Research Paper

The Implementation of Prodamas to Increase the People' Prosperity

Mochamad Muchson

Postgraduate Program, Nusantara PGRI University, Kediri, Indonesia

ABSTRACT

Prodamas is a People Empowerment Program done by Kediri Governance from 2015 up to now (2019) with the fund allocation for each neighborhood is RP. 50.000.000 per year covers public infrastructure, economy and culture. For 2019, Prodamas Plus Model in developed with additional program on health, education and youth with Rp.100.000.000 as fund allocation per year for each neighborhood. The aim of this research is to find the program implementation in the level of neighborhood, to see the achievement of program in increasing the citizens' prosperity. The approach of this research is qualitative with descriptive design and the data collecting method is questionnaire. The research sample is selected randomly form the citizens in neighborhood in Kediri city. The data analysis technique used qualitative analysis focusing on category analysis. The research found: 1) the Prodamas under the public utilities scope like water-channel, water absorption, paving, etc. 2) the Prodamas under economy empowering like sewing workshop, cooking, compressor, the saving and loan cooperative, etc. 3) the Prodamas program under the culture scope like garbage cart, flag pole, sound system device, funeral equipment, etc. The suggestion from citizens is Prodamas should increase more the citizens' involvement, the transparent and accountable fund management, and more emphasize on the entrepreneurship. The discussion on the findings: 1) Prodamas has been conducted well with the completeness of the proposal documents in neighborhood level like public utilities, economy, culture, and the additional program on health, education and youth, 2) The program has been conducted well on the public utilities, economy, culture, and the additional program on health, education and youth, 3) Prodamas has been fit with the essence of the citizens empowering program, 4) Prodamas has been fit with the citizens empowering program principle, 5) Prodamas has been fit with the aim of citizens empowering program except economy program (workshop) because the program didn't continue to business, 6) a clear measurement on the success of the program, the measurement is not only on the input-process-output but also the outcome that is the follow up and the effect on the citizens' prosperity and citizens' empowering.

Keywords: Empowerment, Prosperity, Empowering

INTRODUCTION

Empowerment is from the word 'power' which means given power, not only the power within but also the power to influence surrounding. The citizens' empowerment has the essence as the increase of skill and give power to the citizens to plan, build, and maintain the process of development independently. This strategy is applied under the constructions "if the citizens are given chance to decide independently, they will do the best for their own shake"

Kediri government in 2015-2019 financial years has launched Prodamas (Program Pemberdayaan Masyarakat) with the tagline "Rp. 50.000.000 for one neighbourhood every year" (Program Pemberdayaan Masyarakat Di Kota Kediri, 2014). The activity of this program is to identify the neighbourhood needs for public utilities, economy and social. The fund allocations are 60% for infrastructure and 40% for economy and social. The midterm and long-term purpose of this program is to increase the citizens' prosperity because with the sufficient infrastructure, access to

economy, education and health will be guaranteed. The same point of view also on the economy empowering aspects, there will be a time when citizens could increase their prosperities. The social program called "house fixing" for example, this program affects on productivity because the fit house could facility the economy activity and increase the quality of health and education.

From the discussion above, a study on the Prodamas implementation is needed to answer the questions "is Prodamas applied based on the manual and does it could increase people's prosperity?"

Kediri government in 2015-2019 financial years has launched Prodamas with the tagline "Rp. 50.000.000 for one neighbourhood every year". This program has been applied well for 5 year by Kediri local government and Kediri people. This is the reason why a deep study is needed to find how Prodamas implemented and how it could increase people's prosperity.

The research problem is limited to the implementation of Prodamas in neighbourhood level which cover infrastructure building, people economy development, culture development and people's prosperity increase so that the research problem proposed is "how Prodamas is implemented in increase Kediri people prosperity?". The objective of this research is to study the implementation of Prodamas in increase Kediri people's prosperity.

Theoretically, this research is beneficial for: 1) Researcher: by conducting this research, the researcher could enrich his knowledge about people empowerment especially from three points of view such as enlightenment, capacity building, and empowerment. Prodamas as the form of empowerment (power, authority or chance) are planning, implementing, and controlling. The infrastructure building, economy activity and social are proposed to increase people's prosperity, 2) University: University as the higher education could produce new theory/concept about empowerment from the empowerment point

of view. 3) Knowledge: Empowerment theory/concept as one side of empowerment is hoped to add the reference on new empowerment knowledge.

