

“KLASTER BERDAYA” PROGRAM AS COMMUNITY-BASED EMPOWERMENT MODEL (STUDY IN NATIONAL HUMANITARIAN FOUNDATION PKPU)

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Received: July 2017; Accepted: October 2017

Abstract: Indonesia is facing a serious problem in poverty. In March 2016, the data released by Central Statistics Agency (BPS) showed that 28.01 million people or 10.86% of total Indonesian's population are living under the poverty threshold. The number of poor people in rural area are higher than in urban area. In response to this fact, as a noncommercial organization that focus on community empowerment, national humanitarian foundation PKPU released a program called "Klaster Berdaya". The objective of this program are to build self-reliance of society in improving their quality of life and to reduce poverty as well. One of the pilot project of Klaster Berdaya is located in Klanting Village, Sukodono Sub district, Lumajang Regency, East Java. The programs are conducted by providing scholarship and raising livestock. The scholarship is given for students who have outstanding academic achievement but come from low-income family.

Keywords: poverty, empowering society, National Humanitarian Foundation PKPU, klaster berdaya.

JEL Classification: D6, D64

Abstrak: Indonesia tengah menghadapi masalah kemiskinan yang serius. Badan Pusat Statistik (BPS) merilis data kemiskinan di Indonesia per Maret 2016 adalah sejumlah 28, 01 juta jiwa atau 10,86% dari total penduduk Indonesia. Jumlah penduduk miskin di pedesaan lebih banyak daripada di perkotaan. Melihat fenomena tersebut, sebagai organisasi nirlaba yang fokus dalam pemberdayaan masyarakat, Lembaga Kemanusiaan Nasional PKPU meluncurkan program "Klaster Berdaya" yang bertujuan untuk membangun kemandirian masyarakat dalam meningkatkan derajat kualitas hidup dan mengurangi angka kemiskinan. Salah satu pilot project Klaster Berdaya di Jawa Timur terletak di Desa Klanting Kecamatan Sukodono Kabupaten Lumajang. Program yang diberikan adalah pemberian beasiswa kepada anak berprestasi yang kurang mampu dan bina ternak kambing.

Kata kunci: kemiskinan, pemberdayaan masyarakat, Lembaga Kemanusiaan Nasional PKPU, klaster berdaya

Klasifikasi JEL: D6, D64

INTRODUCTION

Poverty remains a major social problem in Indonesia. According to data released by Central Statistics Agency (BPS) in March 2016, the number of poor people (people whose incomes under poverty line) in Indonesia is 10.86 percent of Indonesia's population or 28.01 million people. The percentage of poor people in urban area is about 7.79 percent while it is about 14.11 percent in rural area.

There are some factors that cause the poverty numbers in rural area is higher than in urban area. In her research, Firdausy (1997) stated five factors that cause poverty in rural area:

1. Lack of access to economic resources, such as land for agriculture, capital, employment opportunities, and technologies in agriculture.
2. Social and cultural factors, such as low levels of education and lack of skills.
3. Bad geography area (infertile land).
4. Personal factors, for example women are subject to discrimination as assumed to be less skill than men in agricultural labor, and elder people are assumed less productive than the younger one.
5. Lack of access in government services and public facilities. It needs hours and very long distance for people in rural area to access public services in downtown.

Yustika (2014) stated that one factor that causes poverty in rural area is there is a gap problem in productive assets ownership. Some other developing countries have similar pattern, which is there is unbalanced land ownership and credit distribution. In Indonesia, most of farmer families own land less than 0.5 hectare, whereas the rest own a large land. In Java, average land ownership is about 0.25 hectare. Having this condition in hand, it's hard expecting a farmer families will live on welfare. Although agriculture sectors employed 40% of total Indonesian labor force, 80% of credit is

distributed to industry or service sectors while agriculture sector get only 20% of credit.

