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## COASTAL COMMUNITY DEVELOPMENT MODEL BASED IN NONFORMAL EDUCATION THROUGH OPTIMALIZATION OF FAMILY EMPOWERMENT POST AS A POVERTY REDUCTION STRATEGY

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### Abstract

*The purpose of research to describe the application of optimization programs empowerment fishing families in the district Wedung Demak on the field 's Health, education, social, cultural and economic as well as describing its effectiveness in reducing poverty . Design research is a practical action ( practical action research). The location of research is in the District Wedung Posdaya District of Demak. The primary resource is fishing families involved in target Posdaya, informal and non-formal community leaders. Collecting data by interview and observation. The validity of the data with confidence, perseverance, and honesty. Qualitative research data analysis with interactive model. The results showed that the empowerment of fishing families with garbage bank program, early childhood parenting, family counseling aware of nutrition, management training marketing of fish jerky products through packaging and product quality, assessed effectively empower families of fishermen. Fishing families have the opportunity to participate in development in the areas of health, education, economic and socio-cultural values are clean and healthy, so that they can improve a clean and healthy lifestyle, become self-sufficient families and families who can increase his income.*

**Keywords :** Coastal Community Empowerment Model , Family Empowerment Post, Non-formal Education

### Introduction

Quality improvement of human as resources of development is the main term to fix the prosperous of the civilians. Therefore, the main goal of millenium development in Indonesia is to prioritize the efforts to reduce poverty by setting the proportion of poor inhabitants in 2015 to be

lowered at the half or 8.2% from the amount of people. As connected to that problem, government sought to accelerate the prevention of poverty by some programs. Studied from the failure experiences in government's programs in act to alleviate poverty through economic network that physically measured, the new model of paradigm to reduce poverty by doing concept of empowerment. Economic assets are measured from the ownership of physical goods can not reach the structural problems of poverty issues. Poverty is always judged by a shortage of assets, facilities, money and a variety of economic capital As IDT program (Instruction Rural Disadvantaged), Takesra, Kukesra, SSN (Social Safety Net), BLT (Direct Cash Assistance), P2KP can not provide satisfactory results (Sulistiani , 2004: 19). Creating community empowerment and self-reliance is not sufficient to fund stimulant alone. In addition, the failure of addressing poverty caused the views of policy makers who always impose his vision to the poor (Salim, 2004: 327). The empowerment model must be properly organized in order to reach the target, not just as a political means alone. The accuracy of the model community development requires in- depth analysis of the specific characteristics of the target from various fields such as social background, culture, economy, health, education, religion and politics. In relation to these, this study is intended to examine poverty reduction strategies specifically targeted coastal communities of North Central Java Province. As the Governor of Central Java in *Republika media online* on April 9, 2012 that "very difficult fishing conditions for strived to innovate. They were only able to go to sea and fishing. Poverty coastal communities have not been able to overcome. They are coastal people have a lazy nature, difficult to be invited to work hard".

That programs actually a realization of five coastal community empowerment approaches directed by the Directorate of Coastal Community Empowerment and Small Island Department of Marine Affairs and Fisheries, namely: (1) the development of alternative livelihoods, (2) development of access to capital through self-financing mechanism, (3) improved access to technology at reasonable cost and fast service, (4) development of market access to increase the value-added products, and (5) the development of solidarity and collective action (Nikijuluw, 2012: 14). Likewise described Kusnadi (2002 in Tain Anas, 2011: 2), after a quarter century of fisheries modernization policies implemented welfare level of fishing is not much changed substantively. Conditions on the contrary, the widening socio-economic gap between social groups within the community of fishermen and widespread poverty. Meanwhile, social and economic resources experts analyze the causes of poverty in coastal communities is caused by cultural variables, namely the inherent inherently variable and be certain lifestyle. Level of education, knowledge, customs, culture, trust, loyalty to particular views and adherence to a model (patron) both formal, informal and indigenous determine the success of poverty reduction. Based on the analysis of these conditions, it provides strategic opportunities for the success of poverty alleviation through the coastal community empowerment model in the field of education conducted a participatory approach of every family in the form of empowerment-based non-formal education.

