



# Madura Community Empowerment Through The Use Of Local Culture

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## ABSTRACT

Empowerment of the Madurese community has the goal of creating a prosperous society economically and civilized educationally and socially. So there needs to be a strategy and method used to make the Madurese people have knowledgeable, experienced and sufficient soft skills in managing the existing Natural Resources. This research uses qualitative methods, where there are three respondents who were interviewed who have competence in this research theme. In addition to being done manually, the analysis in the study also used an Atlas ti. This was done to clarify and be more detailed in the process of data analysis. The findings from this study show that the strategies that can be implemented in the process of empowering the Madurese community are first, the Madurese need to utilize human capital as part of their enthusiasm to progress in managing their natural resources. Management requires adequate soft skills in processing the potential of the village to become common prosperity. Second, it requires social capital, to open their way of thinking by utilizing all the networks they have by promoting natural potential to be known to the world. Third, regulations need to be implemented properly as a form of guarantee that people who will invest in Madura will be safe and comfortable, so regulations must be implemented properly, there is a clear evaluation and according to local and global community needs. Findings in the Madurese community empowerment method. First, is adaptation. Where in the adaptation process will require sufficient facilities for the community to provide opportunities to try new things. So that people get new knowledge and experience in improving people's welfare optimally. Second, participation is that the community gets guidance and direction in doing something so that it is more focused by providing training to improve their competence.

**Keywords:** Empowerment, Local Culture, Madura Communit.

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## INTRODUCTION

Community empowerment is very important in creating independence for the community both in the economic, social, ecological and educational fields as a whole for the community and in a sustainable manner. One of the conditions for the creation of community empowerment is a pattern of sustainable development which provides important opportunities for all people who have the ability to be able to participate. Empowerment is very centered on community participation in the utilization of Natural Resources (NR) and capacity building for Human Resources (HR). Hamid (2018) empowerment is giving strength to people who are less fortunate and developing and strengthening communities that have good economic, educational and social well-being. The government must be present by providing support in the form of programs and regulations so that people can enjoy it all by participating in the implementation of each empowerment program/activity.

Chamber (1995) community empowerment is an economic development idea that summarizes community points to build a new paradigm in development that is people-centered, participatory,

empowerment and sustainable. Furthermore, Chamber explained that the concept of development with an example of community empowerment is not only solely to meet the basic needs of the community but rather as an effort to find alternatives for local economic growth. Community empowerment is an alternative tactic in development that has developed in various literature and thoughts, while in reality it has not been optimal in practice. Fuadilah (2021) a concept that is receiving a lot of public attention is people centered where the community is given the opportunity to be participatory, empowering, and sustainable. Empowerment in the creative economy sector is one of the important concepts in community empowerment, because there are quite a number of community empowerment programs in the creative economy sector that have been proven to be able to improve the community's economy. By utilizing community empowerment, through the establishment of Village Owned Enterprises.

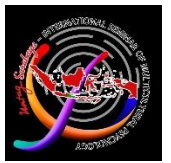
Community development and empowerment are things that people talk about a lot because they are related to the progress and change of this nation in the future, especially if it is related to people's skills that are still lacking, it will really hinder economic growth itself. Permendagri RI Number 7 of 2007 community empowerment is carried out to drive development through the utilization of Natural Resources (NR) carried out by the local community through self-help mutual cooperation in development in villages and sub-districts, it is necessary to form Village Community Empowerment Cadres. Kristiyanto (2017) research results found that maintaining local wisdom requires community participation to be very important in the process of maintaining the existence of indigenous and tribal peoples as desired by the constitution, so that the interests of the community with its cultural uniqueness are maintained and the government can maintain its laws. Sumayadi (2018) research results show two main data sections. 1). Types of View of Life of the Indigenous Peoples of Kuta village, regarding humans as individuals, human relations with society, human relations with God and Ancestral Spirits, and humans in the pursuit of physical and spiritual satisfaction; 2) the values reflected are sincere, obedient, visionary, responsible, devoted, loyal, sympathetic, empathetic, affection, tolerant, willing to sacrifice, devoted, faith, piety, simple, humble, respect health, wise, and think constructively.

Researchers are interested in conducting research on the empowerment of the Madurese community through the use of local culture. Because understanding local culture can create the concept of mutual cooperation, sympathy and empathy, the collectivity that gives rise to the process of adaptation and community participation causes all elements in society to move forward together. So it is necessary for local communities to understand local values, so that people are not easily uprooted from where they come from and what goals they have in life and utilizing local resources that exist in every village, especially in Madura. Hidayati (2016) waning the values of local wisdom, togetherness, mutual cooperation, a sense of ownership and social institutions with the changing times.

