

Mechanism of Social Culture in Developing Assets For The Poor in Local Organizations in Medan

Husni Thamrin

Department of Social Welfare Science, Faculty of Social and Political Sciences,
Jalan Dr. Sofyan No. 1, Padang, Bulan, Indonesia

Abstract: This study aims to determine the mapping of local organizations contribute to the urban poor in activities related to the social and economic aspects, strategy adaptations made to anticipate the urban poor in poverty and socio-cultural changes that can be utilized and engineered (social engineering) by local community organizations. The research approach used is qualitative. Subject approach in this study are members of local community organizations that have been selected through a purposive sampling technique. research data were collected through interviews, questionnaires and Focus Group Discussion (FGD). Data validation is done by triangulation techniques. The results showed that the roles, contributions as well as adaptation strategies in local community empowerment organizations assets of society is poor so is great this is evidenced by the increase in knowledge, skills, expertise, insight, knowledge, networks, etc., where the results obtained can be developed or used members of the urban poor to start working to provide for the family.

Key words: Social culture, developing assets, local organizations, approach, questionnaires, socio-cultural

INTRODUCTION

There are three kinds of concepts of poverty, namely absolute poverty, relative poverty and subjective poverty. The concept of absolute poverty is formulated with concrete to make certain size (a fixed yardstick). This size is typically oriented to the minimum basic needs in life member of the community (food, clothing and shelter) relative poverty concepts were formulated based on the idea of relative standard, namely by pay attention to the dimensions of space and time. The basic assumption is poverty in a region different from other regions and poverty at a certain time different from other times.

Public welfare would be improved if communities are empowered to improve and develop the capability and capacity. This can be done through a process of community empowerment. The concept of community empowerment plays an important role in the implementation process of empowerment program that will be conducted by the government and private sectors. The essence of an empowerment program with a participatory approach is to alleviate whole poverty. Because the empowerment method has a number sufficient to support the charge indicator and is equipped with a directional viewpoint. Of this whole process is geared to support the achievement of sustainable construction building self-reliance of local communities (Jamasy, 2004).

The process of empowerment is essentially aimed to help clients gain the power to make decisions and

determine what actions will he do related to them including reducing barriers to personal and social effects in action. This is done through an increase in the ability and the confidence to use the power he has, among others, through the transfer of power from the environment. At the core of community empowerment was talking about how people can improve their welfare through increased capacity and capabilities of the community. If we look at the process of empowerment it is not just talking about an increase in the ability or capacity of that community. But in this case also important to look at the assets that exist in community. Existing assets in the community is also important to develop or maximized to improve the welfare of the community.

Community empowerment as a strategy to improve the welfare of society or improve the quality of the public should pay attention or understand the conditions of society including assets in it. Because existing assets in the community can be an advantage that can be developed for the welfare of their community assets. No asset also be a problem or constraints for people to be able to improve the quality of their life. Through the community empowerment the assets that are not essential and important for the community to be developed or created to assist communities in improving the quality of life.

A container or organization needed to empower existing assets in community. So that, existing assets can

be best utilized for the welfare of community life, especially, poor people. The appearance of local organizations (local organization) as one instrument that seeks to help people in overcome problems due to multi-dimensional crisis need to get serious attention from all parties, especially the government because the organization is social capital (social capital) and the most important tool for empowering community. Through organizations, community aspirations can be fought together and fulfill their potential can be synergized to produce "social energy" larger and stronger. Therefore, the government shall facilitate the organization as well as provide "power share" adequate. On the other hand all citizens should be involved and actively involved in community organizations.

Empowerment of local organizations as an effort to empower communities that are in line with the "People centered development" and "Reinventing government" is not an easy thing because a lot of factors to consider both internal factors include the conditions and characteristics of local community organizations and external factors that include activities, strategies and methods techniques, role and professional skills CD workers as a companion program and the role of other development actors (NGOs, donors, universities and government). In reality that exists in society is not just one or two aspects or assets should be considered but also other assets or capital. This is related to the sustainability of the community empowerment program that has done. To cultivate public economy (fiscal assets) must be accompanied by the development of human resources (human assets) and also physical assets and natural as a means to develop the economic and human resources available. As for the social assets and capital technology is used as a means of supporting or complementary to the development of other assets (human assets, fiscal, natural or physical) to be able to meet the needs of the community. So, in this case it appears that the assets that exist in the community need to be considered and taken into account in the process of community empowerment.