Besides, the greatest economics ratio (*nisbah*) is not for farmers, but for wholesalers, cooperation, and large retailers. Farmers are always in the weak position. The asymmetry relationship between farmers and wholesalers impacted that the wholesale receive the biggest part of profit obtained. As an example, one kilograms peanuts from farmers are valued Rp3,500 by wholesale, the wholesale sell this peanuts Rp5,000 to cooperation, the cooperation sell them Rp7,000 to a peanut processing factory. The farmers will always lose competing with the wholesale and factory in accumulating profit. Even so, for harvesting peanuts, farmers have already spent a lot of money. The prices of seeds and fertilizer are increasing at harvest time, but the selling price is falling at harvest time.

Since the agriculture sector is not always profitable, thus there should be alternatives to improve farmer incomes in rural area. One of the alternatives is livestock farm because animal feed is easily found in this area. However, starting a livestock farm required a significantly capitals. Therefore, there should be a synergy between investor who have capital and the farmers who have labor. In response to this issue, then as social foundation that focus on community empowerment in Indonesia, PKPU create a program to fill the gap of lacking of capital for farmers in rural area. PKPU released a program called *Klaster Berdaya* as a strategy to community empowerment.

As a program, *Klaster Berdaya* is raising a question. Can this program be used to empower community? Then, how is the mechanism of *Klaster Berdaya* program so that it is able to give impact in empowering community? The questions will be explained in Result and Discussion.

RESEARCH METHOD

This research use qualitative research approach. Bogdan and Taylor (2000) in

Moleong (1989) defined that qualitative research approach is a research procedure resulting a descriptive data in written text or oral from people and behaviors observed. It is also approaching the background and individuals being observed holistically (Moleong, 1989). Qualitative research is chosen because this research will observe the background of a phenomena that consist of process, motivation, behavior, and perception.

In this research, informants play role as primary data resource. The existence of informants are intended to help researcher to gather maximal information in a relatively short time. The parties involved in this research are, the Head of Empowerment Division PKPU Surabaya, as primary informant and some people who get benefit from *Klaster Berdaya* program as secondary informant.

There some type of data resources used in this research. They are oral and behavior also photos as complementary information. Meanwhile, collecting data methods used are in-depth interviews and documentation. Interviews is planned but conducting in unstructured interviews.

RESULT AND DISCUSSION

PKPU (Pos Keadilan Peduli Umat) is a Non Governmental Organization founded in 1997. PKPU was found as a response to social and economic crisis in Indonesia. The vision of PKPU is to become a trustworthy organization in establishing self-reliance. Since its establishment, PKPU has been participated in solving various social and economic problems in Indonesia and other countries. The people who get benefit from PKPU programs are widely spread throughout Indonesia, some conflicted countries and disaster affected area (PKPU, 2012).

PKPU as a social organization is a tool for distributing incomes in society. In many third world countries, distribution is important. It is discussed in many occasion, but there are lots of

lacks in its implementation. In many third world countries, the economic growth only benefit the rich and cycling in their group. Meanwhile most of poor people have to struggle for life.

Inequality in Indonesia is quite high, that is 0.41. The Gini coefficient is increasing year by year. Gini coefficient is used to measure inequality of income. Gini coefficient range from zero (0) that is, there is no inequality to one (1) for absolute inequality.

In Islam, a fair income distribution is a must. One verse of Quran that explained about the importance of wealth distribution is Al-Hashr verse 7:

“..... so that it will not be a perpetual distribution among the rich from among you.” (Q.S. Al Hashr: 7)

In practice, PKPU collected donations from society and distribute them in form of some empowered programs for unfortunate people. The objective is to improve their self-reliance and income as well.

One of the community empowerment program in PKPU is *Klaster Berdaya*. According to the Key Informant (KI) from PKPU, *Klaster Berdaya* is a holistic community empowerment program. In its implementation, *Klaster Berdaya* will reach the development of human resources from children, teenager, housewife and productive adults. The objective of this empowerment program is to build self-reliance of society in improving their quality of life.

