The Policy of Pro-Bebaya in Improving the Welfare of the Community in the Samarinda City

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ABSTRACT

This research aims to describe the policy of the Community Development and Empowerment Program (Program Permbangunan dan Pemberdayaan / Pro-bebaya) in Enhancing the Welfare of the Community in the City of Samarinda. This research method employs descriptive qualitative research to provide an impartial explanation of specific conditions. Primary data for this research was obtained through observation, in-depth interviews, and documentation, while secondary data, obtained through literature reviews and relevant written records related to the subject, was used to support the primary data. The research results indicate that the implementation of the Community Development and Empowerment Program (Probebaya) in Enhancing the Welfare of the Community in the City of Samarinda, as observed in the field research process, including infrastructure development, economic development, social and cultural activities, health-related activities, education-related activities, and youth-related activities, has been carried out effectively. This is evidenced by the fact that the residents in the Air Hitam Subdistrict have experienced the benefits of the Probebaya program, although there are some inhibiting and supporting factors in the program's implementation.

Keywords: Pro-Bebaya; Policy; Welfare; Community

INTRODUCTION

The development program will essentially be in vain if it is solely implemented by the government without the support of the entire community (Farida et al., 2015a; Herbers et al., 2011; Ufi et al., 2020). If necessary, the community should be involved directly in the development process. Community involvement is crucial in supporting all government programs. Therefore, Dimensions of Development Theory states that the goal of development is to achieve social and material progress for the majority of citizens by improving their lives in various aspects, including issues of equality, freedom, and various other quality of life issues. Development is a process of social change in a society that is organized to provide the widest possible opportunity for citizens to participate. Development emphasizes meeting basic human needs and rights, meaning it strives to fulfill four basic needs: economic well-being, freedom, identity, and liberation from four forms of violence: poverty, damage, pressure, and alliances (Adiatmika & Nain, 2022; Christwardana et al., 2022; Farida et al., 2015a; Herbers et al., 2011; Hidayat & Syahid, 2019; Savage et al., 2014; Ufi et al., 2020).

Therefore, in order to enhance development and the welfare of the community in the city of Samarinda, Mayor Dr. H. Andi Harun and Deputy Mayor Dr. H. Rusmadi have a development program that involves all residents from every neighborhood (RT) in the Riverside City. They call it Probebaya, which stands for the Community Development and Empowerment Program, and it is realized in the form of an annual budget allocation ranging from Rp100 million to Rp300
million for each RT. Andi Harun stated on Friday (June 4, 2021), "The word Bebaya itself comes from the Kutai language, which means working together or mutual cooperation, which is then applied to become Probebaya, one of the priority programs of the Samarinda City Government. Officially, this program was launched on Friday (June 4, 2021), at the Mayor's Office in Samarinda. It involved representatives from government departments as well as representatives from RTs. While some participated in this launch event online to maintain COVID-19 prevention protocols.

To realize the program, about 60% to 70% of the funds are allocated for small-scale infrastructure development, while 30% to 40% are dedicated to community empowerment. Community empowerment activities must meet certain criteria, including being generated through community discussions led by the RT chairman, focusing on programs rather than cash. The implementation must follow a self-management system. "The workers and laborers must also come from the residents of that RT. This way, the community not only gets infrastructure but also earns income, benefiting the local residents," he explained.

The community empowerment activities aim to create at least 2 to 3 new entrepreneurs in each RT. The target groups include poor citizens, environmental hygiene activities, and others in the fields of economy, religion, social culture, and the environment. This program is estimated to involve the participation and empowerment of communities at the RT level, which number nearly 2,000 RTs, ensuring equitable and just distribution of development.

To introduce the Probebaya more closely and make it applicable to the community, Mayor Dr. H. Andi Harun instructed that the program be tested in 59 neighborhoods, starting with one RT in each neighborhood. This was revealed by the Secretary of Samarinda City, Sugeng Chairuddin, during the Probebaya Socialization event at the Main Meeting Room of City Hall (source: Samarinda-Kominfo News).