## METHOD

Research as a method of knowledge plays an important role in the development of science. Bungin (2011) revealed that research places the most urgent position in science, which is to optimize and protect it from extinction. In this functional position, research has the ability to upgrade knowledge so that it is consistently up-to-date, sophisticated, applicate, and axiological for society. In essence, science will develop, in parallel with the development of human civilization. As long as humans live and develop on this earth, various new phenomena will occur. To understand various new phenomena requires new knowledge through research using the appropriate methodology.

In this study, researchers used a qualitative approach as an approach in carrying out the research process in obtaining maximum, detailed and detailed results. Basrowi & Suwandi, (2008) in the process of conducting qualitative research, researchers can recognize the subject feels what is experienced by respondents or the community. Researchers carry out the research process as a way of knowledge plays an important role in the development of science. Bungin (2011) emphasized that research places the



most vital position in science, namely to develop and protect it from extinction. In this functional position, research has the ability to develop knowledge so that knowledge can be highly consistent, sophisticated, and applicable in people's lives.

The purpose of a qualitative study is to understand the situation in a context by leading to a detailed and in-depth description of the portrait of the situation in a natural setting, regarding what actually happens according to what is happening in people's lives. A qualitative study is a type of research that obtains findings that cannot be reached by applying statistical procedures or other quantitative methods. Based on Strauss and Corbin (2007), a qualitative study is a study that can be applied to examine people's lives, history, behavior, organizational functionalization, social movements, or fraternal relationships.

Bogdan and Taylor (1992) qualitative study is a method of study that is capable of creating descriptive data in the form of speech, writing, and behavior of the people being looked at. Through this qualitative research it is possible to gain an understanding of reality through inductive process of thinking. In this study, researchers used observation in data collection. According to Cartwright and Cartwright (in Herdiansyah, 2010) define observation as a way of monitoring, observing and observing and recording behavior systematically for a particular purpose. The purpose of observation is to describe the behavior of objects and understand them or you can just want to know the frequency of an event. According to this understanding, the essence of observation is the existence of visible behavior and the goals to be pursued. Visible behavior can be in the form of behavior that can be seen immediately by the eye, can be heard, can be counted, and can be measured.

In this study, researchers took interview techniques to obtain research data. Based on Lincoln and Guba (1985) in Sonhadji (1994) interviews are spoken as words in the hope of getting the current construction around people, events, activities, organizations, feelings, motivations, recognition, concerns and so on. The next reconstruction of such conditions can be expected. occur in the future and is the verification, checking and development of information (construction, reconstruction and projection) that has been obtained before. The number of respondents who interviewed three (3) respondents in the data collection process, which consisted of, one of the individuals who had power and knowledge about empowerment, namely an academic. The second is community leaders who have influence in society (leaders). And the third is an individual who can represent the voice of society (kyai). In analyzing the data, researchers used the Creswell model as data analysis.

