

## An Utilization Of Social Capital In Empowering BUMDes Buduma In Buluh Duri Village

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Article Info	ABSTRACT
<b>Keywords:</b> White Water Rafting, Empowerment of BUMDes Management, Partnership	The management of ecotourism-based rafting in Buluh Duri Village through empowerment of BUMDes administrators is still constrained in various aspects. These aspects include: the low ability of BUMDes administrators to overcome the less than optimal BUMDes partnership, the low knowledge of BUMDes administrators about the use of social capital in managing tourist areas as an effort to improve the village community's economy, the low empowerment of village officials in organizing partnerships and collective business management based on social capital, including: services that prioritize comfort, hospitality, cleanliness, various halal foods with delicious and affordable flavors, the availability of adequate infrastructure, maintaining environmental cleanliness from organic and non-organic waste. This condition needs to be followed up by carrying out a community service program. This activity is carried out to empower BUMDes administrators and the community in providing the use of social capital. The purpose of this economic and social service activity is to help reduce partnerships that have experienced problems, increase the knowledge of BUMDes administrators as a driving force regarding the development of tourist areas in managing them as an effort to improve the village community's economy, increase the empowerment of village officials in organizing partnerships and collective business management based on social capital. To achieve these goals, the methods used in this activity are: Socialization and Training on Utilization of Social Capital, Participatory Organization, Monitoring and Evaluation. The results of this economic and social service are that the partner group (BUMDes BUDUMA administrators) are able to become community drivers in utilizing social capital in developing BUMDes BUDUMA sustainably through the development of BUMDes that can improve community welfare.
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### INTRODUCTION

Buluh Duri Village, Sipispis District, Serdang Bedagai Regency has a stretch of river that has the potential to be developed into an ecotourism area. The utilization of this social capital is a superior product in Serdang Bedagai Regency that still requires collaborative management from various sectors, because currently the ecotourism sector has not been able to boost local revenue (PAD) as well as a catalyst for the village economy. In fact, natural panoramas, tourism infrastructure, and various food and beverage offerings are

products that have important value for the development of social capital, but have not shown potential economic value.

Even the Government of the Republic of Indonesia has determined that the social capital-based tourism sector in Indonesia still plays a very important role in supporting national development and is also a very strategic factor for community empowerment and increasing community income. The utilization of social capital has currently contributed around 19.33% of the total income of the tourism industry, especially from foreign tourists who come to Indonesia. Tourist spending to enjoy nature while buying food and drinks is the second largest expenditure after spending on accommodation, which contributes 38.48% of the total expenditure of foreign tourists (Endah et al, 2013). Thus, the contribution of natural panoramas, food and beverage products greatly supports regional economic development.

The North Sumatra BPS data source noted that foreign tourists (wisman) visiting North Sumatra have again increased. According to the North Sumatra Central Statistics Agency (2022), foreign tourist visits to North Sumatra in November 2022 reached 1,366 visits. This number increased by 288.07 percent compared to October 2022. This is the first time that the number of foreign tourist visits has again reached thousands since the pandemic in March 2020. This condition provides an opportunity for the development of the tourism sector by utilizing social capital in Buluh Duri Village, Sipispis District, Serdang Bedagai Regency as an effort to increase the income of village communities while increasing partnerships from related parties which are considered still very weak between BUMDes administrators, the government and the local community.

The existing condition of Buluh Duri Village, Sipispis District, Serdang Bedagai Regency has extraordinary tourism potential, both natural tourism and cultural tourism located in several points of the village with very unique and diverse quality and attractions. All existing tourism potential must be optimized properly, starting from promotion to good tourism access that must be owned. Of course, the Serdang Bedagai Regency Government through the Buluh Duri Village Government can improve and develop tourism in the area.

Tourism management in Buluh Duri Village is currently still faced with tourism development activities on the Bahbolon River, which is the largest river. The Bahbolon River is an icon of pride for the community that utilizes the river current as a development of the tourism area. Buluh Duri Village has succeeded in becoming a tourist village because it has a tourism product in the form of a natural tourism product, namely the Bahbolon River, which is a place for rafting and until now has become a brand owned by Buluh Duri tourism.



