

RURAL DEVELOPMENT STRATEGY THROUGH THE IMPLEMENTATION OF DESA SEJAHTERA MANDIRI (DSM)

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Abstract

Desa Sejahtera Mandiri (DSM) aimed at the public welfare. Efforts is a decrease in the number of poor and provision of skills / soft skills. DSM seeks to finalize the number of poor and welfare efforts in 4 villages (Gajahrejo, Sidodadi, Pamotan, and Lebakjabung). This study would focus on the planning, implementation and program goals DSM. The approach in this study is a participatory policy research. Sources of data in this study is LP2M UM, TKSK, the Village, some recipients of the program, the Youth Village, and Pokdarwis / LMDH. The data collection is done by observation, interviews, focus group discussions (FGD), and documentation study. The results of this study indicate that become effective DSM programs are programs Livable House photo (RTLH), Business Group (KUBE), and the development of tourism. With the program's target beneficiaries in accordance with the criteria according to the data with social welfare problems (POM). Has built 30 RTLH and formed two (2) KUBE per each village. Therefore DSM targets, still two (2) program which takes place from 9 (nine) achievement of the program. In the field of tourism development has aligned travel concept set.

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1. Introduction

Poverty has become a part of the latent problems in Indonesia. Every change of leadership, policies, and programs of poverty still can not be resolved. There are the types of poverty that occurred in Indonesia, namely: (1) structured poverty, (2) created/maintained, and (3) intentional. Medium if according to the data The Central Statistics Agency (BPS) on the criteria of poverty, at least 10 (ten), namely: (1) eat less than 2x a day, (2) there is no difference workwear and

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nightgowns, (3) did not have electric lighting, (4) do not have clean water, (5) the area of residence of less than 8 m2 / person, (6) do not have access to health care (7) house tiled ground, (8) the walls of houses of bamboo or board of lower quality, (9) does No electronic goods below 500 thousand, and (10) of wood fuel/kerosene. If categorized 1-9, then he is an inferior category

Based on BPS data Malang Poverty rates were recorded at 292.87 (2015), 293.74 (2016), and 283.96 (2017). 2017 has decreased, but the decrease is not significant. With poverty severity index (P2) Malang in 2017 amounting to 0.43. The following graph poverty severity index in East Java:

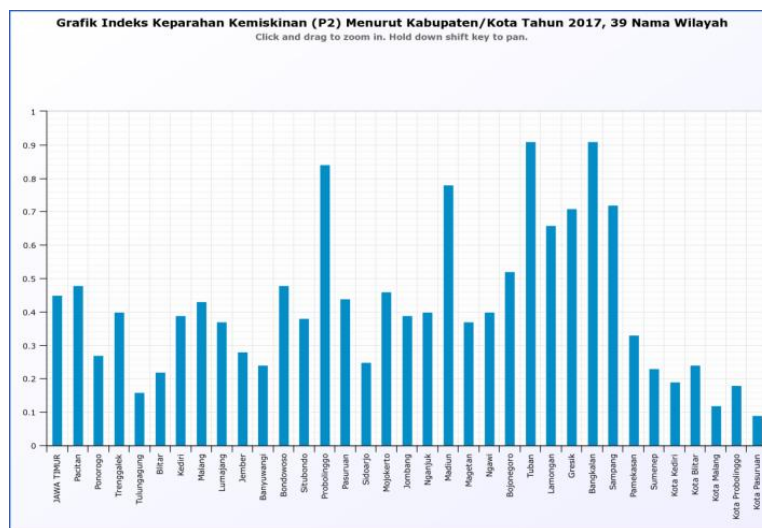


Figure 1. Graph Severity Index Poverty in East Java (malangkab.bps.go.id)

Governments, communities and businesses have been trying as much as possible reduce poverty with social assistance programs and activities in accordance with the duties, functions, and capabilities of each party. Implementation and these activities tend to walk on their own according to the interests of each party.

One of the causes of poverty is insufficient economic resources to accommodate people's lives in a region (the village). This is not due to not supporting the existing potentials in the region. But rather caused by the inability of communities to manage and process the resources available. Besides, there are many people with social welfare problems (POM), among others: the poor, houses Not worth Huni, a woman prone to social economy. In accordance Law on POM

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and PSKS used as the basis for the implementation of: (1) social rehabilitation, (2) social security, (3) social protection, (4) social empowerment, and (5) reduction of poverty.

