

EFFORTS TO INCREASE COMMUNITY WELFARE THROUGH LOCAL POTENTIAL IN KEDUNG SUMBER VILLAGE, BALONGPANGGANG, GRESIK

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ABSTRACT

Kedung Sumber village has an area of 227.90 rice farming land with a production of 1595.30 tons. Law no. 6 of 2014 explains that village development is an effort to improve the quality of life for the greatest welfare of the village community by utilizing the potential of the village. Kedung Sumber Village also has several potential natural beauty that can be a natural tourist destination. This study aims to determine the potential of the village and community participation to improve community welfare. This study uses a qualitative descriptive method approach with percentage analysis techniques. Data collection methods are observation, questionnaires, and documentation. The result of the research is that Kedung Sumber village has several potentials that can be developed, namely natural beauty, rice commodities, and non-physical potential in the form of institutions, government, and community enthusiasm in supporting several activities in the village. The most dominant form of community participation in Kedung Sumber village is social participation and the least is skill participation. Efforts to improve community welfare through local potential are increasing community participation in the form of labor participation as the priority and the second priority is developing non-physical potential.

Keywords: *Qualitative Analysis, Public welfare, Society participation, Village Potential*

INTRODUCTION

Indonesia is an agrarian country, especially in rural areas with a wide area and diverse natural resources (Seráfica, 2019). The potential for agricultural tourism is very promising because Indonesia is strongly supported by its geographical location and favorable climate. Therefore, the role of the government is very important because the government can support the programs that will be run to provide capital (Direktori, 2019)

According to Law Number 22 of 1999 concerning Villages, chapter I article 1 number 8 states that a village is

a legal community unit that has the authority to regulate and manage the interests of the local community based on local origins and customs that are recognized in the national government system and exist in the Regency area (Ardra, 2021)

Soekidjo (2009:1) explains that the development of a nation requires two main assets or "powers" called resources, namely natural resources and human resources. Both of these resources are very important in determining the success of a nation or region's development. If you ask which of the

two resources is more important, then human resources are much more important (Suprayitno, 2015).

Village potential is the power, strength, ability, and potential possessed by a village that allows it to be developed to improve the welfare of the community. Therefore, village potential can be divided into two, physical potential and non-physical potential.

- a. Physical potential in the form of land, water, climate, geographical environment, livestock, and human resources related to natural resources in the village.
- b. The non-physical potential is in the form of the community with its patterns and interactions, social institutions, educational institutions, village social organizations, apparatus, and village officials (Ardra, 2021).

The forms of community participation were also proposed by Sukmana (2009) in Wahyu (2019) which consisted of:

1. Participation of ideas, namely contributing ideas, experiences, and opinions for the sustainability of activity in each village.

2. Participation of personnel in the form of activities for village improvement or development, help for others, and spontaneous participation voluntarily.
3. Property participation, namely donating material in the form of goods or money and providing infrastructures or facilities for the benefit of the program.
4. Skill participation is in the form of providing skills assistance for program development in a village.
5. Social participation is involved in social activities for the common good.

One form of community participation is community empowerment. Community empowerment is a concept in economic development that can encapsulate social values. Community empowerment will be directed at developing human resources (in rural areas), creating opportunities, and doing business following the wishes of the community (Widyastuty et al., 2019).

Michael P. Todaro and Stephen C. Smith, in "Economic Development", explained that community welfare is a condition in which basic needs are met in a village which can be seen from a decent house, sufficient needs for food, clothing, education, and health. Moreover, social welfare is a condition

in which a person can maximize his utility at a certain level of budget limits and conditions where physical and spiritual needs are fulfilled. (Michael P. Todaro, 2006)

METHODS

Research on "Efforts to improve community welfare through local potential" uses a descriptive qualitative approach, and quantitative methods. Analisis Potensi lokal dalam upaya peningkatan kesejahteraan masyarakat.

1. Analysis of local potential to improve community welfare uses descriptive qualitative techniques with data collection techniques in the form of observation and documentation to see the existing condition of Kedung Sumber Village.
2. Analysis of community participation to improve community welfare using the percentage technique method. The data collection technique used a
3. Questionnaire with the number of respondents being 87 heads of families. Therefore, the results of the respondents can determine the form of participation carried out by the Kedung Sumber Village community in each activity.

