

## **Analysis of Community Development Programs through social and economic mapping in Kertapati Village, Palembang, South Sumatra, Indonesia**

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### **ABSTRACT**

The research aims to explore demographic-population characteristics including regional monographs, mapping of potential conflicts, stakeholder expectations and mapping of economic potential. The Kertapati urban village was chosen because based on pre-survey, it shows that the problem of poverty, high level gambling contrasts to togetherness and tolerance as well as religious life are quite good. The approach uses Participatory Rapid Appraisal (PRA) by involving network stakeholders among key community actors, village officials, mass organizations, and representative social organizations as respondents in mapping the problems in their environment and formulating steps for handling in a plan with an enumerator team through focus group discussions. The results of the assessment show that critical level programs in basic infrastructure include water resources, domestic waste, and gasoline. The socio-cultural sector includes unemployment rates, poverty rates, religion, and poor education facilities. In the economic sector, the products are not yet marketable, and the low creative industries.

**KEYWORDS:** social and economic mapping, community development; corporate social responsibility

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### **I. INTRODUCTION**

Community Development is a process of the community's own business and it's integrated with government autonomy aimed at improving the socio-economic and cultural conditions of the community, integrating the community into national life, and encouraging more optimal community contributions (Alfitri, 2011). Implementing Community Development (CD) programs as part of community empowerment activities in order to improve their welfare. The implementation of CD programs expected to be very beneficial for the surrounding community, and vice versa also expected to have a positive impact on the company's sustainability. One of the manifestations is the strengthening of community support for the company's operations.

In general, the main goal to be achieved in this service is social and economic mapping. Social mapping aims to get a complete and in-depth picture of the condition of the community, village government, and the environment. In this social mapping, what is seen and analyzed includes social, economic, political, demographic, resource potential, regional boundaries, community institutions, as well as horizontal and vertical social network dynamics, both internally (within the community) and externally (with other institutions). institutions (outside the village), as well as various major issues that are currently happening (hot issues). Specifically, this study aims to: 1) identify more broadly and in depth the condition of the area and the situation of the surrounding community, specifically those in the main program target areas; 2) obtain comprehensive data and information regarding the social and economic map of the surrounding community; 3) formulate programs of targeted CD activities according to the character of the population.

Community development is an activity that carried out in a systematic, planned, and directed manner to increase public access in order to achieve better social, economic and quality of life conditions. In essence, community development is an empowerment effort carried out by companies, governments and local communities. (Rahman, 2009) The originator of community development activities is a company that has the status of a donor, while the position of the target community is as an object of community development activities. The effect of this activity is the dependence of the community on the company to achieve the end result. Because the ultimate goal is to produce something, the program period is relatively short. The characteristics of this program are company-oriented or known as inkind.

Community development is generally actualized in several stages of management, starting from planning, coordinating, and developing various steps for handling community programs or projects. As a collective activity, community development involves several actors such as: social workers, local communities,

donor agencies and related partners. They work together in planning, implementing and monitoring program evaluations. (Zubaedi, 2013)

Corporate Social Responsibility (CSR) is defined as the company's commitment to improve the welfare of the community through good business practices and contributing part of the company's resources. Meanwhile, according to the World Business Council for Sustainable Development, Corporate Social Responsibility (CSR) is a continuous commitment from the business community to behave ethically and contribute to economic development, while improving the quality of life of employees and their families, as well as the local community and society at large. (Gassing, 2016)

This CSR program must be sustainable as stated in the meaning of CSR itself. To be sustainable, CSR programs cannot be provided only in the form of cash money or ready/finished assets. The CSR program must be a program that arises from the potential that exists in society and the environment. The mindset of the community, especially the sociological and cultural community of an area, is not the same as other areas, especially Palembang which is also a trading and industrial area. For this reason, the CSR program must be bottom-up which is the proposal, hope and potential of the local community. Therefore, before the CSR program is formulated, it is necessary to map all aspects of socio-economic life, culture, religion, environment, through a social and economic mapping program.