Judging criteria BPS data on poverty, community RTLH program recipients are proof enough as part of a group of poor people. The type of PMKSs which later became the targets of the program in the Village and Village Sidodadi Gajahrejo are as follows:

Table 1. Type PMKS and Program Priorities

No.	Type PMKS	Priority Program
1	People with disabilities	-
2	The poor	-
3	Vulnerable families	-
4	Homeless child	-
5	Neglected elderly	-
6	Prone Women Socioeconomic	-
7	Bum	-
8	Former Citizens Community Institutions Patronage	-
9	RTLH	✓
10	Psychological Social Troubled Families	-

Source: Processed Data

While the types of PSKS that the priority menajadi KUBE program as explained by the Ministry of Social Affairs. RTLH and KUBE program is part of the empowerment programs targeting is empowerment. Although not the same recipient or how the creative economy RTLH program developed for the recipient.

RTLH program based more on poverty-welfare factors. Although poverty-welfare still interpreted in the form of physical needs. Not only the material and physical, but also about dignity. Self-esteem is more precisely in the act of discrimination of the poor in society, (Chambers, 2006b; Spicker, 2007). KUBE program being more based on empowerment. According to (Ife, Jim dan Tesoriero, 2014) the empowerment process, the implementation, and the results, with the top-down approach. DSM approach is targeted at people who have high self-reliance, participation, and solidarity are high to meet the basic needs develop sustainable livelihoods, and create added value for rural productivity. Through the utilization of resources, the village needed to have the orientation of the development of tourism. The abundant potential should be used to meet the needs of its citizens.

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Basically, the community is the main target of the implementation of an independent prosperous village (DSM), because DSM is a functional activities carried out in order to facilitate the various obstacles encountered society due to resource limitations. To that end, at least the implementation of the DSM can provide benefits to people who are: (1) Obtaining the help of thought and effort to plan and implement community development and empowerment; (2) Obtaining the experiences of renewal, either in the form of concepts, reference insight, to reference and resource network support.

The government is basically also be carrying out field of service to the community, because the function of government is to carry out various functions of the public service. Forms of public services the government would not relics of physical form or material, but also some things related to the effectiveness and efficiency of service, including the opportunity to restore the orientation of development based on community empowerment, so have no awareness that can be viewed through the "ownership" society, Because, at least there are three things that can be done by the government through public services, namely: (1) do kebarharuan in order to carry out public service functions efficiently and effectively.

The background of this study provides formulation and research objectives are intended to know and explain two things: (1) the effectiveness of the implementation of DSM in rural development, (2) rural development strategy through the implementation of DSM. This study provides benefits to policymakers for consideration in policy-making by the public interest.

Model (Treseder, 2012) is a move away from and response to some of the most frequent criticisms of the metaphor of stairs, which aims to illustrate that there is no hierarchy of progress or a particular sequence in which participation should be developed. Treseder found there should be restrictions on the involvement of children and adolescents, but they will not be involved in the project initiated by the child and directed straight and need to be empowered enough to be able to participate fully (Freudenberger, n.d.).

In terms of participation, according to (Chambers, 2006a), this approach has implications that the community is actively involved to be able to determine a plan and execute it. With the PRA approach (participation rural appraisal), the concept used is participatory, flexible, cooperative, saving, and systematic. Opinion Midgley et.al (Claridge, 2004) argues community participation led to the development of society that led to the contribution of social work. Talk by participation for Lane (Claridge, 2004); means to discuss implementation of the project on the

orientation of the social costs. Participation eventually led to the policy, or even a participatory action as policy implementers, (Kvalvaag, 2013)

Agenda, as I imagine, is a list of subjects or issues that are closely related to government officials, and people outside government with the officials, giving serious attention at any given time, (Viana, 2014). I should mention what has been referred to as 'symbolic policies', which is a government program that more or less does not have the opportunity to alleviate the underlying problem or is not intended to do so. Instead, they merely seek to satisfy public demands that the government "do something". Public goods, models exceptions problem here is more to try to get better handling on the type of government action (public policy) should be involved.

Public policy is filtered through specific policies, adopted, implemented through legislation, regulatory measures, government action, and funding priorities, and enforced by public institutions. Individuals and groups seek to shape public policy through interest group mobilization, education, advocacy, and lobbying. The official policy guides the government on a series of actions and also provide a mutual accountability relationship between government and citizens. The policy process includes several main aspects: the definition of issues to be addressed, policy objectives to be achieved, and the policy instruments used to resolve problems and achieve policy objectives (Cochran, Charles L. and Malone, 2014).

