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Community Economic Empowerment Through the Existence of Thematic Village

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Abstrak

Permasalahan ekonomi merupakan satu aspek yang masih harus diselesaikan hingga saat ini. Hal ini mendasari munculnya program pemerintah yang dikenal dengan sebutan kampung tematik sebagai upaya meningkatkan perekonomian masyarakat. Program ini diharapkan menjadi pendorong bagi sektor terkait untuk melakukan evaluasi kembali tentang peran strategisnya. Sebagai antisipasi maka program ini juga berorientasi pada manusia berdasarkan kemampuan dan potensi sumberdaya, serta daya dukung lokal, untuk mewujudkan kesejahteraan masyarakat. Berkaitan dengan hal tersebut, artikel ini membahas secara teoritis tentang Kampung tematik sebagai satu program yang bertujuan untuk mewujudkan pemberdayaan ekonomi bagi masyarakat. Untuk membahas hal tersebut, artikel ini menggunakan metode penelitian kualitatif dengan jenis studi pustaka. Studi pustaka dilakukan untuk mengumpulkan data dan informasi yang sesuai, kemudian dilakukan analisis secara naratif. Hasil analisis dari beberapa teori, maka dapat disimpulkan bahwasanya kampung tematik merupakan satu program yang dapat dimanfaatkan untuk pemberdayaan ekonomi masyarakat. Terdapat empat unsur yang harus dipenuhi dalam pemberdayaan tersebut antara lain meliputi penyediaan modal, sarana dan prasarana, kelembagaan dan pelatihan. Untuk memenuhi unsur tersebut sangat diperlukan adanya Kerjasama antara masyarakat setempat, pemerintah desa dan pemerintah kota. Dengan demikian program tersebut diharapkan mampu mengatasi permasalahan perekonomian di masyarakat.
Kata Kunci: Pemberdayaan, Ekonomi, Masyarakat, dan Kampung Tematik.

Abstract

The economic problem is one aspect that still needs to be resolved today. This underlies the emergence of government programs known as thematic villages to improve the community's economy. This program is expected to be an impetus for the relevant sector to re-evaluate its strategic role. As an anticipation, this program is also human-oriented based on the ability and potential of resources and local carrying capacity to realize the community's welfare. In this regard, this article discusses theoretically thematic villages as a program aiming to realize the community's economic empowerment. This article uses qualitative research methods with the type of literature study to discuss this. A literature study was conducted to collect appropriate data and information; then, a narrative analysis was carried out. From the analysis of several theories, it can be concluded that the thematic village is a program that can be used for community economic empowerment. The empowerment must meet four elements,

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including providing capital, facilities, infrastructure, institutions, and training. To fulfill these elements, it is essential to have cooperation between the local community, village government, and city government. Thus the program is expected to be able to overcome economic problems in the community.
Keywords: Empowerment, Economy, Society, and Thematic Villages.

PRELIMINARY

Poverty alleviation is the duty and obligation of the government, both central and local governments. Local governments are given the freedom to regulate and manage their regions. Regional development aims to improve the welfare of the community. The percentage of poor people in Indonesia in urban areas in September 2019 was 6.56 percent, increasing to 7.38 percent in March 2020. Meanwhile, the percentage of poor people in rural areas in September 2019 was 12.60 percent, rising to 12. Eighty-two percent in March 2020. Compared to September 2019, the number of poor people in March 2020 in urban areas increased by 1.3 million.

Meanwhile, rural areas rose by 333.9 thousand people, from 14 93 million in September 2019 to 15.26 million in March 2020. (Data from the Central Statistics Agency, 2021). Based on these data, poverty is still an economic problem in Indonesia for the last three years. Theoretically, poverty reduction is a policy and program of the central government and local government which is carried out systematically, planned, and in synergy with the business world and the community to reduce the number of poor people to improve the degree of people's welfare (Fitriati, 2015). Poverty can be through social assistance, community empowerment, empowerment of micro and small economic enterprises, as well as other programs to increase economic activity. Moreover, the community's active role is very much needed in regional development and improving the community's welfare (Citra & Rosy, 2020).

