



Community Empowerment Efforts Through the Kampung Kita Kampung Tematik Program (Case Study: Mangga Village, Tangerang City)

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Abstract: Kampung Kita Kampung Tematik Program is a program of the local government of Tangerang City to alleviate slum areas and empower the community through the utilization of regional potential. The Kampung Kita Thematic Village Program aims to create a creative, innovative, and harmonious community through economic, environmental, and social approaches based on the characteristics of each village area. This research examines what stages are carried out before the implementation of the program by highlighting the planning stage and what programs are contained in Kampung Mangga. Based on the results of interviews conducted in Kampung Mangga in Tangerang City, the community felt the positive impact of the Kampung Kita Thematic Village program because it could increase community participation in several activities in the village. The results of the interviews showed that this program succeeded in increasing community participation in environmental development, strengthening community harmony, and creating new economic opportunities through the management of educational tourism.

Keywords: Community Empowerment; Thematic Village; Mangga Village.

Introduction

The most basic development problem is poverty. Poverty is closely related to the lack of welfare of the community in meeting daily needs. In 2024, the number of poor people in Indonesia will reach 25.2 million people who are categorized as poor (Central Statistics Agency, 2024). According to data reported in the Tangerang City Regional Long-Term Development Plan (RPJP) for 2025 – 2045, the percentage of poor people in the city of Tangerang will touch 5.89% in 2023. Based on the data obtained, the level of welfare in the city of Tangerang needs to be improved.

Poverty is still a development challenge with a poverty rate of 5.89% reflecting that the distribution of welfare is not optimal, especially in terms of the economy in Tangerang City (Tangerang City Regional Long-Term Development Plan (RPJP) for 2025 – 2045). In carrying out economic equity, the city of Tangerang continues to innovate so that the poverty rate decreases

significantly in line with the vision of the city of Tangerang in the 2025-2045 RPJPD, which has a goal to reduce poverty and inequality. In line with the vision and goals of the city of Tangerang, to reduce the poverty rate in the city of Tangerang can be done by empowering the community through the Kampung Kita Kampung Tematik program.

The "Kampung Kita Kampung Tematik" program is an initiation program of the Tangerang City government that focuses on innovation and creativity with the aim that the Kampung Kita Thematic Village program can be a program that is able to eradicate slum areas, provide strengthening social values to the community, and as a program that can contribute to improving the economy of the village community (Jasmine & Fawzi, n.d.). The "Kampung Kita Kampung Tematik" program is a program under the auspices of the Tangerang City Regional Development Planning Agency (BAPPEDA). BAPPEDA continues to strive to develop the Kampung Kita Thematic Village program by collaborating with

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OPD (Regional Apparatus Organization) and several other private agencies. The "Kampung Kita Kampung Tematik" program was inaugurated in 2016 and continues to experience development, namely with the increase in the number of villages in Tangerang City that are included in the thematic villages. Based on the number of thematic villages inaugurated until 2024, there are 88 villages in 26 villages in Tangerang City, with details of one village there are two thematic villages (Handoyo, 2015). Thematic villages are the embodiment of regional development that comes from community empowerment that is Bottom-Up, namely that in its implementation, community participation has a major and very important role in regional development so that development can run in accordance with what the community needs (Steiner, 2018).

In the research conducted, this research discusses the planning process of our village program as a thematic village, especially in Kampung Mangga which is located in Gebang sub-district, Periuk Village and what are the positive impacts felt by the people of Kampung Mangga and what obstacles occur in the process of implementing activities in Kampung Mangga, as well as what activities have been carried out since Kampung Mangga was made part of the thematic village. This research is used as a consideration, especially for the BAPPEDA of Tangerang City in the 2024 thematic village evaluation and monitoring process so that the Kampung Kita Thematic Village program continues to experience development in a better direction.

Method

The approach taken in this study is a qualitative approach. The qualitative approach is an approach that focuses on describing the object of research based on facts that occur in the field. The research was carried out in the form of interviews, documentation, and observations in the field. The purpose of the research method was chosen to find out and assess the success of a program on the implementation of the program objectively (Kantun, n.d.).

Observation and interview activities are carried out by observing the reality or general description of the mango village and conducting direct interviews with the residents of Mango Village, especially to residents who are active in implementing programs in Mango Village. Community participation or response related to empowerment activities carried out in Mangga Village, the positive impact that has been felt by the people of Mangga Village and what obstacles have occurred in the process of implementing the community empowerment program in Mangga Village.