However, according to Andrews (Fischer, Frank., Miller, Gerald J., Sidney, 2007), Pareto criterion also has a procedural component that promotes fairness and efficiency: it requires unanimous and voluntary participation in the transaction to ensure that the decision is not lost, only the mutual advantage. Kaldor-Hicks criterion procedurally more force, implying the majority rules, and the dictatorship of the worst social planner. However, realistically, a lot of things needed by a civilization to impose costs on some people to get their broad social benefits. Examples include public education, progressive income taxation, highways, power plants, sewage treatment plants.

Because each policy terms will be of interest, George Yebelis (Hacker, 2004) convey, policy stability increases when more actors or decision-making bodies must agree to change, when the ideological distance between them is greater, and when they are more internally cohesive. More seriously, according (Baldock, 2018) is more important than social policy is how much the government's concern for social activities. For him it is a comparison that fits.

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True what was said (Titmuss, Richard, 1974) that the policy is a means to an end. So that the meaning of a policy for a group, organization, or community if the change sought each other. Still according to Titmuss, the policy should be action-oriented and problem-oriented. It's actually quite fit, because it has not moved on the orientation of the solution. Any policy that later became public consumption has consequences pros and cons. That is social policy still has an impact on welfare. Opinion (Spicker, 2013), the provision of welfare-oriented to serve the physical and material interests of the recipient. However still emphasizes egalitarian welfare nature. This case is very sensitive, particularly targeting the economic limitations.

In a different way, the way of economic thinking is modified when it concerns social welfare were introduced, this time to the historical-institutional economics see the application of economic thinking as social situations depending on the details that must be known through social investigation (Similar considerations also became the rationale Keynes). However, concern for social welfare also provides application of social thought-structural, which could serve to identify the social causes of poverty, thus shifting the responsibility of the individual to the social situation and allow the argument that public policy can intervene in a fair, (Fischer, Frank., Miller, Gerald J., Sidney, 2007).

By focusing on the term 'social policy' so far, which is concentrated on the activities of government or other policies to achieve social goals. However, many social policies are more interested in what can broadly be called the social welfare and only partly a product of what the government and policy makers do. Social welfare is again a little benefit because the term is defined very strictly. I use it in a way that is slightly different depending on the problems observed. Sometimes refers to the well-being of the very material aspects such as access to economic resources. At other times, the word is used to denote an underlying condition such as satisfaction, happiness, absence of threat, and confidence in the future. The entire field of research called 'study of quality of life' seeks to understand and measure what is believed to be a key element of their welfare. Social welfare can be thought of in terms of the concept of individual welfare but as the name suggests, it is also used to refer to a form of collective welfare (collective welfare) are more collective, such as the overall concept, (Baldock, 2018).

The views Feinberg (Spicker, 2013) there is an effort that must be fought, which he described as "welfare interests." The fields have become a welfare orientation to reach the other not

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pursued with interest. Welfare affairs according to (Hacker, 2004) is the administrative affairs. Its application to the lower level is a voluntary arrangement subsidies and benefits are private.

2. Methods

This study uses a qualitative approach (Creswell, 2013). The qualitative approach in this study uses a case study that is the narrative presentation and answers the research problems related to the question of how, why (Yin, 2003). That is, with a participatory model for information policy implementation Sejahtera Mandiri village is located in the village of Gajahrejo and Sidodadi, Pamotan village of Malang and Mojokerto Jabung village of Lebak. This study presents data categorized with social welfare problems (PMKS) and the development of rural tourism. Tersajikan evidence is necessary to show that the policy is implemented on target. For DSM categorization is clear enough to be implemented in the area.

From the results of data collection, a number of sources of data were compiled by the Secretary Village, Village Chief and Chairman of RT, team travel manager (Pokdarwis), and chairman of LMDH (forest village community institutions). Researchers also present at the study site as a full participant. In terms of the involved and coming to each target location. It can be seen how the conditions in the field. This study uses data collection techniques (observation, interviews, and documentation) (Creswell, 2009). 1) Observation, observation is based on the details of components of the beneficiaries of the program. Then the observation is made from village to village and then to RT. 2) Interview, in support of the identification results in the field, researchers conducted interviews with the Secretary-Village (Carik), Village Chief and Chairman of RT, Pokdarwis, and Chairman LMDH. Interviews were conducted while visiting each social problem, a problem for tourism management and tourism development strategy. 3) Study of documentation, divided into two, namely: a document in the form of files and documents such as photographs.

