and mentoring are not yet effective.
 - 2). Competence of Human Resources (members) is still low.
 - 3). The absence of additional venture capital for the development of joint business groups.
 - 4). Marketing of products that have not reached the market that one of them is determined by the ability factor of cooperation / business partnership.
 - 5). Business Competition, where KUBE in village Nyomplong from 10 KUBE the same type of business that is sheep, so the competition is getting tighter.
 4. The strategy undertaken to overcome obstacles in the implementation of Social Welfare Problem Empowerment Program through Joint Business Group (KUBE), namely:
 - a. Development of KUBE Human Resources (Members) and Partnership with Micro Finance Institutions based on their strategic level received a total score of 35, with an average score of 2.69.
 - b. Management of KUBE Management and Utilizing the progress of information technology based on the strategic level got a total score of 32, with an average score of 2.46.
 - c. KUBE Organization Revitalization based on the strategic level gets a total score of 30, with an average score of 2.31.
 - d. Adjusting and Evaluating priority programs and activities as well as providing business capital for KUBE business improvement based on the strategic level received a total

score of 29, with an average score of 2.23.\

I. ADVICE

Based on the discussion that has been concluded above, the following suggestions are proposed:

1. In order to streamline the Social Welfare Empowerment Program through the Joint Business Group (KUBE), it is necessary to do the following:
 - a. Improving the capitalization of KUBE by cooperating with parties that can provide additional with the condition of light / unsecured and the formation of self-funding through group gathering activities.
 - b. Need for obligatory social contribution for members in the form of Social Welfare Contribution (IKS) as a glue of social relations and cooperation among fellow KUBE members.
 - c. The selection of business types based on the interests of members by considering the potential and natural resources available.
2. The existence of factors inhibiting the Social Welfare Problem Empowerment Program through the Joint Business Group (KUBE) in Kelurahan Nyomplong, then that needs to be optimized are:
 - a. Evaluate the management of KUBE management;
 - b. Increased Human Resources (members), by bringing in experts in the field of livestock, counseling, apprenticeship to successful farms or providing training;
 - c. Cooperate with successful entrepreneurs (conglomerates);
 - d. Improve the network Marketing, by following the exhibition activities, carry out marketing training and mastery of information networks;
 - e. Conducting partnerships with those who have network marketing and quality improvement of livestock products.
3. Suggestions reviewed from the scientific aspect should be further research to examine more deeply about the implementation of Joint Business Group Program which is about: KUBE Administration, KUBE Accountability, KUBE Management, KUBE Supervision, and Structure.

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