The culture of the Kertapati community in general has togetherness and tolerance as well as a very high spirit of mutual cooperation, relations between religious communities are quite good and religious activities are also quite active, this can be seen from the enthusiasm of the community towards recitation activities and many preachers and hafiz qur' However, the existence of formal and non-formal educational institutions is also quite a lot (lesson places) which are supported by youth organizations, but this is not accompanied by public awareness, for example: awareness in terms of education where there are still many teenagers who drop out of school, awareness in terms of Environmental cleanliness is very less visible from the amount of garbage piled up on the side of the road.

Other problems found in the Kertapati village include, a). Poverty problems, this can be seen from some of the settlements that are still classified as slums, b). Gambling problems, it can be seen from the many hangouts that are used as gambling places, even one of the Rt does not dare to reprimand him, c). Drug problems, based on information obtained by many teenagers who are affected by a bad environment, d). Unemployment problem, seen from the number of productive age who do not work or have a business during working hours.

The phenomenon above shows that there are many problems that occur and need to be addressed in the Kertapati village, in terms of overcoming these problems, it is certainly not easy, not easy and not as easy as turning the palm of the hand. But that doesn't mean it's impossible or impossible, of course, with a process.

The phenomena that exist in society today are very diverse. Needs and desires or expectations that are not in accordance with reality make people's lives more problematic. Each individual, community group has various needs, interests that sometimes conflict with each other. Various social and economic problems that occur in the community have not been able to be identified properly, especially when using ordinary secondary data in each kelurahan. Problems, constraints, community expectations and community groups will be properly identified by using mapping every corner of the community's life area.

The purpose of this community service is to obtain information on demographic-demographic characteristics, including regional monographs, mapping of potential conflicts, stakeholder expectations and mapping of existing economic potential.

## **II. RESEARCH METHOD**

The implementation method is carried out by:

### **1. Secondary data collection**

Secondary data was collected to look at the village monograph and demographic conditions of the population, such as gender, education level, number of families, type of work. In detail, the database analysis and community survey is to obtain initial information regarding:

- a. Socio-demographic
- b. Socio-economic
- c. Socio-cultural

Expected results include:

- a. Conditions that cause social problems
- b. Basic need level
- c. The quantity and quality of social potential

So based on data analysis it will be known:

- a. Prominent social problems
- b. Social problems that must be addressed immediately

Potential and social resources that can be utilized

The approach used in social mapping work is the Participatory Rapid Appraisal (PRA) approach by involving key figures and representative communities who are appointed as respondents in mapping the problems that exist in their environment and formulating handling steps in a joint plan with the enumerator team.

PRA is an extension and application of anthropological thinking, approaches, and methods, especially regarding the concept of flexible learning in the field, the importance of observation-participation, the importance of approach (rapport), differentiating ethical (researcher's point of view) and emic (researcher's point of view) perspectives. point of view of community members), as well as the validity of local knowledge (Chambers in Hidayana, et al, 2019).

Stages in mapping socio-economic activities

1. Observation, In-depth Interview

This activity includes observation, primary data collection both qualitatively and quantitatively, about;  
a Village profile, problems and potential

b Impact map

c Pockets of poverty

d Environmental resources

e Income calendar

f Institutional relations

g The role of women in increasing household economic income

h Map of target communities and potential conflicts

i The need for comdev program / Local community assistance program in Kertapati

2. Social Mapping

Technically, the flowchart of the method used in social mapping can be seen in diagram 1

3. Focused Group Discussion (FGD)

This activity focuses more on problem mapping and alternative solutions to the "powerlessness" of rural communities by utilizing the potential of the company's presence in improving the household economy/village community which is carried out at the village level by presenting community elements and stakeholders (stakeholders) who are representative at the village level. .

4. Survey and Mapping of economic potential

The survey was conducted using a questionnaire instrument by determining the respondents based on the type of work. Questionnaire survey to ascertain the socioeconomic conditions of individuals and the level of awareness of the population to get out of poverty.