Furthermore, in the analysis of data obtained in the field (observation, interviews, and documentation) is described with a match on each court records. Data from field notes were later reduced, described, analyzed and interpreted (Creswell, 2007). According to (Creswell, 2013) at least why the analysis carried out are to: (1) avoid bias on informants (subjective), (2) avoid leaks of the positive results, (3) maintain the privacy and hide the identity (name) informant.

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3. Result and Discussion

More participatory method for local communities play a greater role and more actively in the process of gathering information. Responding to the questionnaire is one of the most passive form of participation is limited. Kind of more active participation may involve drawing maps or participate in an open discussion. Both types of these interactions enable the local people to express their own concerns and not just responding to what is asked of others. The participation rate is still higher achieved when the villagers set the agenda for this study, determine the questions, gather information, and become integrally involved in the analysis and use of such information.

The decision to use a more participatory one or more top-down will depend on what you want to achieve. If the purpose of this study is purely to collect information, there may be no particular reason to encourage greater participation. Indeed, there may be a reason not to go down the route of participatory because it will cost the time and effort that is large enough community members involved. However, if the purpose of this study is a combination of gathering information and making local residents to "participate" in the process or to be more involved in decision-making, then the participatory aspect becomes very important. More and more members of the community who are active participants in the study (compared with passive participants that only respond to the initiatives taken by outsiders), the more likely they will feel an interest in the process. And, the more they feel the interest in the process, the more they will be motivated to take on greater responsibility in decision making and leadership.

From this study wanted to know two things: (1) the effectiveness of the implementation of DSM programs in the Village and Village Gajahrejo Sidodadi, (2) the achievement of DSM programs for the community and the village of Desa Gajahrejo Sidodadi.

DSM Program Effectiveness

Indicator RTLH program can be seen from the planning, implementation, and evaluation. Planning certainty and kesesuai include program beneficiary data from predetermined criteria. Implementation includes home cultivation process to be appropriate development planning (how long and how feasible is used). Average evaluation includes correspondence between planning and execution that has been done.

In detail in the planning, the data set that includes 22 criteria PMKS. The data in the field found there are nine types of criteria PMKS. Achievement program if adapted to the DSM models, the program implemented have not yet reached the target program performance. This is evidenced by the focus of the program is monitored and accompanied RTLH program that is part of the 22 criteria for POM. The remaining eight criteria in the village of Desa Sidodadi Gajahrejo and a low priority.

There are 60 receivers (Village Gajahrejo and Village Sidodadi) program RTLH seen based on the following criteria: (1) the tiled ground, (2) a walled bamboo or kalsiboard low quality, (3) tile low quality or leaking, (4) have not been empowered to renovating the house. With the severity of the house and occupants of different remodeling through RTLH program equated averaged nominal received per each program beneficiaries. In the implementation unfairness also found information from the central government to the regional implementation up to the village government and the beneficiaries of the program. Nominal issued by the government that as part of the lighter so that people strive and determined to have a decent home are not fully understood. The impact is the recipient of dependency level is too high and the program does not have the readiness to build a decent house. Plus funds provided also to meet the consumption needs of builders and construction workers, although it is cooperation.

So between the village and the village Gajahrejo Sidodadi, there are differences in the outcomes of home renovation. The difference was quite striking for the people, because in the village Sidodadi results more leverage than in the village Gajahrejo. Furthermore, from KUBE program, Village Gajahrejo more leverage as it has formed 3 (three) KUBE, namely; Travel KUBE 2 (two) and KUBE group PKK. Each consisting of 10 people according to criteria KUBE establishment of the Ministry of Social Affairs.

Achievement of DSM Program

The data used to determine the priority programs and or orientation towards the village of Sejahtera Mandiri program has a target term of 5 (five) years. Given the authority to determine the recipient of the program, in mentoring programs should be maximal. With the support of the college and the District Social Welfare Workers (TKSK) facilitate the achievement of the program.

Here I include the results of the workshop in the realization of RTLH and KUBE program.

