

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

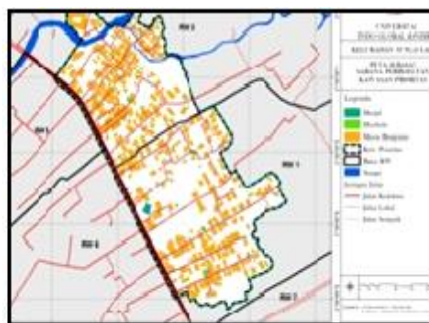
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### ABSTRACT

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 method 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



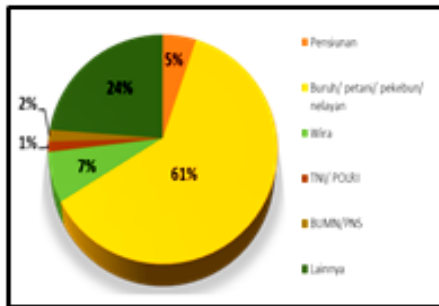
S. LAIS District Map (RTPLP.2014)

There are 4 districts in Palembang city chosen 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 fringe 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



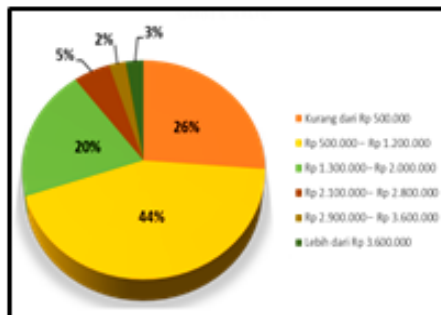
Houses type, RTPLP

the district is Sungai Lais, which has 12.364 population, 802 km<sup>2</sup> area with population density about 15,42 person /km<sup>2</sup> (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.



Community type of work (RTPLP.2014)

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).



Income community (RTPLP.2014)

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).



CBSES Program Socialization (RTPLP.2014)

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 implementation 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 accomodate society's ideas to choose the most slum area as a priority. The next stage is compile

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



**Determine the construction site (RTPLP. 2014)**

*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 goverment 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*).



**Arrange Development Plan, (RTPLP, 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*”.

## **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

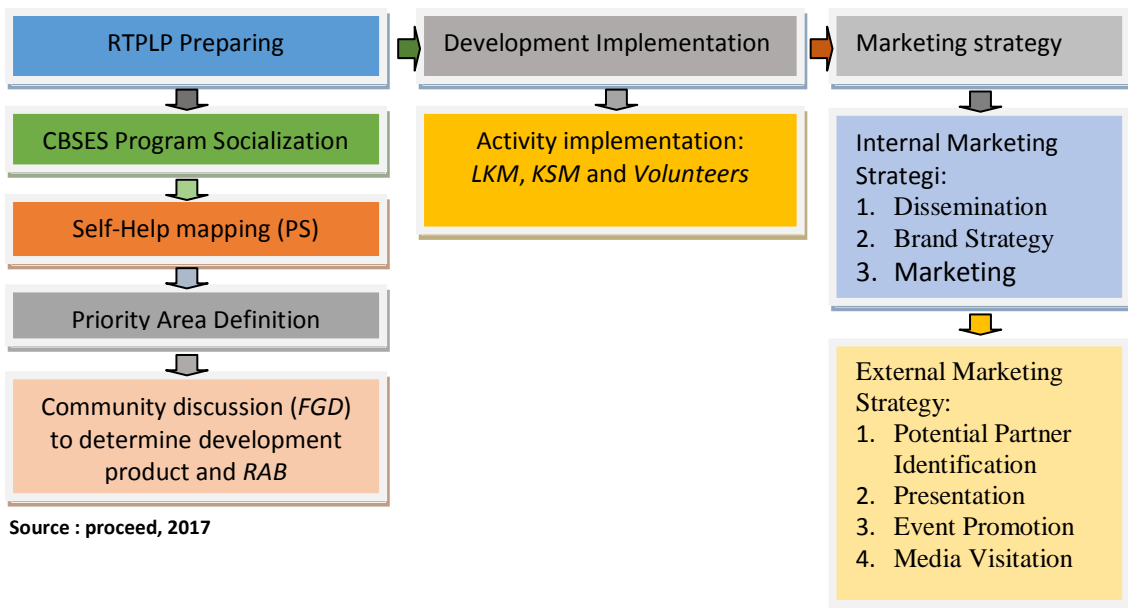
marketing expert team. The team comes from civil engineering faculty lecturer and economic faculty lecturer from IBA University Palembang. As a technical team for CBSES Program comes from *Bappeda* Palembang city. The activities of preparing development plans begin with socialization CBSES Program by 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 questionnaire 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 accomodate 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 methodes done by disseminating ideas, buildingbrand strategy and developing

marketing ambassador. The external methodes 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.



Source : proceed, 2017

Figure 2.1. CBSES Program Implementation Process

### 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. Datas

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



*Anugrah Bersama* members. Interview material consist of community's desire to grant their land to government for communal water waste management instalation utiliation, 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 *keropok*. 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 metode. 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 s 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 descriptes 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*

Variable	Strength	weaknes	Opportunity	Threat	Strategy Design
CBSES Program	CBSES Program arranges settlement slum area to decent standard of living in order to support commuity economic growth. The program also is one of	The stimulant fund for CBSES limited for arranging settlement environment at priority area, while development plan arranged for 1 (one) district.	By CBSES Program, community self-reliance and trust can be built, and it counted on to be a stakeholder's partner.	CBSES Program is a stimulus for community becomes self-reliance to continiue susistainable development	1.Guiding the community to be able to arrange development plan and also offer it to the stakeholder's  2.Socialized halal retribution methode

	government ways to implement the 1945 constitution and Pancasila mandate.				which use RT garbage to maintain the CBSES Program products. It proves the community self-reliance can be trust by the stakeholder's.
<b>Society Mindset</b>	The need of decent standard of living with helathy, safe and sustainabile environment, which is a right and an ambition of every citizen.	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 : Suistainable, Safe and Healthy Settle- ment Environ- ment 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 suistanabile development.	3.Motivated the community to support CBSES Program by grant their land more. It implicates to economic increase and community wellbeing.

Source: proceed, 2017

#### 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 suistanabile environment.
2. A self confidence and confident in ability to realize the need.
3. To make Sungai Lais district as a center of local potential production to support community economic growth

#### CBSES Program Impact

1. Community active partisipation
2. Granting part of their land to the government of Palembang city in order to used it as

## 4. 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 what it is. CBSES Program is one of government's ways to implement



Road, CBSES Program Product, 2015

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 anthusiasm and hope realized by granting part of their lands to the government of Palembang city. A 70m<sup>2</sup>,130m<sup>2</sup>,and 18m<sup>2</sup> lands already granted. For the 70m<sup>2</sup> 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 the130m<sup>2</sup> it used as self-reliance community training hall (*KSM*). For the 18m<sup>2</sup> 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.



Bridge, CBSES Program Product, 2015



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 chnge. 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 Suistanable, Safe and Healthy by community capacity improving at Sungai Lais who are independent and trusted.

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