

ECONOMIC EMPOWERMENT AND EDUCATION STRATEGIES IN COASTAL COMMUNITIES

(Case Study on the Grant Program in Tembilahan District, Indragiri Hilir Regency, Riau Province)

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ABSTRACT

The Family of Hope Program is one of the government's strategies to improve the welfare of coastal communities. This study aims to analyze economic and educational empowerment strategies in coastal communities. This study uses a qualitative approach with observation data collection methods, interviews and documentation. The results showed that the strategies developed by the family hope program were: providing cash assistance, basic food assistance, providing health insurance, providing education insurance, providing micro business assistance, giving sanctions to beneficiaries who were independent and did not pass, and leaving. any time. 6 years. The supporting factors for the Family Hope Program are the many social activities in the community, the culture of the people who like giving alms and the synergy between the Family Hope Program and other government programs.

The strategy of economic empowerment and education for coastal communities through the Family Hope Program has been able to improve the welfare of coastal communities in Tembilahan District, Indragiri Hilir Regency, Riau Province, but has not yet been maximized, and is still at the level of meeting basic needs and business development. Therefore, researchers suggest that the hope family program needs to be expanded and supervised so that the goals of the hope family program are achieved effectively and efficiently.

Key word. Empowerment, Economy, Education, PKH

INTRODUCTION

Economic empowerment and education in coastal communities through the Harapa Family Program hereinafter referred to as (PKH) is one of the Social Service government efforts to increase community empowerment in coastal areas both in economic and educational aspects. This empowerment needs to be done so that economic equality and education can be realized.

The coastal communities in Indragiri Hilir are people who live in coastal areas that depend on nature. Changing natural conditions such as tides also affect the livelihood systems of coastal communities. In addition, the low level of human resources (HR) in Managing Natural Resources (NR) also affects their empowerment in improving the economy of the surrounding community. In addition, the difficulty of access to transportation also affects the community in carrying out mobility and of course this condition adds to the list of their powerlessness in the economic and educational fields. Meanwhile, the government's attention through the Social Service on the PKH program has not been able to increase the empowerment of coastal communities both in economic and educational aspects.

Empowerment is an effort to increase the ability or empowerment of those who have empowerment to those who are less empowered. Kindervatter in Anwar (2007: 77) states that empowerment is a process of giving strength in the form of education to raise awareness, understanding and sensitivity of learning citizens to social, economic, and political developments, so that in the end they have the ability to improve and increase their position in society. Furthermore, according to Sumardi (2005: 111), community empowerment is an effort to increase the dignity of the layers of society who are currently unable to escape the traps of poverty and underdevelopment.

There are several indicators that show the success of empowerment activities as expressed by Schuler, Hashemi and Riley in Totok Mardikanto and Poerwoko Soebiato (2015: 289-290) namely: (1) freedom of mobility: namely the ability of an individual to leave his house or place of residence, (2) the ability to buy small commodities: that is, individuals are able to buy daily necessities to meet their own and family needs. (3) the ability to buy large commodities: that is, individuals are able to meet secondary and tertiary needs. (4) involved in making household decisions, (5) relative freedom from family domination, (6) political awareness: knowing one of the village or sub-district government officials, (7) involvement in campaigns and protests, someone is considered empowered if he is involved in a campaign or with others to protest, (8). Economic security and contribution to the family: owning a house, land, productive assets, savings, and others.

The Family of Hope Program (PKH) is a conditional cash assistance to poor families (KM), or in international terms known as Conditional Cash Transfers (CCT). PKH is a program created by the Ministry of Social Affairs of the Republic of Indonesia which is based on the Decree of the Coordinating Minister for People's Welfare as chairman of the Poverty Reduction Coordination Team, No: 31 / KEP / MENKO / -KESRA / IX / 2007 regarding the "Hope Family Program Control Team" on September 21 2007. PKH not only provides cash assistance but also provides regular educational assistance provided by PKH groups every month to monitor the achievement of empowerment of coastal communities. In addition, educational assistance is not only provided for children with compulsory education, but assistance is also provided to mothers by providing skills education.

