
THE ROLE OF AL-BAROKAH FAMILY EMPOWERMENT SERVICE (POSDAYA) ORGANIZERS IN A COMMUNITY ENTREPRENEURSHIP DEVELOPMENT AT SEKARWANGI VILLAGE, RAWAMERTA, KARAWANG

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Abstract

The present study aims to unearth the contribution by Al-Barokah Family Empowerment Service (hereinafter Posdaya) organizers to the promotion of entrepreneurship in the communities and to explore supporting and inhibiting factors of Posdaya project implementation in boosting the entrepreneurial commitment of Sekarwangi Village, Rawamerta District, Karawang Regency. Employing qualitative case study methodology, the research used observation, interview, and documentation techniques to collect the data. Results reveal that the role of the community organizers in general was carried out effectively. This was reflected in Posdaya management of four areas including education, health, economy and environment where learning motivation, healthy living, entrepreneurship and productivity are enhanced. Findings also indicate that the high motivation of the community organizers and residents is the most influential factor supporting the development. While the lack of early childhood educational staff, the lack of educational supports, lack of building capacity; the lack of capital and unorganized administrative accounting; the lack of healthcare providers, and the lack of facilities and infrastructure are the major obstacles to the education, economic, and health empowerment.

Keywords: community organizer role, Posdaya, Entrepreneurship

Abstrak

Penelitian ini bertujuan untuk mengetahui kontribusi penyelenggara Layanan Pemberdayaan Keluarga Al-Barokah (selanjutnya disebut Posdaya) terhadap peningkatan kewirausahaan di masyarakat dan untuk mengetahui faktor pendukung dan penghambat pelaksanaan proyek Posdaya dalam meningkatkan komitmen kewirausahaan di Desa Sekarwangi Kecamatan Rawamerta, Kabupaten Karawang. Dengan menggunakan metodologi studi kasus kualitatif, penelitian ini menggunakan teknik observasi, wawancara, dan dokumentasi untuk mengumpulkan data. Hasil penelitian menunjukkan bahwa peran pengorganisasi masyarakat secara umum telah dijalankan secara efektif. Hal ini tercermin dalam pengelolaan Posdaya di empat bidang yaitu pendidikan, kesehatan, perekonomian dan lingkungan hidup yang meningkatkan motivasi belajar, hidup sehat, kewirausahaan dan produktivitas. Temuan juga menunjukkan bahwa tingginya motivasi pengurus masyarakat dan warga menjadi faktor yang paling berpengaruh dalam mendukung pembangunan. Sedangkan kurangnya tenaga pendidikan anak usia dini, kurangnya dukungan pendidikan, kurangnya pengembangan kapasitas; kurangnya permodalan dan pencatatan administrasi yang tidak terorganisir; Kurangnya penyedia layanan kesehatan, serta kurangnya sarana dan prasarana menjadi kendala utama dalam pemberdayaan pendidikan, ekonomi, dan kesehatan.

Kata kunci: Peran Pengorganisasi Masyarakat, Posdaya, Kewirausahaan

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INTRODUCTION

The achievement of an affordable quality education is every citizen's right that has been regulated in the law, and the state is obliged to provide such education in different kinds and levels. The priority of development thus leads to improvement of the quality and responsibilities of human resources (HR). The purpose of development is to refine and increase the community welfare. This can be achieved by involving the people as a whole in the implementation by government, private, community and social institutions, which are

concerned about the society progress, including through Posdaya. Posdaya is an independent foundation project which is a follow-up to numerous human resources programs to strengthen and also an alternative to improve development. Furthermore, Posdaya is a forum for friendship, advocacy, communication, information, education, and at the same time can be developed into a forum for coordinating activities to strengthen family functions in an integrated way. In certain cases it could also be a place in the areas of education, health, economics and environment for sustainable family services (Suyono and Haryanto, 2009). On the basis of the concept, Posdaya Al-barokah constitutes a forum to empower the villagers of Sekarwangi Rawamerta for communications, training or education, in order to re-enforce the function or structure of the community to develop their entrepreneurship.

Community empowerment in the village of Sekarwangi is a way of changing the community's condition in a more advanced direction. The program implemented has a bearing on the economic and business independence of the community so as to improve its well-being and increase its income. This attainment is partly due to the role of the organizers in managing the programs. To rephrase it, an organizing role is one of the x factors ensuring that the programs are fruitful. The researchers are therefore interested in examining the role of Al-Barokah family empowerment services (Posdaya) organizers in the development of community entrepreneurship in the village of Sekarwangi, Rawamerta, Karawang.

