

COMMUNITY EMPOWERMENT IN TEAK ROOT POTENTIAL AREA

(Study: Teak Roots Craftsmen in Margomulyo Bojonegoro, Indonesia)

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Abstract—Bojonegoro is one of the best teak producers in Indonesia with its extraordinary natural resources and culture. However, its people are still unable to optimize its potentials of the teak roots, Samin culture, and guava plantation. The research problem in this study deals with the factors influencing the community empowerment of the teak roots craftsmen and the farmers. This study aims at analyzing the influence of the variables of interaction, accountability, integrity, empathy, and motivation to the community empowerment. This descriptive study uses primary data to explain the phenomenon in community empowerment and to lead numerous policies of the government. The technique used is Multiple Linear Regression. The results show that 1) variables of interaction, accountability, and empathy have positive influence to the empowerment, 2) variable of interaction is the most significant variable, and 3) variable of motivation has negative influence to the empowerment. It is expected that there will be synergy between Local Government of Bojonegoro Regency, community, and craftsmen in improving the community empowerment.

Keywords: *interaction, accountability, integrity, empathy, motivation, community empowerment.*

I. INTRODUCTION

The main responsibility in development program is the community that has strengths or power. The strengths can be seen in some aspects of physical and material, economy, institution, cooperation, intellectuality, and commitment in implementing the empowerment principles. Related to the development program, the goal to be achieved is to create individuals and community that are independent in their thinking and act, and that they can control what they do. Community with high empowerment is the one whose most people are physically and mentally healthy, educated, and strong, and those with intrinsic values that become the source of empowerment, such as congeniality and cooperation [1].

Bojonegoro regency has wonderful natural resources and culture. Margomulyo district is one of 28 districts in Bojonegoro, with the area of 13.968 Ha including fertile area passed by Bengawan Solo river [2]. There are Anggoro Kasih Agritourism, which is a guava plantation, Samin ethnic- the culture icon, and teak forest that becomes the potential in making various crafts. In these 15 years, 70 craftsmen make various designs of the teak roots. They make use of the teak waste and the stumps and create highly valued products for furniture, interior and exterior ornaments for houses, and household utensils. Many teak lovers directly visit this district to get the products. The product reach international markets

of 70% including Germany, Netherlands, Italy, France, Swiss, and America, and the 30% are in domestic market in Yogyakarta, Surabaya, Jepara, and Bali. The prices range from hundred thousand up to millions rupiahs depending on the designs and the teak stumps [3].

The results in prior research by [4] are 1) Tourism Mapping in Margomulyo, Bojonegoro: rest area needs to be built due to the high potential of teak root tourism; local wisdom needs to be developed in cultural tourism of Samin Ethnic; harmonization between the nature and the visitors, and; guava plantation center in Agritourism of Anggoro Kasih, 2) Potential Mapping of teak roots; the mapping shows the high nature potential from the superior products commodity of teak roots, and the lengthy sale distribution. Those three elements must be synergized to reach the same goal, and to give positive effects for the community especially in economy aspect [4].

However, the current problem is that not many people really optimize the potentials. Some just make use of the waste, and still not optimally yet, since the craftsmen do not export their product directly but through local agents outside Bojonegoro, in fact the products are still half-processed, not in finishing stage yet.

Furthermore, the topic of the research is discussed since it is expected that after the community knows and realizes the potentials, they will get explanation about community empowerment, especially dealing with teak roots potentials. The interest of this research is to identify the influence of the interaction, accountability, integrity, empathy, and motivation to the community empowerment and it is expected that it can improve the economy and the welfare of the community as Margomulyo is one of the best teak producers in Indonesia.

II. MATERIAL

2.1 Community Empowerment

Empowerment is an effort to build the ability of the community by encouraging, motivating, and raising the awareness of the potentials they have and try to develop the potentials into real actions [1]. It can be realized through active participation facilitated by the actors of the empowerment. The main target is those who are weak and have no power or ability in accessing the productive resources or those who are left-behind.

Community empowerment is understood either as a process or as an outcome. Rich suggests that through the process of empowerment, communities are able to assume to change their lives and environment [5]. Makara argues that the community empowerment process promotes the participation of people, organizations and communities for increased individual and community control, increased quality of life and social justice [5].