Based on the grantors conducted by the researchers, it was found that these funds were not used properly, namely to meet primary needs and capital for business, besides that education funds that should have been used for education funding were not used for education so that children had to be in arrears for tuition payments. Based on the explanation above, the researcher is interested in finding out more about the economic and educational empowerment strategy of PKH in Tembilahan Indragiri Hilir District and knowing the economic and educational empowerment factors of PKH in Tembilahan Indragiri Hilir District, Riau Province.

METHODS

This study uses a qualitative approach from the point of view of educational science. Qualitative research is data collection, analysis and interpretation of comprehensive (non-numeric) narrative and visual data in order to gain insight into certain phenomena. (Gay, 2003). This research is an emic perspective. Taking the social situation at the Nurul Iman Islamic Boarding School in Muara Jambi Regency, the Raudhatul Mujawwidin Islamic Boarding School

in Muaro Tebo Regency and the Al-Fattah Islamic Boarding School in Sarolangun Regency with data sources from the head of the Islamic boarding school, the head of the school, and the teachers in the three Islamic boarding schools. The data collection methods used were observation, interview and documentation. (Creswell, 2009) with the research subject covering all elements related to the management of teacher empowerment at Nurul Iman Islamic boarding school, Muara Jambi Regency, Raudhatul Mujawwidin Islamic Boarding School, Muara Tebo Regency and Al-Islamic Boarding School. Fattah Sarolangun Regency.

Furthermore, to analyze the data, the authors used the data analysis model of Miles and Huberman, which is an activity of analyzing data which is carried out interactively and continues to completion, so that the data is saturated. These activities consist of: data reduction, data display, verification (conclusion drawing).

DISCUSSION

Strategy for Economic Empowerment and Education for the Poor in the Coastal Areas of Tembilahan District

The coastal community of Tembilahan District, Indragiri Hilir Regency, is a community that still needs attention, poverty and also limited knowledge of the management of existing natural resources, adding to the plight of coastal communities. Natural wealth such as water hyacinth, clam shells, nipah leaves and Pidada fruit seeds are left unused while they continue to pocket assistance from the social service through the PKH program.

In an effort to support government programs namely minimizing poverty rates in Indonesia, the social service has developed the Family Hope Program (PKH). PKH targets are poor families registered in the Integrated Social Welfare Data which has a PKH component. In its implementation, the Social Service through PKH has implemented this program with various strategies. Among the strategies that have been implemented are as follows:

a. Provide conditional cash transfers

The first strategy to empower coastal communities is to provide conditional cash transfers. that is, the Beneficiary Family, hereinafter referred to as (KPM), must follow the provisions stipulated in the PKH. The cash assistance is adjusted to the following KPM components:

Table 1. Assistance for each KPM soul

Category	Rupiah
Fixed help	500.000
Pregnant and breastfeeding mothers	1.200.000
Children under six years of age	1.200.000
Dadar School Education / equivalent	450.000
Junior High School Education / equivalent	750.000
Senior High School Education / equivalent	1.000.000
People with severe disabilities	3.100.000
Elderly	1.900.000

Source: Decree of the Minister of Social Affairs of the Republic of Indonesia

Based on the table above, it can be understood that each component receives different assistance according to the needs of each component. the more components in a family, the more help you get.

2. Providing basic food assistance

Apart from cash, KPM will automatically receive assistance in the form of basic necessities. This assistance is given according to the interests and needs of KPM, such as: eggs, rice, noodles, sugar, tea and milk. The purpose of providing basic foodstuffs is to reduce KPM spending and be able to use the money for other needs such as maintaining family health and opening Small and Medium Enterprises. So that the goal of PKH, which is to break the chain of poverty, can be realized by building a business and developing the business so that it becomes a empowered community.