**Figure 1.** Initial Discussion with BUMDes BUDUMA Management

Based on the results of initial discussions with BUMDes BUDUMA management, it shows that the level of community income and knowledge of village officials in utilizing the Bahbolon River as a source of village income without harming the existing order is still low. So far, some people have carried out maintenance activities upstream and downstream of the Bahbolon River to maintain survival. In addition, the capacity of BUMDes BUDUMA management in organizing partnerships with external institutions in utilizing social capital is still low, so this has an impact on the minimal ability of BUMDes management and the community to make the Bahbolon River a source of their livelihood.

Based on the description, the Proposing Team is called to carry out the Community Partnership Program for Economic and Social Service. The condition of helplessness experienced by BUMDes administrators in providing ecotourism-based tourism services includes: changes mindset about the utilization of social capital productively and conservatively, the concept of social capital, procedures for social capital-based tourism services, including: hospitality, comfort, provision of delicious, halal and clean culinary, a healthy and clean environment from dry leaves and animal waste scattered along the village road are the most crucial issues today. For this reason, there needs to be learning and the right process of implementing science and technology, both in terms of time and resources. The final result of this activity in the form of empowering quality BUMDes administrators is certainly a useful input for the Buluh Duri Village community and other areas. This activity is certainly in line with the achievement of the first priority SDGs (1), namely: no poverty, especially in Target 1.4: By 2030, ensure that all men and women, especially the poor and vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of ownership, inheritance, natural resources, new technology and appropriate financial services, including microfinance.

## **Literature Review**

### **Clean and healthy living behavior**

Clean and Healthy Living Behavior (PHBS) is one of the strategies initiated by the Ministry of Health to achieve the 2015 Millennium development goals through the

formulation of the Healthy Indonesia vision and mission, as aspired by all Indonesian people in welcoming the Millennium Development Goals (MDGs). Clean and Healthy Living Behavior (PHBS) is a behavior practiced by each individual with their own awareness to improve their health and play an active role in creating a healthy environment. Clean and Healthy Living Behavior must be applied in every aspect of human life anytime and anywhere.

PHBS in households/families, health institutions, public places, schools and in the workplace because behavior is an attitude and action that will form habits so that they stick to a person (Ministry of Health of the Republic of Indonesia, 2010). Clean and healthy living behavior is one strategy that can be taken to produce independence in the health sector both in the community and in the family, which means there must be communication between cadres and families/communities to provide information and conduct health education. It is the responsibility of the district/city government and related sector ranks to facilitate PHBS activities in households so that they can be carried out effectively (Dimiyati.A, 2019) Public health can be achieved by changing behavior from unhealthy to healthy behavior and creating a healthy environment in the household. Therefore, health needs to be maintained, preserved, and improved by each member of the household and fought for by all parties.

A healthy household means being able to maintain, improve, and protect the health of each member of the household from the threat of disease and an environment that is less conducive to healthy living (Ministry of Health of the Republic of Indonesia, 2017). According to WHO (2017) every year around 2.2 million people in developing countries, especially children, die from various diseases caused by lack of safe drinking water, poor sanitation hygiene, adequate sanitation services, adequate sanitation supplies, safe water supplies, adequate waste disposal systems can reduce the death rate from diarrhea by up to 65% and other diseases by 26%. WHO also notes that every year around 2.3 million people in developing countries have adequate sanitation services, safe water supplies, adequate waste disposal systems by 65%.

The low awareness of the Indonesian people towards cleanliness will have a major impact on health, Acute Respiratory Infection (ARI) and diarrhea are two major diseases caused by an unclean environment. Data from the 2014 National Socioeconomic Survey (SUSENAS) shows that in Indonesia as many as 38.5% of people still smoke at home when with other family members. Male smokers are higher than female (72% compared to 28%). Furthermore, 77.3% of the population aged 15 years and over do not do enough physical activity, with the category (82%) less active and (11%) not used to doing physical activity. From the research data of the Ministry of Health, it is known that only 20 percent of the total Indonesian population cares about cleanliness and health from 262 million people in Indonesia, only about 52 million people care about the cleanliness of the surrounding environment and its impact on health (Kepmenkes RI, 2010). Humans need to maintain environmental cleanliness and personal hygiene to be healthy, everyone must be good at maintaining cleanliness, it is not difficult to maintain environmental cleanliness, there are many ways to maintain environmental cleanliness, for example by throwing garbage in its

place, always cleaning the gutters, separating dry and wet waste, diligently sweeping the yard, recycling unused items and many more. The environment becomes unhealthy and can interfere with daily activities and cause diseases that interfere with society if it is not kept clean, therefore it is necessary to always maintain environmental cleanliness because it has many benefits for life.

