

Research Article

Community-based Awareness Model of Development Participation: A Case Study in Cisampih Village, Banjarsari District, Lebak Regency, Banten Province

Bambang Suhartono^{1*}, Firman Hadi Rivai¹, Grace Aprilita Hia¹, and Mariman Darto²

¹Politeknik STIA LAN Jakarta, Jakarta Pusat, Indonesia

²Pusat Pengembangan Kader Lembaga Administrasi Negara, Indonesia

ORCID

Bambang Suhartono: <https://orcid.org/0000-0001-8174-149X>

Abstract.


This research aims to understand how community awareness-based participation supports the implementation of development in Cisampih Village. It employs the qualitative descriptive method. The data used include primary and secondary data collected through in-depth interviews, focus group discussion (FGD) and documentation. The results of the research indicate that the community of Cisampih Village has participated in planning, implementation and evaluation of its development. The community is given the authority to provide corrections in the process development and if an error occurs in it, the community is allowed to report it directly to village officials and even to the village head.

Keywords: village development, community awareness, community participation

Corresponding Author: Bambang Suhartono; email: bambang-suhartono@stialan.ac.id, bamz1066@gmail.com

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1. INTRODUCTION

The advancement of a civilization is greatly determined by the success of development implementation and the extent of the role played by community members in that development. Although it cannot be denied that every development effort has consequences, both positive in terms of increased welfare and negative (Suhartono et al., 2023) [1].

There are many principles used in the implementation of development. One such principle is good governance. Good governance is a principle of government management based on collaboration the government, the business sector, and the civil society (the public), where these three elements interact with each other. The main characteristics of good governance include inclusiveness, transparency, accountability, effectiveness,

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fairness, rule of law, community consensus, and attention to the interests of marginalized and poor communities in the development process (UNDP in Sumarto, 2004) [2]. Due to its strong focus on the rights and interests of the public, good governance is believed to be capable of achieving aspirational, fair, and participatory development.

The implementation of good governance will further strengthen community participation in the development process. This is because the essence of good governance is the interaction between multiple parties. Such interaction naturally requires a participatory process to be effective. One form of participation is community involvement. Therefore, good governance creates significant opportunities for the community to engage directly in the development process. The community can become more proactive rather than merely being objects of development. Consequently, Cheema, as cited in Keban (2014) [3], has explained that good governance plays a major role in people centered development. According to Korten, the focus of development should not be on economic growth but on improving the quality of human life, ensuring human welfare, as well as justice and sustainability of development. This is what is referred to as people centered development (Theresia et al., 2014) [4].

The essence of community-based development is community participation. Through participation, the community will become stronger in advocating for their collective growth. In this context, participation must place the community as the main subject of development, not merely as an object (Theresia et al., 2014) [4]. Thus, the success of a development effort will be determined by the level of community participation. For development to effectively address the aspirations and needs of the community, optimal community participation is essential in the development process.

Cisampih Village is one of the villages in Lebak Regency, Banten Province. In its journey, this village also continues to carry out development. The goal is of course to improve the welfare of its people. In implementing this development, village community participation is an important variable in achieving the development goals of Cisampih Village. This participation will certainly be optimal if it starts from the awareness of the community itself to work together to build their own village. Therefore, it is interesting to explore in more depth how participation based on community awareness works in Cisampih Village. Based on this, the formulation of the problem in this study is: "How does participation based on community awareness in order to support the implementation of development work in Cisampih Village?"

2. THEORETICAL STUDY

Several previous research studies related to community awareness in participating in development include a study by Nor Rohmat et al. (2021) [5]. This study aimed to assess community awareness regarding education and describe the role of village officials in increasing community awareness in the field of education. The results indicate a lack of community awareness about education, resulting in a relatively high school dropout rate.