One form of the program by the government to solve economic problems in the community is the thematic village program. Community development in thematic village programs is based on assumptions, values, and principles so that in its implementation, it can empower the community based on the community's initiatives, abilities, and participation in realizing and succeeding in the thematic village programs in their area (Abbas et al., 2021). Because community participation is essential in community development and the success of the thematic village program as a poverty alleviation program. Community participation itself will be realized if the community voluntarily participates. By giving the community the freedom to participate, the community's ability to participate,

The government initiates the program to improve rural welfare and equality by empowering MSMEs. MSME is a business entity that animates the Pancasila economic

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democracy philosophy. Many MSMEs are founded by the community, managed by the community, and the community enjoys the results. The existence of MSMEs has an essential role in the economy, including absorbing labor so that it can reduce unemployment, increase national income and spur regional economic growth (Murayama et al., 2009; Mutiani, Supriatna, et al., 2022). MSMEs are the leading players in the industry based on regional potential. MSMEs are the business sector that contributes the most to the economy in Indonesia. However, the massive potential of MSMEs has not been able to compensate for the low competitiveness of local products at the national and international levels. The reality on the ground shows that MSMEs experience various problems making them challenging to develop. These problems start from the lack of innovation in products and processes, low product standardization, limited marketing reach, limited capital, and lack of outbound partnership networks.

The success of thematic villages as a program that can strengthen the community's economy can be found in the city of Semarang. Based on the results of Listyorini's research (2021), it was concluded that with the existence of thematic villages in Semarang City, there was an increase in soft community skills in the economic field, namely increasing community support for the ability of citizens to distribute products. Improving hard skills is achieved from the success of local MSMEs as providers of the creative economy for tourists. Therefore, the existence of thematic villages is a way to increase support, participation, and community empowerment, as well as the economic impact for creative economy actors and the community. Besides that, based on the results of research by (Ha et al., 2022), it is concluded that community empowerment through thematic villages has provided community understanding to map regional potentials and problems. The stages of community empowerment through thematic villages following community empowerment are based on thematic village regulations and literature on community empowerment. The empowerment stage starts from the awareness stage, continues with the capacity stage, and ends with the empowerment stage.

In this regard, it can be seen that there is a positive contribution resulting from the existence of thematic villages to the community's economy. Therefore, this article theoretically discusses community empowerment through the existence of thematic villages. This article is expected to be a reference material for theoretical studies on community economic empowerment through thematic village programs (Rindawati et al., 2021).

METHOD

This study uses a qualitative approach. The research was conducted by collecting and studying various literature and literature studies. A literature study is a method used to collect

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data or sources related to specific topics obtained from various sources such as journals, books, and other libraries (Jumadi et al., 2022). The data collection technique uses secondary data from 20 sources such as books, scientific journals, and reports from research bodies that are accurate and relevant to the concept of empowerment, community economy, and thematic villages. The data or information obtained is then compiled based on the results of appropriate and accountable literature studies. The data analysis in the article consists of two stages, namely, the process of data reduction and data presentation. Data reduction is made to make it easier for the author to choose valid data from the literature, while the presentation of the data is in the form of a narrative. The results of the discussion and conclusions in this article are the results of the analysis of various relevant scientific sources to discuss community economic empowerment through thematic village programs (Mardiana et al., 2020).

RESULTS AND DISCUSSION

The Thematic Village Program is a joint effort of the government, the community, and all stakeholders to increase added value and the independence of micro, small and medium enterprises (MSMEs) based on the region's unique potential. This is not only in the context of economic interests but can also encourage equality between rural and urban areas. Thus the program is expected to be able to minimize the gap between villages and cities. So that various social problems that often occur, such as urbanization, unemployment, poverty, and slow economic growth, can be decomposed (Jawahir et al., 2020; Listyorini et al., 2021).