### **Based For Behavioral Guidance**

The Minister of Health of the Republic of Indonesia has created guidelines for the Guidance of Clean and Healthy Living Behavior as stated in the Regulation of the Ministry of Health of the Republic of Indonesia No. 2269/MENKES/PER/XI/2011 which regulates efforts to improve clean and healthy living behavior or abbreviated as PHBS throughout Indonesia by referring to the PHBS management pattern, starting from the assessment, planning, and implementation stages as well as monitoring and evaluation. These efforts are made to empower the community in maintaining, improving and protecting their health so that the community is aware, willing and able to independently participate actively in improving their health status. PHBS is an effort to provide learning experiences to create conditions for individuals, families, groups and communities, by opening communication channels, providing information and providing education, to improve knowledge, attitudes and behavior, through a leadership approach (advocacy), atmosphere building (social support) and community empowerment (empowerment) so that they can implement healthy living methods in order to maintain, care for and improve public health (Dinkes, 2006). As an effort to help the community regarding and overcoming their own problems, in the household setting, so that they can implement healthy lifestyle methods in order to maintain and improve their health (Lampung Health Office, 2003)

## **METHOD**

In relation to the problems and programs that will be carried out to overcome the problems mentioned above, the solutions proposed to overcome and solve these problems are carried out using the following methods:

1. Socialization and Training for Social Capital Development.

Socialization was carried out so that the group discussion material discussed focused on the problem of the impact of the decline in the ecological and economic function of the Bahbolon River and how they view it to be able to overcome these problems in finding alternatives to improve the social, economic and environmental quality of the community (Moeljiarto, 2017). After the discussion, the activity was continued by providing training and mentoring to BUMDes BUDUMA Management and the community on the development of tourism based on social capital. The training was conducted by conducting presentations to community members interactively and participatively regarding the development of ecotourism-based tourism, which includes: changing the mindset about mangroves ecologically and economically, creating ecotourism-based tourism services, hospitality procedures, comfort, provision of delicious, halal and clean culinary, a healthy and clean environment and waste management carried out by the Implementation Team.



## 2. Participatory Approaches to Organizing

To improve capabilities at the individual level and institutional strengthening at the structural and system levels, the BUMDes BUDUMA Management Board takes a participatory approach to improve the empowerment of village officials in organizing partnerships and collective business management based on ecotourism.

This approach recognizes two main steps, namely: awareness (conscientization) at the individual level and organization (community organization) at the structural and system level (Suparjan, 2013). In this method, it is expected that strong and solid community groups will be formed. Awareness efforts are carried out through discussions and providing examples of success history. While organizing is carried out by giving lectures on organizations and utilization of social capital and discussions to create community groups (Hasbullah, 2006).

## 3. Providing appropriate technology assistance to BUMDes BUDUMA Management such as: materials/presentation materials for managing mangrove ecotourism, empowerment modules in tourism services, training in tourism values in the form of: hospitality, comfort, a clean and healthy environment by managing organic waste. This assistance is provided after the group is truly ready to utilize and manage it properly. They already have a mangrove management organization (group) with clear membership structure, division of tasks, work mechanisms and they have prepared a place for the mangrove ecotourism process.

## 4. Monitoring and Evaluation

After all activities are carried out (implemented), monitoring is carried out on the activities for further evaluation. The results of the evaluation will be discussed again by the team and group and will be used as a basis for making further improvements. The proposing team collects and analyzes activity performance data to evaluate the results achieved, identify areas that need improvement, make recommendations for improvement, and report the results of the evaluation and recommendations for improvement.