3. Providing guaranteed health services

In addition to providing cash and basic food assistance, PKH in collaboration with the health office provides health service guarantees, especially for pregnant and lactating mothers, the elderly, and toddlers. Furthermore, the following are the forms of health services provided by PKH: (RI Ministry) states, the obligations that must be carried out for KPM are as follows:

Pregnant mother	Pregnancy examinations at health facilities 4 times in 3 trimesters. Giving birth by health personnel in a health facility. Health check 2 times before the baby is 1 month old.
0-11 months of age	Complete immunization and weight check every month at the age of 6 months to 11 months received vitamin A supplements
Age 1-7 years	At the age of 1-5 years: do additional immunizations and weight checks, every month. Age 5-6 years of body weight checks every 1 month and get Vit A 2 times a year Age 6-7 years Weigh yourself in a health facility
Age 6- 21 years	Be enrolled in an equivalent school / education Minimum 85% attendance in class.
Seniors 70 years and over:	1. Health examinations can be carried out by a health worker or by visiting an elderly health center (if available) 2. participate in social activities (day care and home care)
People with severe disabilities	Severe disability: 1. Health maintenance as needed. 2. health checks can be carried out by health workers through home visits (home care)

4. Providing guaranteed educational services

Apart from working with the Health Office, PKH also collaborates with the Education Office by providing educational services for students who cannot afford it. students who are unable to receive assistance in the form of exemption from school fees and cash assistance according to the school level of each student. In addition, KPM mothers also received education from PKH in the form of providing materials on how to manage household finances, live cleanly, healthy food to materials on entrepreneurship and building independent businesses.

According to one PPKH, to ensure PKH goals are achieved, PKH rules that must be agreed between the obligation to attend 85% for KPM who are still in school and the obligation to attend meetings held by KPM every once a month. In addition, KPM ladies also have the obligation to participate in other activities organized by PKH such as meetings held by PKH. According to one of the Family Hope Program Assistants (PPKH), PPKH conducts mentoring activities by holding meetings to provide education about healthy living, the use of PKH funds.

From this information, it can be seen that empowerment in the educational aspect is not limited to providing education funds, but also providing non-formal education for mothers to become more empowered communities.

5. Providing assistance for micro businesses

PPKM in Tembilahan Indragiri Hilir not only distributes PKH assistance to KPM but PPKH also provides education to the community so that they have a change in mindset and increase community empowerment. However, based on the results of interviews from several PPKHs, it was found that the strategies developed by each PPKH were not the same according to the situation and conditions of each KPM.

This is as conveyed by the Upstream PPKH that the activities developed have not yet reached the stage of building a micro business, but are still limited to providing materials on healthy living, processing healthy food, to material on awareness of political rights and gender equality. Meanwhile, based on interviews with PPKH out of town, PPKH has provided assistance to build a business by providing assistance in submitting proposals for capital procurement assistance, to providing product marketing assistance. One of the KPMs that has succeeded in developing a small business is a KPM located in the Tembilahan area of the city, namely Mrs. Siti Fatimah. Developed an amplangan cracker business by using a portion of the funds from PKH.

Based on the information above, it can be understood that the programs developed by KPM are not the same, this is adjusted to the conditions of each KPM.

6. Giving sanctions to KPM who are already independent and do not carry out independent garage

In order for PKH to empower the poor evenly, PKH imposes sanctions on KPM who do not graduate independently and gives awards to KPM who are able and able to graduate independently. This is as conveyed by the Head of the District Office, KPM who are able and do not graduate can be subject to the enactment of Law No. 13 of 2013, on the other hand, KPM who graduated independently was given an award.

7. Exit KPM every six years.

In addition to implementing a graduation, PKH also enforces KPM exit, that is, every six years a data collection will be conducted on KPM. For KPM who are already capable, a temporary graduation will be carried out while those who are not yet empowered will be given an additional time for three years. With this exit program, it is hoped that KPM can make the best use of the opportunity to empower themselves through the assistance provided, besides that the Andiri exit program is also expected to empower other poor communities in coastal areas. However, based on the statement of the Head of the Tembilahan Subdistrict Social Service, he has not yet conducted an independent exit and is still in the process of reviewing KPM data.