The final goal of the community empowerment process is to make the people independent, to improve their prosperity, and to optimize their resources [6]. Besides, it can involve women in improving women empowerment so that they can support their family income [7].

The efforts in empowering the people must be done in three stages, as follows [8]:

1. Creating atmospheres that enable the potentials to be developed. This condition is based on the assumptions that each individual and person has potentials to develop. The basis of independency and empowered people is a belief and the independency potential of each person must be empowered.
2. Strengthening the potentials or the abilities of the community by implementing real actions, taking various ideas, providing appropriate facilities and infrastructures (physical: irrigation, roads, and electricity, social: schools and health care facilities) that can be accessed by all people.
This access will enable the people to be empowered with the existence of funding institution, trainings, and marketing. In addition, there will be improvement of quality and education and health facilities, as well as access to economy development such as capital, technology, information, job vacancies, and markets.
3. Empowering community in terms of protecting and defending public interest. It must be seen as an effort to prevent imbalanced competition and exploitation of the weak.

2.2 Social Interaction

Social interaction is a learning principle covering communication skills and cooperation to develop harmonized attitude between a person and the community [9]. Meanwhile, according to Soekanto [10], social interaction is the key of all social lives, for without social interaction there will not be any life. It makes the social interaction as the main component in social relationship. Soekanto suggests the forms of social interactions, as follows [11]:

- 1) Cooperation, an effort done together among individuals or groups to reach a goal
- 2) Accommodation, a process of conflicting individuals who adjust themselves to solve the quarrels
- 3) Competition, a process where individuals or groups look for profit in life aspect by getting attention or sharpening the prejudice, without using violence or threats.
- 4) Conflict/dispute, a social process where individuals or groups try to reach a goal by disputing the opponent by using threats or violence.

2.3 Accountability

Nordiawan [12] states that "Accountability is accepting responsibility in managing resources and the implementation of policies given to the identity of a report in reaching a goal that is set periodically"

Meanwhile, the minimum indicators of accountability are [13]:

1. Suitability between implementation and standard operating procedure
2. Sanctions given to mistakes or neglects in conducting the activities
3. Measured output and outcome

2.4 Integrity

Integrity is conceptualized as a versatile and dynamic construct based on a moral foundation and inner drive that is managed by cognitive and affective processes manifesting various integrity related behaviors [14]. Integrity is a concept that emphasizes on the suitability of an action with certain selected principle or value. Integrity involves the commitment of an individual to a principle of an organization or a community where he/she lives. In this sense, it deals with a complete person that is united, and all parts cooperate and function based on the plan that they commit to the principle or value they believe in the community or organization [15].

2.5 Empathy

Empathy is the "capacity" to share and understand another's "state of mind" or emotion. It is often characterized as the ability to "put oneself into another's shoes", or in some way experience the outlook or emotions of another being within oneself [16]. Basch states that empathy has been conceptualized as an "elusive" concept difficult to define and measure [17]. There is a general agreement in defining empathy as a mode of relating in which one person comes to know the mental content of another, both emotionally and cognitively, at a particular moment in time. Empathy can be described as a cognitive or an emotional attribute or a combination of both. Moreover, Decety & Jackson suggest that empathy in humans is assisted by cognitive abilities such as executive functions and language, as well as the ability to differentiate another's mental states from one's own, which expand the range of behaviors that can be driven by empathy [17].

Empathy is the ability, of various definitions in wide spectrum, dealing with others, which creates the willingness of somebody to help others, experience the same emotion, know what they feel and think, and blur the line between themselves and others' [18]. Empathy is an activity to understand what others think and feel, and what the observers and perceivers think and feel to the conditions that others experience without losing control [19]. The difference between sympathy and empathy is that sympathy is a feeling, while empathy is an action.

2.6 Motivation

Motivation is a potential power in individuals that can be developed by themselves or by external powers, in which it goes around material rewards or non-material rewards that

can influence their performance result positively or negatively, in which it depends on the situation and condition faced by the persons [20]. According to Hasna [21], motivation is a reason or stimulus to act. People who do not want to act are frequently called as those with no motivation. The reasons or the stimuli may come from outside or inside of the persons. Basically, the motivation comes from inside, external factors are just the triggers of the motivation itself. The inside motivation arises from our own initiatives. Generally, there are two motivations, which are to reach pleasure, or to avoid pain or trouble.

