

**COMMUNITY DEVELOPMENT THROUGH SOCIAL ASSISTANCE IN
THE DISTRICT. MEDAN DENAI, MEDAN CITY**

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ABSTRACT

Community development, which seeks to increase participation and a sense of participation and belonging together in the program to be implemented, must also contain elements of community empowerment. Empowerment refers to the ability of people, especially vulnerable or weak groups, to have access to productive sources that enable them to increase their income and obtain the goods and services they need and then participate in the development process and decisions that affect their environment. or themselves. In reality, this process often does not appear automatically, but rather grows and develops based on the interaction of local communities with external parties or social workers who work based on charitable encouragement or a professional perspective. These social workers act as social assistants. Who is present as an agent of change who is involved in helping solve the problems they face. Social assistance can be interpreted as a dynamic interaction between poor groups and social workers to jointly face various or various challenges. Community development is also interpreted as a strategy of choice in the context of alternative development, while the concept of alternative development in development discourse is then a reaction to the weaknesses of the development model, also overcoming the problem of poverty, preserving the environment and solving strange social problems that oppress society.

Keywords: *Community development, social assistance*

A. PRELIMINARY

Community development is the beginning of a process of community empowerment through mentoring which contains two tendencies, first in the process of giving or transferring power and ability to the community so that individuals are more empowered. By making efforts to build material assets to support development through an organization or social assistance. Second, carry out conscientization, which is the process of understanding and growing awareness of the situation that is occurring, both in political, economic, and social relations. If someone is already in the conscientization stage and is able to analyze

their problems, identify the causes that occur, and set and obtain priorities and new knowledge independently.

Community development is based on the ideal that people can take responsibility, formulate needs, prosper, manage resources, and realize their life goals. Community development is essentially a process of actualizing the commitment of social activists to solve problems of inequality or imbalance between groups and individuals. Including overcoming the problem of scarcity of resources, opportunities and keeping people away from social suffering. Each program is designed to encourage the development of resources, skills and opportunities for a better life for ordinary people. Every effort to overcome social inequality is carried out by social activists using organizational activities that are in the nature of making contact, providing services and assistance to members of the community, outreach methods are carried out to increase citizen participation in various community activities oriented toward improving their lives. Community development is also a social action that involves community members as independent organizers in planning, implementing, determining needs, and solving individual and community problems.

Community development is also a commitment to empowering the lower levels of society so that they have various choices regarding the future. The lower layers of society consist of people who are weak, helpless and poor because they do not have resources or the ability to control the means of production. In general, it consists of workers, sharecroppers, small farmers, fishermen, forest communities, the unemployed, people who are disabled or physically deficient, who are marginalized because of age, gender, race and ethnicity. All community development activities are directed at forming a community structure that reflects the growing spirit of participation through social assistance. This can also strengthen social interaction in society, create a spirit of togetherness, solidarity among members of society, and help in communicating with other parties using dialogue naturally or without intervention, based on full understanding and followed up with real social action.

B. RESEARCH METHODS

This research method uses analytical methods and descriptive methods which are obtained from scientific sources of information and various other sources obtained. This data collection was also carried out by studying documents and then analyzing them and presenting them systematically and critically, constructively and argumentatively. Therefore, finally, the data from this research will be presented descriptively and perspectively. This research is not to get answers to the questions that have been asked but also because of values and rules.

C. DISCUSSION RESULT

The development of these people is based on a desire that society can and must take responsibility for formulating needs, seeking prosperity, handling resources and realizing their own life goals. These people are directed to build support communities, which is a community structure whose life is based on the

development and distribution of resources fairly as well as social interaction, participation and efforts to encourage each other.

This work is essentially a process of actualizing the commitment of social activists to solving problems of inequality or imbalance between groups in society, including overcoming problems of scarcity of resources and opportunities and distancing people from social suffering. Every community development program is designed to encourage the development of resources, skills and opportunities for a much better life for the little people. Efforts to overcome gaps and social alienation are carried out by social activists using organizational activities that are in the nature of making contact, providing services and assistance to community members (outreach methods). Then it is carried out with the clear intention of increasing the participation of residents in various community activities oriented towards improving living conditions in the future.