## RESULTS

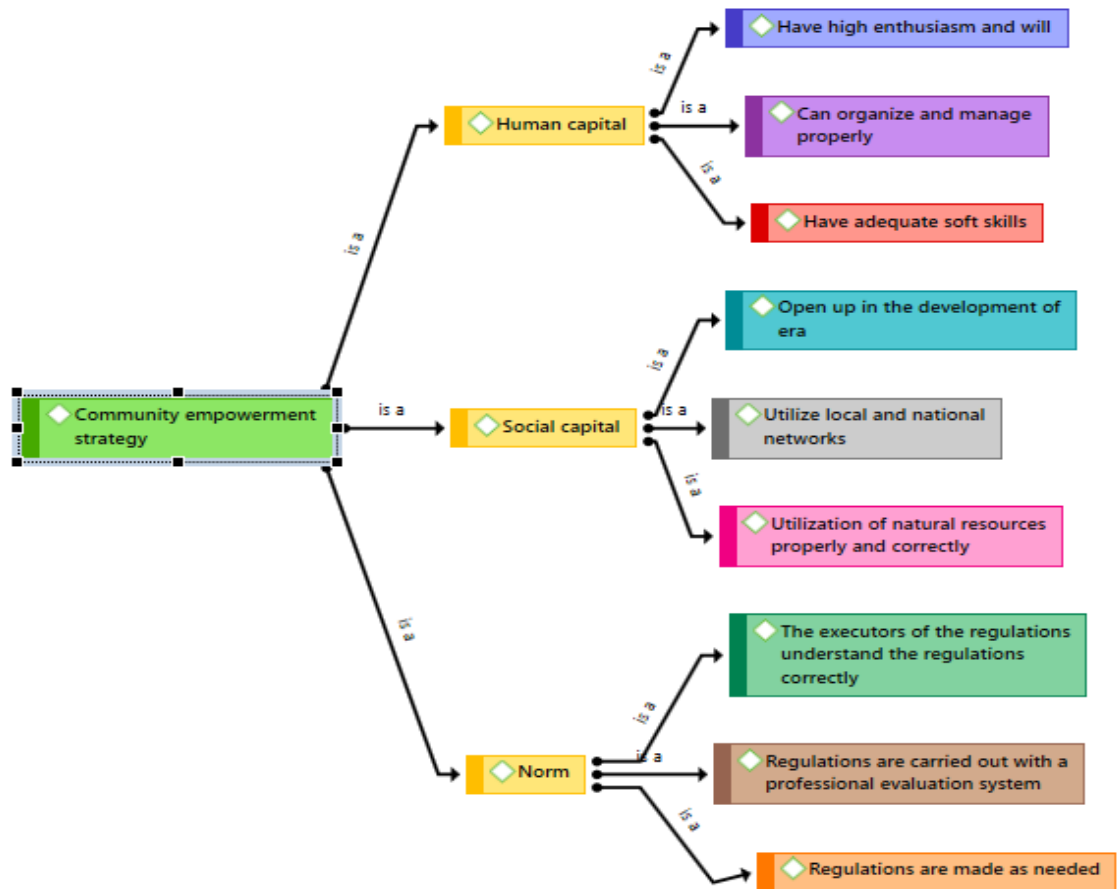
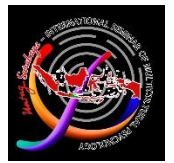
The process of empowering the Madurese community by utilizing local culture obtained that the development of the Madurese community. First, the empowerment strategy needs to utilize human capital as subjects who have the power to manage natural resources. Social capital has a function to open people's way of thinking in accepting and utilizing the times. Regulations are important because the existence of regulations will have clear standard operating procedures in doing everything so that the results obtained are in accordance with the expected goals. Second, the method used is participation and adaptation as a form of shared responsibility in achieving common goals in achieving prosperity in the community, namely in Madura.



(Bibliometric analysis of empowerment of madurese people through utilizing local culture)

### Madurese Community Empowerment Strategy

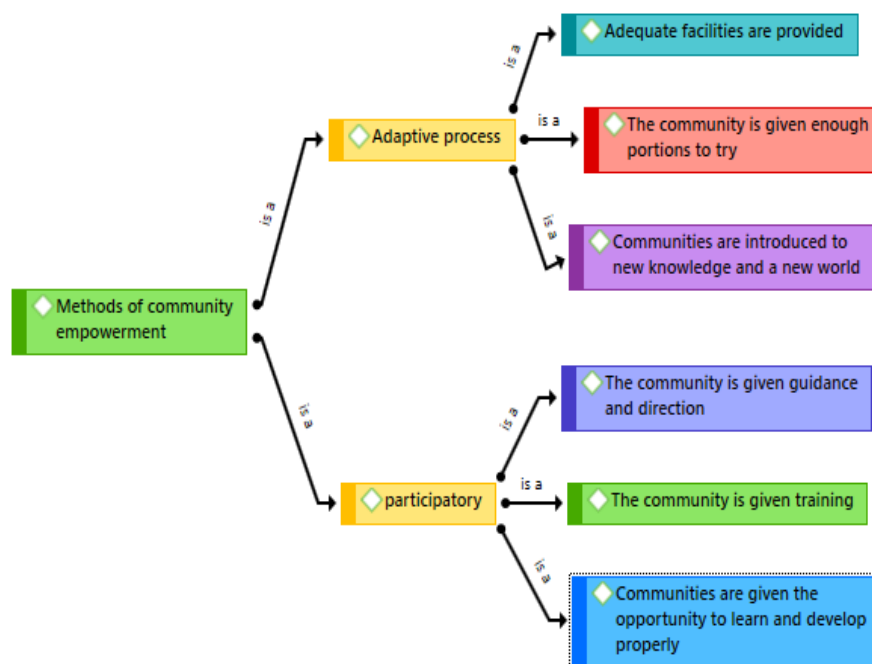
In the Madurese community empowerment strategy, it was found that the Madurese community needed to utilize human capital as part of their enthusiasm to progress in managing their natural resources. Management requires adequate soft skills in processing the potential of the village to become common prosperity. On the other hand, they also need social capital, to open their way of thinking by utilizing all the networks they have by promoting natural potential to be known to the world. Regulations need to be implemented properly as a form of guarantee that people who will invest in Madura will be safe and comfortable, so regulations must be implemented properly, there is a clear evaluation and according to the needs of local and global communities.