Every organization is concerned with what should be done to achieve sustained high levels of performance through its workforce. This means giving close attention to how individuals can best be motivated through means such as incentives, rewards, leadership etc. and the organization context within which they carry out the work [22]. The word motivate is frequently used in the context of management as a transitive verb: motivation is by implication something done by one person or group to another. A further implication of this usage is that the motivated parties need to be induced to perform some action or expend a degree of effort which they would not otherwise wish to do [23]

Motivation consists of 3 (three) aspects, as follows [24]:

- a. Situation that encourages people and their readiness to take an action due to physical needs, environment, and mental state.
- b. Emerging behavior and directed conduct due to that condition
- c. Target and goal to be reached based on that conduct

According to Plotnik [21] motivation refers to numerous physiological psychological factors that cause somebody to do specific activities in certain time. Motivated persons show 3 (three) signs, as follows:

- a. You are encouraged to do an activity
- b. You direct your energy to reach a certain goal
- c. You have different intensity of feelings about reaching that goal

III. RESEARCH METHOD

This is a descriptive research using survey method. The primary data is gained directly from the craftsmen, processed and collected by the researcher by distributing questionnaires of 60 items. To generalize the research result for all population, then the samples taken must be representative [25, p. 118]. The greater sample of the population is, the better result will be, with 30 samples at least [26]. Baley [27, p. 159] states that for research with statistical data analysis, the minimum size of the sample is 30. The samples of the research are the teak root craftsmen that are considered as active in empowerment process. There are 50 samples out of 70 listed as Jati Aji Organization in Margomulyo district of Bojonegoro province.

The operational definition of dependent variable is the community empowerment (Y), in this research it is measured by six indicators: (a) enlightenment, (b) coordination, (c) educating, (d) encouraging, (e) guiding, (f) assistance. The

independent variables are as follows: First, social interaction (X1) is measured by four indicators, which are (a) cooperation, (b) competition, (c) conflict, (d) dependency. Second, accountability (X2) is measured by four indicators, which are (a) product suitability with market demand, (b) thinking broadly in making products, (c) price-quality relationship belief, (d) the ability of raw material availability and market success. Third, integrity (X3) is measured by four indicators, which are (a) confidence in material and marketing difficulties, (b) courage in making product innovation, (c) responsibility to the product quality, (d) ability in producing based on socio-economy condition of the community. Fourth, empathy (X4) is measured by three indicators, which are (a) ability in accessing raw material and marketing, (b) ability to communicate and respond customers' complaints, (c) ability to create consumer-oriented products. Fifth, motivation (X5) is measured by five indicators, which are (a) motivation to work, (b) close relationship among the craftsmen, (c) influence of association party in increasing craftsmen's responsibility to the product quality, and (e) motivation to create innovation.

The technique used is Multiple Linear Regression, which is to analyze between two variables or more. According to Drapper & Smith, regression analysis can be used to analyze data and draw meaningful conclusion about the relationship between a variable and another. The relationship is commonly stated in the form of mathematical equation stating the relationship between independent variable and dependent variable [28].

IV. RESULT AND DISCUSSION

4.1 Result

The result obtained is the understanding about community

Model	Coefficients									
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistic	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	28.019	12.229		2.291	.038					
Interaction	1.274	.359	.878	3.546	.003	.811	.688	-.475	.293	3.419
Accountability	2.256	1.293	.493	1.745	.103	.665	.423	.234	.225	4.449
Integrity	.109	1.199	.024	.091	.929	.452	.024	.012	.259	3.856
Empathy	.053	1.506	.009	.035	.972	.671	.009	.005	.290	3.443
Motivation	-2.057	1.357	-.562	-1.516	.152	.548	-.375	-.203	.131	7.665

empowerment of the teak root craftsmen in Margomulyo, Bojonegoro. The understanding is conducted by using questionnaires, interviews, and observations. The questionnaire consists of 60 items. Below is the result of descriptive statistics test:

Table 1.
Descriptive Statistics Test

Based on Table 1 of the t test result, it can be seen that: 1) interaction with t_{hitung} is of 3,546 with the significance value of 0,003 smaller than 0,05 showing that the interaction has

significant influence to the community empowerment; 2) accountability with t_{hitung} of 1,745 with the significance value of 0,103 showing that accountability does not give significant influence to the community empowerment; 3) integrity with t_{hitung} of 0,091 with the significance value of 0,929 showing that accountability does not give significant influence to the community empowerment; 4) empathy with t_{hitung} of 0,035 with the significance value of 0,972 showing that accountability does not give significant influence to the community empowerment; 5) motivation with t_{hitung} of -1,516 with the significance value of 0,152 showing that motivation has negative influence to community empowerment.