In this program, the community will be asked about their needs, and the program will be tailored to the community and carried out by the community itself. This program is promoted and encouraged by Mayor Andi Harun during his term, with the hope that development will be more equitable. The Probebaya program is being tested with one RT in each neighborhood. For this socialization, not all RTs are called to implement the program. Only selected ones that meet various criteria are chosen, including being capable and achieving consensus between RTs and their neighborhood leaders. Some are also selected based on their perceived capability by the assessment team.

The aim of the Probebaya is to address community issues quickly and effectively. It focuses on community needs, targeted outcomes, and timely implementation, with a concept of being from the community, by the community, and for the community. It aims to support and improve the community through assistance programs that do not involve cash but instead focus on activities, training, and providing facilities to each RT. The hope is that Probebaya, one of the top 10 priority programs of Mayor Dr. H. Andi Harun and Deputy Mayor Dr. H. Rusmadi, will not only succeed in implementation but will also have a positive impact on the broader community, which is what we all hope for.

This is in accordance with Mayor of Samarinda Regulation No. 12 of 2021 regarding the Technical Guidelines for the Implementation of the Community Development and Empowerment Program. This regulation was later updated based on Mayor Regulation (Perwali) No. 4 of 2023.
As explained earlier, from observations made by the author, it was found that there are some inconsistencies in the implementation, such as variations in activities, training, and provision of facilities to communities by each RT, depending on community proposals and needs. As a result, the outcomes of Probebaya are unevenly distributed. Additionally, some RTs did not hold community discussions, resulting in the Probebaya program not having a positive impact on the overall local community. The lack of awareness among many community members about the Probebaya program as a whole has also contributed to its failure to meet the community's needs. Based on the background information provided, the author is interested in conducting research on the Policy of the Pro-Bebaya in Enhancing the Welfare of the Community in the City of Samarinda.

**METHOD**

This research is a descriptive qualitative study, a type of research whose main objective is to develop unbiased explanations about specific conditions. According to Creswell & Creswell (2017), descriptive research can gather data from manuscripts, interviews, field notes, photos, video tapes, documents from personal notes, records, or memos, and other official documents. This opinion is supported by the fact that descriptive research can also collect data from manuscripts, interviews, field notes, photos, and video recordings. Furthermore, the researcher will continue to use questions like "why," "what reasons," and "how did it happen."

In connection with this, it can be concluded that this research uses "Qualitative with a Descriptive Approach," which is considered appropriate for this study. Thus, it can be applied to the Policy of the Pro-Bebaya in Enhancing the Welfare of the Community in the City of Samarinda. The focus of this research is based on Mayor of Samarinda Regulation No. 4 of 2023 concerning the Technical Guidelines for the Implementation of the Community Development and Empowerment Program. The data source is where data is obtained using specific methods, whether from humans, artifacts, or documents. Recording data sources through interviews or observations is the result of a combination of activities such as observing, listening, and asking. Data collection techniques can be carried out through observation, interviews, documentation, and literature review.

Data is analyzed using several steps according to the theory of Miles, Huberman, and Saldana (2014), which involves analyzing data through the following steps: data collection, data condensation, data display, and drawing conclusions and verification.
Responsible environmental development must commence with the planning stage before transitioning to the execution phase, and only through this approach can regional growth become efficient and equitable. Such development represents a deliberate, long-term effort to enhance the well-being of the community through sustainable development. Therefore, the government's concept of flagship programs is an endeavor to improve the welfare of the targeted population. If other standards cannot meet human needs and desires without legal regulations, societal order cannot be achieved. To attain success in reaching desired goals and outcomes, policy implementation should maintain consistency between planning and execution.

To streamline strategic programs and serve as a guide for regional growth, the city government establishes regulations known as mayoral regulations. The hope is that the implementation of strategic program policies can be executed through these local regulations. However, consistency in the prescribed implementation is not always achieved. Consequently, policies and outcomes need to be adjusted by policymakers. The Community Development and Empowerment Program, or Pro-Bebaya, is a Local Government program that conducts community development activities at the neighborhood (Kelurahan) level, based on the neighborhood units (RT), with the aim of enhancing the capacity and self-sufficiency of the community in infrastructure development, improving the economic status of the community, and fostering social cohesion. This program is a policy of the Mayor of Samarinda.