Additionally, Hasniati et al. (2017) [6] in their study aim to: 1) enhance community knowledge about village fund programs in Pa'batangan Village and Camba-camba Village in Mappakasunggu Sub-District; 2) raise awareness to participate in village fund programs; and 3) improve community participation in monitoring the use of village funds to ensure that development programs are implemented effectively and efficiently according to the plan. Following this activity, two impacts emerged: an increased community interest in participating in the implementation of village fund programs, and a noticeable awareness in the development process.

Puput Purnama Sari & Basit, L. (2018) [7] in their study aimed to understand how organizational communication builds community awareness towards village development in the community of Kampung Lalang Village, Ujung Padang Sub-District, Simalungun Regency. The study found that the organizational communication of the village head in building community awareness towards village development is effective. The community itself is already aware of the importance of village development and actively participates in the development efforts led by the village head.

Therik et al. (2021) [8] in their study stated that to build community awareness, environmental extension and education are necessary to equip the community with knowledge, understanding, and responsible attitudes, as well as to promote the use of more environmentally friendly products.

Additionally, several studies related to participation include Sri Marwanti et al. (2016) [9] in their research found that farmer communities have contributed to the development of agricultural resources as tourist attractions. The model for strengthening farmer community participation towards a creative economy through agricultural resource-based tourism, formulated based on analyzed potentials and problems in the study, is called the CEDA (Community Empowerment in Developing Agritourism) model, which emphasizes community empowerment in agritourism development (agricultural resource-based tourism).

Lastly, Muslimin et al. (2020) [10] in their study reported that types of community participation and factors driving community participation include awareness, community capacity, and increasing community income.

Meanwhile, Indah (2019) [11] in her study stated that community participation in the planning of development programs is at the partnership level. This research uses Arnstein's ladder of participation theory to determine the level of community participation at each stage of development, namely planning, implementation, and monitoring and evaluation.

On another occasion, Nazmudin (2022) [12] in his study discusses that development is a beneficial change towards a social and economic system decided as the will of a nation. The success of human resource development (HRD) heavily relies on the role of the government and community participation, both of which must synergize in the development process to ensure that each development effort meets community needs.

Regarding awareness, Laila Maharani & Meri Mustika (2016) [13] explains that self-awareness is insight into or understanding of one's own behavior or self-understanding. Self-awareness is a crucial component for clarity and understanding of one's behavior. It also allows individuals to observe themselves and differentiate themselves from the world (others) and to position themselves in a particular time and context. Self-awareness includes the ability to recognize feelings, understand why one feels that way, and the impact of one's behavior on others. It encompasses abilities such as clearly expressing thoughts and feelings, defending oneself, and maintaining opinions (assertive attitude).

From the various studies above, it is generally seen that participation is viewed from a collaborative perspective based on local strengths and community capabilities. However, none of these studies specifically focus on the aspect of community awareness. Therefore, to address this literature gap, this research will focus on the aspect of awareness in examining the state of participation in Cisampih Village, Banjarsari District, Lebak Regency, Banten.

As a theoretical framework, this research uses the Triple A or "AAA" concept. The "AAA" concept is an approach used to evaluate a specific variable. The evaluation is conducted by analyzing three categories: "Awareness, Analysis, and Action." In its elaboration, the awareness aspect refers to the articulation of goals, the analysis aspect refers to factual basis, and the action aspect refers to policy actions (Alaa Elgendawy et al., 2020) [14].

This study uses the “AAA” approach to analyze community participation in the implementation of development in Cisampih Village. However, among the three aspects, this study will focus more on the “Awareness” aspect. This is because awareness is a fundamental aspect that greatly determines the quality of participation, as the essence of participation is willingness grounded in high awareness.