Table 2.
Statistics Test Result

ANOVA ^b					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3100.463	5	620.093	8.347	.001 ^a
Residual	1039.993	14	74.285		
Total	4140.456	19			

Based on Table 2, the F test result, it can be seen that the value of F_{hitung} is 8,347 with the significance value of 0,001 smaller than 0,05, it shows that simultaneously there is influence of the variables of interaction, accountability, integrity, empathy, and motivation to community empowerment.

4.2 Discussion

4.2.1. Community Empowerment

The area of Bojonegoro regency is more than 230.706 Ha, 40,67% of it is forest (93.833,36 Ha) and noted as many as 59,33% are farms, crops, fields, etc. [2]. Therefore, there are potential resources in it, including teak woods, besides other products. With this great result of the teak woods, the government tries to utilize the potential optimally to become industrial commodity for wood and crafts that add economy value and provide job vacancy for the people.

Right now, there has been a growing business in industry sector for wood processing, which are furniture industry, teak stump, crafts, and souvenirs. Each month, there are at least 100 trucks carrying products to overseas. That does not include the crafts products from the craftsmen outside the Jati Aji organization. Continuous guidance and assistance are still needed since there are products competitions that are getting tighter in this ASEAN economy community in facing global market.

Based on the descriptive results, the research shows that empowerment is measured by (a) aspect of high enlightenment seen from the awareness of the craftsmen in processing the teak root, the awareness of the market potential, the awareness of the limited availability of the non-renewable material, the awareness of Margomulyo potential as the center of handicraft industry; b) aspect of great coordination seen from the coordination done by the craftsmen and the supplier of the raw material, coordination with the external agents for product marketing, coordination with the government officials in village/district/province for setting the location for the industry center, coordination with

the higher education institution to improve the skills of the craftsmen, coordination with the forestry government Perhutani to preserve the potentials of the teak roots; c) aspect of education can be seen from the importance of training in using internet for marketing promotion, educating the craftsmen about the area reforestation, training for building innovation skills for product designs and product differentiation, training for management (finance, marketing, operational, human resource); d) aspect of encouraging can be seen from the need for government's support (industry and trade department, village/district) in land procurement for 'rest area', which does not exist yet, and the need for facilities support for display in rest area; e) aspect of guidance can be seen from the development and processing of teak plantation preservation, developing other crops commodity such as guava, guidance from the officials of banking, tax, customs; f) aspect of assistance can be seen from the assistance of the technical expert team for preserving the raw material of the teak, assistance of the expert team for innovation skills and product differentiation, and assistance of management expert team.

The measurements are shown in these five aspects of social interaction, accountability, integrity, empathy, and motivation of the craftsmen. Therefore, this research analyzes the influence of those aspects on community empowerment.

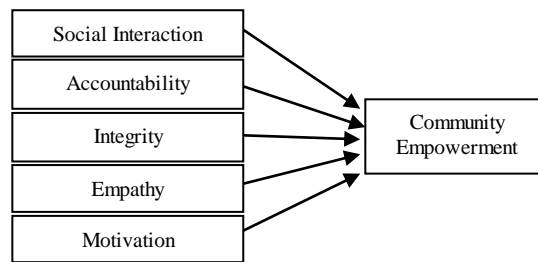


Figure 1. The Influence of Social Interaction, Accountability, Integrity, Empathy, Motivation on Community Empowerment.

The following descriptions elaborate how and in what way each aspect influences on community empowerment. The descriptions include interpretations of the statistical data result.