The life of man as a social being constantly confronted with social problems inherent in social life. Social problem incurred as a result of its relationship with other human beings and as a result of his behavior. Social problems are not the same between one community to another because of differences in the levels of development of culture, nature and state of residence of its natural environment. The family is the smallest unit of society and at the same time a small group in this community. This community, in conjunction with the development of the individual, often known as primary

group. Community that has led individuals with various forms of personality in society. Culture as a development of a compound word cultivation which means the power of the mind because it must be distinguished between cultures by culture. The culture is the power of the mind in the form of creativity, initiative and sense and culture is the result of creativity, initiative and a sense of the (Widagdho, 1993). Culture can be seen as a change of control for the treatment and social actions of man or as a pattern for human behavior. In society, people develop their civilization. There are accepted and there are no or received selectively due respect to moral values and aesthetics, system-classification system, objects, other necessary things of life. All of this is a social problem in which people are in a process of change and the culture essentially fast. toward individuals are always in situations that stimulate social situation. Situation social that stimulate individual so that individuals behave stimulant called social or social situations stimulus situation (Ahmadi, 2003).

Social condition is a state or a position regulated socially and puts a person at a particular position in the social structure (Soekanto, 2006). To see a person's social condition is necessary to note several factors namely employment, income and education (Koentjaraningrat, 1993). In addition to these factors, there are also other factors that often can be entered by several experts in the condition of the person's social housing, health and socialization within the community.

Empowerment is a process that sustainable-relationship throughout one's life (on-going process). It shows that development programs should really designed as an ongoing process, not a program of empowerment that only as a "project" that is temporary in nature. That is, the development programs undertaken by various stakeholders (government and non-government) does not end with the completion of a program. The process of empowerment should have to go on forever, although, at first there must be intervention from outside but must create a situation where the community is able to independently carry out the process of empowerment for their community (Isbandi, 2003).

With the empowerment are expected to increase access of the poor in decision-making, access to facilities and services, access to legal aid, improve the bargaining position (bargaining position) as well as reduce the chances of exploitation by other groups. In the process of community empowerment there are several asset community that need to be understood, namely Human Capital (Human Capital), Physical Capital (Physical Capital), Capital Finance (Financial Capital), Capital Technology (Technological Capital), Capital Environment

(Environmental Capital), Social Capital (Social Capital). Assets that exist in the community or owned by the community was instrumental in the process of community empowerment. For example, in the process of community empowerment strongly supports the role of human assets or empowerment sustainable development of the capacity or ability of the community. But in this case the role of other assets is also a very important role. For example, to improve human assets required physical assets such as schools or hospitals as a means to develop the knowledge, skills, education and health. Thus, also with fiscal assets or financial assets are very supportive community to improve its economy.

Poverty is one of the fundamental social problems faced by the Indonesian nation. Now a days was marked by the various flaws and self-helplessness and powerlessness of the poor. Various shortage is caused by both internal and external factors which bind such as limitations to maintain himself was not able to take advantage of mental and physical energy to meet the needs, etc. So, all the activities they do to improve the life was very difficult (MSARI., 2005).

Forms of poverty that is two poverty absolute and relative poverty. Poverty Absolut is a poverty in which the poor have income levels below poverty line or the amount of income is not enough to make ends meet minimum, minimum living needs, among others measured by food, clothing, health, housing and education, calories, GNP per capita, consumption expenditures and others. Meanwhile, relative poverty is a poverty that is seen by a comparison between a level of income with other income levels. For example, someone who is relatively rich (capable) on certain rural communities may be the poorest in their village.

MATERIALS AND METHODS

This research type is descriptive research which describes a social phenomenon in a clear, systematic and factual. As explained by Silalahi (2010) using a descriptive study, expected to be described in a systematic and factual about the role of local community organizations in empowering a community asset, given the contribution that local community organizations in poverty reduction in Medan, so that it can be done as follows: mapping contribution local organizations of the urban poor in activities related to the social and economic aspects, adaptation strategies that do the urban poor in poverty stratagem, changes in social culture that can be utilized and engineered (social engineering) by local community organizations. The approach used is qualitative because this approach is deemed more relevant

to dig more deeply about the empowerment of local community organizations in the development of the urban poor community asset. Qualitative research is research that is largely intangible data word is not a series of numbers. Data or information collected in a variety of ways (observation, interviews, the essence of documents, records) and processed before it is ready for use (through registration, typing, editing or rather write) but qualitative analysis to keep using words that are usually organized into text expanded.

The location of this research is the sub-districts in Medan with focus on the sub-district in which there are local organization is the united rickshaw independent, STM Silahturahim, Credit Union (CU) Father mother, LANTERN, Credit Union (CU) Suki Kelambir, Gardens Collective, Fisherman Group Ujung cape (SMI), Bina Nelayan, the Fishermen's Union, House Industrial Marginal (RIM). Implementation of the research activities carried out in March until the month of December, 2016.