Each thematic village in an area has its uniqueness that is different from other clusters. However, it is not uncommon to find that implementing thematic village programs is still not optimal following the developed principles. Therefore, there needs to be support and involvement of all stakeholders to support its success. In addition, to research conducted by (Hikmat, 2001, p. 1) that there are several obstacles to developing thematic villages, among others, weak coordination between stakeholders, lack of public awareness of the economic potential in their area, and lack of financial support from the central government and local governments (Aprilla et al., 2022; Jumriani, Syaharuddin, et al., 2021; Putro et al., 2021).

The development of thematic villages is carried out at least based on three main interrelated principles (Nuryatin et al., 2022; Putro et al., 2020) as in the following scheme:

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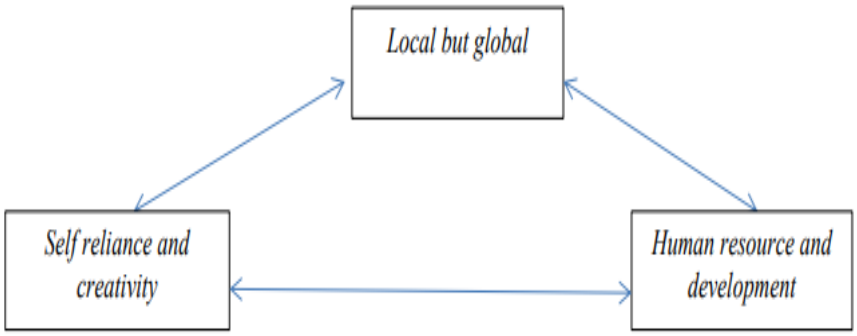
Schemes 1: Thematic Village Principles



Source: Quoted from (Friedmann, 1992).

a. The local but global principle is a principle that means optimizing local potential but producing products with quality and being accepted globally.
b. The principle of self-reliance and creativity is a principle that means that the development of village potential must be based on the local community's independence, initiative, and creativity.
c. The human resources and development principle is that the program must be able to develop existing human resources to be more creative and independent.

In the technical instructions for the implementation and development of thematic villages by the Ministry of Industry, product requirements must be met, including product categories, requirements, and the number of product samples. Furthermore, the general requirements that must be possessed by-products must be unique or have the potential to be exported, and the production process takes place continuously (Putro et al., 2022). In addition, artisans or actors must have business legality in the form of industrial registration marks or industrial business permits (Jannah et al., 2022; Perindustrian, 2010).

A thematic village program always has a benchmark to determine how far a program's success is. This benchmark or indicator can be a correction for the future. There are leading indicators to determine the success of the empowerment carried out, namely:

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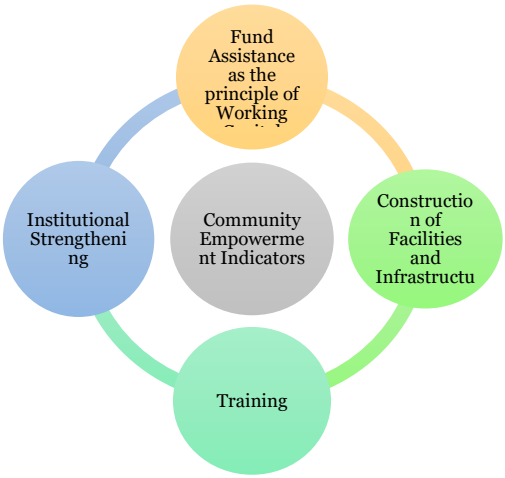
Schemes 2: Community Empowerment Indicators



Source: Quoted from (Friedmann, 1992).

The thematic village program is basically in harmony with the people's economy. In principle, it is an economy that comes from the people, by the people, and for the people (Hikmat, 2001, p. 1; Mutiani, Disman, et al., 2022). In a populist economic system, the government's role is manifested in the form of:

a. Provide and open the broadest possible job opportunities for every citizen to get a decent living
b. Building cooperatives as a forum for the spirit of building the people's economy
c. Developing state-owned enterprises (BUMN) for the welfare of the people
d. Caring for the poor and abandoned children.