4. Directions in efforts to improve community welfare through local potential use descriptive quantitative analysis method with the Analysis Hierarchy Process (AHP) technique. This data collection method used a questionnaire with a total of 10 respondents which included village officials, Pokdarwis (Tourism Awareness Group), youth organizations, and community leaders. Therefore, researchers hope that the results of this AHP can determine strategies to improve community welfare through local potential.

RESULT AND DISCUSSION

Kedung Sumber Village is one of the villages in Balongpanggang Sub-district which has four hamlets, namely East Kedungsumber, West Kedungsumber, Gowah and Kedung Watu. The area of Kedung Sumber village is 253.43 Ha with administrative boundaries which can be seen in Figure 1.

East: Balongpanggang Village

West: Babatan Village

South: Mojogede Village

North: Pacuh Village

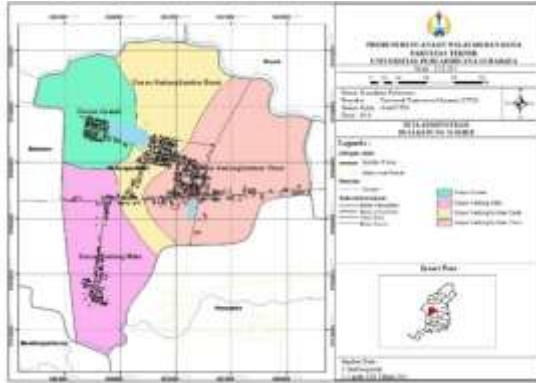


Figure 1. Figure Kedung Sumber Village Administrative Map

Village Potential

1. Physical Potential

a. Natural Beauty

Kedung Sumber Village has green land and many spots that can be used as tourist attractions, one of which is Gangga Buya Tourism. Gangga Buya Tourism is located in the reservoir of the East Kedung Sumber hamlet. This tourist spot offers several rides and culinary places. The rides here are ducks in the water, water bikes, Ferris wheel, and other rides. Moreover, there is a water boom in Kedung Watu Hamlet which is not yet operational because it is still under construction.



Figure 2 The Existing Condition of Gangga Buya Tourism

Source: 2022 Documentation



Figure 3 Waterboom Existing Condition

Source: 2022 Documentation

This tour was made to become an icon of Kedung Sumber Village and can be known as a Tourism Village. The meaning of "Gangga Buya" is a sacred river, namely the East Kedung Sumber Hamlet Reservoir. This tour only charges for parking and entrance fees for rides. The plan, this tourist spot will add several new rides and facilities so that visitors feel comfortable and satisfied when traveling.

b. Agricultural Products

The second physical potential is agricultural products. The following is a table of agricultural products in 2017-2021.

Table 1 Agricultural Products

Year	Lowland rice	
	Width(Ha)	Production
2017	430	2 644,50
2018	227,9	1 595,30
2019	227,9	1 595,30
2020	227,9	1 595,30
2021	227,9	1 595,30

Source: Statistics Indonesia of Balongpanggang Sub-district

Kedung Sumber village is a village that has 212.44 hectares of rice fields so the majority of the people of Kedung Sumber village are farmers. Most of the crops grown are rice. According to one of the owners of the rice mill (Selep), usually, agricultural products from each community are sold to the next sub-district or used alone as food. Kedung Sumber Village also has a program related to rice agricultural products, namely "Gabah Jogo" (gabah = grain, jogo = preserve). According to the Head of West Kedung Sumber Hamlet, Suki Wijaya, in this activity, the community gave rice seeds to each hamlet and it was received by someone who looked after the hamlet. The proceeds from the Gabah Jogo activity

will be used as a source of development funds for each hamlet.

2. Non-Physical Potential

Non-physical potential includes village institutions, village officials, customs, and culture. The non-physical potential is several institutions that have an important role in encouraging the development of each village, for example, youth organizations or Karang Taruna. The youth in this village has a very high enthusiasm for activities in the village and outside the village. They have good synergy in the development of their village so that they are trusted by the village apparatus to manage the tourist village in Kedung Sumber. Every hamlet in this village has an organization. Another active institution is the PKK (Family Welfare Empowerment). PKK is very synergistic in every activity held in the village and outside the village. Kedung Sumber Village is one of six selected villages that will represent the Gresik Regency to take part in the Provincial Level PKK competition.

