

Micro Business Affinity Group Empowerment For Self-Sufficient Food Village in Lampung Province

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ABSTRACT

The research aimed: (1) to study the community empowerment concept through self-sufficient food village affinity group in Lampung Province, (2) to analyze the result of empowerment in self-sufficient food village affinity group in Lampung Province, and (3) to analyze the effectiveness of result of empowerment in self-sufficient food village affinity group in Lampung Province. This study was a survey research, constituting a descriptive explanatory research. The sampling technique employed was a multiple-stage simple cluster sampling, obtaining 103 affinity group. The primary data was obtained from the respondents, by completing the questionnaire and in-depth interview, and secondary data from documents in related institutions in Lampung Province. A descriptive analysis was conducted to address the research objective. The result of research showed that (1) the program empowerment included input, process, output and impact aspects, with poor household as the primary target; (2) the program activities were conducted through four stages: preparation, growing, development, and independency; and (3) the effectiveness of self-sufficient food village affinity group in Lampung Province belonged to high category.

Keywords: empowerment, effectiveness, group, micro business

A. INTRODUCTION

Self-Sufficient Food Village Action Program (FSSVAP) is a national program attempting to deal with poverty and food vulnerability. This program was conducted through Affinity Group (AG) empowerment by means of training, facilitation, and rotating fund issuance. AG in FSSVAP is a group of people assembling

on the basis of shared interest and interaction, bound with unity feeling by friendship, enabling them to run village productive economic business activity including on farm, off farm, and non-farm.

Since 2006, Lampung Province had been running this program, starting from 4 regencies and in 2012 reaching 8 regencies containing 79 villages. This empowerment process is expected to strengthen the AGs' bargaining power thereby they will be more independent (World Bank, 2001 and Adi, 2007). Group capacity reinforcement means to reinforce the group institutionalism, in this case FSSVAP's AG. Regarding this, the members of AG's role in FSSVAP is desirable to the program's success, because it is the members of AG that grow the business. The AG's developing business is an indicator of a successful FSSV (Agricultural Department's Food Tenacity Board, 2005).

Group plays an important part in affecting individual/member behavior (Robbins, 2007). Standard group develops the individual worker's output very effectively. For that reason, when FSSV's AG is effective (can run its function as learning, production/business, and cooperation units), its members are expectedly able to access the food for their household. Considering the phenomenon above, it is important to conduct a study on: "Micro Business Affinity Group Empowerment for Self-Sufficient Food Village in Lampung Province". Jamal's qualitative evaluative study (2010) in Jambi concluded that generally FSSV's AG is active only in the building process around the social grant distribution. About 30% groups developed successfully the social grant given. This result was confirmed by an national evaluative report on FSSV (Agricultural Department's Food Tenacity Board, 2012) stating that, after the empowerment, the village independency reached only moderate classification of 57%. It was because of less maximum empowerment, leading to less improvement in AG's rural economic business, thereby impacting the group's effectiveness of achieving objective.

B. PROBLEM STATEMENTS

1. How is the community empowerment concept through FSSV's AG in Lampung Province?
2. How far is the result of community empowerment in FSSV's AG in Lampung Province?
3. How effective is the FSSV's AG micro business in Lampung Province?

C. OBJECTIVES

1. To study the community empowerment concept through FSSV AG in Lampung Province.
2. To analyze the result of empowerment in FSSV AG in Lampung Province
3. To analyze the effectiveness of FSSV AG in Lampung Province.

D. BENEFIT

This study was expected to contribute to evolving community empowerment discipline, particularly to reinforcing the group effectiveness in community economic empowerment through group.

F. LITERATURE REVIEW

Community empowerment is a process of improving the (poor, marginal, marginalized) community's competency to express opinion and needs, preferences, to participate, to influence and to manage its institutionalism responsibly for its improved life (Adi, 2007; and Mardikanto, 2013).

