

Community Empowerment In Rural Areas Through The Integration Of Business Research Learning Industry

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ABSTRACT

Community empowerment is carried out if all elements are able to collaborate well. The government certainly provides participation in providing programs that are able to unite educational institutions, industry and the surrounding community. The research approach uses qualitative. Data collection techniques using observation, interviews and documentation. While the data analysis uses an interactive model approach, namely: 1) Data collection, 2) Data Condensation, 3) Data Display, 4) Verification / Withdrawal of Conclusions. The results of the study indicate that the Business Research Learning Industry can be seen from the various activities carried out, namely: 1) training and mentoring, 2) managing integrated coconut industry technology, 3) managing Aqaponik industrial technology, 4) managing the edu-tourism sector. The impact of the four activities carried out is the realization of collaboration between various elements such as: campus institutions, industry, and the community who are willing to take the time to participate in each activity.

Keywords: Business Research Learning; Community development; Collaboration

INTRODUCTION

Farmers are the spearhead of the rural economy (Dobre et al., 2014; Min et al., 2020; L. Peng et al., 2021; Y. Peng et al., 2018). Therefore, farmers are expected to be competitive (Amanullah et al., 2020). One of the efforts to increase competitive resources is by increasing the ability of farmers, providing agricultural facilities and infrastructure and guaranteeing the sale of agricultural products (Bryant & Garnham, 2014; Dobre et al., 2014; Min et al., 2020; L. Peng et al., 2021; Xu & Zhang, 2021). The

strengthening of farmers must be carried out jointly, both from the central, provincial, district and local community organizations in rural areas that really care about empowering farming communities (Zhang & Han, 2018).

Seeing the condition of the people who lack knowledge of farming. This is even more so during the COVID-19 pandemic which has had an economic impact on people around the world (Annas et al., 2020; Brandily et al., 2021; Ibn-Mohammed et al., 2021; Leal Filho et al., 2021; Lu et al. al., 2020; Rosenberg et al., 2021). The government is expected to be able to see the condition of rural communities to provide financial and policy contributions. So that rural communities feel the assistance (Addink, 2019; Bryson et al., 2014; Emerson et al., 2012). One of the government's efforts is through the warungreka program. Kedaireka is the latest solution in realizing the ease of synergizing the contribution of universities with industrial commercialization for the progress of the Indonesian nation, which is in line with the vision of the Independent Campus of the Ministry of Education, Culture and Technology Research of the Republic of Indonesia. This program provides an opportunity for educators to collaborate with industry in order to realize community empowerment in disadvantaged areas.

Community empowerment is often difficult to distinguish from community development because it refers to overlapping meanings in its use in society (Craig & Mayo, 1995; Farida et al., 2015a; A. Hidayat et al., 2017; Sanders & Schnabel, 2006; Syamsiar et al., 2018). In this study, community empowerment and community development are intended as community empowerment that is intentionally carried out by the government to facilitate local communities in planning, deciding and managing their resources so that in the end they have the ability and independence in an economically, ecologically and socially sustainable manner (Daris, 2017; Rizal et al., 2020). Therefore, community empowerment is essentially closely related to sustainable development which requires the prerequisites for sustainable community independence economically, ecologically and socially which are always dynamic (Cheng et al., 2021; R. Djafar et al., 2019; Rusni Djafar et al. ., 2019; Farida et al., 2015b; D. Hidayat & Shahid, 2019).

One of the warungreka programs entrusted by the Ministry of Education and Technology is the Integration of Industrial Business Research and Learning. Business Research learning Industry is an activity carried out by researchers, scientists, industry parties to collaborate on research and community service (Akyüz & Samsa, 2009; Iyengar et al., 2021; Mihaela et al., 2015; Novos, 1992; Shabrina & Silvanita, 2015). From these activities, not only do research collaborations, but also help the community in sharing knowledge and information with the community in order to provide learning. So that it has an

impact on the community to always be efficient in maintaining life. This program is implemented to help rural communities in Gowa Regency, especially in Bujulu, Bontoparang Village, Kec. Parangloe. The program helps the community to improve the creative economy through empowering rural communities. The community is expected to be able to take advantage of the potential of the village around it. The program provides facilities and infrastructure so that the community is able to use and be able to run an efficient business chain. Based on the program, researchers will study the Empowerment of Rural Communities through the Integration of Industrial Business Research Learning.