1. Provision, Construction, Development, and Maintenance of Public Facilities and Infrastructure at the Neighborhood (RT) Level

Based on the research conducted through interviews and observations carried out by the researcher in Air Hitam Sub-district, Samarinda City, in accordance with Article 12, Paragraph 2 of Mayor's Regulation (peraturan walikota / Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs, the researcher found that several points stipulated in Perwali No. 4 of 2023 have been met.

a. Infrastructure Development

Based on Article 13, Paragraph 1 of Mayor's Regulation (Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs in the Infrastructure Sector, it is confirmed that Air Hitam Sub-district, Samarinda City, complies with the indicators for infrastructure development outlined in Perwali. The interview with the Chairman of RT-4 in Air Hitam Sub-district, Samarinda City, revealed that the procurement of infrastructure facilities and infrastructure development has been successfully realized. Each RT submits infrastructure needs in their respective areas, such as the construction of gates, culverts, road repairs, places of worship construction, and street lighting installations. Eighteen RTs in Air Hitam Sub-district have already fulfilled their required infrastructure needs, while 17 RTs are still in progress. The allocated funds from Probebaya amount to Rp100,000,000 for each RT, with 70% allocated for facilities and infrastructure and
the remaining 30% for community empowerment. In Kelurahan Air Hitam, Samarinda City, there are 35 RTs divided into 3 community groups. Approximately 11-12 RTs are overseen by 1 community group (Pokmas). Additionally, four Dasawisma groups have been formed, consisting of mothers who assist with Posyandu needs and socialization. Each RT is required to hold community meetings (rembuk warga) to formulate a budget (RAB) for infrastructure needs in their respective areas. Once the RAB is prepared, it is submitted to Pokmas, which then submits it to the sub-district office, and subsequently, the sub-district office forwards it to the local government. Infrastructure development in Air Hitam Sub-district is progressing well and efficiently. However, development is carried out gradually based on priority, and some infrastructure projects, such as an RT hall, have not been proposed, even though they are crucial for local community meetings.

b. Economic Development

According to Article 14, Paragraph 1 of Mayor's Regulation (Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs in the Economic Sector, Air Hitam Sub-district, Samarinda City, complies with the economic development indicators outlined in Perwali. There is support for small-scale joint business group facilities and infrastructure that have been involved in productive economic activities for at least one year, as well as assistance for the procurement of economic sector facilities and infrastructure. In economic development, the residents of Air Hitam Sub-district utilize Probebaya support, including business training. The people of Air Hitam Sub-district receive assistance for the procurement of economic sector facilities and infrastructure managed by Dasawisma. This assistance is granted if residents wish to conduct culinary or baking training. Afterward, they are provided with items such as stoves, ovens, or other equipment to support their training activities. As for business permit facilitation, no proposals have been made by the RTs, as business owners have already received assistance from institutions/agencies.

c. Social and Cultural Sector

As per Article 15, Paragraph 1 of Mayor's Regulation (Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs in the Social and Cultural Sector, Air Hitam Sub-district, Samarinda City, adheres to the indicators for the procurement of social and cultural sector facilities and infrastructure outlined in Perwali. Support is provided for the procurement of supporting facilities for family welfare empowerment activities in RTs and Dasawisma. This assistance includes cash aid for Dasawisma activities amounting to Rp950,000 every 2 months, intended for managing food and beverages during socialization events. Each RT receives assistance for the procurement of CCTV cameras, but only in certain areas as needed within each RT's environment. There have been no proposals for the procurement of trash carts and trash bins, as these are already available in the Air Hitam Sub-district and are provided by individual residents.

d. Health Sector
In accordance with Article 16, Paragraph 1 of Mayor's Regulation (Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs in the Health Sector, Air Hitam Sub-district, Samarinda City, has fulfilled the indicators for the procurement of health sector facilities and infrastructure outlined in Perwali. With the assistance of Probebaya, health equipment is procured for Posyandu centers in Kelurahan Air Hitam, Samarinda City, such as baby scales, digital scales, height measurement tools, curtains for prenatal check-ups, and equipment for checking blood sugar, cholesterol, and uric acid. These items are directly provided by the Puskesmas (community health center). With Probebaya's support, the procurement of facilities and infrastructure, including an ambulance, has also been carried out. It can be said that the provided facilities and infrastructure are quite comprehensive. However, there has been no provision of health facilities specifically for people with disabilities, as such proposals have not been submitted through Probebaya.