(Bibliometric analysis of community empowerment strategy)

### Madurese Community Empowerment Method

In the Madurese community empowerment method is found. First, the adaptation process is important in facilitating the community in providing opportunities to try new things. So that people get new knowledge and experience in improving people's welfare optimally. Second, participation is that the community gets guidance and direction in doing something so that it is more focused by providing training to improve their competence. So that the opportunities obtained by the community will be more in the face of industrial needs and the demands of the times.



(Bibliometric analysis of method of community empowerment)

## DISCUSION

### Madurese Community Empowerment Strategy

The results of this study are also in line with the results of the study by Mardikanto and Soebiato (2012) who argue that empowerment is a process of activity to strengthen and optimize the empowerment of weak groups in society, including individuals who experience poverty problems. As a process, empowerment refers to the ability to participate, obtain opportunities and access resources and services needed to improve quality of life. A planned process to improve skills, knowledge and experience. Gunawan (2009) community empowerment, as a social action in managing individuals to make plans and collective action, to find solutions to a problem faced.

Chambers (Alfitri, 2011) community empowerment is a concept of economic development that encapsulates social values. This concept reflects a new paradigm of development, which is people centered, participatory, empowering and sustainable. This concept is broader than just meeting basic needs or providing a mechanism to prevent further impoverishment (safety net), whose thinking has recently been developed more as an effort to find alternatives to the concept of growth in the past.

According to Mardikanto and Poerwoko (2012) empowerment includes improving better education. Improved access, where everyone is expected to have the same opportunity to progress. Institutional improvement, where regulations are implemented in a fair and proper manner. Improving the community environment with the provision of adequate knowledge and expertise.

Handini, Sri., et al. (2021) community empowerment is the process of giving and optimizing power, ability, power and courage to be better.

Community empowerment is very important to create a civilized society in education, economy and culture. The trick is that Human Resources (HR) must have adequate knowledge, experience and soft skills in managing existing Natural Resources (NR). The empowerment process requires strategies and methods to more easily create the empowerment of the Madurese community which is very thick with its cultural values.

In the Madurese community empowerment strategy, it was found that the Madurese community needed to utilize human capital as part of their enthusiasm to progress in managing their natural resources. Management requires adequate soft skills in processing the potential of the village to become common prosperity. On the other hand, they also need social capital, to open their way of thinking by



utilizing all the networks they have by promoting natural potential to be known to the world. Regulations need to be implemented properly as a form of guarantee that people who will invest in Madura will be safe and comfortable, so regulations must be implemented properly, there is a clear evaluation and according to the needs of local and global communities.

### **Madurese Community Empowerment Method**

The results of this study were also reinforced by Koeswantono (2015) training on increasing the ability of women in Pabuaran Village to make embroidery that can be used as a source of daily livelihood. Mardikanto (2003) empowerment by strengthening institutions in forming effective productivity in society. Law No. 25 of 2007 concerning Investment and Law no. 40 of 2007 concerning Companies and in an international environment, since 2007 ISO 26000 has been established regarding companies having social responsibility for improving shared welfare. Hayami and Kikuchi (1981) institutions are general devices that will and must be obeyed by society to create order and security in achieving common prosperity.

Kurniawati, Dwi Pratiwi., et al. (2021) good cooperation between the government and the community in carrying out the preparatory stage before moving on to the implementation stage. The government as the holder of the system must be committed and consistent with the community in carrying out its role as coordinator and facilitator. Laksono & Rohmah (2019) the role of social, economic and educational institutions can be increased through empowerment. Empowerment of education through improving the quality of educational institutions. Social empowerment through training and counseling. And economic empowerment through incentives and providing venture capital in increasing people's income. Wibhisana (2021) community empowerment through a tourism village program that uses tourism-based tourism has had a positive impact on advancing economic mindsets, adding new livelihoods, increasing income and financial management, and changing work methods and behavior. Katiah., et al (2019) research results show that the advantages of Kali Tengah Village as a fashion village can be developed within the framework of learning innovations for the needs of batik-based students. The development of a fashion village for learning purposes requires assistance from the government in order to prepare supra and infrastructure.

The process of empowering the Madurese community requires the right method. First, with the adaptation process in facilitating the community in providing opportunities to try new things. So that people get new knowledge and experience in improving people's welfare optimally. Second, participation is that the community gets guidance and direction in doing something so that it is more focused by providing training to improve their competence. So that the opportunities obtained by the community will be more in the face of industrial needs and the demands of the times. From the strategies and methods used in empowering the Madurese community, it will certainly have an effect on raising awareness in the community, those in power and the programs that are carried out must be as expected. All of that must be carried out the proper evaluation process and professional. Sahararuddin (2009) Local wisdom is the core of efforts to eradicate poverty through community development by implementing programs that suit the needs of the community through the local community sub-district as the target object.

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