Mapping of economic potential is carried out to identify and map:

a. Trade sector

b. Home sector creative industries

c. Service sector (education, transportation, internet cafe, etc.)

d. Survey on potential and triggers of conflict

e. Mapping of potential hopes, villages, leaders and communities.

### **III. RESULTS AND DISCUSSION**

The population of Kertapati sub-district is 25,542 people, consisting of 12,26 male and 13,274 female and 4,322 families head. In the implementation of government activities. The development and community of the Kertapati village head is assisted by several employees who are engaged in serving community administration, namely the secretary, government division head, development division head, social welfare division head, administrative officer and 1 staff and 3 volunteers. the head of the neighborhood association (called RW) as many as 7 RW as well as other institutions or organizations such as NGOs, Women Organization Activators, Youth Organizations and other organizations.

In its implementation, Kertapati Village is assisted by 38 RT and 7 RW and their staff so that it is more optimal in providing services to the community. Kemang Agung Village is also supported by LPMK which is involved in the development process, such as:

1. Collecting suggestions from the community both from the RT and the community directly.

2. Hold a deliberation meeting with the head of the RT with community leaders, youth leaders and religious leaders and facilitated by the lurah.

3. Carry out development through purely community self-help and self-managed development projects.

The data for pre-prosperous families in the village are as follows:

a Prosperous Pre-Family = 214 Households

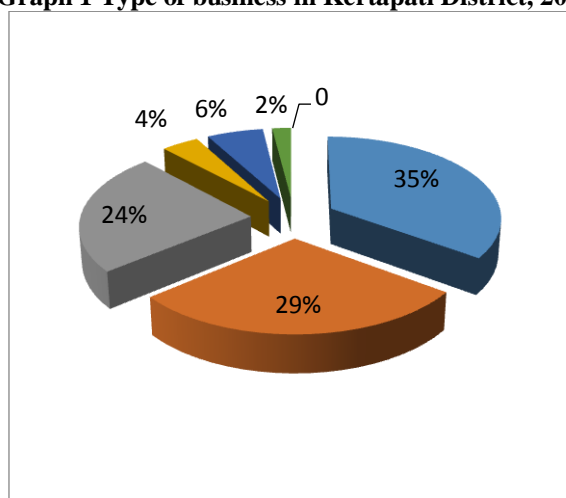
b Prosperous Family I = 2,272 Households

c Prosperous Family II = 1,147 Households

- d Prosperous Family III = 603 Households
- e Prosperous Family II Plus = 86 Households

Based on the description of community of Kertapati Village, it was found that 4 main businesses were the basis of business, namely sweets traders, food sellers, drink sellers, tailors, salons and general trade. From a growing business, many sellers provide general information about their business. Most of their businesses are run conventionally and are carried out from generation to generation without any real innovations and inventions. Based on the results of the survey in the field, the majority of traders from the Kertapati sub-district are sweets traders with 35% who are in the area where they live. Food traders as much as 29%, usually the surrounding community sells daily food such as pempek, models, nasi uduk for breakfast and so on. Their place of business sometimes goes to school. Then 24% of the population of Kertapati opened a beverage trading business such as selling ice and others. There are also local residents who open a salon business, which is usually for haircuts, custom clothing rental businesses, bridal makeup and so on. While 6 percent of the population opened a business as a tailor. Most of these businesses are carried out by them around their own homes and then 2% open other businesses such as handicrafts or as intermediaries for ticket sales or as tour travel agents. and some are just starting. The reason for running a business is due to the means of employment and the lack of creativity to carry out other activities.