Kedung Sumber village has good village governance so it often gets awards from sub-districts and even districts. Furthermore, the youth of Kedung Sumber village or often referred to as Karang Taruna, have synergies to support various activities held by the community. Kedung Sumber village also has residents who are very enthusiastic

about the activities that are often held in the village. The people of Kedung Sumber have strong kinship relations so they have an attitude of interdependence towards others. The form of Kedung Sumber community participation in every village activity is material participation and service participation for some people, while moral participation is usually given by village officials/village organizations. In the field of culture, Kedung Sumber has the Earth Alms culture which is held once a year every month after the harvest, which is around March or April. This event was held for one day and one night from noon to night, held in each hamlet, such as the hamlets of East Kedung Sumber, West Kedung Sumber, Kedung Watu, and Gowah.

Forms of Community Participation in Efforts to Improve Community Welfare

This study uses a percentage technique analysis with data collection methods in the form of a questionnaire given to 87 heads of families as respondents.

This study concludes that the most participation is the participation of laborers in repairing and constructing drainage 54%, while the participation in village road repair activities is the participation of labor 68%. In the construction and repair of village dams, the most common form of participation is donations of money and goods,

amounting to 64%. In waste management, the most participation is social participation by 53%. Moreover, in the management of places of worship, the most participation is money and goods 40%. Furthermore, in community service activities, the most part is the participation of laborers 55%. The highest form of participation in the environmental management of the neighborhood is the participation of money and goods 36%. Then, in the management of *Gangga Buya*, the most participation is social participation by 53%. Finally, in *SEKOPER* activities, the most participation is social participation at 68%. Social participation is most dominant in village activities because most of the people of Kedung Sumber have jobs or activities in their villages, one of which is the farmer. Therefore, the community has high enthusiasm to participate in every activity in the village. The least participation is skill participation. It happens because only a few people in Kedung Sumber have the skills. However, this is not an obstacle for the people of Kedung Sumber because community members who have skills can set an example for other residents to create prosperity or smoothness for every village activity.

Directions in Efforts to Improve Community Welfare through Local Potential

The determination of direction as an effort to improve community welfare through local potential is measured based on two criteria, namely village potential, and forms of participation. To determine the priority of the village's potential development directions and forms of community participation, the researcher used the Analytical Hierarchy Process (AHP) analysis. After the researchers collected the results of the questionnaire data as presented in Table 5 above, two strategies would be compared. The first strategy is to develop village potential and the second strategy is to increase community participation. The following is Table 2 Identification of Criteria and Sub-criteria.

Table 2 Identification of Criteria and Sub-criteria

Criteria	Subcriteria
A. Village's potential to improve community welfare	1. Physical potential
	2. Non-physical potential
B. Community Participation in improving community welfare	1. Labor participation
	2. Skill participation
	3. Idea participation
	4. Social participation
	5. Money and good participation

Source: 2022 Compilation Results

1. Goals

The comparison value for village potential to improve community welfare is 29.0% and community participation in efforts to improve community welfare is 71.0%. Based on these two criteria, the highest value is the criteria for community participation in efforts to improve community welfare by 71.0% while the smallest value is found in the village potential criteria, which is 29.0%. The value of each criterion can be seen in Figure 4.