Research on thematic village programs as a medium to increase MSME creativity and community welfare conducted by (Mutiani, Abbas, et al., 2022) explains that centers and products are determined according to regional criteria, including areas with potential. Through this program, it is hoped that MSMEs will be able to compete with other business sectors, especially multinational companies. Several aspects must be considered in the development of thematic villages as a medium for community economic empowerment, including:

1. Destination. Goals are things to be achieved in the implementation of a program. In general, thematic villages have the following objectives:
   a. Optimizing the potential of the village
   b. Reducing economic and development gaps between rural and urban areas
   c. Trouble shooting population productive age population in the village
   d. Improving the economic welfare of rural communities
   e. Provide added value to community activities that have been carried out for generations

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The development of thematic villages is more emphasized on increasing the competitiveness and bargaining position of local products so that they can be equal and even superior to foreign products (Jumriani, Mutiani, et al., 2021; Jumriani, Syaharuddin, et al., 2021; Rizayani et al., 2022).

2. Initiator. A policy implemented in the field can be t*he top, bottom*, or b*ottom, depending on which side* initiates the policy. The policy is a top button if the policy is initiated by the government, while the community is the leading actor. Unlike the top button, policies that are buttoned up tend to be initiated by the community according to the conditions and potentials that exist in the community—the role of the government as a supporter, companion, and director of the policy. As the opinion of Jumriani, J., Syaharuddin, S. (2021) stated that an excellent development strategy applied in developing countries is clustering. By grouping in the same business sub-sector, cooperation at the same time competition between MSMEs will increase collective efficiency in the process production, flexible specialization, and high growth.
3. Parties involved. Apart from initiators, the development of thematic villages cannot be carried out independently by only SMEs. There needs to be support from other parties who are involved in it. The government to the village level government provides considerable support through various impartial policies. The local government often provides capital assistance, equipment assistance, and marketing networks through various events.
4. Sources of funding. Regarding the source of funding, the development of thematic villages still includes funds from other parties, one of which is the government. Therefore, the distribution and nominal aid funds should be adjusted to the commitment and dedication. Hopefully, this reward system can motivate MSMEs to develop themselves.
5. Planning stage. This stage involves business actors, the government, and the surrounding community. At this stage, it has produced an action plan that needs to be implemented realistically.
6. Implementation stage. At this stage, several activities have been carried out: To do field research, product determination, technical assistance, formation of joint business groups, market expansion through network online, exhibitions, and other national events.
7. Marketing channel. The success of a business does not just stop at the technical aspects of production alone. But enough to play a role in how to market the product until it reaches the hands and provides satisfaction for consumers. Because customer satisfaction

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is the key for the company to remain a going concern during business competition, various models and marketing systems today are developing very quickly with the support of information systems and technology development. Marketing is done offline in the market but more on an online marketing system with a reach nationally and internationally.

8. Evaluation. Local administrators and the government carry out this stage regularly and continuously. The monitoring results become feedback in making and determining the following policy.

The existence of MSMEs in thematic village areas is also expected to strengthen the national industrial structure, absorb a significant workforce and reduce poverty. Following the basic principles of the thematic village program, the first is local but global (Matsui, 2012). This means that the village must be able to produce products by utilizing both natural and local human resources but have quality and global competitiveness (Putri et al., 2021; Sugiharto & Rizal, 2008).

CONCLUSION

Poverty is a crucial issue that has not yet been resolved. Community development and empowerment activities are encouraged and improved to overcome poverty through various activities, for example, by increasing creativity and innovation based on the potential and needs of the community. Various programs show the government's seriousness in overcoming these problems for community empowerment in the economic field. One of them is the thematic village program. This program is a form of government innovation to overcome poverty and the problem of meeting needs. The thematic village program aims to overcome poverty, especially the problem of meeting basic needs, encouraging the local economy by exploring the community's economic potential.

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