## Methods

Based on the research objectives, the design of this study is practical action research. The purpose of action research is to contribute to the improvement of direct practice in accordance with the conditions and the real situation. The purpose of this research is the improvement of the quality of family life by optimizing the source of coastal communities. Action research activities by G. E Mills (2000 in Sukmadinata, 2008: 159) include: (1) identify and analyze problems, (2) designing a way to solve the problem, (3) to implement and test the proposed solutions, (4) evaluate the success, (5) reflects the results as a team, (6) the making conclusions and or identify new problems, (7) reported the findings. Application of research procedures in this research are as follows: (1) Carry out a preliminary study as exploratory and dig fishing family poverty issues. (2) Analyze the factors that cause the problem of poverty in fishing communities of the aspects of education, health, social, economic and cultural. (3) Designing learning problem solving by taking into account the model of community empowerment through non-formal education activities designed to improve the quality of life Posdaya fishing families / pesisir. Penelitian focused strategy for poverty reduction through empowerment model coastal community-based non-formal education through post of sources.

The study population was a fishing community in the northern coastal region, Wedung District of Demak. The primary data source is a poor fishing family members living in northern coastal, Wedung District, Demak Regency, informal village community leaders as agents of reformers who earn the trust of society and involve formal public figures of the village administration. While secondary data sources are documents relating to the biodata population (characteristic) family of fishermen, fishing communities and the health status of the community education level nelayan. Data collection technique in this study was non-participant observation conducted in a focused way, the records of the results is followed with the activities observations in coastal communities through the camera photos, in-depth interviews and documentary studies. Qualitative data analysis techniques narrative interactive model.

## Results

Sources post that programmed for fishing communities with regard to health, economic, social, cultural and educational. Optimization program with a fishing family empowerment post garbage bank programs, early childhood parenting, family counseling aware of nutrition, training, marketing management of fish jerky products through packaging and product quality. Application optimization of sources post program is done with the following steps. (1) Develop a plan of action. Plan the activities carried out by the research team involving young men and women community leaders that affect rural communities. This young man acts as agent innovator in the village, won the trust of party leaders or officials of the community. They involved from the beginning of the activities to set goals of source post optimization program,

specify the types of activities source post, set the target criteria and recruit community members, and establish a schedule of activities conducted from beginning to the end. (2) Forming small groups. Collective problem solving is the basis for the empowerment process, so that small groups formed adjusted based on similarities in their own interest every field. In the health sector management group, it will be formed waste banks of the RT, RW, up to the village to facilitate the coordination and consolidation. The field of education is formed group parenting program unit, unit life skills, and counseling unit in coordination with the health sector. In economic field will be formed by producer group sea fish and sea fish processing group. Social field by optimizing the groups that have been formed as prayer groups, PKK, Youth and forth to participate role in the development of society, especially to create awareness of the importance of leading a healthy lifestyle Healthy Indonesia 2015 Field of culture formed groups like the modern tambourine, group dance to welcome guests so that tourists can add excitement to Wedung tourism potential in the district, especially in the village of Buko, Wedung, and Bunge. (3) Participation during the learning process in building the group. Participation is done in the process of forming a group is done with the consolidation of the village government and community leaders to be taken into consideration with regard to sources post programs in health, education, economic, social and cultural. As in making the group through a top-down system by applying the design to be practiced to pitch directly to make a team work in every field. The process of building this group takes + 1 month to get people who are considered proficient and competent in their work field. (4) Selecting and orientating the tasks in the group facilitator. Facilitator in order to create the realization of empowerment in the group, for the selected and trained carefully after getting advice from the local government and community leaders. Training given by loading material on the philosophy and objectives of the source post program, group facilitator role, interpersonal skills (eg ability to listen), the identification of needs and resources, identifying and solving problems, methods to bring up the discussion, ask for raises critical analysis, development materials and simple means of evaluation, and initial planning of learning activities. (5) Give motivation to enable the group. The group has been formed not always go according to expectations. There are times when the situation is less passionate group, therefore it is important to motivate the members of the group to always enable the group. Steps that can be taken by the facilitator is to involve several (2-3 people) group members to join in the planning activities conducted by facilitators and planners (a team of researchers and reformers agent). Participants are always motivated to learn skills group (communication and cooperation), set priority of problems and interests, identify the source of learning, and planning activities to be implemented. (6) Coordinate the program activities with the facilitator. Although the program of activities has been planned perfectly, but the implementation is not necessarily go smoothly. Hence require good coordination among the implementers of the program. Program coordination activities between groups can be organized every month but not for learning activities to strengthen the bond between the group and work together to support the success of the program. Coordination / meetings should be initiated by the facilitator, planner (researchers and reformers agent) to act as a resource. The material discussed in this coordination is made to exchange