e. Education Sector

According to Article 17, Paragraph 1 of Mayor's Regulation (Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs in the Education Sector, Air Hitam Sub-district, Samarinda City, has met the indicators for the procurement of education sector facilities and infrastructure outlined in Perwali. Probebaya assistance in the education sector is aimed at improving the quality of community education and providing supporting educational equipment at the RT level on a small scale. From various interviews, it was found that educational facilities such as Quranic education gardens and playgrounds have been procured. There is also the procurement of learning facilities for children, such as study tables and books for TPA (Taman Pendidikan Al-Qur'an), as well as school supplies such as bags and shoes. These provisions are based on proposals from each RT, with a total of Rp250,000 per package. This assistance is highly beneficial for underprivileged children in schools.

f. Youth Sector

Based on Article 18, Paragraph 1 of Mayor's Regulation (Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs in the Youth Sector, Air Hitam Sub-district, Samarinda City, has not yet fulfilled the indicators for the procurement of youth sector facilities and infrastructure outlined in Perwali. In Air Hitam Sub-district, there are no youth activities such as Karang Taruna, so no facilities or infrastructure have been allocated for youth development. Probebaya assistance in this sector is mainly used for Dasawisma mothers, including the procurement of sports uniforms and the provision of sports equipment, such as ping pong tables, which can be used by all community members.

2. Community Empowerment at the Neighborhood (RT) Level
Based on the results of research conducted through interviews and observations carried out by the researcher in Air Hitam Sub-district, Samarinda City, in accordance with Article 12, Paragraph 2 of Mayor's Regulation (Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs, the researcher found that several points stipulated in Perwali No. 4 of 2023 have been met. Here are the conclusions drawn from the interviews:

a. Economic Development

According to Article 14, Paragraph 1 of Mayor's Regulation (Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs in the Economic Sector, Air Hitam Sub-district, Samarinda City, has fulfilled the indicators for community empowerment in the youth sector as outlined in Perwali. In the economic sector, community empowerment in Kelurahan Air Hitam, Samarinda City, receives assistance in the form of training for business and job skills, as well as training in small-scale industries such as baking, making traditional snacks (amplang), bread, sewing, and more. When receiving training assistance, participants are provided with supportive materials such as stoves, ovens, or sewing machines, and this training has been ongoing for one year.

b. Social and Cultural Sector

According to Article 15, Paragraph 2 of Mayor's Regulation (Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs in the Social and Cultural Sector, Air Hitam Sub-district, Samarinda City, complies with the indicators for community empowerment in the social and cultural sector as outlined in Perwali. In Probabaya, there is the provision of food aid for economically disadvantaged residents identified through the Integrated Social Welfare Data, amounting to a maximum of Rp250,000 (two hundred and fifty thousand Indonesian Rupiahs) per package per household. From interviews with informants, the researcher found that residents receive food aid in the form of tea, rice, sugar, and cooking oil, totaling Rp250,000. This assistance significantly improves the well-being of the residents of Kelurahan Air Hitam, Samarinda City.

c. Health Sector

According to Article 16, Paragraph 2 of Mayor's Regulation (Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs in the Health Sector, Air Hitam Sub-district, Samarinda City, has met the indicators for community empowerment in the health sector as outlined in Perwali. With the assistance of Probebaya, residents of Kelurahan Air Hitam, Samarinda City, receive support for the creation of Family Medicinal Gardens (Taman Obat Keluarga or Toga) and supplementary feeding (PMT) for malnourished infants. PMT includes providing green bean porridge, boiled eggs, pudding, and nutrition-enhancing cakes. Requests for PMT funding are submitted to the Regional Financial and Asset Management Agency (BPKAD), and if approved, the funds are distributed through the sub-district head's office. The sub-district head's office then distributes the funds to community welfare groups (Pokmas), and Pokmas further disburse them to each RT. Each RT subsequently
distributes the funds to the Posyandu (integrated health service) leaders. Guidance on health insurance is provided to individuals who are not yet part of the health insurance program. As for health insurance programs like the Indonesian Health Card (Kartu Indonesia Sehat or KIS) or the National Health Insurance (BPJS Kesehatan), they provide free medical check-ups and hospitalizations, but the coverage is limited to a maximum of 3 days, and re-registration is required unless the patient undergoes surgery, in which case they are allowed a maximum of 1 week before re-registration.