Practically, this research beneficial for: 1) People (neighbourhood), the program could teaches the people about identifying their own needs, planning, implementing, and controlling the activity of infrastructure building, economy, and social for their own prosperity. 2) The urban village, the urban village could maximize its role as the guide for teh people in planning, implementing, and controlling the activity of infrastructure building, economy, and social for their own prosperity. 3) Regency, the regency as "owner" must have SoP (Standard of Operation) as the manual of Prodamas implementation in the level of urban village and neighbourhood. The existence of SoP will guarantee the implementation of Prodamas based on the standard and the efforts of increase the prosperity could be achieved.

LITERATURE REVIEW

The citizens' empowerment is placed the citizens as the centre of attention and put them as the implementer (*centred development*). The citizens or people are no longer the objects of development but they are the subjects of development so that their participation determines the success of development, this strategy is taken as the correction on the failure of growth oriented development which marginalize the people and give the big economy big players and the government as the centre of economy growth.

People base policy will give more guarantees to create more continuum fairness (Muslim, 2015). The policies produced by the government will be more sustainable and durable because the policies get the supports from all people's elements. Explains that the understanding of the empowerment conventional has two definitions. 1) *to give power or authority to* or giving power, change the power, or to delegate authority to others side. 2) *to give*

ability to atau to enable or the work on giving skills or explicit power (Wrihatnolo & Dwijowijoto, 2014). The second is about how to create chance to actualize someone's power (people).

Seeing from the definition of empowerment in the previous paragraph, Prodamas is eligible as the people empowerment because the program with the main word is empowerment. This has two definitions: 1) *to give power or authority to* or giving power, change the power or to delegate authority to others side. The government delegate the development authority to the citizens. 2) *to give ability to or to enable* or the work on giving skills or explicit power. The second is about how to create chance to actualize someone's power. The aim for this is to give skills and power to people.

The citizens' empowerment is placed the citizens as the centre of attention and put them as the implementer (*centred development*). The citizens or people are no longer the objects of development but they are the subjects of development so that their participation determines the success of development, this strategy is taken as the correction on the failure of growth oriented development which marginalize the people and give the big economy big player and the government as the centre of economy growth.

Explained that the process of empowerment has three stages: resuscitation, capacitating, and empowering (Wrihatnolo & Dwijowijoto, 2014), the followings are the steps:

a. The first step is resuscitation. This stage give empowered people are "enlightened" by giving them understanding that they have right to move out from the recent condition to more empowered situation. Program in this stage is by giving cognitive knowledge, belief and healing. This basic principle is to make the citizens understand that they are empowered and the process is started from them.

b. The second step is capacitating or often called "Capacity Building" or in the simple word "enabling". In receiving power, the people must have competence for the first. Capacity building has three parts. They are human, organization, and value system. The capacitating is to give sufficient capacity to the human individually or in group. The capacity building could be formed in apprentice, training, workshop, seminar, education upgrading, etc. The basic is to give capacity to an individual or group of human to take the power given. The organization capacitating is done in the form of reconstructing the organization which would receive the power or capacity. The organization reconstruction is done by restructure the organization; formulate the vision/mission/objective and the target of organization. The third is the capacitating on the organization value system. The system value is the rule of the game. In the organization, the system value is dealing with article of association, fund estimation, system and procedure, and rule. In the higher level, the system value consists of organization culture, etiquette and good governance.

c. The third is empowerment. This stage gives the people power, authority and chance. The give is based on the competence people have. This power is given in the forms of human resource, capital, marketing, technology, etc. In other side, power or authority is the active involvement of the people in planning, implementation, and the evaluation of the progress.

Explains about 5 arguments why the people empowerment is applied in the development process (Wrihatnolo & Dwijowijoto, 2014), they are:

a. The first is the development democracy. The concept of empowerment which is trusted in answer the challenge by active involvement of the people. The

involvements are including planning, implementation, supervising and evaluating. One of the democracy approaches is by giving big portion of chance for the people in grass-root to involve in allocation of development resource. This is the essence of people driven development. This process is believed as the medium for people to recognize what they needs and to continue the effort of needs fulfilment. The implementation of this empowerment model will give effect to the well managed constitutional.

b. Second, strengthened of the local people organization. The empowerment concept is believed as the answer for maximize the role of the local organization in the development process. The local people organization (independent local organization) plays the central role because they understand about the grass root people characters. In the management modern empowerment mechanism, the people' role must be organized multi direction, vertically and horizontally. The role of organization in partnering people is various from initiator, catalyst to facilitator.

c. Third, the strengthened on social value. The concept of empowering is believed could strengthen the social bond among people. The strengthening on social value has the meaning of constructing the universal of social value; they are honesty, togetherness and care. The strengthening of social value is a basic motivation on every activity which could be the empowerment spirit. The process itself is hoped to create independent culture, harmony relationship among people and between people and government.