Data collection was performed in this study is divided into three parts, the first through the methodology of the survey, the second in-depth interviews (deep interview) to the members and managers of local organizations and the third in-depth discussion with Focus Group Discussion (FGD) to obtain results related to socio-cultural changes in developing the asset to the community on a local organization in the city of Medan.

The study population was the whole (universum) from the object of research is the source of research data (Burhan, 2001). Population in this study were all members of local organizations and managers of local organizations located in Medan, until now there has been recorded properly how many local organizations exist and the number of members held in the city of Medan. It is known that there are some local organizations that currently exist in empowering the development of assets of the urban poor in the city of Medan as the Organization of Local People LANTERN, Garden Collective, Group of Fishermen, Farmers Group, Credit Union (CU), the United Pedicab Merdeka (SBM) and community organizations other local spread over 10 districts in the city of Medan.

Samples are some objects, events or individuals selected from the population to be taken or that will be examined data that are representative of the population is taken data directly. Be appointed as many as 21 members of local community organizations that became survey respondents represent members of every local organizations that are in each district who have been identified to have local organizations in the development of a community asset for poor people in the city who have identified in Medan. Amount of districts that have local community organizations spread across 10 districts in the

Medan City. So that, number of samples in this study of 220 people who were in districts that have local community organizations in the city of Medan.

RESULTS AND DISCUSSION

Medan is one of the largest cities are located in Indonesia. Medan citizen has important characteristics, namely that includes elements of religious, ethnic and cultural diversity (plural) customs. This brings up the character of most of the population of Medan open. By demographic, Medan City today is experiencing a demographic transition. The condition shows the process of shifting from a situation where the birth rate and high mortality to the circumstances in which the birth and death rates decreased. Various factors affecting the declining birth rate is a change in the mindset of society and economic changes. On the other hand the improvement factor of nutrition, adequate health that also affect mortality rates.

Poverty is one of the main problems of the city development. These are complex and multi-dimensional phenomenon influenced by a variety of interrelated factors, among others: the level of income, health, education, location, gender and environmental conditions. Poverty is no longer understood purely economic incompetence but also a failure to meet basic rights and discrimination against a person or group of people to live a life with dignity.

Education is an important asset for human life and by having education a person can change his destiny of becoming a better. One of examples are by higher education that a person will get a good job and a good salary anyway so someone can get out of the cycle of poverty. The majority of poor people in Medan City still have low education levels. Education of parents are very influential in the upbringing and motivation to complete a better education to their children. However, many cases occurred in poor communities in the city field is not able to complete their education to a higher level in because economic factors are not sufficient. Their education will provide significant influence in the processes of the urban poor community asset because cognitive and motor are influenced by the education they have, so it can be concluded that the higher the education, the more quickly respond to or absorb the training and skills of the programs implemented local community organizations in empowering a community asset of the urban poor in Medan City.

The occupation of the members of the local organization is a rickshaw puller, fishermen and the enterpriser. Their income between 2,000,001 Rp. 2,500,000

fairly. Revenues in the month has not been reduced to the cost of shelter or boarding house rent, school fees and for everyday living expenses. Revenue in one month is not sufficient to cover all the necessities of life, then there must be another side income that can be done to be additional revenue. In organizing the community asset development program of the urban poor local community organizations to prioritize on the presence and activity of the group members and is therefore said to be participation and empowerment group members in a community asset becomes important to local community organizations in Medan.

There are rules in local community organizations which followed a joint agreement between board and local community organizations and members at a time when members join in attended local community organizations. The rules are written are usually found in Anggaran Dasar dan Anggaran Rumah Tangga or commonly known as Statutes and Bylaws in local community organizations. Written rules in Statutes and Bylaws not only regulate the roles, rights and obligations of members of local community organizations but also regulate the roles, rights and obligations of the local community organization management. General provisions in local community organizations in recruiting each new member is read written rules set out in the Statutes and Bylaws, so that, new members who will join local community organizations that interested will know the role, rights and obligations as members of local community organizations.

Some of the activities and programs of the most widely taken to be done by local community organizations that participated, among other activities educational skills development, entrepreneurship training and training in mechanical engineering. Local organizations are very helpful necessities of life benefits of the berry organization that most members felt local community organizations are increasing their skills and expertise, increased information, knowledge, insight, scientific. With the presence of local community organizations provide benefits for members of the community asset empowerment of the poor in the Medan City. The skills, expertise and the increase of information, insight, knowledge that can be members through training programs conducted or managers of local community organizations on a regular basis.