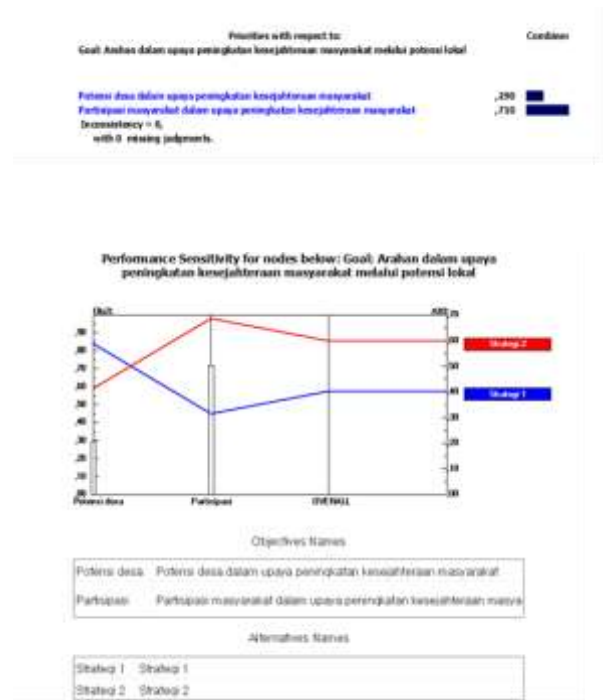


Figure 4 Paired Comparison Value Criteria Level

Source: 2022 Compilation Results

2. Community Participation

The value of pairwise comparisons at the level of community participation criteria with the sub-criteria

of labor participation, skill participation, idea participation, money and goods participation, and social participation is an inconsistent ratio value of 0.0. This value is smaller than the value of 0.1. The comparison value for labor participation is 27.5%, skill participation is 14.7%, social participation is 25.9%, money and goods participation is 14.5%, and idea participation is 17.4%. Of the five sub-criteria, the highest value is in the labor participation sub-criteria at 27.5%, while the smallest value is in the property participation sub-criteria, which is 14.5%. The result of the recommendation from the priority criteria for community participation is

labor participation. It happens because the participation of workers is needed in improving the welfare of the community. The value of each sub-level form of community participation can be seen in Figure 5.



Figure 5 Compilation Results
Source: 2022 Compilation Results

The results of the compilation of values from priority calculations can be seen in Table 3.

Table 3 Compilation Results of Values

Strat egy	Criteria 1(Goal)	Criteria 2 (Village Potential)	Criteria 3 (Participation Forms)	Valu es	Priorit y
1. Strate gy 1	29.0%	58.7%	31.5%	119.2 0%	Priority 2
2. Strate gy 2	71.0%	41.3%	68.5%	180.8 0%	Priority 1

Source: 2022 Compilation Results

The order of priority strategies related to directions to improve community welfare through local participation is as follows:

Strategy 1: the priority is by increasing community participation because the results of the questionnaire are 68.5%. The form of participation in question is labor participation. The form of community participation in the results of the questionnaire is that labor



participation is more efficient to support every activity or program in the village.

Strategy 2: The second priority is the village's potential in improving community welfare because the questionnaire results are 31.5%. According to the results of the questionnaire, the potential that can be increased is non-physical potential. Judging from its existing condition, Kedung Sumber village has the potential to become the only local tourist spot in the Balongpanggang sub-district. Implementing priority policies resulting from this research is important to be considered by the Kedung Sumber village apparatus. For this strategy to be implemented, it requires assistance from village institutions or the village community itself.

CONCLUSION

The results of research in Kedung Sumber village regarding efforts to improve community welfare through local potential can be concluded as follows:

1. The potential in Kedung Sumber village is in the form of physical and non-physical potential. The physical potential in this village is the superior product of rice commodities and their natural beauty. One of the natural beauties in this village is a

reservoir which is a tourist attraction "Gangga Buya". The second potential is non-physical, namely the enthusiasm and participation of the Kedung Sumber village officials, institutions, and community.

2. The results of the questionnaire on forms of community participation show:
 - a) The most participation taken is the type of labor participation, which is 68% in road repair

activities. It is because most of the people of Kedung Sumber have jobs or activities in their village so the community has high enthusiasm for every activity or improvement of village facilities and infrastructure.

- b) The least participation is a form of skill participation of 3% in waste management activities. It is because only a few members of the Kedung Sumber community have the skills. Kedung Sumber community members lack special skills such as making unique objects needed during activities. However, community members who have special skills or expertise can set an example for other members.

3. The results of determining the priority of directives to improve community welfare through local potential are by using Process Hierarchy Analysis (AHP), including:

- a) The priority with a total score of 68.5% is to increase

community participation. Community participation that must be increased is labor participation. It shows that community participation is very supportive of developing the potential that exists in the village. A form of increasing community participation is to expand the participation space for residents in village decision-making.

- b) The second priority with a total value of 31.5% is developing the non-physical potential of the village so that the potential that already exists in this village can be better known by the wider community.

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