Klaster Berdaya come with some empowerment programs that implemented in various aspects, including education, environment, economic, and society. These programs are intended for individual, family and neighborhood so that they are able to improve their quality of life and their ability to enhance sustainable prosperity.

In East Java, *Klaster Berdaya* has been implemented in Klanting Village, Sukodono Sub district, Lumajang Regency. In particular, the objective of *Klaster Berdaya* in Klanting village is to help improving education by

providing scholarship for low-income bright students and raising livestock, next it is shortened as Binter.

Education is the best investment for the future. Education is assumed to be able to break the chains of poverty. Many children from poor family remain poor because their lack of access in proper education. This lack of access in education effected in their difficulties in reaching a better quality of life. It happens because the structure of job in our society requiring one with a high qualification. That's way it's frequently happen that the children of poor family will inherited the poverty of their parents. An unbreakable chain of poverty.

The world today requires an intelligent and skillful person in entering labor market. The one who have a high education have more opportunities to access economics resources than the one who don't. Therefore, *Klaster Berdaya* included education to the list of problem that requires immediate treatment.

In Klanting Village, the scholarship is given to 20 elementary students who have outstanding academic achievement but come from low-income family. The scholarship given is also included intensive training for the children. Islamic values and motivation for always keeping the spirit in pursuing dreams are implanted in the intensive training. Being born into poor family is not a mistake, but surrender and discourage in pursuing dreams, those are the big mistake. Narrow situations can be passed with courage to change. Implanting any values should have been done in earliest age of children so that they will grow up as a generation who won't give up and willing to pursue on something that they believe worth fighting for.

Since *Klaster Berdaya* is community-based program, thus besides providing scholarship, organizing an intensive training becomes important. In the intensive monthly training, all children who receive the scholarship meet each other. By gathering monthly, they can

encourage each other and race to do good deeds.

While scholarship program is intended to help tuition education for student who have outstanding academic achievement from low-income family, Binter program is intended to improve society welfare based on community. Binter was started in 2012. PKPU asked five people to join the program. PKPU bought young goats and the stock farmer would feed and fatten them. Each of the stock farmer had duty to take care and fatten five goats in their own cage. The period of taking care was started three months before Eid Al-Adha, so that the goats would be ready to be sold to fulfill consumers' need. At Eid Al-Adha, the price of goat is rising. From the difference between buying price and the sum of maintenance cost and selling price, the stock farmer would get a relatively high profit.

Binter program is continuously to run because of the high benefits received by the beneficiary. They, who beforeonly depend on not promising farming, are able to improve their income by joining Binter program. The beneficiaries are always pushed to become more self-reliance and willing to work hard in increasing their income. PKPU provide the hook and bait, they are fishing. So that, in 2013 and 2014, Binter program with the same concept is continuously to run, but there was increasing number of beneficiaries. PKPU managed to ask 20 people from low-income family.

Binter program indeed succeeded in improving the self-reliance of the beneficiaries and also increasing their income. However, Binter program is evaluated in 2015. By using system in which the stock farmer take care the stock in their own cage, the beneficiaries just focus on taking care of their own goats, there is no family bonding and reminding to each other among them. So that, after releasing *Klaster Berdaya* program, the method in Binter program was gradually changed.

Since *Klaster Berdaya* is community-based empowerment program, then PKPU build integrated cage for all goats. The beneficiaries would take care the goats together. The first integrated cage could accommodate forty goats in which taken care by four stock farmers. Since the limited land available of the integrated cage, some animals were still in the cage owned by the stock farmers. A hundred goats were taken care and fattened in the cage of twenty people of Klanting village. In total, there were 140 goats of PKPU in which taken care and fattened by the beneficiaries.