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Table 2. Results of DSM Design Workshop Realization Phase RTLH and KUBE Program

NO	DESCRIPTION	INFORMATION
1	Determining the DSM design and the village Gajahrejo and Sidodadi	Understanding of the design concept of DSM
2	The formulation of joint implementation of DSM programs first year.	RTLH program implementation and KUBE
3	To deliver mapping results POM, RTLH, and KUBE	POM and receiver of data gathering and KUBE RTLH
4	Determination of DSM program design achievement within the next 5 years	All the devices agree on the DSM program design
5	Full authority to the entire village in the implementation of DSM programs	Hamlet's head has the authority to determine the recipient RTLH and KUBE.

Source: Processed Data

The data collected in the field revealed that the level of dependency on village government is more dominant. Evidenced by the lack of systematic efforts from the support given by outsiders. That is the extent of the bridge between the village government program managers with program beneficiaries. DSM so that the target is still within the scope of the RTLH program. While the programs are not well coordinated KUBE is civilizing the economy. KUBE is more likely to belong to persons who have made a good effort in the field of tourism, culinary, or SMEs.

Since the beginning, the KUBE program does not have a companion either from the village or from businesses. This resulted in the KUBE program not having a target and development in the business.

Tourism Development Strategy in the DSM Program

The orientation of the development of the village as it has sufficient resources, many of which are directed into the development of rural tourism. In this study, there are two (2) villages in oriental rural tourism development which took place in two (2) districts, Village Pamotan

(Kab, Malang) and Desa Lebak Jabung (Kab. Mojokerto). Natural potential in the form of springs and rivers used to travel rivertubbing. In terms of promoting citizen participation in the development of tourism, the two (2) of the village there is a different approach. Village Pamotan applies the traditional approach to event *encek-encek* followed by citizens, traditional dance, and traditional games, as well as educational tours such as cropping, free-range ducks, and free-range buffalo. Next, in the village of Lebak jabung environmental approach is the embodiment of the Community Care for Environment Movement (GaKOPEN). Environmental conservation agenda imposed on the participation and support of the village government.

As part of tourism development models, at least must contain sufficient resources. Two (2) types of resources are maximized to support the development of tourism, namely: 1) human, and 2) material. Human resource loading aware group travel (Pokdarwis)/LMDH, youth villages, and village. While loading the material resources tools, materials, equipment, and governance of travel. The combination of these resources encourages the achievement of targets in participatory tourism development.

Besides through a participatory approach, the development also travels load welfare aspects. Thus, it can be arranged tourist development strategy as the table below:

Table 3. Tourism Development Strategy

Source Power	Approach		
	Travel Concepts	Participation	Well-Being
Human	1. Education and Culture 2. Environmental Sustainability	1. The Village 2. Pokdarwis/LMDH 3. Community/Student	1. Travel business 2. Villagers
Material	1. Rice planting 2. <i>Angon</i> Buffalo 3. <i>Encek-Encek</i> 4. Traditional dance 3. Traditional game 4. Planting Trees 5. Fish Seed Spread	1. Villagers 2. Youth organization 3. Outside the village community	1. Maintenance tools and travel material 2. Extra travel packages
Social and Legal Legitimacy	Code of Conduct and the Selling Value Travel	The Rules of Village, Notary, Support Department of Tourism	Statutes determining the result of internal conflict prevention and agencies

Source: Processed Data

A tourism development strategy should be established so that such travel is managed and developed by the Village. This is to avoid the tendency of investors to take over-travel

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management. In addition to the enactment of legal legitimacy through the process of tourism development has the potential to maintain the dominance of the travel manager perhutani intervention.

4. Discussion

As mandated by the 1945 Constitution, efforts to promote the general welfare continue to be encouraged even replacing the president and ministers. According to BPS data, the number of poor in 2017 declined recorded in the month from March to September. March amounted to 27, 77 million (10.64%) in September amounted to 26.58 million (10.12%), decreased by 1.19 million people. This number will certainly continue to move along with the acceleration of poverty reduction. Although it is very difficult, which is one of the government's efforts through the Minister of Social Affairs there are several programs such as: PKH, DSM, non-cash food aid, child social welfare programs, the KAT empowerment, and Institute for Family Welfare Consultation.

According (Rosidi, 2016) the policy cycle (heuristics) there are five (5) phases: submission of policy initiatives, policy setting, policy implementation, policy evaluation, and follow-up policy. The charge is hermeneutics in general policies DSM programs need technical implementation and evaluation in the field implementers. Still, there is an indication for profit of assistance programs that have an impact on the mismatch result of the renovation of the house. Of their roles, responsibilities, and functions (TOR), both of implementing such village, TKSK, or from field operators partly responsible for the completion of the program.