Result and Discussion

Profile of Mangga Village as a Thematic Village

The "Kampung Kita Kampung Tematik" program is an initiation program of the Tangerang city government that focuses on innovation and creativity with the aim that the "Kampung Kita Kampung Tematik" program can be a program that is able to eradicate slum areas, strengthen social values in residents, and as an economic empowerment of the village community. The "Kampung Kita Kampung Thematic" program is a program under the auspices of the Tangerang City Regional Development Planning Agency (BAPPEDA). BAPPEDA continues to strive to develop the Kampung Kita Thematic Village program by collaborating with OPD (Regional Apparatus Organization) and several other private agencies. The "Kampung Kita Kampung Tematik" program was inaugurated in 2016 and continues to experience development, namely with the increase in the number of villages in Tangerang City that are included in the thematic villages. According to the number of thematic villages inaugurated until 2024, there are 88 villages in 26 villages in Tangerang City, with details of one village there are two thematic villages.

Mangga Village was originally a village that was included in the category of slum villages or villages with an unsuitable environment so that it had a negative impact on the villagers, for example the number of residents affected by skin, respiratory, and digestive diseases. Mangga Village was chosen as a thematic village because mangga village has considerable potential to be developed because mango village is located in the city center. The Tangerang City Government sees this as an opportunity to develop Mangga Village, namely by making Mangga Village a thematic village, then the programs in Mangga Village are funded by the Tangerang City government which is sourced from the APBD.

The Role of Mango Village Residents in Empowerment Activities

Activities in which it is in the nature of developing, self-reliance, and independence of regional potential and involving the community in it are empowerment activities (Arsawan, 2016). In carrying out empowerment, the role of residents is very necessary because the role of residents is as a program implementer as well as a program planner needed by their respective villages. In this case, the government also takes a role in community empowerment activities, the government's role is as a program supervisor and provides evaluations, suggestions, and assistance that can help the sustainability of programs initiated by citizens.

Stages of Community Empowerment Activities

The implementation of the community empowerment program is a program made by the community that must be approved by all villagers, namely by opening a meeting forum which is held regularly by RT, RW, sub-district, and youth organizations. At the meeting forum held, residents planned what programs would be implemented in Mango Village. The implementation of the community empowerment program in Mangga Village after officially becoming a thematic village is:

1. Village Revitalization

Village revitalization is carried out by cleaning the village environment, especially on the garbage that piles up around the village which causes negative impacts such as skin, respiratory, and digestive problems (Azizah et al., 2020). Waste cleaning is carried out as an initial stage in village revitalization. The waste that has been collected will later be processed at the Waste Bank which will be processed into fertilizer that will be used for planting vegetables and fruits around the environment. The community service activity is an activity initiated by the residents of Mango Village so that their home environment becomes cleaner, healthier, and more comfortable. In addition to doing community service to clean up the mountains of garbage, the residents of Mango Village also carry out other revitalization in the form of painting to residents whose houses are available for painting and mural drawings with the theme of cleanliness. The environmental revitalization program is a program funded directly by the local government of Tangerang City and non-governmental organizations that work together to change the environment of passion fruit village to be cleaner.

2. Handicraft making training

The handicraft making training program is a program initiated by the residents of Mangga Village to empower the community through creative processing that comes from waste. The residents of Mangga Village both learned to make handicrafts from plastic wrap, namely in the form of tikers, bags, and tablecloths. The results of the training are certainly marketed by residents at several important events in Tangerang City such as cultural festivals, Tangerang City Anniversary, and other festivals that are initiated by the Tangerang City local government.

3. Tourism development of Mangga Village

Residents of Mangga Village developed Mangga Village into an educational tourism destination in Tangerang City. This is based on the local potential of a strategic passion fruit village in the middle of Tangerang City. The tourist destinations offered by the residents of

mango villages are plant tourism education, especially fruits such as mangoes and grapes and other educational tours, namely Rainwater Management (PAH). Not only is it a tourist destination in Tangerang City, Mangga Village itself is also used as a place for several research and community service projects carried out by several universities, such as the University of Muhammadiyah Tangerang, Bogor Agricultural University, and several other universities. The residents of mango villages are always open if their environment is used as an object of research or the implementation of KKN.

4. Waste utilization.

Since Mango Village became a thematic village, the processing of waste in mango village is processed into materials or goods that have more value, namely by turning waste in the mango village environment into organic fertilizer used by the residents of the mango village itself and some of the others are marketed by the residents.

5. Rainwater Management (Pengelolaan Air Hujan/PAH).

6. Mangga Village is a village that has its own uniqueness compared to other thematic villages. namely there is a Rainwater Management (PAH) program. The PAH program is a program in collaboration with the Tangerang City Environmental Service (Dinas Lingkungan Hidup/DLH). By utilizing rainwater, the manga village has succeeded in managing rainwater into water that is suitable for daily use, such as washing, bathing, and other water needs, the water from the management cannot be consumed or drunk at this time.