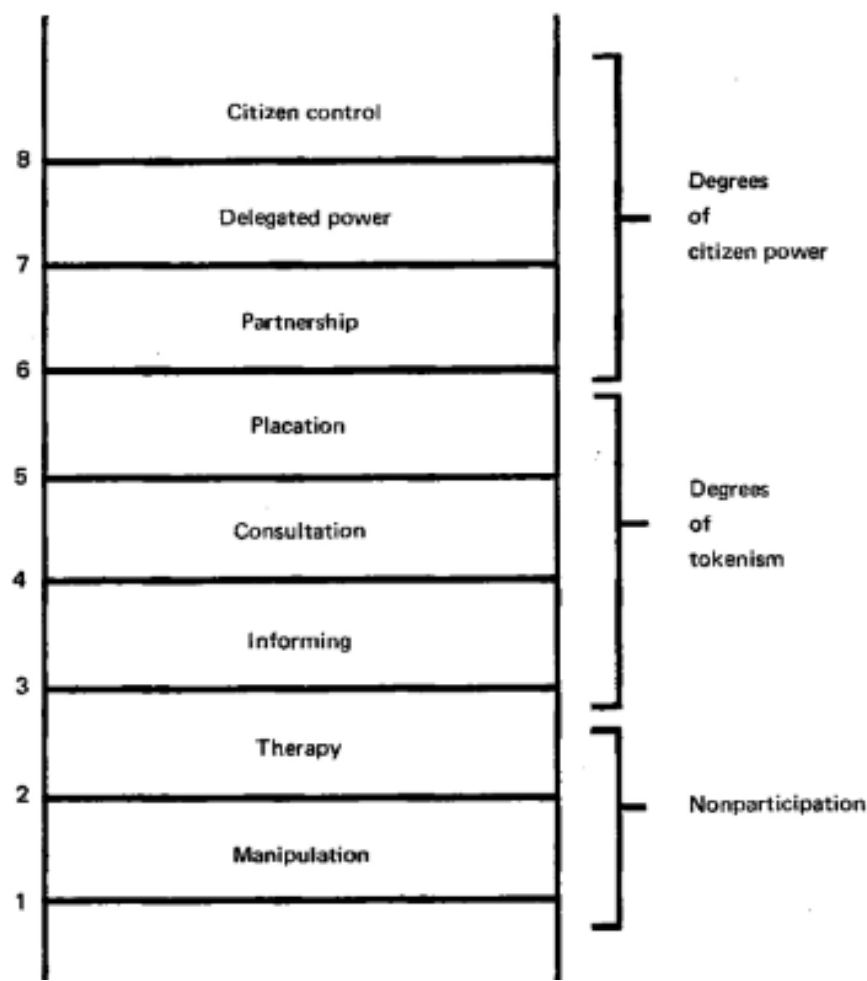
Furthermore, as elaborated by Alaa Elgendawy, et al. (2020) [14] in their paper, the awareness aspect consists of three categories, namely concept, impact and target. The concept category relates to understanding, the impact category relates to current and future impacts, and the target category relates to specific targets or goals or benefits or objectives. These categories are used elaborately in this study.

Furthermore, to measure the level of participation, Sherry Arnstein (1969) [15] offers the theory of the Ladder of Citizen Participation. Her work illustrates how institutions and public officials that are empowered do not necessarily give power to citizens, and how the levels of agency, control, and power of citizens can be increased. As the name suggests, the Ladder of Participation indicates that people can participate according to their capacity. In this regard, Sherry Arnstein presents eight stages that communities must pass through to participate in development:

1. **Manipulation:** The community is merely used as a form of approval.
2. **Therapy:** The community begins to participate, though it is still minimal.
3. **Informing:** The community is provided with information about rights and responsibilities, but it is still one-way.
4. **Consultation:** Moving towards full participation with two-way dialogue.
5. **Placation:** The community begins to influence in the sense that community suggestions are considered.
6. **Partnership:** Decisions are made jointly by the village government and the community.
7. **Delegation of Power:** The community is given specific authority from the planning and implementation stages.
8. **Citizen Control:** The highest level, where the community is given authority to oversee activities and budgets.

Based on the mentioned participation ladder, participation of the community begins at the sixth level, which is partnership or participation, and it can be said that the Degree

of Citizen Power is at levels 6, 7, and 8 on the ladder. Below is the diagram of Sherry Arnstein’s (1969) participation ladder [15].