One of these goals is to build a community structure in which there are facilities for the growth of democratic participation when decisions are made. This effort requires the establishment of a process that allows a society to have access to resources, and to be able to control resources and power structures in society.

This community development can be a process in the context of restructuring society by offering a participatory pattern in managing and organizing socio-economic life through social assistance and other things so that it will be more possible for them to meet their own needs compared to before. (Ife, Jim, 1997: 2). Community development activities usually take place within a group, social unit, or community organization such as a Non-Governmental Organization (NGO). In this context, community development as a process and social action generally involves community members as independent organizers in planning, implementing, determining needs and solving existing individual and community problems.

Community development will develop a condition of society sustainably and actively based on the principles of social justice and mutual respect. Community workers strive to facilitate citizens in the process of creating social justice and mutual respect through broad development programs that connect all components of society. Community development translates the values of openness, equality, accountability, opportunity, choice, participation, mutual benefit, reciprocity and continuous learning. The essence of community development is education, making community members capable of doing something by providing the necessary strength or means and empowering them (FCDL, 2003: 1).

Community Development is also committed to empowering the lower levels of society so that they have real choices regarding their future. The lower levels of society generally consist of people who are weak, powerless and poor because they do not have resources or cannot control the means of production. They generally consist of: workers, sharecroppers, small land farmers, fishermen, forest communities, the unemployed, disabled people and people who are marginalized because of age, gender, race and ethnicity.

Community development activities are focused on efforts to help weak people who have an interest in working together in groups, identifying needs and

carrying out joint activities to meet their needs. Community development is often implemented in several forms of activities. First, development programs that enable community members to gain support and strength in meeting their needs. Second, campaigns and social actions enable the needs of underprivileged residents to be met by other responsible parties (Payne, 1995: 165). Thus, community development can be defined as a method that enables individuals to improve the quality of their lives and to increase their influence on the processes that influence their lives. According to Twelvetrees, community development is "the process of assisting ordinary people to improve their communities by undertaking collective actions." In particular, community development is related to efforts to fulfill the needs of disadvantaged and oppressed people, whether caused by poverty or discrimination based on social class, ethnicity, gender, sex, age and disability.

All community development activities are directed at forming a community structure that reflects the growing spirit of self-help and participation. Community development includes efforts to strengthen social interaction in society, create a spirit of togetherness, and solidity among community members and help them to communicate with other parties using dialogue naturally or without intervention, based on full understanding and followed up with real social action.

Community development activists reject the idea of development centered on economic growth. Instead, he gave rise to the idea of development centered on the growth of human relations. So far, growth-centered development patterns are considered to have created uncontrolled growth. Community development in this context is different from community work. In community development, there is the idea of transformation or social change. The concept of community development is related to strong opposition to the concept of community work which is now often implemented by the authorities. Governments and educational institutions generally use community work to refer to voluntary work carried out by unemployed young people and school children. Court officials identified community work as community service for law violators as an alternative activity for a period in prison (Susan Kenny, 1994: 9).

If we try to refer to the opinion of Gordon G. Darkenwald and Sharan B. Meriam, basically community development has at its core social activities that are oriented towards solving social problems. In community development, the boundaries between learning and work are very thin, because both occur in an integrated manner (Darkenwald, Gordon, G, and Merriam, Sharan, B, 1982: 13).

This idea can be examined for its existence using an ecological perspective and a social justice perspective. The emergence of the ecological perspective originates from the criticism of the "Green" environmental group towards the current social, economic and political order which is considered to be less concerned with the environmental crisis. The Green group's criticism was the largest and most fundamental form of opposition to established norms in social and political discourse in the 1990s and played an important role in influencing the future of the ecological order on Earth.

The world community began to face an environmental crisis at the end of the 20th century. Public attention to the importance of dealing with a crisis has

varied from time to time. In the 1970s, public attention was more focused on the problem of the natural resource crisis; Meanwhile, in the 1980s, they were more concerned with the problem of changes in the ecological balance, especially the problem of global warming and damage to the ozone layer.