# RESULTS

## Management Service

The implementation of community service activities for Economic and Social Service on the Utilization of Social Capital in the Empowerment of BUMDes BUDUMA in Buluh Duri Village began with data collection activities and problems in the development of tourist areas faced by the village, especially in public services. Based on the data collected, the condition of helplessness experienced by the BUMDes BUDUMA Management in providing tourism services based on social capital, including: changes in mindset about the utilization of the Bahbolon River productively and conservatively, the concept of social capital in Bahbolon River ecotourism, procedures for ecotourism services, including: hospitality, comfort, provision of delicious, halal and clean culinary, a healthy and clean environment from dry leaves and animal waste scattered along the village road are the most crucial issues today. One strategy that can be done is to train BUMDes BUDUMA management using

appropriate technology in understanding the importance of service, changes in mindset, mentality, behavior and the ability to analyze village resource potential comprehensively. The implementation of community service in the Economic and Social community service program is carried out through several activities, with the following stages:

1. Discussion on Identification of Local Resource Potential

This activity was carried out at the beginning before the Implementation Team proposed this activity as an effort to identify the potential of local resources. At the time of data collection, the ability of BUMDes BUDUMA management and the community to utilize local resources as a potential for developing tourism areas was still low.

2. Natural Resource Based Tourism Development Training Through Public Services Changing Mindset and Service Mentality

This activity is carried out with stages of material presentation, in the form of lectures and discussions on increasing capacity at the individual level and increasing institutional capacity at the structure and system level in the BUMDes BUDUMA Management. This activity aims to explore information about the opportunities that can be achieved by implementing the implementation of the development of tourist areas into villages based on Social Capital by prioritizing aspects of optimal public service. The training is carried out by conducting presentations to community members interactively and participatively regarding tourism development, which includes: changes in mindset about tourism services, hospitality procedures, comfort, provision of delicious, halal and clean culinary, a healthy and clean environment from and dry leaves and animal waste scattered along the village road carried out by the Implementation Team.

The activity continued with preparing working papers in identifying and analyzing village potential. There are several materials that must be printed in more than five days. For example, training instruments, in the form of: modules and working papers.

4. Village Potential Identification and Analysis Training Through Module Learning and Working Papers.



**Figure 1.** Activity Training

The team implementing community service activities conducts learning through presentation materials, mindset change training modules, training in social and environmental values in the form of: hospitality, comfort, a clean and healthy environment. The community service implementation team along with BUMDes BUDUMA management and other community groups carried out training consisting of several stages, namely: preparation stage, implementation and formation of discussion groups and discussions (questions and answers).

5. Providing appropriate technology assistance to BUMDes BUDUMA Management such as: training modules and working papers. This assistance is provided so that the group can utilize and manage it well. They already have an organization (group) with clear membership structure, division of tasks, and work mechanisms.
6. Monitoring and Evaluation

After all activities are carried out (implemented), monitoring is carried out on the activities for further evaluation. The results of the evaluation will be discussed again by the team and group and will be used as a basis for making further improvements.

#### **Next Stage Plan**

Based on the implementation of the Social Capital Utilization activity in BUMDes BUDUMA Empowerment in Buluh Duri Village, the plan for the next stage is to conduct periodic monitoring and evaluation (every month) by communicating directly (visits) or through the WhatsApp group formed after the training took place. This aims to be able to assist BUMDes BUDUMA administrators in implementing tourism area development activities every month in organizing units in the future. The considerations for the next stage:

The ability of BUMDes BUDUMA Management is considered still minimal, so in an effort to minimize problems in the management of Bahbolon River tourism, an Ecotourism area based on social capital. This training activity is able to increase the capacity of BUMDes Management in managing the development of Bahbolon River Ecotourism in the future into a business sector that can increase group and family income.

### **CONCLUSION**

The conclusions that can be drawn from this community service activity for the economic and social scheme are: - consistent participation and attendance in every activity. This activity has great potential to be followed up for improving the mindset of service quality, such as: cleanliness, aesthetics and delicious and cheap local culinary. In addition, innovative business units are built to support the development of tourism areas based on social capital. Natural resources are available in large quantities and are easy to obtain, namely identifying and analyzing the potential of resources that can be a source of income for the community. Bahbolon River tourism management training based on social capital can be an alternative to increase the economic income of community families and BUMDes administrators as well as a forum growing social capital among citizens.



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