The Factors of Economic Empowerment and Education of the Poor in the Coastal Areas of Tembilahan District

a. Obstacle factor

1) Limited access

One of the obstacles that PPKH faces is the limited access to KPM locations, especially to KPMs in Seberang Tembilahan Village and Sungai Perak Kelurahan. to go to these two locations must cross the river and land. Therefore PPKH must make two trips by land and sea, and public transportation does not operate every time, only at certain hours and then goes to KPM's houses, PPKH must continue the road trip, namely ojek.

2) Human resource limitations

Tembilahan District, Indragiri Hilir Regency, is one of the sub-districts surrounded by small rivers with peat soil conditions. Abundant natural resources such as fish, Pidada trees, nipah trees, water hyacinth have not been optimally utilized. In addition to limited human resources, this is also due to the lack of support from the local government for the use of existing production products in the surrounding community. This is according to the observation that it is known that Tembilahan Indragiri Hilir Subdistrict is rich in coconut but water is still used for drinking, coconut milk is taken and the shell is used as charcoal ash. In addition, other natural wealth has not been utilized as an effort to improve the economy of coastal communities such as water hyacinth, shellfish, palm leaves, Pidada fruit which have not been touched to be utilized to improve the economy of coastal communities.

3) Mindset Ibu Rumah tangga

One of the obstacles to empowerment of coastal communities is the community mindset that assumes that it is enough for wives to work at home. The wife is sufficient to take care of the house, children and husband at home. wives are not allowed to work outside the home to earn a living. according to them, working for a living is the duty of a husband. This kind of mindset is still developing in some coastal communities so that KPM must take a mindset change approach first by providing education about gender equality.

b. Supporting factors

1) Community Culture Like Alms

Tembilahan besides being known as the city of a thousand bridges, Tembilahan city is also known as a city of worship. This designation can be seen in the values built up in societies who like to give charity. Many organizations were born from the alms of the local community. So it is not surprising that at this time in Tembilahan District there are many Islamic boarding schools and mosques that are magnificent and prosperous because of the blessing of alms. In addition, the culture of alms also has an impact on PKH's success in alleviating poverty in the Tembilahan District, Indragiri Hilir Regency, Riau Province.

2) Number of Community Social Activities

Apart from the Islamic values that grow in the Tembilahan community, a factor that also influences the success of PKH is the number of organizations that have grown from local communities that share the same vision of helping people in need. among these organizations are: (1) dawn fighters (2) Community Care for Inhil (MPI) (3) Indragiri Hilir Alms Lovers Community (KPSI). (4) Laskar Pangeran Antarasasi. (5) Healthy mothers. (6) Coordinating Agency for Social Welfare Activities (BKKKS). (7) Inhil Blood Donor Community (KDDI) and many other organizations that have the same vision and mission, namely to help alleviate poverty.

3) PKH synergy with other government programs.

To support the success of PKH, the government is synergizing with other government programs such as the health service through the Healthy Indonesia Card (KIS), the Education Office through the Smart Indonesia Card (KIP), and the Community and Village Empowerment Service (DPMD) and other institutions both private and country. According to PPKH, all KPM receive KIP and KIS assistance in accordance with the PKH components obtained.

CONCLUSION

Based on the results of research and discussion, it can be concluded that economic empowerment and education in coastal communities can improve community welfare. The strategies used include: providing cash assistance, basic food assistance, health insurance, educational services, and assistance for micro businesses. In addition, it also provides criminal sanctions for PKMs who do not graduate independently, and exit KPM every 6 years.

Suggestions that can be given are that the local government really oversees the implementation of the family hope in coastal communities because it has a very large impact on the welfare of the community. For further research, it is hoped that it can analyze in more depth what are the weakest factors that still need to be improved in the process of implementing the Family Hope Program.

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