

THE IMPACT OF GOVERNMENT POLICY ON THE EFFECTIVENESS OF COMMUNITY EMPOWERMENT PROGRAMS

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Abstract

This research aims to critically examine various literature related to the impact of government policies on the effectiveness of community empowerment programs. Community empowerment programs have become an important instrument in socio-economic development, but their effectiveness is greatly influenced by the formulation and implementation of public policies. This study identifies that policies that are participatory, based on local needs, and supported by consistent regulations and adequate funding tend to have a positive impact on empowerment outcomes. On the other hand, a top-down approach without community involvement often results in unsustainable programs. The literature also highlights the importance of synergy between levels of government and implementing institutions to accelerate equitable empowerment. This study provides the implication that improvements in aspects of planning, coordination and policy evaluation can increase the effectiveness of empowerment programs in various local contexts.

Keywords: government policy, community empowerment, program effectiveness, community participation, local development

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I. Introduction

Poverty in Indonesia is a complex and multidimensional problem, and is one of the challenges faced by almost all countries, including Indonesia. Poverty is usually defined as a situation where a person or group of people experiences

deprivation, especially in the socio-economic field. The concept of empowerment arises from efforts to strengthen the social capital that exists between groups or communities. According to Friedman (in Usman, 2006), poverty is defined as inequality in opportunity, which is a multidimensional problem. To understand poverty, a broader approach is needed. So, the definition of community empowerment is a process that aims to increase the ability, knowledge and skills of individuals or groups to manage resources effectively, when making decisions, and can play an active role in development which includes social, political and cultural aspects. Community empowerment also aims to increase the dignity and dignity of groups of citizens who experience poverty and underdevelopment (Abiona & Bello, 2013).

Poverty is directly related to two aspects, namely social and economic, which refers to the lack of networks and structures that can help increase productivity and opportunities for local communities to get a more decent life. The social and economic helplessness of society is an obstacle for society to achieve equality with other successful societies. This condition needs to be understood and become the main consideration in policy making and program planning, so that every protected forest management policy and program takes into account the socio-cultural and economic conditions of the surrounding community.

The impact of government policy on the effectiveness of a community empowerment program can be seen from various dimensions, for example the support received from the government, namely usually providing training, capital and information that can increase community participation so that in planning and implementing the program it will create a sense of responsibility and ultimately increase the effectiveness of the program (Craig, 2002). While quoted from the explanation taken from the book entitled *Community Development* Karta Zubaedi (2013: 162), where the concept of empowerment emerged because of activities and efforts to strengthen the social capital that a community group already has. Where poor groups really need empowerment to foster independence, self-reliance and participation. According to Oakley and

Marsden, in the empowerment process there are two tendencies (Priyono and Pranarka, 1996), namely: *First*, Primary tendencies, meaning that there is an empowerment process that emphasizes the process of giving or transferring it as power, strength or ability to society so that individuals are more empowered. *Second*, there is a secondary tendency, which means there is an empowerment process that emphasizes the stimulating process (Wallerstein & Bernstein, 1994).

Sulistiyani (2004) explains in more detail that etymologically empowerment comes from the basic word "daya" which means strength or ability. So it can be concluded that in essence empowerment is a process and effort to obtain or provide power, strength or ability to weak individuals and communities so that they can identify, analyze, determine needs and potential as well as problems faced and at the same time choose alternative solutions by optimizing the resources and potential they have independently. Regional governments have a very strategic role in improving the management capabilities of fishing companies through providing information, knowledge and education. The main goal is to build the social capital of the community and increase their social power in achieving an independent economy. Therefore, guidance and training are very necessary to create a more independent and empowered fishing community (Sonia & Susilawati, 2022).

Responsibility is the main point in a development program that lies with the community itself, which has the ability and strength to develop its potential. This power includes physical, economic, institutional aspects, and the ability to think, act, and control their own activities. Community empowerment can be achieved through active participation from the community which is fully supported by empowerment actors. The main targets for community empowerment are those who are marginalized and do not have the ability to access productive resources. The ultimate goal of the community empowerment process is to increase community independence in order to improve the quality of life and optimize the resources they have (Andriani et al., 2022).

So it can be concluded that in the empowerment process, there is a need for a facilitator whose role is to identify the potential possessed by the community. Apart from that, the facilitator is also tasked with connecting community potential with the appropriate empowerment model. Apart from these two tasks, the function of the Facilitator is to help connect the community with other institutions/agencies/groups that can work together to develop community potential through a wider network (Rahman, 2018).

II. Theoretical Review

The Role of Regional Government in Implementing Community Empowerment

The role itself comes from the word role, which refers to the actions, role or function of a person or institution. In an institutional context, role is a dynamic aspect of an institution, which represents the institutional order of an institution (Berger and Luckmann, 1982:92). So, role is the implementation of functions by an institution, including the government. Community empowerment is the process of increasing people's strength and ability to determine their own future. This includes increasing people's capacity through educational, economic, socio-cultural, psychological and political empowerment (Ife, 1995; Pranarka in Prijono and Pranarka, 1996). The role of local government in community empowerment is to carry out community empowerment functions to increase the strength and capabilities of the community. This goal can be achieved through increasing people's capacity and empowering people in various aspects of life. The implementation of regional government functions in community empowerment is considered successful if the people in the area have increased their abilities and strengths in various aspects of life. The main objective of the empowerment program organized by the Regional Government is to increase the ability and independence of the community in social and economic aspects. However, based on information from the people who received the program, the improvement in people's living standards is still not optimal. There are still people who live

below the poverty line and some programs are not yet on target (Widjajanti, 2011).