d. Fourth, the strengthening on the local administration capacity. The concept of empowerment could increase the function of public service, especially the service of local government to the people. This concept pushes the local government to give greater attention to

people in getting their life needs both physic and non-physic easily.

e. Fifth, accelerating poverty overcoming. The concept of empowerment in its best shape is believed could accelerate poverty overcoming because the approach of this empowerment is to increase the poor people prosperity. Due to the program must be side to side with the people and protect the people, the organization is demanded to allocate the development source to poor people. The local character must be the base of getting much attention to the poor by giving them chance and articulate their aspiration well. The protection is given by supporting their positive aspects. They must be protected and guided to achieve or access the source of economy. That's why the guidance is very important to achieve this objective.

Prodamas put the people on the centre of attention and the main implementer of development (*people centred development).* People are no longer the objects of development but they are the subjects of development so that the people participation is considered as the determiner of the development success.

Prodamas has been required the empowerment principle as explained by (Mardikanto, 2012) explains the principles of people empowerment as follows:

a. Voluntary, someone's involvement in empowerment program shouldn't be a compulsive involvement. The involvement must come from their own conscious and the motivation to fix and solve the life problems they face. This voluntary reflects from the freedom to discuss and decide the empowerment programs dealing with the empowering in their neighbourhood.

b. Autonomous, it is a capability to be independent or the effort to be independent of each individual, group, or organization. Autonomous reflects from the independent of the people in the neighbour to discuss and decide the programs of people empowerment.

c. Self-supporting, it is a ability of formulate and implement the program with responsibility without waiting or expecting other organizations. The self-supporting reflects from the people in the neighbourhood in planning and implementing the programs.

d. Participative, it is the involvement of all the stakeholders from the decision making, planning, implementing, monitoring, evaluating and utilizing the result of the activities. Participative reflects from the involvement of all the people in planning, implementing, monitoring, evaluating and utilizing the empowerment programs.

e. Egalitarianism, it is to place all the stakeholders in the equal position, no one is higher than others and no one is lower. Egalitarianism reflects from the chief of neighbourhood, Prodamas guide and from the urban village official are in the same position in planning, and decision making in people empowerment program.

f. Democracy, it is to give all the people right to express their opinions and respect each other on the difference among stakeholders. Democracy reflects from the equal right given to all the people in neighbourhood means all the people could propose their opinion for the empowerment program.

g. Openness, it is the program's characteristic which stands by honesty, trust each other and care. Openness reflects from the arrangement of the planning is open for everyone in neighbourhood.

h. Togetherness, it is about share the problem, help each other and develop the synergy. Togetherness reflects on the arrangement of the empowerment program which is done together in neighbourhood.

i. Accountable to the public interest, the accounting is clear in responsibility and supervised by anyone. Accountable to the public interest reflects to the planning and implementing which involved all the people in the neighbourhood so that the result can be accountable.

j. Decentralization, it is about to give authority to autonomy area (city or municipal) to optimize the resource as much as the people prosperity and continuum. Decentralization reflects from the process of development which involves the neighbourhood in the development process in empowerment program.

Explains the objectives of empowerment program as efforts of correction as follows (Mardikanto, 2012):

a. Better education means the empowerment programs must be set as the better education. The correction in education trough empowerment are not only material correction, methods correction, correction on place and time, the relationship between facilitator and the subjects of the program but also the correction in education and grow the lifetime learning spirit.

b. Better accessibility. By growing the lifetime learning spirit, the accessibility to get the source of information/innovation, fund source, the product and equipments supplier, marketing organization, etc. Prodamas has given people in urban village access to development sources of infrastructure, economy, social, education, health or youth.

c. Better action. With the correction in education and accessibility with the better source, it's hoped the activities become better. Prodamas has educated people to fix their way of life trough planning, implementing, evaluating and taking the benefits of the empowerment programs.

d. Better institution. By fixing the action or activity, the organization is fixed in all aspects including the business networking. Prodamas has empowered the organization of neighbourhood and the urban village organization with less

contribution on the life quality improvement efforts.

e. Better business. The reparation on accessibility, activities, and organization fixing are hoped could fix the business on progress. Prodamas trough the economic empowerment has arranged the programs like sewing class, cooking class, engineering class, catfish seeding and growing. The previous programs are hoped could become business.

f. By fixing teh business, it is hoped that the income will be better including families' income and people's income. Prodamas trough economy empowerment program hasn't increased people's income because the classes are not followed up by entrepreneurship.

g. Better environment. Better income hoped could fix environment (physics and social) because the environment damage often caused by poverty and limited income. Prodamas trough the infrastructure program could fix the environment of the neighbourhood like garden building, water drainage, water absorption, security post, gateway, etc.

h. Better living. The better level of gross domestic product and environment situation are hoped could fix the condition of each family and people trough Prodamas Program.

i. Better Community. Better living with the better support of environment is hoped to lead better people living. Prodamas trough it's empowerment program such as infrastructure, economy, social culture, health, education and youth has made better living for people.