METHOD

Research Design and Research Site

This study uses a qualitative approach. This is based on that qualitative research is research that is able to reveal a phenomenon, fact and reality in the field (Creswell, 1999, 2010; Creswell & Creswell, 2017; Fetters et al., 2013). Thus, the information obtained can be used as a strong reference in conveying and presenting facts and realities needed by various parties. The research location was carried out in Bukit Harapan Bili-Bili, Gowa Regency. This is based on the fact that the people in the area are poor people who have very limited human resources. the community, have a high motivation to develop the area. In addition, the researcher sees that there is a government program, namely the warungreka which is expected to be able to raise the dignity and value of the surrounding community.

Data source

The entire data sought and collected needs to be explained from where the data sources have been obtained. Sources of data are people/informants, documents, conditions and situations (Creswell & Clark, 2017). Sources in the form of people/informants are information from people/informants related to the rural empowerment program consisting of 30 surrounding communities who have been given special training regarding the program. Furthermore, the document is a document related to the empowerment program that is owned in the form of conditions and situations, namely a description of nature and social phenomena related to the rural empowerment program.

Data collection technique

Data collection techniques used are observation, interviews, documentation.

a. Observation

Documentation technique is looking for and about things or variables which are notes, books, newspapers, magazines, agendas and so on (Bond et al., 2013; Miles et al., 2014a; Patton, 2005).

Documentation technique is a technique of extracting data and facts through careful and in-depth study of written documentation, whether official or not. This research method needs more precision because it is secondary in nature such as historical writings, published writings and other notes. The documentation that the author does is to obtain documents on the state of the village and the actors of empowerment activities.

b. Interview

Interview is a research method to obtain information about data and facts through exposure or direct communication with a source who knows the events or activities that have occurred. In this case, using free guided interviews, namely "conducting interviews by bringing a framework of questions to be presented and the rhythm of the interview is completely left to the discretion of the interviewer. The author uses this method as the main method, to find out about forms of rural community empowerment and the process of community empowerment. The author's interviews were conducted with the community who participated in the training and mentoring of the warungreka program, the village government which included: the village head, the village treasurer, the head of the village-owned enterprise (Bumdes), and the surrounding community.

c. Documentation

Documentation technique is looking for and about things or variables which are notes, books, newspapers, magazines, agendas and so on. Documentation technique is a technique of extracting data and facts through careful and in-depth study of written documentation, whether official or not (Merriam, 1998; Miles et al., 2014b, 2018). This research method needs more precision because it is secondary in nature such as historical writings, published writings and other records (Crabtree & Miller, 1992; Sugiyono, 2015). The documentation that the author does is to obtain documents on the state of the village and the actors of empowerment activities.

Data analysis

Miles et al., (2014a) stated that data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that they can be easily understood, and the findings can be informed to others. Data analysis is done by organizing the data, breaking it down into units, synthesizing it, arranging it into a pattern, choosing what is important and what will be studied, and making conclusions that can be told to others. According to Miles, Huberman and Saldana (2014) revealed that data analysis can take advantage of interactive analytical models, namely: 1) Data collection, 2) Data Condensation, 3) Data Display, 4) Verification / Drawing Conclusions.

RESULT AND DISCUSSION

Result

Empowerment of rural communities is something that should be obtained by every region in the world, especially in Indonesia. This is because Indonesia, especially in Gowa Regency, is an area that has abundant natural resources. However, the skills of the community are still low. Likewise, Bukit Harapan is a very strategic location to be visited by tourists and has adequate natural resource potential. Therefore, in order to see this potential and low community skills, it is used as a role model for community empowerment development.

