IMPACT OF COMMUNITY BASED ON SETTLEMENT ENVIRONMENT SETUP (CBSES) PROGRAM TO SOCIETY MINDSET AT SUNGAI LAIS DISTRICT PALEMBANG CITY

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ABSTRACT

The aim of this research is to know the impact of Community Based Settlement Environment Setup (CBSES) Program to society mindset at Sungai Lais district Palembang city. This is a descriptive design research with swot methode to analyse the strength, weakness, opportunity and threat of CBSES Program to society mindset. This program begins from RTPLP preparing, consist of CBSES Program socialization, self-help mapping (PS), priority area definition, community discussion (FGD) to determine development product and RAB. The program started from 2013 until 2016. The series of activities are responded and understood by society, so there is a society will to live healthy and independent by developing instalation of communal waste water management (IPAL), a place for garbage management and garbage bank, communal sanitary and self-help community training center. Next step, the community wish to make the district as the central for water hyacinth handicraft, ikan sale and roasted keropok production. Society hopes the vision of environmentally sustainable settlements, safe and healthy through society capacity development at Sungai Lais can be realized. Active partisipation from the society for the series of CBSES Program activities have cultivated their desires and beliefs by granting several fields to the Government, in order to pursue the programs. These granting recorded in Grant Manuscript No. 22/SPJ/BPKAD/2016. It takes ongoing technical guidance in the preparation of a development plan, a halal retribution model for the maintenance of development products and motivated the community to grant their land for sustainable development.

Key Words: CBSES Program, Society Mindset, SWOT Analysis

1. INTRODUCTION

There are 4 districts in Palembang city choosen to get Rp. 1 billion stimulant funds from PUPR Ministry in APBN fiscal year 2013 as Community Based Settlement Environment Setup (CBSES) Program. These districts are an area located on the frige of Musi river. Generally, the typology of the houses have a pole, with streams and swamps under them. One of the society characteristic here is disposing of human and household waste to the river. One of
the district is Sungai Lais, which has 12,364 population, 802 km² area with population density about 15.42 person /km² (BPS 2012 in RTPLP Sungai lais, 2014). There are still many unoccupied lands. Some of the lands are used for rice fields and gardens, but some are left empty because of swamp and it locates at the river side.

About 61% of the society work as farmers, fishermen and laborers. About 72% of the society have income less than Rp. 1,200,000 per month (data from self-help mapping/PS, 2014 RTPLP Sungai Lais).

The priority of CBSES Program is to arrange settlement areas to decent standard of living by fulfill clean water needs, sanitation, drainage, roads, bridges, lighting, safeguards against fire and flood, green open space and society socialization facility, in order to support economic growth (CBSES Program Pedum, 2010).

These are advanced Poverty Reduction in Urban (P2KP) programs which started in 1999. It developed as National Program for Self-Help Society Empowerment (PNPM Mandiri) which focus on Human Development Index (HDI) and accelerating the achievement of Millenium Development Goals (MDGs) target. It is intended for self-reliance building to develop a sustainable settlement environment (Pedum PLPBK PNPM Mandiri Perkotaan, Dirjen Cipta Karya, 2010). To implement these programs, the Ministry of PUPR Dirjen Cipta Karya established the Society Self-Reliance Body (BKM) and now becomes Society Self-Reliance Institution (LKM) which exist in every district/village in Indonesia. This institution coordinates the implemention of CBSES Program. It is started from socialization, where the society notified their district (Sungai Lais) will be held environmental arrangement development for their residential area. Next self-help mapping (PS) is done to accommodate society’s ideas to choose the most slum area as a priority. The next stage is compile
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Development plan for the priority area (short-term program) and extend to district area (long-term program), specially sanitations, roads, bridges, IPAL and communal MCK (bathing, washing, toilet), drainage, clean water and garbage management. The next stage is to implement development plan of priority area with 1 billion rupiah fund. It is done by community which is also themember of LKM Anugrah Bersama, self-reliance group and volunteers. Development plan which not yet funded will be offered to stakeholder’s (government of the city), BUMN, BUMD, private company and concerned group to be funded (Juknis Pemasaran PLPBK, 2012).