Asset is a valuable items owned by a person who has economic value. Since, following the local community organizations, the assets they owned multiply. Added assets of members of local community organizations are not all in the form of valuables, the purpose of the asset accretion members of local community organizations is the accretion of skills, gain-owned businesses, gain

knowledge, insight and knowledge and increasing contacts network owned by local community organizations. Because it is a very valuable asset in the process of empowerment of a community asset in the management of urban poor in the city of Medan. Increasing community assets can be managed/used by members of local community organizations to survive and struggle out of poverty. But for a limited number of respondents members of local community organizations who say the increase of its assets with answers mediocre because the respondent or a member has not long to follow or are members of local community organizations that follow, so that, they lack the skills training and business experience as well as the still minimal network.

Increasing insight is also included among the assets after community members joined with local community organizations. It shows a community asset accretion (increase knowledge) members of local community organizations after joined with local community organizations that follow are significant and may be used to help members or the urban poor struggle to survive and get out of the poverty line in Medan City. Increased earnings after participating in local community organizations, among 1,000,000 Rp. 2000,000 atau between 5-10%.

Familial kinship systems and the urban poor or members of local community organizations is still quite strong and has the soul of mutual help is quite high. Thus, the kinship system can be utilized members of local community organizations or the urban poor as a community asset that must be maintained and developed well because this is an asset that can be utilized urban poor if in a pinch and need assistance both financial assistance, moral support, advice, social and other assistance. Low levels of family income has become a serious problem in the life of an urban community. It is also the cause of the urban poor are always adapt in order to meet the needs of everyday life. This is indicated by its ever most of them sold his valuables to meet their basic needs.

Education is the right of every child and is the most valuable asset that must be pursued by each child. Parents are obliged to provide education for their children, as well as the urban poor who seek to provide educational facilities in accordance with the highest ability for their children. Based on the survey results revealed their efforts in providing educational facilities to their children is to reduce unnecessary spending as well as setting aside money everyday shopping for school fees. Thus it can be said that they are aware of the importance of education for their children so that their children get a job and a better income than they are nowadays. Education

can change the fate of the urban poor in order to change for the better again in the future, education is an asset and the most valuable investment for the family, the education would be expected of children of the urban poor are subject to change and help the family economy to be even better than today.

Health is also one of the most valuable asset for humans, no matter whether rich or poor, everyone would want to always live a healthy life but the fact is sick is certainly felt by everyone, sick to get health facilities, most of them refer to the Public Health Service Center (Puskesmas or commonly known as Community Health Centre) nearby. Yet, only a fraction of them could approach the stalls of traditional medicine/drug hometown and stall sellers of drugs/drug store. Health facilities urban poor society that is still very limited if they do not get sick health facilities such as hospitals, although, there is now a National Health Insurance (JKN/BPJS). However, respondents prefer to get the health facilities of the clinic. In some cases it is also known that they would visit the hospital if there is a family that is really very ill but if the family felt the pain suffered by family members is not too severe it will be referred to the nearest health center only.

Now these health facilities have been borne by the state through the Executive Agency of the Social Security (BPJS) but not all respondents registered and have BPJS card, although, there are also respondents who have registered and have a card BPJS. Bad service BPJS this time regardless of the factors that influence it make the respondent should have a reserve fund for the family member is sick but not all respondents have a reserve fund for the sick and it is most often done by respondents when a family member is sick is to working to find additional revenue so that results can be saved for unexpected expenses such as illness. Not always the money collected from the work side-sufficient for the cost of treatment it is addressed respondents with debt to the family because they are in debt to the family payment can be delayed and there is no such interest in debt to moneylenders.

Several models of development assets which have been carried out by the local organization Myriads of fields, namely, training in order to improve the quality of human resources, creating products daily necessities (such as food, drinks and others) Creating creative products (such as shoe rack hanging, decorative lights and others) and entrepreneurship. Various programs promoted by each local organizations in order to improve the economy of the family members. They may have received skills training of local organizations that they follow, other than that they also do independent industrial

activities facilitated by their local organizations include the Handicraft hand, training in agriculture, financial management training and training in mechanical engineering. There are several forms of local organization efforts, i.e., job skills training, provision of job information, business capital and create a joint venture.

CONCLUSION

Based on the results of research and discussion can be summarized as follow. The role of local community organizations in empowering a community asset as a guide (guiding) to its members in which there are a set of rules, written and unwritten norms of statutory members. When the members follow the rules or instructions to comply with the obligations of members crate pay mandatory dues, participate actively in the activities carried out, through the programs of activities carried out by local community organizations, members will receive the benefits of obtaining the knowledge, skills, expertise, increasing insight, knowledge, networks etc. where the results obtained can be developed or used by members of the urban poor to increase income working families make ends meet. The contribution of local community organizations in empowering a community asset members are as follows: members help the economy through skills training and knowledge of information and insight into the development of its members. Conducting the process of empowerment, especially to the wives of the fishermen through vocational training programs.