If it is based on opinion and Spillane (Cohen, David K., Spillane, 2016), that the central agency (the government) has the authority and power of a very large. Control is the largest at the central level, in this study has not been coordinated until the bottom level. Create an impression, bounded by the control program funding, has not been in control of the achievement of program compatibility.

Referring to the public policy process of (Taufiqurokhman, 2014) which cites the opinion of Dunn, there are five (5) of the process, namely; formulation, forecasting, recommendation, monitoring, and evaluation. Adjusted by these results, the policy or program is not quite finished at the level of evaluation. By looking at the targets and achievements of the program that are not allow undertaken at a time, the researchers added after the evaluation process is a need for

sustainability (sustainability). To further examine the problems in the implementation of the program, the results can be analyzed as follows:

Table 4. SWOT Analysis RTLH, KUBE, and Tourism Development

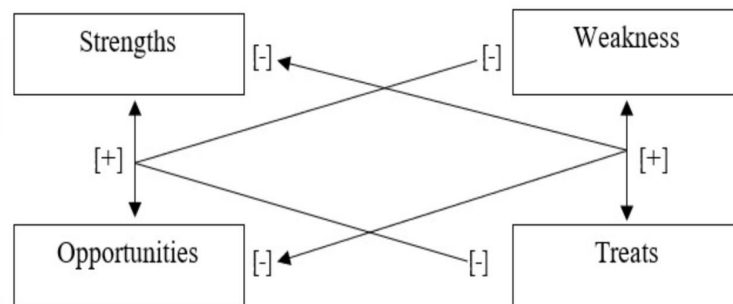
Aspect	Strength	Weakness	Opportunities	Threats
Human Resource	Society trying to meet the needs of program recipients' completeness pan buildings. KUBE group members are still active in the production of snacks. Pokdarwis / LMHD has a strategic tourist orientation.	The society program recipients need people around to manage all building needs. Group members rarely Berkumpul and create innovations. The Mutual Cooperation residents are less than the maximum.	The support of various parties to complete the program targets. Potentially adding members of RT/ Dusun another. Potentially the involvement of youth.	Distrust of the beneficiaries of the program. Often unbeatable with other activities outside KUBE. Potentially there is involvement of investors and forestry.
Tool/material	Easily obtained. Available in the village and abundant. Available and can be provided according to the ability of self-help	Lighters Fund program is not enough to make ends meet. Limited to a particular type (bananas, fish). Tools with high fees have not been provided.	Can support from relatives to finish building a house. Cheap price. Support tools from the village government.	Cheap raw materials can not last long Due to being limited to a particular type, a bit hard to get other types of raw materials. Tools and materials expensive
Village government	Support the implementation of the program. Supporting independent business of society. Support of tourism development.	Can not fully control of planning until finishing. Not to participate in promoting the KUBE products. Not to participate in promoting tourism.	Fulfillment program soon eventuated Given lighter funds for sustainable KUBE. Legal legitimacy.	Public distrust in the village government. Village government intervention in terms of production gains. Interest in village government with investors and forestry
producti on (KUBE)	Having raw materials and easy-to-produce	The sale value in the market is low or restricted to traveler	through visiting students to travel to promote products around campus	Unable to compete with products that already have a brand.

Source: Processed Data

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From this analysis if supported strengths with opportunities to reduce the failure in the program caused by factors of weakness. Average treats more on the consideration or a trend. When positive dominance tends to lead to a reduction opportunities and vice versa. This also applies to the weakness analysis, when opportunities are positive dominance wane. The explanation can be illustrated in the following chart:

Chart 1. SWOT Cross Analysis



Source: Construction Researcher

In terms of policy, the analysis is based on planning and evaluation. Average explanation of Table 1, 2, 3, 4 and chart 1 oriented implementation and evaluation of the implementation of the program of social policy decisions.

5. Conclusion

First, the DSM program's effectiveness relies on indicators for planning, implementation, and evaluation. To see the effectiveness of the program, an important link between these three indicators. Finally, the suitability of the program can be explained sequentially.

Second, the Enforceability of the DSM program is based on the policy process flow. By explaining the results of this study, researchers added after the policy process is the evaluation of sustainability (sustainability). That target and achievement can't be completed program at a time. This means that should the draft be short-, medium-, and long.

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