Living in a home environment above the water is commonplace for Sungai Lais community. All activities such as bathing, washing and disposing of human and household waste are done in the river or around the house, so it causes the impression of slum and bad smell. This condition forming community mindset by accepting such environmental conditions as it is. The government has started develop the facilities for decent living standard through previous development programs. But it is not evenly distributed, so there are still many slum area. During the CBSES Program, many of the learning experienced the community obtained. Also their high enthusiasm and participation in every activity (99% of 2,054 respondents actively give their ideas for development) (RTPLP Sungai Lais, 2014).

Besides, it is also showed by their sincerity to grant part of their lands to government which has recorded on Naskah Hibah No 22/SPJ/BPKAD/2016. These lands are used to built communal waaste water management instalation (IPAL), garbage management, communal bathing washing toilet (MCK) and training hall for self-help community group, and also for socialization open space, sports and a place where to manage household waste. Besides, it also used as a commercial business where the fund obtained used for training hall maintenance. People also want the district as the center for produc tion of water hyacinth handicraft, ikan sale and roasted keropok. Community’s behavior and attitude show that the CBSES Program has becomes a concern and understood by community. The impact are the increasing of community’s knowledge about organized environmental settlement, the importance of clean and healthy for human life, to reach a mutually agreed vision that is: “Sustainable, Safe and Healthy Settlement Environment Through Community Capacity Development at Sungai Lais”.

Arrange Development Plan, (RTPLP, 2014)
2. LITERATURE REVIEW
2.1. Research Design
This research is a descriptive research with the aim to deliver a description about something objectively (Soegyono, 2010). The description of the situation will be analyzed with SWOT method (strength, weakness, opportunity and threat) for CBSES Program. As well as community mindset at Sungai Lais will be analyzed with the same method, then the author will recommend some strategy designs to reach sustainable development goals.

2.2. The Scope of Research
The variables which are analyzed with SWOT analysis are:
   a. CBSES Program
   b. Society Mindset

CBSES Program / Community Based Settlement Environment Setup is a developing program for district/village which gives priority for to arrange settlement areas to decent standard of living by fulfill clean water needs, sanitation, drainage, roads, bridges, lighting, safeguards against fire and flood, green open space and community socialization facility, in order to support economic growth (CBSES Program Pedum, 2010). There are three phases of CBSES Program. The first phase is compiling the development plans, the second phase is the implementation of development with 1-billion-rupiah fund to stimulate, the third phases is to communicate the development plan to the stakeholder’s through internal and external marketing strategies.

The first phase activities done by the community which incorporated in a community self-help institutions Anugrah Bersama. It is done by community which is also the member of LKM Anugrah Bersama, self-reliance group and volunteers. They guided by participatory planning experts team (TAPP). For the implementation of marketing strategy, they guided by marketing expert team. The team comes from civil engineering faculty lecturer and economic faculty lecturer from IBA University Palembang. As a technical team for CBSES Program comes from Bappeda Palembang city. The activities of preparing development plans begin with socialization CBSES Program by leisurely strolling, karaoke, and put up banners on each RT and RW. Next activity is a self-help mapping (PS) by mapping the social, economic and environment conditions of Sungai Lais community which relates to level of education, healthy, safety, employment, income, lands and buildings, also basic facilities and infrastructures, which include road condition, sanitation, drainage and clean water. A self-help mapping (PS) done by giving questionnary and do survey to 2054 households, A slum priority area determines by finding the RT and RW which has the lowest score. The RW is RW 04, with total score 4.80, where other RW got the score up to 5.0. After determined priority area, community has a discussion to accommodate aspirations about what product and the availability of land to be built. Next activity is preparing cost budget (RAB) for each planned product in order to record on Document of Action Plan for Settlement Environment Arrangement (RTPLP). The value of development planning is about Rp. 6,738,500,000.

The second phase of the activity is development implementation with Rp. 1 billion stimulant funds. Community with consists of self-help group (KSM), LKM and volunteers, cooperate to implement the planned development priority area. When the development done, next activity is communicating unfunded development plan to community by internal and external social marketing strategy media. The internal methods done by disseminating ideas, buildingbrand strategy and developing
marketing ambassador. The external methods done by identifying presenting some infos to potential partner, event promotions and media visitation. By doing these CBSES Program series of activities, there is a knowledge transfer to change community’s mindset, attitude and behaviour. It will form an independent and trustworthy community to realize a vision of “Sustainable, Safe and Healthy Settlement Environment Through Community Capacity Development at Sungai Lais”. Mindset is cognitive component to form someone’s attitude. In other words, it is a someone’s confident and thought about an object or situation (Robert Kreitner,2014). Some informations influence it which received by the senses and interpreted by attention and understanding process. It will form a knowledge, value and trust to modify structure of knowledge stored in one’s memory (J. Paul Peter and Jerry C. Olson,2014). Also, a community’s mindset is a knowledge, value and belief which underlies the attitude and behavior of community in living their lives.