d. Youth Sector

According to Article 18, Paragraph 2 of Mayor's Regulation (Perwali) No. 4 of 2023 concerning Technical Guidelines for the Implementation of Community Development and Empowerment Programs in the Youth Sector, Air Hitam Sub-district, Samarinda City, has not yet fulfilled the indicators for community empowerment in the youth sector as outlined in Perwali. In the area of Kelurahan Air Hitam, Samarinda City, there are no youth organizations such as Karang Taruna. Consequently, there are no youth-related activities, only training provided through Probebaya. These training sessions cover topics such as fire volunteer training, drug awareness campaigns, and driver training.

Discussion

Various policies and community development and empowerment programs have been implemented in many countries as efforts to improve the welfare of communities. This article will discuss several crucial aspects related to this topic, with reference to relevant research. One significant aspect of this discussion is the role of the government in designing and implementing community development and empowerment policies. According to (Djafar et al., 2019c, 2019a; Farida et al., 2015a), the government plays a key role in directing resources and support to communities in need. Effective policies can create an environment that supports economic growth, improved education, and access to healthcare services.

Furthermore, it is important to consider the active role of communities in this process. A study by (Adiatmika & Nain, 2022; Craig & Mayo, 1995; Saleh & Mujahiddin, 2020) indicates that communities actively involved in designing and implementing community development programs tend to achieve better outcomes in improving their own welfare. This highlights the importance of community empowerment in development policies. In a global context, different countries have varying approaches to community development and empowerment policies (Barberan-Garcia et al., 2021; Cheng et al., 2021; Djafar et al., 2019b; Farida et al., 2015b; Pakasi, 2012; Schuler & Nazneen, 2018). For instance, Country A may have a program that focuses on community economic development through skills training, while Country B may prioritize basic healthcare access. These approaches can be reflected in the policies and programs implemented, and the outcomes may differ.

The limitations in research on community development policies and empowerment programs in improving community welfare are crucial to consider. One potential limitation that may arise is the lack of comprehensive data and robust monitoring in the implementation of these
For future research, there are several areas that can be further explored. Firstly, more in-depth research can focus on measuring the long-term impacts of community development and empowerment policies. This would help in understanding how these programs contribute to structural changes in society and long-term welfare. Furthermore, further research can also explore the role of information technology and communication in supporting the implementation and monitoring of these programs. Lastly, comparative studies between countries can provide further insights into the most effective approaches in various social and economic contexts. Thus, future research can assist in improving and developing more effective policies in enhancing community welfare through community development and empowerment.

CONCLUSION

The Community Development and Empowerment Program (Pro-Bebaya) has been fully and successfully implemented in the Air Hitam Subdistrict of Samarinda City, in accordance with Mayor’s Regulation (Perwali) No. 4 of 2023 regarding the Technical Guidelines for the Implementation of the Community Development and Empowerment Program. Pro-Bebaya has been effectively executed in various areas, including infrastructure, economics, socio-cultural aspects, healthcare, and education. The only area that has not been implemented effectively is youth development due to the absence of youth activities in the Air Hitam Subdistrict. With the presence of Pro-Bebaya, the community of Air Hitam Subdistrict has greatly benefited, and this program has the potential to enhance the welfare of the community. In the year 2022, a total of 18 neighborhood units (RT) in the Air Hitam Subdistrict received assistance from Pro-Bebaya, such as the construction of gateways and the distribution of basic necessities, among other forms of aid. There are 17 remaining neighborhood units (RT) that are still receiving this assistance to meet the needs of each RT’s respective community.

REFERENCES