THEORITICAL REVIEW

Role of Organizer Concept

Roles are generated by prescriptions and expectations of the roles that explain what individuals need to do in a particular situation to respond to their own expectations or others' expectations of the role (Andarmoyo, 2012). Sarlito Wirawan Sarwono (215: 2015) suggests that role theory is a concept used in the world of sociology, psychology and anthropology which is a combination of various principles, orientations and disciplines. Role theory defines the term "role" itself as commonly used in the world of theater, which is used by an actor to play a certain character, and as such to behave in a certain way. The position of an actor in theater is analogous to the position of a person in society, and both have a similar stance. The organizer is defined as the person who has authority in organizing a particular field. Then it can be concluded the role of the organizer as a social worker implies an individual who behaves in a certain way and can run activities in one specific area so that it can meet the expectations of himself or others.

Entrepreneurial Concept

The term "Wiraswasta" or entrepreneurship is derived from Wira which means main, dashing, courageous, noble, and exemplary or warrior, Swa means itself and Sta means stand up. Entrepreneur accordingly means the fighter who is ultimate, dashing, noble, courageous and

worthy of being an example in the field of business with “standing on your own two feet” would have always been his foundation. The entrepreneurship has earlier been defined by many scholars, but they see from a perspective of their own. For example, Suryana (2018:67) asserts that entrepreneurship is a discipline that learns about one's values, abilities, and behaviors in the face of life's challenges and how to obtain opportunities with various risks that may be faced. Hisrich in Hamali (2016:32) defines entrepreneurship as a dynamic process of creating additional wealth. Wealth is generated by individuals who bear major risks in terms of capital, time and or career commitment or provide value for some goods or services products. Zimmerer in Cashmere (2016:27) describes entrepreneurship as a process of applying creativity and innovation in solving problems and finding opportunities to improve lives (businesses). While according to Saragih (2017:26) entrepreneurship is a creative and innovative ability, observant to see opportunities and always open to any positive inputs and changes that can bring the business to continue to grow.

An entrepreneur is a person who runs a business or company with a profit or loss opportunity. Entrepreneurs therefore need to be mentally ready to deal either with losses or with major profits. With this definition, an entrepreneur should have some key characteristics, such as being confident, having a number of interests, being able to negotiate, having ambitions, being an explorer and trying any new ventures. Sari et al (2016:52) mentions that entrepreneurial characteristics generally depict the personal or psychological uniqueness of a person consisting of an attitude and the needs dimension. The psychological characteristics of entrepreneurship affect entrepreneurial expertise and business performance in a real and positive way. Successful entrepreneurship therefore according to Steinhoff in Suryana (2014:108) includes (1) Having a vision and business goals, (2) bearing the risk time and cost, (3) Planning, organizing and running, (4) Working Hard, (5) Building relationships with employees, customers, suppliers and others, and (6) Being responsible for success and failure.

Posdaya Concept

Posdaya (Family Empowerment Services) was initiated in 2006 by Prof. Haryono Suyono as the developer of the integrated healthcare center (Posyandu). As the problem in the community and the family becomes more complex, the revitalization of Posyandu could not focus only on the family planning (KB) aspect and on health services. It is also necessary to develop Community empowerment institutions, one of which is through Posdaya. Posdaya is a vehicle for the empowerment of integrated family functions, mainly religious/spiritual functions, cultural functions, affectional functions, protective function, reproductive and health functions, socialization and educational functions, economic or business functions, and environmental coaching functions (Muljono, 2010). This institution was formed by the community so that it belongs to and takes pride in the community.

Posdaya is a movement to revive a mutual culture to build a family life autonomously with the hope of the community being independent. Posdaya is a forum for advocacy, communication, information, and education that can be developed into a forum for coordinating activities to strengthen family functions in an integrated way. The main purpose of posdaya is to rekindle the spirit of togetherness and cooperativeness in the community so that all the members can participate and assist each other in addressing community problems, notably in raising the family living standards and their welfare. Posdaya is usually formed at RW level to help organizers cadres carry out activities and coordination, and to encourage participation (Muljono et al.2012).