information or constraints on the implementation of the program has been running and how to solve the problem. (7) Source post program implementation activities within the group. Source post program implementation activities undertaken in each group do the initial planning to the end, solve problems or obstacles in the field who performed or scheduled through weekly meetings. After each group performs weekly meetings were held again monthly meetings with the facilitators and representatives of facilitators hold a monthly meeting or meetings called Posdaya team to do a good SWOT analysis of the weaknesses, strengths, threats and challenges in each field with the procedures of each group or field present in the meeting. (8) Source post program coordination between groups. Source post programs are divided into areas such as health, education, social, economic and cultural. In each of these areas formed small groups as described in point (b). The success of a program can not be separated from the success of each of these groups. Since it was formed a team to coordinate programs diperlukan Posdaya between groups. Coordination is seen as crucial to support the success of the overall program. (9) Workshops or exhibitions of source post program results. Workshops or exhibitions results source post programs implemented after a few months or after the program can be considered successful. This activity is carried out for example at the time of the anniversary of Demak. Exhibition results of source post program is intended to publicize the program in other areas, especially areas in Demak to adopt the program as a pilot program in other areas. Optimizing effectiveness of source post with indication of the quality of life in rural fishing communities. Source post program in Buko, Wedung and Bunge, has been running well. Achievement of source post program objectives can be known based on interviews with community leaders and families of fishermen and observation of the quality of life of fishing communities in meeting basic needs. Quality of life in meeting basic needs is focused on the areas of health, education, economic and socio-cultural and as follows: (1). health. Family fishing already aware of the importance of healthy living, ranging from personal hygiene, food processing hygiene, environment cleanliness. Each households have 2-3 waste baskets or waste plastics. Throwing the waste according to the type of the waste. Organic waste was collected and made to be kompos. In other hand, inorganic collected and sold to traders (collectors) so it will be money for them. Beside that, it will be good for the health of the affected population. The ammount of people suffering from diarrhea, dengue fever, itchy skin already decreased. Program for conscious family nutrition counseling, positive impact on health, especially for pregnant women and children. Nutrition status of pregnant women who check in at the health center in the IHC and fulfilled with good condition. (2). Education field. Relates in the field of education has been the existence of formal and non-formal education. The number of children (2-4 years old) has served the majority of early childhood postal presence in the village of Buko. Postal importance of early childhood socialization activities for children and parents at first difficult to get support from parents who have young children. Reason for the low level of education of parents who have young children that do not have the academic knowledge of the meaning of education for young children. Tenacity of source post team to provide an understanding of the importance of early childhood parents produce satisfactory results. (3) Economics field. In connection with the