2.3. Materials and Major Tools
This research used the series activities of CBSES Program in the form of accepted informations by community then it will be stored in their memory and became community mindset. This mindset will form attitude and implement the behaviour. The tools used are office stationary (ATK), laptop and printer.

2.4. Research Places
This activities done at Sungai Lais district Kecamatan Kalidoni Palembang city, at the secretariat of LKM Anugrah Bersama, at Jalan Mayor Zen Lorong Taruna RT 08 RW 02 Kelurahan Sungai Lais.

3. DATAS AND ANALYSIS TECHNIQUE

3.1. Data
Primary and secondary datas are used in this research. Primary datas this research. Primary datas obtained by interviewing the community, self-reliance group, volunteer and LKM

Figure 2.1. CBSES Program Implementation Process
Anugrah Bersama members. Interview material consist of community’s desire to grant their land to government for communal water waste management installation utilization, garbage management, communal bathing washing toilet (MCK) and training hall for self-help community group. It also used so for socialization open space, sports and a place where to manage household waste. Besides, it also used as a commercial business where the fund obtained used for training hall maintenance. The community also want the district as the center for production of water hyacinth hadicraft, ikan sale and roasted kerpok. Secondary datas obtained from Document of Action Plan for Settlement Environment Arrangement (RTPLP) Sungai Lais District (2014), Social Marketing Strategy Document CBSES Program Sungai Lais District (2016), Grant Manuscript Document from BPKAD Palembang City.

3.2. Analysis Technique
All the obtained information and datas will be described and analyzed with SWOT method. It explains the strength, weakness, opportunity and threat of CBSES Program and the impact to community mindset. It shows the change of community’s attitude and behaviour after the implementation of CBSES Program. Therefore, the government of Palembang city and community at Kelurahan Sungai Lais can design some strategies. Hope the CBSES Program becomes a stimulus in sustainable knowledge transfer process which impact for independent and trustworthy community to realize “Sustainable, Safe and Healthy Settlement Environment Through Capacity Building for community at Sungai Lais”. The analysis describes as the table 3.1 follow:

3.3. Operational Variables
The object of variables will be described and analyzed with SWOT analysis, there are:
1. CBSES Program is done with series of activities, they are: CBSES program socialization, self-reliance mapping, preparation of development plans in the priority area and offering CBSES Program plans.
2. Mindset: How is brain and sense accept, process, analysis, do perception and make a conclusion to the incoming informations through the senses (http://kamusbahasaindonesia.org, 16 April 2017).

Table 3.1. SWOT Analysis

<table>
<thead>
<tr>
<th>Variable</th>
<th>Strength</th>
<th>Weakness</th>
<th>Opportunity</th>
<th>Threat</th>
<th>Strategy Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBSES Program</td>
<td>CBSES Program arranges settlement slum area to decent standard of living in order to support community economic growth. The program also is one of</td>
<td>The stimulant fund for CBSES limited for arranging settlement environment at priority area, while development plan arranged for 1 (one) district.</td>
<td>By CBSES Program, community self-reliance and trust can be built, and it counted on to be a stakeholder’s partner.</td>
<td>CBSES Program is a stimulus for community becomes self-reliance to continue sustainable development</td>
<td>1. Guiding the community to be able to arrange development plan and also offer it to the stakeholder’s 2. Socialized halal retribution method</td>
</tr>
</tbody>
</table>
### CBSES Program

1. Preparing Action Plan for Settlement Environment (RTPLP)
2. Development Implementation
3. Internal and external social marketing development plan

### Mindset

1. The need of decent standard of living with healthy, safe and sustainable environment.
2. A self-confidence and confident in ability to realize their ambition.
3. To make Sungai Lais district as a center of local potential production to support community economic growth

### CBSES Program Impact

1. Community active participation
2. Granting part of their land to the government of Palembang city in order to use it as sanitation function and for community capacity improvement at Sungai Lais district

### Society Mindset

The need of decent standard of living with healthy, safe and sustainable environment, which is a right and an ambition of every citizen. People are used to living in slum area and they live it out for what it is.