According to Tr. Baten, village community development is a process where village community members first discuss and determine their desires, then plan and implement together to fulfill their desires.

The living conditions of society are currently getting better, especially due to advances in science and modern technology. Thus, the problems faced by humans are increasingly complex, and the implications of advances in science and technology have an impact on various aspects of life such as religion, social, cultural, economic, political, and so on.

These experiences show that the implementation of the development concept has changed a lot, not only changed but changed the conditions of our lives as a society. Then for some communities, development has made their lives better and some can be said to be excessive.

According to Korten (1987), the choice of a development approach that is oriented toward economic growth has not only resulted in various forms of social inequality but has also given rise to various other problems such as the accumulation of hedonistic values, not caring about the social, erosion of family and kinship ties, more than that approach This development has led to community dependence on a centralized bureaucracy which has enormous resource absorption power, but has no sensitivity to local needs, and has systematically killed local community initiatives to solve the problems they have faced. In the reform era, there was a shift in the development paradigm where the government's role was not as a "provider" but as an "enabler" (facilitator). The enabler role means that every development effort must be based on the strengths or abilities of the community itself, which means not expecting too much assistance from the government.

According to the Director General of Village Development in Zamhariri (2008), in essence community development is a continuous dynamic process from the community for the community in realizing the desires and hopes of a more prosperous life with a strategy of avoiding the possibility of being cornered by the community as users of access to regional/regional or national development. This definition contains community empowerment which is explained as social action where a community organizes itself to make plans and take collective action to solve all social problems or meet social needs according to its capabilities and resources.

In reality, this is sometimes not appropriate, often this process does not emerge automatically, but rather grows and develops based on the interaction of local communities with external parties or social workers who work based on charitable encouragement or a professional perspective. These social workers act as social assistants. Social assistants are present as agents of change who are involved in helping solve the problems they face. This social assistance can be interpreted as a dynamic interaction between poor groups and social workers to jointly face various challenges such as:

1. Designing programs to improve socio-economic life.
2. Mobilize local resources.
3. Solve social problems.
4. Create or open access to fulfill needs.
5. Establish collaboration with various parties relevant to the concept of community empowerment.

Social assistance determines the success of poverty alleviation programs. Referring to Ife (1995), the role of a companion generally includes four main roles, namely facilitator, educator, community representative, and technical role for the poor people they accompany.

1. A facilitator is the driving force and plays a role in encouraging/providing work motivation to the group to participate in development. Empowerment is carried out through a process of initial analysis of the community's situation through in-depth observation.
2. Educators are people who educate their students to behave according to the norms that apply in society. As a guide, someone who directs students to stay on the right track according to educational goals.
3. Representatives are based on the person's function/position or expertise in society and the representatives are called functional representatives.
4. A technical role that helps the community they accompany to fulfill all their obligations in carrying out the social activities they participate in.

D. CONCLUSIONS

Community development will seek to develop a condition of society sustainably and actively based on the principles of social justice and mutual respect. Community workers strive to facilitate citizens in the process of creating social justice and mutual respect through broad development programs that connect all components of society. Community development translates the values of openness, equality, accountability, opportunity, choice, participation, mutual benefit, reciprocity and continuous learning. The essence of community development is education, making community members capable of doing something by providing the necessary strength or means and empowering them (FCDL, 2003: 1).

Community Development is committed to empowering the lower levels of society so that they have real choices regarding their future. The lower levels of society generally consist of people who are weak, powerless and poor because they do not have resources or the ability to control the means of production. They generally consist of: workers, sharecroppers, small land farmers, fishermen, forest communities, the unemployed, disabled people and people who have been marginalized because of age, gender, race and ethnicity.

This development could be a process in the context of restructuring society by offering a participatory pattern in managing and organizing socio-economic life through social assistance and other things so that it will be more possible for them to meet their own needs compared to before. Social assistance really determines the success of poverty alleviation programs. Referring to Ife (1995), the role of a companion generally includes four main roles, namely facilitator,

educator, community representative, and technical role for the poor people they accompany.

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