

Rural Development Management Strategy In Empowerment In Neglasari Pakenjeng Garut, West Java

Asep Dadang

South Indonesian Ocean School of Social and Political Sciences, Indonesia, asepdadang11446@gmail.com

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ABSTRACT

The goal of national development is to develop Indonesian people as a whole and comprehensively. There are more rural communities in every country, including Indonesia, than urban communities, so they need a development management strategy to manage them. Neglasari Pakenjeng Garut, West Java is one of the rural areas located in a mountainous location, so it requires a development planning arrangement as a form of public service. Based on the results of research using descriptive methodology with the title: "Rural Development Management Strategy for Empowerment in Neglasari Pakenjeng Garut, West Java ", it can result in improvements in the fields of education and the economy.

INTRODUCTION

Besides the science and art of management, management is an organizational activity that mobilizes human resources and other resources to achieve a desired goal. "Management is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve certain goals." (Hasibuan in Makmur, 2009). Likewise, management is an organizational driving machine, where the organization can move if the organizational machine is running, driven by a number of Human Resources (HR) forces. "Management is a tool for forming rational thinking and acting professionally to mobilize all human and non-human resources in order to achieve organizational goals effectively and efficiently as well as providing benefits in human life." (Prosperous (2009:7)

The success of an organization that is built, of course, the availability of Human Resources is a necessity as professionalism to achieve organizational goals. Through this, leaders are able to empower human resources so that relevance can be achieved. Therefore, empowerment includes strategies prepared by top leaders to pursue organizational hopes and goals. "Empowerment is the availability of individuals under the right circumstances and conditions to take personal responsibility for improving the situation in which they find themselves." (Richard Carver in Makmur 2008:61).

A village is a national area located in a sub-district and a national area which is closer to the community. In the context of the national program, it will basically focus on the community, of course under the auspices of rural areas. Therefore, rural areas in any country are the largest

areas compared to urban areas, so rural development should receive full attention from all parties so that progress can increase and of course this will have an impact on national development. "Village government is actually a concrete form of *self-governing community* which is formed independently by the community. Even villages have genuine autonomy because they are older than the state or district." (Syarif Makmur, 2008)

Neglasari Pakenjeng Garut Regency has 6336 people, 1813 heads of families, economic potential consisting of agriculture, animal husbandry, traditional markets, rubber and oil palm plantations because it has a village land area of 275 hectares. Apart from that, this village is also close to forestry land where the forestry authorities have collaborated with the community for Joint Community Forest Management (PHBM) as a form of the forestry minister's program. Thousands of hectares of forestry land have been managed by the community, especially in the management of horticultural crops such as planting palm oil, rubber and cloves.

METHOD

This research design was carried out using a qualitative approach. The reason for choosing this method is because the problems that will be analyzed and studied involve things that occur in life. By describing phenomena that appear in the field, deeper meaning and content can be interpreted from the data collected by paying attention to and maintaining its quality. *"What the qualitative researcher is interested in is not truth per se, but rather perspectives. Thus, rather than trying to determine the "truth" of people's perceptions, the aim of cooperation is to help researchers increase their understanding and the probability that their findings will be seen as credible or worthy of consideration by others.* (Bogdan in Sugiono, 2011:241).

The data analysis technique in qualitative research is triangulation, meaning it is not to test data that is originally initial data, but rather to develop the researcher's understanding of the existing situation and conditions. "Triangulation is defined as a data collection technique that combines various existing data collection techniques and data sources." (Sugiono, 2011), (Taufiqurrahman, M. 2023).

RESULT

1. Field of education

The results of the research show that the Neglasari Village government management strategy, which began in the government of Mr. Jahidin in 2003, was then continued by the head of Neglasari Village, namely Mr. Agus Sudrajat, S. AP, through superior programs in the field of education.

One of the strategies is that the village head and community leaders work together to improve education by sending community members to schools and Islamic boarding schools in other cities and areas, so that over a period of a dozen years, Neglasari Village is able to produce a number of educational institutions as follows:

Before the 2002 Development Management Strategy there were only three elementary schools, but after the 2014 Development Management Strategy there were three elementary schools, one SDS, three MI, one junior high school, two MTs, two MA, one vocational school, one high school and two Islamic boarding schools.

The development management strategy carried out by the two village heads is in line with the expectations of the wider community and is even in accordance with the demands of Law no. 22 of 1999 states that this law in principle regulates the implementation of Regional Government which prioritizes the implementation of the principle of decentralization. In the context of

decentralized development, village heads and communities can of course make choices in implementing development that are tailored to the needs of the community itself as long as the implementation of the development does not conflict with the national development program.

2. Economics

a. Highway Opening

Thank God, after Mr. Agus Sudrajat, S. AP (village head) and the community built a highway between Neglasari Village, Pakenjeng District, Garut Regency and Girimukti Village, Cikelet District, Garut Regency, access was able to open up for various purposes, especially improving the economy. With the opening of this highway, the people of Girimukti Village feel they have benefited because it is very close when they go to the market or to Garut city.



Figure 1: Access Highway Ds Neglasari Kc Pakenjeng – Girimukti Kc Cikelet

b. Establishment of Traditional Markets

The traditional market in Neglasari Pakenjeng Garut Regency is located in Babakan Rahayu Village, geographically the market is in the middle of the village and in the middle between Sukamulaya Village, Pakenjeng District, Tegalgede Village, Pakenjeng District and Girimukti Village, Cikelet District. Overall, the market is for transactions for the economic needs of approximately 25,000 people.

Initially the market was built in 2003 during the reign of the Headman Mr. Jahidin, who only had approximately 15 stalls, but after 2015 the market was developed by Mr. Agus Sudrajat, S. AP, to approximately 60 stalls. This is in line with the large number of interested buyers and traders. In fact, this market will grow rapidly along with the large number of enthusiasts, which is why the strategic location is in the middle of the village and far from the city and other markets.

The influence of traditional markets can improve the economy of small communities, including:

1. Reducing the unemployment rate, that is, many people are unemployed so they can work like maintaining a market, they are morally called to learn how to sell by renting a kiosk, managing parking, picking up and selling, etc.
2. Reducing the poverty rate means that small people can sell their crops in the market, such as selling fish pepes, chicken pepes, vegetables, fruit, etc.



Figure 2: Neglasari Village Traditional Market, Pakenjeng District 2024

c. Planting Oil Palm Trees

Before highway access was created by the village head through a village development planning strategy, the community was still said to be primitive and seemed lazy, but when the development management strategy was carried out by the village head, the community began to become aware of changing themselves to get out of their lazy nature.

Today, dozens of hectares of people are planting oil palm, including Mr. Rustandi, who previously urbanized out of the area, but today he has an oil palm plantation of 30 hectares. Likewise, many people are planting rubber trees, all of this in collaboration with the government through the Community Forest Management (PHBM) program at the Garut Regency Forestry Service.

Meanwhile, palm oil and leump products from rubber trees can generate approximately IDR 80 million per month. This has an impact on improving the economy of the Neglasari Village community.



Figure 3: Community Plantations (Mr Rustandi) 2024

CONCLUSION

Based on what has been described above, the development management strategy that has been carried out by the head of Neglasari Pakenjeng Garut, West Java can be concluded that this strategy can produce a development that is mutually hoped for, namely improving education,

namely by increasing educational institutions at the elementary, middle and high school levels. Senior High School and the community's economy start with road accessibility and improving services at traditional markets.

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