Community are used to living in slum area. They live it out for what it is.

With self-confidence and confident in ability independently expected can realize their ambition, there is:

- Sustainable
- Safe and Healthy Settlement Environment
Through Community Capacity Development at Sungai Lais

A self-reliance and trusted community is a main benchmark to influence stakeholder’s to be a partner for developing sustainable development.

Which use RT garbage to maintain the CBSES Program products. It proves the community self-reliance can be trust by the stakeholder’s.

3. Motivated the community to support CBSES Program by grant their land more. It implicates to economic increase and community wellbeing.

Source: Proceed, 2017

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### Result and Discussion

#### 4.1. Result

a. To fulfill healthy and decent settlement standard for the community is a government effort to change community mindset, which community are used to living in slum area and they live it out for what it is.

CBSES Program is one of government’s ways to implement
the 1945 Constitution and Pancasila mandate, so the community live in
the organized environment to support community economic growth. CBSES Program has changed community’s mindset and belief to
live healthy and self-reliance by building communal waste water
management instalation (IPAL), garbage management and garbage
bank, communal bathing washing toilet (MCK) and self-reliance
community training hall. They confident to make Sungai Lais
district as the center production of water hyacinth handicraft, ikan sale
and roasted keropok. And hope that the vision of Sustainable, Safe and
Healthy Settlement Environment Through Community Capacity
Development at Sungai Lais can be realized.

b. The community’s enthusiasm and
hope realized by granting part of
their lands to the government of
Palembang city. A 70m²,130m²,and
18m² lands already granted. For the
70m² it used to build the waste water
management instalation (IPAL) on
the underground, while it used as
open space and garbage bank over
the ground. For the130m² it used as
self-reliance community training hall (KSM). For the 18m² is used as
communal bathing washing toilet
building as much as 2 doors. These
granting recorded on Grant
Manuscript No. 22/SPJ/BPKAD/2016.

c. This research has produced strategy
designs to realize community’s
vision: 1. To guide community to be
able compiling development plan, at
once offering them to the
stakeholder’s. 2. Also they able to
socialize the halal retribution model
by using household garbage to be
managed by garbage bank so it will
gives value added which can be used
for CBSES Program products
maintenance. 3. Motivated the
community to support CBSES
Program by granting more lands to
increase economic growth and
community wellbeing.

4.2. Discussion

The granting lands from the
community for communal waste water
management instalation (IPAL),
communal bathing washing toilet,
garbage bank, showing their support and
strong desire to organized the settlement
environment becomes a decent and
healthy settlement environment. They
want to change from their living habit
that do bathing washing toilet at the
river, garbage smell, muddy roads and
poor lighting to decent standard of
living. CBSES Program gives them hope
to realize Sungai Lais community’s
vision, that is: Suistainable, Safe and
Healthy Settlement Environment. The
community also believe the vision can
be reached through independence and
community capacity improvement at
Sungai Lais.

This phenomena shows a strong
impact which arise from the change of
community mindset. The next action to
be done in order to strengthen dominant
mindset which already change, are: 1.
Technical guidance to community in
order to be able to arrange development
plan for community based on
settlementenvironment. Further, the
result will be offered to stakeholder’s by
cooperation partnership.
2. Socializing halal retribution model by using household garbage to be managed as garbage bank so it will produce economic value added. It used to maintain CBSES Program products. It is important for the community to prove their self-reliance to be trusted by stakeholder’s. 3. Motivating the community to support CBSES program by granting their lands more. The necessities of lands will impact to increase economic activities, community wellbeing and the price of the lands around this area will increase.

5. CONCLUSION
Community have understood about CBSES Program which aim to organize their settlement environment in order to fulfill decent standard of living to support economic growth. During this time, they just accepted living in slum area, but now they want it change. They have used CBSES Program products and feel that the facilities change their life healthier and more comfortable and give a new value for their life. They believe and confident that their environment becomes a Sustainable, Safe and Healthy by community capacity improving at Sungai Lais who are independent and trusted.

REFERENCES

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