**Graph 1 Type of business in Kertapati District, 2020**



Source: primary data, 2020

The identification of problems obtained from the results of this social and economic mapping is quite diverse. Problem identification does not only involve one party, but all parties from the community, policy makers, community leaders, youth, religion, women and even enumerators who go to the field. Several problems were identified after going through several FGD stages, then being cross-checked with the community and through field observations of the enumerators. According to the community's perception of the results of the cross-checked questionnaire from the community, some of the main problems are:

**Table 1. Mapping Main Problems in Kertapati District**

Main Problems	Causes	Effect
weak economy unemployment	insufficient income 83.3% old age factor 16.7%	difficult to meet the needs of daily life
clean water facilities	less attention from local government 100%	have to queue, and have to buy water from the seller, which means additional costs
Health	old age factor 100%	chronic and untreated pain
high gas prices	expensive gas price	chronic and untreated pain suffer loss
cleanliness	littering	scattered garbage and polluted environment
child education	income is not sufficient 100%	unemployment

Sources: primary data, 2020

**Table 1. Mapping Secondary Problems in Kertapati District**

<b>Secondary Problem</b>	<b>Causes</b>	<b>Effect</b>
flooding	clogged drainage	flooded
lack of garbage disposal	littering the streets	scattered garbage and polluted environment

Sources: primary data, 2020

#### COMMUNITY'S EXPECTATIONS AND PERCEPTIONS OF THE EXISTENCE OF STAKEHOLDERS

According to most community leaders and government officials, the existence of stakeholders in the Kertapati sub-district environment does not significantly interfere with the lives of the local community. However, it is generally acknowledged that the existence of the company indirectly has caused various changes in attitudes and behavior for the surrounding community, such as the emergence of an indifferent attitude (indifference), social vulnerability, social and economic inequality, as well as other social problems or diseases.

Because many people living in the area have low education, some of them feel the benefits as security guards and as coolies or company workers. But some others have not felt the benefits and welfare of the existence of these companies. In general, the surrounding community becomes farm laborers, farmers, traders, entrepreneurs, businessmen, tailors, mechanics, drivers, maids, carpenters, construction workers, masons, all of which are not directly related to the existence of the company.

1. The hope is that more people should be able to work in these companies, even if they are only low-level workers. Many of the company's workers come from outside the Talang Putri area. In addition, there are still many migrants living in the area and it is still difficult to collect data. and supervision. Moreover, most of the immigrants still do not care about the surrounding community.

2. In addition to CSR which is expected to be in the form of employment opportunities, community members hope that the company's CSR program can be realized in the following forms:

3. Development of unemployed youths or school dropouts, it is necessary to hold motorcycle workshop training, because the potential to open a workshop is very high, according to global data in 1 house there is more than 1 motorcycle.

4. Educational scholarships targeting students of 9 years of basic education (Secondary School and Elementary School) from poor families, especially in Kertapati Village. This is because many residents in the village are categorized as poor families whose children are still in elementary and junior high school. So far, the company's commitment to providing scholarships is still small and is still limited to providing scholarships to outstanding students. In addition, only a few students who received scholarships from the company came from the village.

5. Fulfillment of clean water facilities (not only suitable for use but also suitable for drinking) in the Kelurahan, the water is polluted (black in color and smells). In fact, the problem of clean water is the main problem for most of the community. This problem has the potential to become a prolonged problem experienced by residents in the village. According to residents, the community still requires the installation of clean water. Thus, the urgent need for the residents of Kertapati Village is the availability of clean, unpolluted water. This is because clean water is a vital need for residents in the village. For the rich, they get clean water from local water company, but for the poor, buying water is suffocating their lives. So far, the poor have been forced to use the polluted water by silting it for a while and then it can be used, although it is still not optimal.

6. Creative and capital-based productive economic training, especially for housewives where there are still many heads of families who do not work and have big responsibilities from their families.

7. Resolving garbage that has accumulated on the roads. The fact shows that a lot of garbage has piled up on the side of the road and is quite worrying. Transport of waste to the final disposal site. In addition, there is a need for intensive socialization about public awareness of environmental cleanliness and the completion of household waste transportation.

8. Equipment assistance, technical guidance and skills assistance to community groups. Because many residents are still unemployed during working hours. According to daily information they just hang out and gather there are no positive activities that produce results. They have the potential to be fostered in groups so that they can use their spare time to work for additional family income.