Effectiveness is the extent of work success based on specific criteria. It is an assessment made relating to individual/group/organization's achievement/success (Gibson, et.al., 2009). A group appearance's successful level can be seen from its effectiveness. The effectiveness measure, according to Hackman (1990) can be seen from the members' performance/output, spirit, and satisfaction; Johnson and Johnson (2000) saw it from output, trust and interdependency; while Wood et.al., (2001), Robbins (2007), and Schermerhorn et.al., (2005) judged it from the members' output and satisfaction. Referring to those measures, in this study the effectiveness measure was viewed from the aspects of successfully achieving objective, cooperating in group, and member satisfaction. These were then divided into 4 variables: (1) AG's success as learning unit, (2) business unit, (3) cooperation unit, and (4) group member satisfaction.

F. METHOD

This survey study was conducted in Lampung Province. Considering its objective, this study was a descriptive explanatory research, quantitative in nature. Because it included the province with geographically widely-distributed population locations, the sampling technique used was a multiple-stage simple cluster sampling conducted gradually by its areas: regency, subdistrict, and village (Singarimbun, 1995). Out of selected subdistricts, one village was taken randomly, and the sample consisted of 103 AGs. Out of 20 members in each AG, members were taken randomly from each group as the respondents, representing the members (administrator or non-administrator). A total of 309 AG members were obtained.

The primary data was obtained directly from the respondents filling in the questionnaire and interviewed in-depth. The secondary data was obtained from the document existing in the related offices of Lampung Province. The data obtained was first tested for its validity and reliability, and then analyzed. A descriptive analysis was employed to address the research objective, describing the object studied. The data collection was conducted from June 2013 to September 2013.

G. RESULT AND DISCUSSION

Empowerment Concept of FSSVAP in Lampung Province

The empowerment the FSSVAP conducted encompassed input, process, output, and impact, with poor household as the primary target of program beneficiary assembled in AG). To support AG activity, the government provides social grant and routine building by the facilitator. The empowerment was conducted through training, facilitation, and improved access to participation, democratization, capacity building, economic development and individual development.

Its goal is to develop the apparatus, society, and service institutionalism in rural areas. This institutional growing involved: AG, Village Food Team (VFT), and Village Financial Institution (VFI) supported by rural improved infrastructure, thereby developing the food tenacity system leading to improved food availability and access for household, evolving productive business and consumption pattern of various safe food with balanced nutrition (3 B). VFT is composed of community leaders and AG's representatives, taking over the AG building after the end of facilitator's tenure, expected to achieve the sustainable food and nutrition tenacity of rural community.

Community Empowerment Activity Conducted

The activities of FSSV AP were carried out in four stages: preparation, growing, development, and independency.

Preparation

It involves some activities: target location selection, facilitator assignment, the organizations of village database (poor family group establishment), society characteristic, village profile, training, AG empowerment, FSSV development plan, and Participation and Preparation of VFI development.

AG empowerment was conducted through training and facilitation. The procedure of preparation stage included: (a) program socialization to the public, (b) exploration of information on community need, (c) AG establishment based on trust, compliance and support to achieve mutual benefit, (d) group organizing by assigning head, secretary, and treasurer, and (e) group management building.

Growing

Productive business was started to grow by AG, VFI was grown as a capital service institution, and posyandu (integrated service post) was functioned. The activities were divided into 3: community empowerment, food tenacity system development, and infrastructure development. The community empowerment in this stage encompassed: (1) training on financial management, entrepreneurship, and organization/ institution at regency/village level in 5 repetitions; (2) facilitation intended to reinforce the group institutionalism and empowerment, to reinforce the group member capacity and to grow/develop group productive business including on farm, off farm, and non farm; (3) accessibility improvement; (4) institutional reinforcement.

In this stage, the empowerment was conducted through training and facilitation to strengthen the AG: (1) organization: establishing vision, mission, bylaw, norm, and group administrator,(2) administration: developing group bookkeeping, (3) capitalization: internal and external, (4) Group Business growing, and (5) Business Service Development.

The development of food tenacity system consisted of availability, distribution, and food consumption subsystems. Here, AG, through productive businesses, could improve income and access to food, such as on farm, off farm, and non farm. The result of study showed most (49.51%) business activities conducted on

farm (food plant and animal breeding); 44.6% off farm (crop distribution, marketing, and processing), and 5.82% non farm (production infrastructure providing and save-loan services, and brick industry).