After knowing the needs of the community and the local potential of a village. So, then it is the task of the Business Research Learning Industry team in conceptualizing the products that will be made later. As stated by Aslinda who is the companion of the Integrated Coconut Program: "The product innovations that will be made later together with community groups have been conceptualized beforehand. Groups are invited to discuss in order to convey the ideas that have been conceptualized. The informant explained that all the products that have been produced so far are the result of joint discussions with the Business Research Learning Industry team before going directly to the public to convey the ideas that have been designed previously.

This Integrated Coconut Business Research Learning integration has a variety of industrial activities in collaboration with CV. Segitita Coconut and the Balik Diwa Institute of Business and Maritime Technology (ITBM), which gave birth to various industrial concepts consisting of: Integrated Coconut Industrial Technology, Aquaponic Industrial Technology, and Compost Fertilizer Industrial Technology. Efforts to maximize the empowerment of rural communities, in the program, carry out several agenda activities, namely: 1) training and mentoring, 2) managing integrated coconut industry technology, 3) managing Aqaponik industrial technology, 4) managing the edu-tourism sector. For more details, it is presented in Figures 1, 2 and 3.



Figure 1. Learning and Mentoring Process



Figure 2. Integrated Coconut Industry Technology



Figure 3. Aquaponics Industry Technology

Training and Mentoring. Starting the activity, first conduct training and mentoring to the community. In the training process, the community was presented with various materials such as: 1) changing the mindset of the community to think independently and entrepreneurship, providing skills in the use of appropriate industrial technology, 3) Providing knowledge to develop an integrated business, 3) actualizing their knowledge with various assistances from various developed integrated business.

Managing integrated coconut industry technology. Coconut is a versatile plant. This is because, every part of the coconut has a function or use. This can be seen and felt starting from the roots that can be

used as medicine, coconut stems can be used as a house, coconut water can be used as medicine and food, the contents of coconut are used as food ingredients, head belts are used as wall decorations, and other decorations. From the various variants of benefits generated by the head, it can produce a business chain that can benefit from many parties. Of course, using industrial technology will facilitate the community in the integrated coconut processing process.

Aquaponics Industrial Technology. Aquaponics is a place to grow various types of plants such as vegetables. In addition, there is the use of the maintenance of various kinds of fish. So from these results, able to breed well. With the use of aquaponics, people are able to see very encouraging results and not just plant various types of plants. However, the water used can support the fish around it.

Managing the edu-tourism sector. The tourist attraction in the area is very high, this can be seen from a very strategic location from a distance to see the view of Lake Bili-Bili. In addition, the panorama of the mountains is very beautiful. So that the tourists are very interested in the natural conditions are very beautiful. In addition, edu-tourism is also provided in the morning for visitors to see the integrated coconut processing, aquaponics, and animal husbandry processes. In lengthening visitors who can also provide various orchards, restaurants, meeting halls, mini cafes, lodging places and others.

Discussion

Constraints on community empowerment are sometimes difficult to implement due to the egocentricity of various parties, both from the government, industry, and other parties. Therefore, the government must make regulations that are able to collaborate with each other. Communities will be difficult to use if various elements do not help them. And vice versa, even though the government and stakeholders have collaborated, the community does not have awareness, then the goal of collaboration is difficult to achieve (Bhattacharya & Fayezi, 2021; Hamdan et al., 2021; Smith et al., 2021).

Community empowerment is able to provide a high selling value for the surrounding community, visitors and other parties. This can be seen from the various efforts made from programs that are run by involving various elements of society, industry, universities. So that the program can be glimpsed and used as a model in developing business research learning. Without research collaboration from various stakeholders, the goal of community empowerment will be difficult to achieve. It is expressed by various researchers that research collaboration will have an impact on society from knowledge or knowledge that has been transferred to society (Caviggioli & Ughetto, 2019; Morgan et al., 2021; Odell, 2021).

CONCLUSION

Business Research Learning Industry has had a positive impact on the community in the context of empowering rural communities. This can be seen from the various activities carried out, namely: 1) training and mentoring, 2) managing integrated coconut industry technology, 3) managing Aqaponik industrial technology, 4) managing the edu-tourism sector. Of the four activities, it has been carried out well, with the help of various parties such as: campus institutions, industry, and the community who are willing to take the time to participate in each activity.

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