Conducting the process of empowerment through programs of training and skills in developing the ability of the members in accordance with the job world. Help open up access to the members of the organization achieving employment information and access in other fields to obtain a better economic life. A means of connecting the aspirations of the organization's members to the Central Government in Medan as well as the House of Representatives and Medan's Regional House of Representatives. A means of advocacy of its members conflict with the law or to violence from other parties.

Helping families through the economic empowerment venture capital assistance programs and other skills). Mapping the contribution of local community organizations in empowering a community asset of the poor in the city of Medan as follows: strengthening domestic financial contributions made by the family's financial empowerment of local organizations scattered Credit Union in Medan which provides capital assistance for families. Contributions protection community in the field of law or advocacy done by empowering local organizations and other LENTERA.

Contributions in the areas of skills training for fishing communities conducted by local community organizations Bina Nelayan. Contribution in the field of vocational training to the farmers carried out by local organizations collective gardens in Medan Johor. Contributions to the social and financial assistance made by local community organizations Union for Mutual Help (Serikat Tolong Menolong) are almost in every neighborhood villages in Medan. Adaptation strategies undertaken in the field of urban poor poverty anticipate. Working more than usual (working more than 8 h) in 1 day. Reduce costs need to be used as a reserve fund for the family member who is ill or used for the new school year school children (for children's education fund allocation).

Looking for a job other side by utilizing the skills and expertise of local organizations. Telling other family members to contribute to the work (the wife works to help the economy of families and children worked after school). Choosing Community Health Centre weeks to get a health care facility by using BPJS and choose the hospital if there are family members who experience chronic pain that can not be handled by Community Health Centre. For children's education circumvented by reducing the cost of daily necessities and life-saving by not buying unimportant.

Utilizing local organizations to borrow capital assistance. Indebted to the family when in a state of desperate need of money because owing to the family bears no interest and the payback period can be longer (if it already had the money). On your home/relatives if they are not able to pay the house rent and build a house on land owned by the government if do not have a family to be boarded. There are some inherent community asset and need to be understood in the process of empowerment of poor communities in the city of Medan, namely:

- Human capital
- Physical capital
- Capital finance
- Social capital

Social engineering is to do the work of members of the urban poor based on the results of the study are: changes in work urban poor community members who originally worked relying on power to change rely on the expertise and skills owned by members of the local community. The skills and expertise are empowering a community asset managers who do community organizations through programs that run. Channelling skilled workers who have been trained managers of local community organizations for distribution to companies or

industries that require skilled labor. Potential cooperation between the management of local community organizations with the Medan City government agencies, among others, the Department of Social and Labor Medan. Department of Industry and Trade of the city of Medan. By channeling the energy-skilled workforce empowerment of local community organizations results may open new jobs for members of the poor urban.

Social engineering culture change by utilizing social interaction members of local community organizations that are still so strongly with one another is an asset to be protected and developed by operators of local community organizations. By utilizing a strong social interaction among members that can help the process of social change planned in empowering the urban poor community asset. Likewise, the cultural changes utilizing existing value system in the urban poor who have the values, rules and norms it can be used in the process of cultural change in the empowerment of urban poor community asset. The same value system contained in the local community organizations that are written rules and unwritten rules that must be obeyed by members or stakeholder of local community organizations.

SUGGESTIONS

There are some advices given researchers are as follows: to the managers of local community organizations The role and contribution of local community organizations are very large in assets empowerment of local communities in the Medan City to the researchers suggested that the training programs of skills and expertise as well as the expansion of insight, knowledge, information and network members still continue to do. Local business stay with member organizations of the urban poor to the members independently both in the economic, social, cultural and social functions of the return of members of the urban poor as usual.

To the members of local community organizations to continue to follow the activities of vocational training and expertise held by the manager of a local community organization, do not get bored and give up because not get a change economically, socially significant. And to the members in order to keep its obligations such as paying membership dues and actively participate in all activities.

To the government and relevant agencies particularly the Department of Social Welfare and Labor field, Department of Industry and Trade of Medan to want to

engage in more attention and assistance to managers of local organizations, aid in the form of material and indispensable motivation manager of local community organizations in the empowerment of assets poor communities in the city of Medan and in order to help channel members of urban poor organizations which have expertise and skills to get a job in industry and others.

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