3. METHODS

In accordance with its purpose, namely to understand how community awareness-based participation in order to support the implementation of development runs in Cisampih Village, this study uses the qualitative descriptive method. The data used include primary and secondary data collected through in-depth interviews, Focus Group Discussion (FGD), and documentation. Informants in this study include:

- 1. The Head of the Village Community Empowerment Service (DPMD) of Lebak Regency and staff;
- 2. The Head of Banjarsari District of Lebak Regency, and staff;
- 3. The Head of Cisampih Village and staff;

4. The Community leaders of Cisampih Village:
5. The Representatives of the Cisampih Village community.

Meanwhile, documents analysis includes the documents from The Regional Medium Term Development Plan (RPJMD) of Lebak Regency, “Lebak in Figures” (BPS), village development policy documents, and so on.

4. RESULTS AND DISCUSSION

Based on the research that has been done can be explained as follows. Lebak Regency, according to the Indeks Desa Membangun (IDM) data from the Ministry of Village, Development of Disadvantaged Regions, and Transmigration [16], has at least 20 sub-districts or 83 disadvantaged villages. Based on this data, villages in Lebak Regency have the potential to be developed from very disadvantaged villages to disadvantaged, developing, and independent villages. Among the 20 sub-districts categorized as disadvantaged is one sub-district, Banjarsari. According to the BPS Lebak Regency data for 2023 [17], Banjarsari Sub-district is located in the western part of Lebak Regency, approximately 78 km from the capital, with an area of 145.31 km², which is about 4.77% of the total area of Lebak Regency. Banjarsari Sub-district includes a village namely Cisampih Village.

Cisampih Village (village code 3602092013) has an IKS of 0.7371, IKE of 0.5833, and IKL of 0.4667, with an IDM value of 0.5957, categorized as a disadvantaged village based on IDM 2023 [16], and is targeted to become a developing village in 2024.

Based on population administration data, Cisampih Village has 1,324 households with a total population of 3,934, consisting of 2,014 men and 1,920 women. In terms of education, most of the population has only completed high school or lower, although some residents have had the opportunity to pursue higher education, including bachelor's and even master's degrees, but this is limited to the Village Head only.

The results of the village deliberation are used as the basis for drafting the Village Budget (APBDesa). The drafting process is based on the Regent Regulation of Lebak in accordance with the APBDesa for the current year. For example, the regulation for 2016 is governed by Regent Regulation No. 99 of 2023 on Guidelines for Drafting the Village Income and Expenditure Budget (APBDes) for the Fiscal Year 2024 [18].

It is stipulated there that the sources of village income are the village revenue, which consists of:

1. Village own-source revenue (comprising business income, asset income, self-help and participation, mutual cooperation, and other village own-source revenues);
2. Allocation of State Budget Income and Expenditure, part of regional tax revenue and regional levies, and village fund allocation which is part of the balancing funds received by the Regency;
3. Financial assistance from the Provincial Regional Revenue and Expenditure Budget and the Regional Budget.
4. Top of Form
5. Bottom of Form

The budget obtained is used for village expenditures as specified in the APBDesa, according to the following provisions:

1. At least 70% (seventy percent) of the total village expenditure budget must be allocated to fund the administration of village government, implementation of village development, community development, and community empowerment; and
2. At most 30% (thirty percent) of the total village expenditure budget may be used for: (a) fixed salaries and allowances for the village head and village officials; (b) operational expenses of the village government; (c) allowances and operational costs for the Village Consultative Body; and (d) incentives for neighborhood and community associations.
3. Top of Form
4. Bottom of Form

Based on the theoretical framework, the focus of community participation in the development process of Cisampih Village can be concentrated on three aspects: 1) the category of the concept of community participation, 2) the category of impact of community participation, and 3) the category of targets of community participation. The results of these aspects will be explained as follows:

4.1. Category of Concept

In the category of the concept of community participation, an understanding of the concept of community participation in the implementation of development in Cisampih