III. Methodology

The theory of Community Involvement in Government Policy in formulating government policy is very important to increase the effectiveness of community empowerment programs. By involving the community in the decision-making process, the sense of ownership and responsibility for the program being implemented will increase, thereby increasing the success of the program. Government policies have a significant impact on the effectiveness of community empowerment programs. Supportive policies can increase program effectiveness, while unsupportive policies can hinder it. Therefore, government policies must be designed to support community empowerment programs (Sartika, 2018).

IV. Results

Policy Analysis of Community Empowerment

Analysis of community empowerment policies shows that the success of this program depends on several key factors. Having clear and measurable goals can also trigger an increase in the quality of life of the community and reduce poverty. Thus, the main objective of a community empowerment policy is to improve the quality of life of the community and reduce poverty. This goal must be clear, measurable, and achievable within a certain time period. By setting clear and measurable goals, community empowerment policies can be more effective in improving the quality of life of the community and reducing poverty. Active community participation in the process of planning, implementing and evaluating programs. Including intervention from the management who can carry out an innovative program to help them deal with a problem. This activity also makes people aware of the abilities they have so that they become aware that they need to improve their household so that their future will be better. (Wood et al., 2021)

Because nowadays this is quite ironic because people have become individuals who are easily dependent. So, why this training program is needed is one of its functions so that they can manage so that they don't continue to depend. By paying attention to these aspects, it is hoped that community empowerment policies can have a significant impact in improving the quality of life of the community and creating social justice. Community Empowerment Policy Analysis (Widjajanti, 2011).

The Government's Role in the Implementation of the Empowerment Program

Community Empowerment is a top priority for the government and its apparatus. The aim is to increase the ability and empowerment in order to increase the ability and empowerment of the community in determining their life choices. Empowerment essentially aims to improve the quality of society, so that they are able to overcome all the problems that will arise or are currently facing them. In its implementation, according to Adi (2001: 32), in essence, social development can be implemented or can even be realized by every person, society or community, or by the government (Sonia & Susilawati, 2022). With this implementation, it is hoped that something can change so that it does not involve the status quo in preparing for change (Errida & Lotfi, 2021).

Case Studies of Success and Failure of Government Policy

The Hearth Program held in Bojonegoro Regency was successful in improving the quality of nutrition for toddlers. This program facilitates cooperation between community groups to overcome the problem of malnutrition in children and maintain good nutritional status after this program has finished running, while remaining focused on preventing malnutrition in children under five in the future. Positive behaviors that have been found during the course of this program include providing balanced nutrition starting from proper feeding, good hygiene practices, positive parenting styles, and ways to obtain health

services such as monthly monitoring and examinations so that as long as this program is in place it runs effectively during the implementation of this program. The Hearth program has a dual role, one of which is not only rehabilitating children who are malnourished, but also preventing malnutrition in other children (Sugianti, 2020).

Like in Vietnam, where the program from this nutrition post has shown quite significant results, not only in improving care when caring for children but also for their siblings aged three to four years after the program, even though the siblings did not participate in this program. Success in its implementation certainly does not escape failure. The failure of the nutrition post program in Bojonegoro Regency was caused by several factors, including a lack of public knowledge and awareness about the importance of balanced nutrition. The lack of effective socialization and education from nutrition post officers as well as the lack of adequate infrastructure and facilities are also obstacles. In addition, the lack of active community participation in nutrition post activities is caused by a lack of motivation and awareness about the importance of their active role in maintaining family health and nutrition. Therefore, efforts need to be made to increase public awareness and participation, as well as improve the quality of nutrition services (Sugianti, 2020).

Recommendations for Increasing the Effectiveness of Empowerment Policies

The recommendations that can be given are increasing the effectiveness of empowerment policies which can be achieved through several strategies. *First*, actively involving the community in the policy formulation process can ensure that the resulting policies are relevant and in line with community needs. *Second*, strengthening the capacity of human resources (HR) through training and continuous education can increase the understanding and skills of policy implementers. *Third*, systematic evaluation and monitoring can help assess the effectiveness of policies and make necessary adjustments. *Fourth*, collaboration between institutions and sectors can make optimal use of resources and

expertise. *Fifth*, the use of information and communication technology (ICT) can increase accessibility and community participation. *Sixth*, data and evidence-based policy formulation can produce more effective and efficient policies (Article, 2024).