MATERIALS & METHODS

The focus of this research is to answer whether Prodamas has been conducted well as the guidance and could increase the prosperity and empower Kediri people or not.

Approaches and research methods: 1) The Research Approach. The approach of the research is qualitative because the data collected and analyzed tend to be qualitative. 2) Research Method. The research method used is descriptive research. The objective of this descriptive research is to describe/solve the problems systematically, factual and accurate based on the facts, population characters or particular area.

Population and sample. Social situation which is the object of this research is Prodamas conducted in neighborhoods of Kediri city. It is to find whether the program is conducted well under the guidance and has it been increased the prosperity and empowered people? The population of this research is all the people in Kediri city while the samples are 50 families.

The sampling technique is probability sampling technique; It is a sampling technique which gives equal chance for every part of the population to be selected as the sample. In other side, the technique is simple random sampling by spreading questionnaire to everyone met as long as she/he stays in Kediri city.

The Research Instruments. In a qualitative research where the problem is not clear and exact, the researcher plays the role as instrument itself. But, the instrument like observation and questionnaire are developed after the problem is comprehended. After all the comprehension process, the instrument used is interview.

Data Collection Technique. The technique or data collecting method used in this research is unstructured interview. The unstructured interview is a free interview which the researcher doesn't use any prepared, systematic and complete guidance to collect the data (Rianse, Usman, 2012). The interview guidance is the points of problems to ask.

The Data Analysis Technique. The data analysis technique used is qualitative data analysis Spradley model (1980) (Sugiyono, 2017) as the followings: 1) Domain Analysis. It is used to get the clear general and complete picture about research objects and social situation. Various domain and category are found. They are found by

the utilization of grand and minitour questions. 2) Taxonomic Analysis. The selected domains are discussed so that the time needed for research is extended. 3) Componential Analysis. This is the way to find specific character of every internal structure by contrasting every element. This is done by conducting observation and selected interview with contrasting questions. 4) Discovering Cultural Theme, This step is to find the connection among the domain and how the they connected each other and stated into research theme.

RESULT

1. The empowerment programs of infrastructure are: 1) Mosques renovation; b) Drainage; c) gateway building; d) small alley paving; e) security post (pos kampling); f) street lights; g) storage building; h) light pole; i) Integrated Health Post (Posyandu) renovation; j) the building of park along the river bank; k) absorption well; l) bath, wash and closet (MCK) facility supplying; m) Integrated Health Post (Posyandu) garden; n) small bridge renovation.

2. Empowerment programs of people economy upgrading are: 1) sewing machine supplying for training; b) business group; c) save and loan cooperative; d) Air compressor supply; e) Cooking class (cake and other foods); f) superiority product (cassava chips production) g) Accessories making (handicraft); h) Brownies making training, i) Supplying and growing catfish seeds; j) Coffee and coconut grinding machine supplying; k) tomato, spinach and others vegetables planting; l) village business party Strengthening; m) Carpenter tolls; n) Workshop tools; m) o) Cooking utensils; p) Goat supplying.

3. Empowerment programs of social value are: a) Flag poles supplying, b) Garbage can and cart supplying, c) Sound system, d) Carpet, e) Bracket seat; f) Basic foods; g) Party tent; h) Television for security post; i) CCTV; j) Tent; k) Flower pots supplying; l) Social activity for the senior citizens; m) Funeral equipment; n) Orphan sympathetic care; o) Rebana music instruments purchasing; p) utensils (plate, spoon, and kitchen equipments), mat; q) Buffet equipment; r) Voluntary work equipments; s) Children under five sympathetic care; t) Gas stove supplying; u) improper house renovation and v) Wall magazine of neighborhood.

The extended empowerment program which is legalized into Prodamas Plus covers the followings;

1. Empowerment program concerned to the health development program is medicine herbs seeds supply.

2. Empowerment programs concerned to the education development are school equipments and English course as education upgrading.