9. Companies located in the Kertapati Kelurahan area, if possible, the priority for work is the residents in the Kelurahan area first, so that social jealousy does not arise which can lead to demonstrations like what happened in other areas.

10. Some community leaders expect that if the company will provide CSR, especially in economic empowerment, provision of clean drinking water and household waste management, it should be prioritized in the ring I area which is closest to the company and most of which have a weak economic condition.

## **NEEDS OF COMMUNITY IN KERTAPATI DISTRICT**

In detail, the needs of community members in Kertapati Village were identified from the results of in-depth interviews. The identified community needs can be implemented through CSR programs that are part of community development

**Table 3. Needs of community in Kertapati District**

No.	ASPECT OF NEED
A.	Economy
1.	Development of small and micro enterprises and industries
2.	Cooperative
3.	Drinking water management
4.	Waste management
5.	Development of small industrial enterprises
B.	Health
1.	Development of Posyandu Toddlers and Elderly
2.	Management of household waste with the help of a cart
C.	Social
1	Scholarship for outstanding students and students from poor families (based on residents in the Kertapati area who attend school, not school)
2.	Honorary assistance for teachers of the Koran and kindergarten
3.	The nurturing of “naughty” children.
4.	Employment of the company's workforce from the surrounding community.
D.	Environment

## **ASSISTANCE OF SOCIAL SECTOR PROGRAM**

Assistance in the social sector program is stakeholder assistance in meeting community needs regarding clean water. According to residents' information from the results of in-depth interviews, residents hope to be given clean water assistance, in the form of installing from local water company for the poor and being given water reservoirs to accommodate clean water. The existence of clean water (from local water company) and water storage reservoirs in the midst of the community is expected to have benefits because the water produced can be used or is fit for use, in particular it can be used in Landfill activities (ablution and cleaning Landfill) and other community activities.

Most of the community members who are financially located already have clean water from local water company whose function is suitable for use. Clean water (from local water company) used has a small flow so that the water demand is not met. The expectations of the community are very basic and rational as seen from the large number of poor families. Saving money (cost) for the provision of clean drinking water is a basic need for them and if it is calculated every month, they still have to spend quite a lot of money. For residents of poor families the amount of costs incurred is very significant to meet other basic needs.

## **ECONOMIC PROGRAM ASSISTANCE**

Program assistance in the economic sector is to provide assistance in the form of capital incentives in the form of revolving funds for business capital and the establishment of cooperatives. Other program assistance can provide guidance to the community in developing their economic business with the aim of providing enlightenment on how to make a good economic business in the context of developing the life of the community.

Most of the residents in Kertapati Village who economically have a livelihood as traders, this is necessary so that the community can manage their finances well so that the community's economy will increase and make the community prosperous.

Other assistance can provide marketable home industrial production training to the community in the Kertapati village

## **IV. CONCLUSION**

From the results of social and economic mapping of the community in the Kertapati sub-district area, several conclusions were obtained as follows:

a) This village is a center of economic activity, but most of the livelihood resources of the population are still concentrated in labor activities.

- b) The education level of the population is concentrated in junior and senior high school education, and many still live in pre-prosperous conditions. Many residents have difficulty accessing work, many are still unemployed, especially in the productive age population.
- c) In Kertapati Village, there are still vulnerable and disabled people (people with special needs), and there are still many heads of families who are classified as very poor.
- d) There are still many people who lack clean drinking water. Even though there have been many dug wells and pumping wells, the water still smells and is colored, not fit for consumption (drinking).
- e) The problem of waste in this area has been very disturbing to residents because there is a pile of garbage on the side of the road that is not transported to the landfill.
- f) Community behavior related to the importance of environmental health and family health is still low. This is evidenced by the fact that there are still many households that do not have latrines and toilets. In fact, there are still many who use the river for toilets and throwing garbage. This condition is not solely influenced by the individual awareness of citizens, but also by external factors, such as the physical condition of the house, economic conditions, and the environmental health management system.

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