4.2.2. The Influence of Interaction on Empowerment

The research result shows that the interaction variable has positive influence on the community empowerment. Shown Table 1, the value of interaction is 1,274 meaning that if social interaction increases, then it will strengthen the empowerment. The descriptive result of the variable shows that social interaction is done when there is a high cooperation between the craftsmen and the partners in producing the products, different positive conflict between the craftsmen and the technical expert team, competition among the craftsmen to understand the standard in making good products, understanding each other of the dependency of the material, marketing dependency on the broker/agents, and the dependency of the capital supplier from other parties (partners, banking). This interaction may cause the forming of social community in improving community empowerment.

4.2.3. The Influence of Accountability on Empowerment

The research result shows that the accountability has positive influence on the community empowerment. Shown Table 1, the value of the accountability is 2,256 meaning that if accountability increases, then it will strengthen the empowerment. This is supported by the descriptive result of the variable showing that accountability is done when there is ability of the craftsmen in thinking broadly in making the products, the price-product belief, the motivation of the craftsmen in producing based on market demand, and the ability of the material availability and market success. It means that the great craftsmen resources make great accountability so that the community empowerment can be done well.

4.2.4. The Influence of Integrity on Empowerment

Based on the research result, it shows that the integrity has positive influence on the community empowerment. It can be seen in Table 1 that the value of the accountability if 0,109 meaning that if integrity increases, then it will strengthen the empowerment. This is supported by the descriptive result of the variable showing that integrity is done when there are courage of the craftsmen in making innovation of the designs of the products, responsibility of the craftsmen to the product quality, confidence of the craftsmen in dealing with the difficulty in obtaining raw material and in marketing, and the ability to produce based on the socio-economy condition of the craftsmen. This is the commitment in running the business so that the craftsmen can focus more. The higher integrity they have, the greater empowerment they achieve.

4.2.5. The Influence of Empathy on Empowerment

The research result shows that the empathy variable has positive influence on the community empowerment. Shown Table 1, the value of empathy is 0,053 meaning that if empathy increases, then it will strengthen the empowerment. This is supported by the descriptive result of the variable showing that empathy is done when there are communication ability of the craftsmen in obtaining the access of the material and marketing, and the ability of the craftsmen to create the products that are consumer-oriented. Empathy done by the craftsmen may lead to consumers' trust, which is expected that with the trust from the consumers, it can improve the eagerness of the craftsmen to empower the teak roots potentials.

4.2.6. The Influence of Motivation on Empowerment

The research result shows that the motivation has negative influence on the community empowerment. Shown Table 1, the value of motivation is -2,057 meaning that if the motivation increases then it will weaken the empowerment. This is supported by the descriptive result of the variable showing that the motivation of the craftsmen are the comfortable environment, close relationship among the craftsmen so they can help each other in fulfilling the market demands, the enthusiasm of the craftsmen to create product innovation, the certainty of market demand, and the supervision from the association/organization parties causing the craftsmen to be responsible of the product

quality. Some craftsmen may not really prioritize motivation in running the business, which means that there has been motivation inside of them so there is no need to do empowerment.

V. CONCLUSION

This topic is necessary to be discussed in a research since it is expected that the community in Margomulyo know and realize that there are many potentials there, especially in teak roots. Based on the analysis result, it shows that simultaneously there are influences of the variables of interaction, accountability, integrity, empathy, and motivation on the community empowerment. Social interaction is one of the variables with the most significant influence on the empowerment. This is obtained from the great cooperation between the craftsmen and the local government that need to be maintained, interaction with partners in producing the goods, interaction with the supplier in raw material availability, interaction with the broker/agents in marketing, and interaction with the banking partners due to the capital supply.

Those interactions may lead to the social community that can improve the community empowerment. On the other hand, the motivation variable has negative influence on the empowerment. It means that there has been motivation inside of the craftsmen so the role of the empowerment is less needed since they are able to empower themselves. It is expected that the community in Margomulyo use the aspects of interaction, accountability, integrity and empathy as the ways to improve the community empowerment. The potential of a region must be well managed to make it recognized by society, and to get profit for the people. The implementation of this research is that synergy is needed to be done among the Local Government, community, and craftsmen in improving community empowerment.

VI. ACKNOWLEDGEMENT

My gratitude goes to Ministry of Education and Research of Indonesia for giving support and fund, and University of National Development "Veteran" Yogyakarta for supporting this research.

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