Positive Impact of Empowerment Activities for the Community

Positive Changes in the Environment of Mangga Village

In the early stages of Kampung Mangga being named as a thematic village, the residents of Kampung Mangga agreed to revitalize the environment through assistance funds provided by the local government and self-help carried out by the residents of Kampung Mangga. The revitalization is in the form of painting houses and roads, the formation of gates and the installation of lights around the passion fruit village "Mangga Village used to be a poorly maintained village. In the past, the houses around here were poorly maintained because the environment became difficult to clean because of the dirty village environment. Now, since it became a thematic village, the environment has become cooler, cleaner, and neater as well" (Residents of Mangga Village on November 12, 2024).

Cooperation Between Communities Creates Village Independence

Since Mangga Village became a thematic village, community participation to participate in activities in Mangga Village has increased because residents both want to change the surrounding environment to a better environment than before, this has succeeded in building the independence of the residents, namely by maximizing the local potential of the mango village.

"The residents around here, since Kampung Mangga entered the thematic village program, the participation of the residents has increased dramatically. For example, like the murals around residents' houses and the street, in addition to getting assistance funds from the government as well as from the self-help of the residents here as well" (Residents of Mangga Village on November 12, 2024).

Positive improvement in terms of economic and social aspects

The positive impact felt by residents from an economic and social point of view is the increase in tourist visits to mangga villages. According to the residents of Mango Village, this is very helpful because the income they receive has increased, especially for residents who open grocery stores and rice stalls. The thematic village program is considered to be able to improve the economic aspects of the residents of Mango Village. In addition, the residents of Mangga Village also feel the social impact since Mangga Village has become a thematic village and tourist destination because the residents of Mangga Village can interact directly with tourists who are felt to be able to increase relations between communities outside Mangga Village.

Obstacles and Obstacles in the Empowerment of Passion Fruit Village

Lack of funding for empowerment activities

Since Kampung Mangga has become a village included in the Kampung Kita Kampung Tematik programme, the government has also helped through the funding given to the mango village. However, after the mango village received funding from the government, the next program that will be implemented by the residents is a program resulting from the residents' self-help. The results of citizen self-help are still very lacking to make programs that will be carried out later. This is an obstacle faced by Mangga Village.

There are differences of opinion between communities

In carrying out community empowerment activities, there are differences of opinion between residents of mangga village. Usually, differences of opinion occur in the planning of programs through meeting forums. Differences of opinion occurred because almost all residents of the mango village

participated in the program planning stage, but not to the point of conflict. This is a natural thing to happen when a discussion forum is held.

"In addition to obstacles in terms of funding, other obstacles that occur during the meeting are usually different opinions. One asks for this, one asks for that. Naturally, the name is also a meeting, precisely there is a place for discussion. In the mangga village itself, if there is a program planning meeting, even though there are differences of opinion, there has been no conflict so far" (Residents of Mangga Village on November 12, 2024).

Activities and Programs of Mangga Village Residents



Figure 2. TPS Bina Mandiri

TPS Bina Mandiri is a program owned by Mangga Village with the aim that the waste contained in Mangga Village can be managed and utilized optimally for the manufacture of fertilizer produced from organic waste and other inorganic waste used for making handicrafts.



Figure 3. KWT Mangga Village

Farmer Women Group (Kelompok Wanita Tani/KWT) is a program owned by Mango Village with the aim of empowering women in Mango Village by participating and participating in cultivating plants such as grapes, mangoes, passion fruit, chili, and pakcoy.



Figure 4. Rainwater Management Activities (PAH)

One of the uniqueness of Mangga Village compared to other thematic villages is that there is a Rainwater Management (PAH) program. The PAH program is a program resulting from collaboration between the Environmental Service (DLH) and the residents of Mangga Village. According to the residents of Mangga Village, the PAH program has a significant positive impact because residents can access clean water equally. Residents use PAH water for daily purposes such as washing, bathing, watering plants, and other activities that require clean water except for drinking. PAH water cannot be consumed yet, but later it will continue to develop so that it becomes water suitable for consumption by the residents of Mangga Village.

Conclusion

The success rate of the community empowerment program can be seen from the quantity of people who participate in the implementation of the program not only through the quantity of community participation that takes part in the implementation of the program but also from the quantity of community participation in program planning which is carried out through a forum meeting attended by residents of Mango Village, RT, RW, village head, sub-district head and management of Mango Village. This is done to improve the welfare of the community, both in terms of environmental, social, and even economic aspects. After the planned programs are carried out, it is hoped that the residents of Mangga Village will become villagers who uphold mutual cooperation and cooperation for the independence of the

passion fruit village. The independence that has been created by the residents of Mangga Village is that the residents are able to develop the potential of their area to be used as a tourism object, besides that the residents of Mangga Village are also more independent because they are able to produce fertilizer from waste, as well as reduce plastic waste through the activity of making bags, mats, and tablecloths. This is done to increase the use value of unused goods whose impact can be felt directly by the residents of Mangga Village. Other obstacles felt by residents when empowerment was carried out were the lack of assistance funds from the government in implementing the program and differences of opinion between residents of Mangga Village.

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