Village has been obtained. For instance, through the village deliberation process in setting the budget in the APBDesa, both from the Lebak Regency Government and from the Village Funds transferred from the Ministry of Village, Development of Disadvantaged Areas, and Transmigration (Kemendes PDDT). For example, in setting the usage percentages based on Lebak Regent Regulation No. 99 of 2023 [18], where the village budget included in the APBDesa is used for village governance, village development, community empowerment, and community guidance with at least 70% allocated for these purposes, and a maximum of 30% allocated for the village head and his staff, operational expenses, and allowances for the Village Consultative Body (Badan Permusyawaratan Desa, BPD), as well as RT and RW.

The allocation of Village Funds (DD) is done as follows: (1) 5% - 25% is used for BLT (Direct Cash Assistance); (2) 20% is for food security; (3) 3% is for operational costs; (4) the remaining amount is used according to the results of the Village Deliberation (MusDes).

Regarding community welfare, the village is allowed to use Village Funds to establish Village-Owned Enterprises (BUMDes), which are managed by the village, with the goal that the profits from these enterprises can be used to maximize the welfare of the village community. However, in the case of Cisampih Village, according to the evaluation by the Department of Community Empowerment and Village Development, it is stated that the village has not been able to manage the BUMDes effectively as it is currently categorized as inactive.

Furthermore, regarding development, according to the assessment by the DPMD (Department of Community Empowerment and Village Development), Cisampih Village is considered quite aware of the need to develop its village. This aligns with the statement by the Lebak PMD that the participation of Cisampih Village's community is active, as evidenced by high tax payments, indicating a high level of awareness. Nevertheless, Cisampih Village's financial reports and assets are well-managed.

In terms of planning development, the community is also involved in this process. For instance, when Cisampih Village plans to undertake development activities, they carry out planning through village deliberations. In this process, the village government contacts the community because the aspirations come from them, and the results are reported back to them. There are even cases where documents are signed. According to the village secretary, the BPD does not simply sign documents without first conducting a thorough review. They assess what needs improvement, what is lacking, and what might

be inappropriate. It is important to separate personal relationships from professional responsibilities. The BPD sometimes signs documents directly, but the assessment is made first, and fortunately, the outcomes are in agreement between the village government and the BPD.

One example of carrying out this plan is done openly and transparently, as illustrated by the following community meeting atmosphere.



Figure 1: Village Meeting Situation.

4.2. Category of Impact

Based on the understanding that community participation is necessary in the development process, it becomes easier to observe the impact of community participation in the development itself. For example, they desire to create a more prosperous village community and wish to establish a Village-Owned Enterprise, known as BUMDesa. This BUMDesa is not only created due to directives from the district government but also based on village deliberations (MusDesa). It can be stated that the current BUMDesa is not entirely due to community needs but rather because of the desires of the village officials, resulting in the BUMDesa being considered inactive.

Although the BUMDesa was established through MusDesa and is intended to increase the Village's Original Revenue (PADesa), its progress can help reduce the community's burden in development. Previously, villagers were willing to provide construction materials such as sand and gravel from the river themselves. With the BUMDesa, this empowerment can be managed in a mutually beneficial way. This means that villagers also earn wages from collecting construction materials, while the BUMDesa earns profits, which ultimately enhances PADesa itself.

With the collaborative activities in development, the participation of the community in the development has become evident. The community of Cisampih village has seen the

impact of such participation. Participation is crucial in the development process because it is known that the government alone cannot handle development solely with state or regional budgets; community involvement is necessary. Similarly, in Cisampih village, the community voluntarily contributes labor, funds, and even land for development projects, such as road construction. Villagers willingly donate land for the road without compensation, and during the construction process, they contribute their labor and cooperate in providing stones and sand for the project. This is an example of the impact of understanding the development process. Here are some photos of the community's cooperative efforts in constructing the footpath (village road).



Figure 2: Forms of Impact of Cisampih Village Community Participation in Village Road Construction.