economy, the community in the coastal area District of Wedung can be quite good. The results of the interviews have been conducted with regard to the field of economy stated, since there is the training process of the fish catch is processed into jerky fish and manufacture of fish crackers can supplement the family income. After the post- processing of fishing into a few products, the price of fish is higher so that the productivity of fishing families will be increased. It was different from before there was source post for fishing communities do not have access to process fish and fish through TPI always sell at a low price. Fisherman have been able to be entrepreneur and help reduce unemployment, maternity especially fishermen. (4) social field. Relate to the social sector in the community have a good social relations that can be seen from the activities of the organization in the village to various organizations both governmental organization formed by and shaped by society initiative itself. The organization created by the government for example there IHC, the PKK, and the activities of RT and RW runs well. The activities of the organization that created the community initiatives related to the fishing community, their taklim (pilgrims recitation) and the high culture of mutual cooperation undertaken in building houses, mosques and community service activities. (5) Culture field. Culture is closely linked to the cultural heritage that are hereditary. With regard to the field of culture, people have started to loose it can be seen in the fishing culture that is usually always done once a year salvation already begun rarely implemented. The artwork that connected with tambourine music / Terbang initially already showing lower signs but with inspiring young men and women who do the urban to the City and District of Semarang develop modern music tambourine. Meeting young people through the Youth organizations can hone kreativitasnya untuk cultivate modern music tambourine so that youth can be the successor to the culture, the culture continued or inherited.

## **Discussion**

An empowerment will be successful when an empowerment that will make better and more self-sufficient and sustainable. For it to be considered in an effort to empower is related to the maintenance of integrated components to always run as it should. Empowering fishing communities by optimizing the source post programs on health, education, social, cultural and economic fields can not be separated through a process of lifelong learning. This is in accordance with the principle of empowerment is to put the power of individuals and groups to develop their potential through service information or knowledge is required, so as to give meaning to their lives. The importance of learning in real life in society are not limited to formal education, but it takes a non-formal education as an effort to improve the knowledge, skills, attitudes and aspirations, but also include broader aspects of life, such as the value of social relations, customs and norms developed in the community (Pramudia, 2013: 97). Application optimization of source post program as it empowers the fishing communities in the three villages of the Wedung district, Demak a poverty reduction strategy as described Prijono and Pranaka

(1996: 3), which gives the ability or empowerment efforts to develop human resources through active family participation. Empowerment for coastal families in this study focused efforts to create opportunities for coastal families to determine their needs, planning and implementing activities, which ultimately creates a permanent independence in society itself. Source post program that optimized in the areas of health, family invited to participate actively to manage waste. Each family was given three facilities in the form of a large trash cans or large plastic. If the third dustbin is full, its contents can then be "saved" in a garbage bank. Just as a commercial bank, we can open an account at a bank garbage. Periodically, we can fill our savings with non-organic waste were weighed and given a monetary value, according to the price set by the mediator. This coastal community empowerment bottom-up and open the menu, as suggested by Syarif (2001: 2) are important in the development program is to be directly touching the target community. The program model of empowerment in the health sector involves a change of social behavior associated with social, cultural and economic fields. Fishing families pioneering entrepreneurs can now analyze their own learning needs, are actively involved and responsible for the training process and want to follow up on pelatian for the long term. Thus a family of fishermen who follow the empowerment process could include criteria helpless, as the criteria described Sumarjo and Saharuddin (2004) as follows: 1) able to understand themselves and their potential; 2) able to plan (to anticipate future conditions change) and direct himself; 3) have the power to negotiate and cooperate in mutually beneficial with "bargaining power" adequate; 4) is responsible for his own actions.