Which focuses on the challenge of developing human resources which may still be a challenge for industry which has to keep up with technological developments in this modern era so for this reason it is very necessary to develop abilities and skills (D. f. P, 2004). This research recommends the capabilities of SMEs, *First* increasing community empowerment which can be done through training, education, and even access to resources. *Second*, utilize technology with the aim of increasing operational efficiency and expanding market reach. *Third*, Encourage collaboration between SMEs, government institutions, universities and the private sector. *Fourth*, Develop internal capacity through improving managerial, financial, marketing and innovation culture skills. *Fifth*, Adopt a sustainable business model that considers environmental, social and economic aspects. *Sixth*, Taking advantage of market trends to create innovations in products and services. *Seventh*, Implement innovative approaches in marketing through social media, content marketing, and collaboration with local influencers. *Eighth*, Act as an agent of change by providing employment opportunities.

DISCUSSION

Human resources (HR) play a key role in the post nutrition program. Cadres and nutrition implementation staff (TPG) have important responsibilities in monitoring, demonstrating and informing health messages. However, cadres and TPG have never received training related to the nutrition post program. Therefore, organizing that involves the community and training is needed to improve the capabilities of cadres and TPG. The nutrition post program also requires active participation from the community and clear SOPs to achieve program objectives.

With the existence of guidebooks in every community health center in Bojonegoro Regency, this has not been followed by training for both TPG and village cadres. So far, the Bojonegoro Health Service has only held outreach activities carried out by mendus staff regarding the implementation of the nutrition post program. The absence of training that explains the keys to the post-nutrition program, the flow of work, and the same perceptions regarding program implementation (Nugroho, 2014), has led to different perceptions among implementers regarding the post-nutrition program. This resulted in the post-nutrition program not being able to run according to its stated objectives.

Apart from that, the availability of facilities and infrastructure can also contribute to the success of this nutrition post program. The existence of these facilities and infrastructure can make implementation easier. Limited infrastructure can also result in failure in implementing the program. So, one of the important infrastructure facilities is the place where the program is implemented. Determining the place where the post-nutrition program will be implemented is preceded by coordination between the community health center and the village. The thing that must be considered in determining the location is a strategic location that takes into account the distance between the caregiver's house and the program implementation location. However, the nutrition post program can run smoothly. Research findings show that the implementation of nutrition posts takes place in residents' homes or local village halls. Based on the results of observations that have been made, other infrastructure needed for implementing the nutrition post program such as toilet facilities, hand washing facilities, shared cooking equipment, flip charts, body scales, and materials for counseling are already available. This is different from the findings of this study.

Larasaty's (2017) research shows that several nutrition posts do not have adequate facilities, such as toilets, hand washing facilities and weighing equipment. This can hamper the effectiveness of post-nutrition programs (Ministry of Health, 2008). However, this research found that the infrastructure is

available well, although not yet adequate. Limited special space for the nutrition post program is not a significant obstacle in implementing the program.

Community health centers or villages can provide stimulation funds to buy food, but the active role of the community is very necessary. If funds are not available and community participation is low, then the program cannot run effectively. The low participation of caregivers in bringing food is probably due to the poor economic level of the community or a lack of strong commitment from caregivers to make the nutrition post program a success. Funding is a key factor in program implementation. A limited budget can limit the achievement of program objectives. However, the post-nutrition program should be able to be run with minimal costs. Effective community participation can reduce costs by utilizing existing resources. Community support, both in the form of materials and funds, is very important for the success of the program. The community health center or village government can provide initial funding to launch a nutrition post program, but the success of the program is highly dependent on community participation.

The results of this research show that the implementation of the nutrition post program in Bojonegoro Regency faces various challenges, especially related to the availability of funds. This program cannot continue in every community health center due to limited resources. Lack of support from village officials is one of the factors that causes program failure. The participation of caregivers in bringing food is still not optimal, so the support of village officials in providing funds from the Village Revenue and Expenditure Budget (APBDes) is the key to the success of the program. Several villages in Bojonegoro Regency are still implementing nutrition post programs with strong support from village officials and active community participation.

Villages that receive adequate financial support from village officials have a greater chance of implementing the nutrition post program successfully. However, funding is still one of the main obstacles in implementing this

program. The success of the nutrition post program is very dependent on the availability of funds from donors and village officials. Previously, research had shown that the source of funding for the nutrition post program came from village community deliberations, community donations, and support from community health centers. These funds are used to finance the purchase of food ingredients, cleaning equipment and transportation for cadres. In contrast to this research, other studies report that funding for the post-nutrition program is sufficient. Ideally, funding should not be an issue in a nutrition post program because the program is community-based and relies on community contributions in bringing local food produce. This contribution can reduce dependence on funds in program implementation. The post-nutrition program which failed to run due to limited funds shows that there is still no strong commitment from the community to work together to make this program a success.

V. Conclusion

The results of this research show that efforts to mobilize the community have been carried out quite effectively. Meetings with key community figures are a strategic step to introduce nutrition issues faced by the community, promote the nutrition post program, and gather support from various parties. Apart from that, the role of village cadres is very important in carrying out this program. Village cadres are responsible for preparing food, supervising caregivers, practicing feeding toddlers, and conveying health messages to caregivers. Thus, village cadres become the main movers in implementing the nutrition post program. (Sugianti, 2020)

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