4.3. Category of Target

The target of participation can be seen from the community's desire to be involved in development activities. In Cisampih Village, development activities have been carried out with community involvement from planning and implementation to evaluation. For example, during planning, the community decides to participate, so what is planned by the community is included in the RAPBDesa (Village Revenue and Expenditure Budget) of Cisampih, and it is continuously monitored throughout the program implementation. As previously mentioned, community participation is driven by the need to improve their own living standards and to ensure that government programs are being implemented.

From the MusDesa (Village Deliberation) process, it can be seen that community presence and participation in the village are significant, with at least around 90 people attending each MusDesa session. Ideally, this number could be higher than the appointed representatives. The community makes proposals based on their respective areas, such as RT/RW (Neighborhood Associations) primarily focusing on physical

infrastructure, like repairing damaged roads. Meanwhile, community leaders, including religious figures, might propose enhancements to places of worship to ensure they receive due attention. However, all proposals must consider the available budget and prioritize accordingly.

For general community proposals, suggestions often include improvements to roads, agriculture, and places of worship, among others. These suggestions are then prioritized based on what is most needed by the community.

Economic development in Cisampih Village, facilitated by good road infrastructure, significantly enhances agricultural productivity. For instance, improved access to rural areas boosts agricultural output, making transportation easier and cheaper. Good roads lead to higher market prices and lower operational costs, while damaged roads result in higher operational costs. Consequently, it is expected that living standards will improve. The community appreciates these developments and feels grateful for the village's empowerment approach. Community involvement is evident in planning, implementation, and evaluation stages, such as during MusDesa meetings with community TPK (Development Implementation Team) members.

In the implementation phase, community involvement includes willingly donating land. For example, land donations in Cisampih are documented with signatures on land donation letters for roads. It is rare for donors to expect payment for land; many are enthusiastic about donating.

In addressing extreme poverty, the community is also involved, showing awareness and a willingness to participate in alleviating poverty. This includes providing access for smooth distribution of agricultural products. The initiative reflects community wisdom and the factors that drive people to care and contribute ideas.

Below are photos of community participation in development planning.



Figure 3: Cisampih Village Communities Who Are Development Targets.

5. CONCLUSION

The implementation of development in Cisampih Village, Banjarsari District, Lebak Regency, is carried out based on community participation from the planning stage, facilitated through Village Consultative Meetings (Musdesa), using funds obtained from both the Regional Budget (APBD) and the Village Fund from the Ministry of Village, Development of Disadvantaged Regions, and Transmigration (Ministry of Village PDTT). According to Arnstein's ladder of participation, it is observed that the participation level of Cisampih Village is at step 6, which is partnership and cooperation, as the community is involved in planning and implementation. However, this participation also reaches step 8, which is citizen control, because at this level, the community has the authority to provide feedback and evaluations to village officials and even directly to the village head if there are discrepancies between the implementation and the planning or any violations.

The people of Cisampih Village actively participate in village consultative meetings (Musdesa) and ensure that the results of these meetings are incorporated into the Village Budget (APBDesa). They are also involved in the implementation of development projects, even willingly donating land for road improvements. Furthermore, the community has the authority to make corrections during the development process and is allowed to directly report any mistakes or issues to village officials or the village head (jaro). This model of participation significantly supports the village government in implementing development projects and demonstrates community self-help.

Based on the three aspects of participation awareness, it can be concluded that at the conceptual level, the community understands the policies, including Regional Regulations, Regent Regulations, and Village Regulations related to village development planning and budgeting. In fact, the community is involved in discussions about Village Regulations. The second concept is the impact of the development process. This concept measures the importance of community involvement in the development of Cisampih Village. Involvement occurs from the planning stage in village consultative meetings (musdesa) through the implementation of development and evaluation after the completion of the development. Target is the third concept of community participation awareness. In this concept, the community is confident that the development plans to be implemented are in accordance with what has been discussed in musdesa. It is ensured that the community understands that their involvement in the development of

Cisampih Village brings benefits to the village's development and even to improving their standard of living.

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