As a community empowerment, posdaya was developed to endow the above mentioned eight integrated family functions. The key of community empowerment according to Sumardjo (2008) is to involve the wider community, to center on the needs of the community, and to take a holistic approach. The activity in posdaya, therefore, is the community activities that lead to the improvement of economic, religious, social and other welfare. These activities include several working groups on religious, educational, entrepreneurial, environmental, and health areas

METHODS

This study employs a qualitative case study to address how far the posdaya staff has played a role in entrepreneurship development and to discover the factors that affect the process flow. The subjects to be studied in this study consist of two parts. It involved the

organizers of Posdaya Al-barokah as a source of information, and the community leaders were also enrolled to provide detailed examination of the case. According to Suharsimi Arikunto (2016: 26) the research subject is the limitation of the research subject as an object, thing or place of data for research variables attached, and in question. Moreover, qualitative research does not use large populations and samples. Samples or subjects for research are usually very small and selected for the purpose of the research. The number of research subjects is not strictly determined, but depends on the achievement of the objectives and completion of the data. Following this, the subjects in this study were the organizers of Posdaya Al-barokah, eight community leaders, and seven residents. Nasution in Sugiyono (2017:222) adds that there is no alternative in qualitative research but to make human beings the primary research instrument. This is because things have no clear shape. Problems, research focus, research procedures, assumptions used, even expected outcomes, cannot be definitively and clearly established in advance. All this research still needs to be developed. In a such uncertain and obscene circumstances, there is no other way and only the researcher himself can achieve it. According to Sugiyono (2017:244) "Data analysis is the process of systematically finding and compiling data obtained from interviews, field notes and documentation by organizing data into categories, describing into units, conducting synthesis, arranging into patterns, choosing which are important and which will be studied, and drawing conclusions to help one understand easily".

RESULTS AND DISCUSSION

The results of interviews, observations and documentation explain that Posdaya Al Barokah has four fields, namely education, economics, health and the environment. Posdaya Albarokah initially ran a farm business in the form of fattening goats, but the posdaya business developed afterwards. They are not only goat fattening but have started to develop goat breeding as members of the posdaya can already perform artificial insemination crossing local sheep with Garut sheep. In addition, Posdaya Al Barokah gets waste advantage. They transform rice straw into compost and use animal waste into manure as well. Posdaya Al Barokah is also able to process additional food for goats. In 2015, the business unit at Posdaya grew with poultry (chicken) farming and compost house. Posdaya activities also continue to expand, and cooperation has been established with the Gender Studies and the Religious Court of Karawang to achieve legal identity rights for women and children. Currently the total number of posdaya members is twenty two people. It shows that the community is increasingly aware of the role

of posdaya in the welfare of people's lives, in accordance with the function of posdaya that is to unite the potential of human resources in order to utilize the potential and opportunities for natural resources owned. The purpose of Posdaya is to informally improve human resources quality to optimize the use of natural resources, to develop community capabilities, to change the behavior of the community and to organize community activities. Based on the results of the study, it can be further described as follows:

1. The Role of Posdaya Al-Barokah Organizers in The Development of Community Entrepreneurship at Sekarwangi Village, Rawamerta District, Karawang Regency

a. The Role of Education Organizer

Referring to the observation results, the organizers can encourage and provide the community with an understanding of the importance of education for continuity of life in the face of various challenges, currently or in the future. Posdaya organizers are also seeking sponsors and donors (financial resources) to help with the cost of education such as to provide facilities and infrastructure that meet the needs, and to fund the school building construction as they still share space with other organization.

b. The Role of Health Organizer

Based on the results of interviews and observations, one of the health organizers' roles is to strive for healthy living communities to build healthy environments and promote healthy behaviors, among others through Posyandu. This strategic focus provides optimal services so that the healthy villages project can be achieved.

c. The Role of Economic Organizer

The role of the organizers in this sector is to foster and nurture the spirit at work by building productive business cooperation to increase entrepreneurship so as to increase family income. Posdaya Al-barokah is presently producing shredded catfish and developing poultry and goat farming.

d. Role of Environmental Organizer

To organize the environment to be healthier, Posdaya Al Barokah manages crop residues and animal waste for beneficial reuse.

2. The supporting and inhibiting factors of Posdaya project implementation in boosting the entrepreneurial commitment of Sekarwangi Village, Rawamerta District, Karawang Regency.

The supporting factor is the high motivation of the organizers and the support of the community. While the factors inhibiting the management of posdaya in the field of education include the lack of early childhood educational staff, the lack of educational supports, and the lack of building capacity. The economic management is hampered by a lack of capital and unorganized accounting. What is more, there is still a shortage of healthcare providers and a lack of infrastructure and facilities in the health sector. Although some barriers are in existence, the organizers continues to strive for educational, economic, environmental and health activities to be carried out properly.

CONCLUSION

The role of Posdaya Al-barokah Organizers at Sekarwangi Village Rawamerta District of Karawang has generally been quite successful in developing community entrepreneurship which is ultimately expected to raise community incomes, to promote education and health insurance, and to create a positive and more productive environment.

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