3. An empowerment program concern to youth development is table tennis supply.

Suggestions from the people are:

1. Prodamas should be conducted transparently and accountably especially fund management.

2. The program planning should involve people.

3. Upgrading on (PPTK) Service and Goods Purchasing.

4. Continue Prodamas programs.

5. Supervisor must be increased.

6. The economy must be put as the main concern,

7. Continue the programs because people are happy with the programs.

8. The fund must be allocated on the right target as possible.

9. Fit and Proper must be conducted before implementation.

10. The program must be conducted professionally.

11. The on time realization for the maximal result.

12. Maintain the result of Prodamas.

13. Social program on art.

14. Competence training should be added more in quantity and frequency.
15. Put the informal education as the main concern.
16. Religion education for children, teenagers and adult.
17. Counseling on drug, venereal and infective disease.
18. The Open Green Space (RTH) in the village and Medicine and Nutrition herb for family (Toziga) realization.
19. The relationship of PPTK and The Chief of neighborhood must be increased.
20. Prodamas guide credential should be based on the activity.

DISCUSSION

Prodamas have been done very well by people in neighborhood means all the empowerment programs is conducted as the infrastructure programs manual, economy and social culture and even spread to health, education and youth program known as Prodamas Plus. Based on the input-process-output theory, Prodamas has been required all these criteria. Input represents by the fund processed to become product garden or garden as the output, the security post renovation processed to become better security post, water drainage processed to become better water drainage, water absorption processed to absorb rain water more better so that the puddle gone from the neighborhoods. So that the economy programs like cooking class, sewing class, engineering class, catfish seeding as the product or the output are the rise of people's competence and the availability of tools. It happens also to social culture program like tent purchase, seat, generator set, under five baby sympathetic care, and senior citizens sympathetic care. The baby under five and senior citizens who have gotten service are the output. The other programs are education program like school equipment supply, health program like herbal medicine planting, and youth program like the supply of sport equipments have been conducted well.

The main problem of Prodamas seeing with the input-porcess-output-outcome is in the follow up and the effect of the empowerment program especially in economy program. People who have joined the cooking class, sewing class, engineering class, catfish seeding and growing, sheep cultivation, Have these training risen the family economy which means the gross domestic product rises? The main point of the empowerment program is to make the people independent in economy as the major's guidance.

a. Move and motivate people to actively participate in the development programs in their areas.
b. Facility people in articulating their needs and helps to identify their problems.
c. Increase development facilities of infrastructure development in neighborhood environment.
d. Increase people's economy prosperity.
e. Increase people's prosperity trough social activities.
f. Increase the people's role and pushes people's empowerment in development.

Kediri city government must have clear parameter for the Prodamas Achievement. The achievement measurement is not only the fund allocation, planning, and the implementation of the program but also the measurement of the program on its outcomes. The follow up and the effect of the programs especially the economic program, have the these entrepreneurship programs followed by opening business so that the programs could increase the economy of individual or people and achieved the prosperity? The measurement of outcome consists of infrastructure, economy, social culture, health, education and youth have their own parameter. The measurement of the infrastructure is on its benefit and contributions on the continuity and the look of the environment. The measurement of the social culture is on the increase of the people social prosperity. The measurement of health is on the people health increase.

The measurements of education are on the drop out decrease numbers, the increase of active participations and the increase of education level. The youth measurement is the increase of youth achievement on sport, art and technology.

CONCLUSION

Prodamas have been done very well by people in neighborhood by the arrangement of documents which cover the programs of the infrastructure, economy and social culture and even spread to health, education and youth program known as Prodamas Plus. Based on the input-process-output theory, Prodamas has been required all these criteria. Prodamas has fulfilled all the empowerment programs except better income because the training class hasn't continued to become business. The clear measurement must be arranged to see the success level of prodamas, the measurement is not only on the input-process-output but also the outcome. They are the continuity and the effect on the empowerment to people.

REFERENCES

1. Mardikanto, T. (2012). Konsep-Konsep Pemberdayaan Masyarakat. Balai Pustaka.
2. Muslim, A. (2015). Pendekatan Partisipatif dalam Pemberdayaan Masyarakat. UIN Sunan Kalijaga Yogyakarta.
3. Rianse, Usman, A. (2012). Metodologi Penelitian Sosial Ekonomi, Teori dan Aplikasi. Alfabeta.
4. Sugiyono. (2017). Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D). Alfabeta.
5. Program Pemberdayaan Masyarakat di Kota Kediri, Pub. L. No. 40 (2014).
6. Wrihatnolo, R. R., & Dwijowijoto, R. N. (2014). Manajemen Pemberdayaan: Sebuah Pengantar dan Panduan Untuk Pemberdayaan Masyarakat. PT Elex Media Komputindo: Kelompok Gramedia.

******