After Eid Al-Adha in 2015, Binter program was evaluated again and some important points were found. The goats fattened in integrated cage was fatter and the selling price was higher than the goats fattened in cage owned by beneficiaries. According to the PKPU's Key Informant (KI), the higher price of goats is caused by the following reasons:

1. Control of animals was easier in integrated cage. If goats were in many cages in many houses, it needs time to control and evaluate them periodically.
2. Beneficiary could take care and supervise each other goats in cage, even for the goats that is not their duty. It was easily found if there was goat that sick, less feeding or when the foot of the goats was squeezed. So, it could be an evaluation for the beneficiaries.
3. The goats in integrated cage could be fatter and grow faster because each of the beneficiaries could remind each other and compete in fattening their goats.
4. With a fatter and bigger goat, the selling price was higher so that the profit sharing for the stock farmer is higher (Woman, 3 September 2016, Klanting Village)

At the end of period of raising livestock that is after Eid Al-Adha, the beneficiary will receive their hard work for the last three months. The money of profit sharing could be

used to fulfill their daily needs, increase business capital, and fulfill education tuition of their children. According to some of beneficiaries, each of them used the money of profit sharing for different purposes. Mr. No were able to renovate his house and made a permanent bathroom, other Key Informant (KI) succeeded in opening food stall, while another Key Informant (KI) has been able to increase capital in his grocery store in his house, and his neighbor also could increase capital in his coffee shop.

After experiencing the process in four years, the *Klaster Berdaya* in Lumajang is more stable. In 2016, there was no goats in the cage owned by the beneficiary. All livestock were placed in integrated cage with more animal capacity. There are 400 animals were being taken care by 50 people of Klanting village. The age of the beneficiaries who take care the goats is vary, ranging from 25 years to 70 years. All of them work hard to improve their self-reliance in the spirit of helping each other. The beneficiaries of *Klaster Berdaya* in Lumajang named themselves as "*Kelompok Ternak Klanting Mandiri Sejahtera*".

By work hard and the spirit of family hood, fortunately, the results exceed expectations. Some respondents gave their testimony after the money of profit sharing is shared. Key Informant (KI) got five million rupiahs in four months of taking care the goats. "I couldn't believe receiving this much profit sharing. I usually only get three hundred thousand rupiahs in one year for one goat of mine. I also don't have many goats," said the farmer with tears in his eyes (Man, 3 September 2016, Klanting Village). For those who have been in financial difficulties, the nominal of five million rupiah is a large amount of money.

There is some same situation related to how villagers have obtained the benefit from the program. Likewise, Key Informant (KI) who have already had one child shed tears of joy after receiving eight million profit sharing. The money would be used to buy a motorcycle in

order to facilitate the mobilization of his family. Meanwhile, Mr. Yet received profit sharing up to thirteen million rupiahs. The money would be used to get married, because all this time the girl whom he proposed to, always reject him because there is no money for getting married.

Seeing the high benefit received by the beneficiary, PKPU determined to continue the Binter program in *Klaster Berdaya* in 2017, with more beneficiaries and livestock. According to the Key Informant (KI) of PKPU, in the future, PKPU will look for new area for *Klaster Berdaya* after doing social mapping. Community-based empowerment program should continue to be implemented and developed so that more people with low-income become empowered.

CONCLUSION

PKPU as a non-governmental organization released a community-based empowerment program called "*Klaster Berdaya*". *Klaster Berdaya* engaged various elements of society for building their self-reliance. Klanting Village located in Sukodono subdistrict, Lumajang regency, East Java is one of the location where *Klaster Berdaya* program by PKPU was built.

There are two focuses in *Klaster Berdaya* Lumajang, namely education and economics. In education, PKPU give scholarship as well as intensive training for children with outstanding academic achievement but come from low-income family. Meanwhile, a program in economics sector is raising livestock. The program then called Binter. In Binter program, PKPU involving people from low-income family to take care and fatten goats. The goats are usually sold at the moment of Eid Al-Adha. Binter program succeed in increasing income by profit sharing system. *Klaster Berdaya* Lumajang has provided a solution to improve their income by livestock farming.

In the future, it's hoped that there will be more donors channel their donations through PKPU. So that, the donations can be realized

into empowered programs to improve self-reliance of people.

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