Optimizing source post program in the field of socio-cultural, utilizing social institutions such as the PKK, taqlim recitals and neighborhood health center to strengthen the attitude of conscious awareness of nutrition and family norms Kadarzi implement this in our daily lives through counseling. The optimization program associated with the program in the field of health behavior change and cultural values starting from the family institution that is embedded live healthy. Members of families still lack the knowledge and behavior of the mother in the implementation Kadarzi, lack of facilities and infrastructure that supports Kadarzi program, the lack of monitoring and evaluation as well as dissemination of relevant government programs that required. Education program to improve nutrition, socialization programs related to Kadarzi indicators, as well as mentoring families programs. Manners of Kadarzi on district Wedung Demak, especially on family fishing is still very low. Socialization and campaigns related programs Kadarzi very important to improve the knowledge and mothers nutrition education, monitoring and evaluation of programs to target, as well as improve the facilities and infrastructure to support the success of the Kadarzi program. Source post program did counseling Kadarzi and supported by the installation of banners, marketing posters in places strategic preserved.

Source post program in the field of education which is optimized for early childhood education services (2-4) in the post early childhood program is equipped with a "parenting". Focused empowerment for parents of children aged 2-4 years. Childcare carried out by public figures with

their parents to apply the principles of, by and for families implanted to support early childhood services, enter 3 times a week for 2 hours. Facilities games that are educational tools provided simply called the APE basket, place on the porch of the mosque managed simple, so it does not interfere with worship. Fishing families are increasingly recognizing the importance of early education for children is the basis for further education and a forum for the formation of habituation and development potential of children, in order to produce a superior human resources in the future.

Based on the findings of the implementation of the optimization, source post program in the district Posdaya Wedung can decrease poverty. Poverty concept is considered to alleviate poverty not only in terms of the economic aspects, namely low productivity to meet basic needs, low income and low capital. More of it, the concept of poverty should also be assessed with broader dimension that is limited opportunity to participate in development. Optimizing source post program as a process of empowerment showed an increase in the ability of family members to be involved in the development process, particularly in the areas of health, education, social and cultural changes in a more modern or advanced and improve the well-being of families through increased revenues from waste banks, entrepreneurs are more productive fish jerky. Inter-field activities in empowerment through source post interrelated and coordination. Communities involved or participation in the processes ranging from the identification of program needs and plan programs, so that the family of fishermen welcomed this program and can run well. Empowerment measures are applied in accordance with the empowerment process conducted by Susanna Kindervatter (1979) which is bottom-up, includes 8 steps namely: (1) preparing a small group as the initial recipient of the planned development programs; (2) identify or establish a group of citizens study the regional level; (3) selecting and training facilitators group; (4) enable the study group; (5) held a meeting facilitator; (6) support the ongoing activities; (7) develop relationships between groups; (8) organized a workshop for evaluation.

## **Conclusions**

(1). Optimization activities empowerment through SOURCE POST can provide reinforcement of the main functions of each family, in health, education, social, cultural and economic functions through a series of processes of empowerment, namely: to plan the program, identify or establish study groups of the region level, selecting and training group facilitator, to enable study groups, held a meeting facilitator, supporting the ongoing activities, develop relationships between groups, organized a workshop for evaluation.

(2). Empowerment fishing families with garbage bank program, early childhood parenting, family counseling aware of nutrition, marketing management training fish jerky products through packaging and product quality, assessed effectively empower families of fishermen. Fishing families have the opportunity to participate in development in the areas of health, education,



economic and socio-cultural values are clean and healthy, so that they can improve a clean and healthy lifestyle, become self-sufficient families and families that can increase their incomes through garbage bank or through home industry fish jerky.

## **Suggestions**

- (1). Empowering communities through programs source post is a bottom up approach that can be applied to the community with a variety of other characteristic, such as farming communities, urban communities, public gardens and so on.
- (2). Involvement of family participation in the processes carried out since the first step, the planned program so that they take ownership of the program and is responsible for the successful implementation of the program.
- (3). Source post program covering various areas of the content of the material substance of related programs, in connection it is recommended doing networks (stakeholders) involved, work together to coordinate, so that the application can efficiently and effectively.
- (4). Students with thematic Field Work Experience program (KKN) can be integrated with source post programs implemented in the wider community. KKN programs and source post are prepared in accordance with the problems and needs of rural communities where corruption happens.

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