Infrastructure development involved: (a) on farm: irrigation, farming road, farming infrastructure, (b) off farm: distribution and marketing infrastructure, crop processing institution, (c) rural capitalization institution, (d) supporting agency, medical infrastructure, and public facility.

Development

In this stage, some improvement occurred in productive economic business and social capital, capital service institution function, health, education, farming infrastructure, income source, purchasing power, saving movement, household food tenacity, society knowledge, and skill.

Independency

Some improvement occurred in partnership network characterized by independent rural micro and small-scale enterprises, either food or non-food, VFI functioned as capital service, and the change of various safe and nutritiously-balance food consumption.

Effectiveness of FSSV AG

Overall, about 36 AGs (34.97%) stated the effectiveness of FSSV AG in high category. Viewed from the AG's establishment year, the effectiveness of most (89.79%) AGs established in 2009 belonged to very high category, higher than that of those established in 2008, 2007, 2006; that of those established in 2008 was higher than that in 2007, and 2006; and that of those established in 2007 was higher than that in 2006. It is in line with RI's Agricultural Department (1997) and Umstot (1988) in Hariadi (2011) stating that overall, the higher the main group class, the higher is the group dynamic, and the higher is the effectiveness. (In this study, main class is defined equally to FSSV AG established in 2006). FSSV AG is the group established because of the program presence, so it is a top-down program, but RI's Agricultural Department (1997) and Umstot (1988) preferred the naturally established/informal group as a response to the need for social contact. The finding in the field also indicates that in the groups established in 2006 and 2007, the five activity-supporting factors such as VFI have been present but not functioned maximally, and no other micro financial institution was found. The business capital ownership still relies on relatively small fund of FSSV. Despite production infrastructure support, it was still limited and its price was still high in some research areas. The availability of product market was still limited, with only 1-2 market days per week. Such the condition made the product marketing uncertain.

Overall, the four sub variables: the successes as learning, product, cooperation, and satisfaction units, and the member satisfaction belonged to high category. It was because AG's members conducted the activities well. Viewed from the AG's success as learning unit, the groups established in 2006 belonged to low category, those in 2007, 2008, and 2008 to high. The low effectiveness of AGs established in 2006 in the success as learning unit resulted from the decreased training activity. The member satisfaction of the AGs

established in 2006, 2008, and 2009 belonged to high, but that of those established in 2007 belonged to moderate and low of 20.00% and 55.00%, because the AGs established in 2007 considered that the group administrators had inadequate knowledge.

In relation to group development stages according to Robbins (2007), and Gibson et.al (2009), AG develops following its standard evolution sequence, called “five developmental stages” including: forming, storming, norming, performing and adjourning. In forming stage, the members put themselves in interpersonal relationship. In storming, some activities began to be done and norm established, conflict occurred because of leadership problem, objective, norm or interpersonal behavior, but not in the case of group performed effectively (Umstot, 1988, and Hariadi, 2011). In norming, the group members cooperated, developed norm and cohesiveness. In performing, cooperation ran effectively. Adjourning stage is characterized by the members switching their attention from work orientation to social emotional focus.

H. CONCLUSION AND RECOMMENDATION

a. Conclusion

1. The program empowerment conducted by FSSV AP included input, process, output and impact aspects, with poor household as the primary target, through training, facilitation and access improvement.
2. The program activities were conducted through four stages: preparation, growing, development, and independence.
3. The effectiveness of FSSV AG in Lampung Province belonged to high category. The effectiveness of AGs established in 2009 was higher than that in 2008, 2007, 2006; that in 2008 was higher than that in 2007 and 2006; and that in 2007 was higher than that in 2006.

Recommendation

1. To the FSSV AP organizer
The four aspects needs attention, by means of perhaps improving activities/ program or training relating to productive economic business, comparative study to the developed FSSV AG at local/ national level.
2. To further researches
The implementation of FSSV AP involved many roles and performance of all institutions related to FSSV, therefore some more in-depth study is required with qualitative approach and case study method.

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