

Community Development Model in Increasing Productivity Food Security in Rural Areas Based on Local Wisdom

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Abstract

An in-depth study is needed to provide the best solution for food security productivity, especially in rural areas, based on local wisdom, with a participatory development approach, where all business groups and agricultural resources are involved and collaborate, including with the government, to determine or achieve shared hopes and goals. The purpose of this study is to design a model *community development* in increasing food security productivity in rural areas based on local wisdom. The study used literature study method. The results of the study show that the institutions of agricultural cooperatives, farming business groups and fish farms require... Empowerment programs include training and mentoring to improve human resource skills and institutional management. Extension programs are necessary for all business and farmer groups to become members of cooperatives, thereby further strengthening institutions and capital, and promoting shared prosperity. Cooperatives, as the parent institution for joint ventures, can more easily open access to other institutions, such as banks and companies, in order to obtain capital and assistance, such as from Corporate Social Responsibility (CSR). Therefore, business groups such as cooperatives, farmer and fish farmer groups, and small business groups can become community development models that can synergize in increasing productivity and food security in rural areas based on local wisdom.

Keywords: Community Development, Farmer Groups, Cooperatives, Food Security, Local Wisdom

1. Introduction

The era of democratization in development in Indonesia has brought with it a high level of idealism and enthusiasm for implementing regional autonomy at the district and local levels, specifically in rural areas. Development is no longer centralized, dominated and determined solely by the government, or top-down, with civil society merely serving as an object of development. Therefore, development is carried out based on the active participation of civil society as the subject of development, creating development that is meaningful. bottom up starting from planning, implementation to development evaluation.

In this way, development becomes a shared responsibility between the community (civil society) and the government, so that they can synergize and empower people with various potentials and community resources. *resource-based development* in this case food security productivity based on local wisdom, especially in villages. The current development paradigm is experiencing a shift where

development emphasizes empowerment known as people-centered development, resource-based development, and institutional development[1-3].

The role of rural areas as the foundation for agricultural development and food security is highly strategic, and as the areas closest to civil society, rural development is crucial, strategic, and crucial in improving just and equitable prosperity.

Development in Indonesia will be less meaningful if village community development is not carried out, because it is realized that there are still quite a lot of villages that have not been developed optimally.

There is a need for comprehensive studies and research to provide the best solutions for rural development, especially in increasing the capacity of economic institutions and agricultural productivity with a more participatory concept, where all elements are involved and collaborate between the community and the government to determine or achieve shared hopes and goals.

This can be realized with a community development model by implementing important elements, namely extension, training, adoption of innovation, mentoring and community or group participation. Then partnership, with the assistance of various parties including government, universities and entrepreneurs, as well as investors.

Community development elements, participation is the key, as it catalyzes the process of growing awareness of cooperation among stakeholders within the community, namely socio-economic and agricultural groups. This creates participatory development as a process that actively involves the community in all substantial decisions concerning their lives[4-7]

Participatory development is viewed as a particularly promising approach for the promotion of psychological empowerment, yet more thorough consideration and assessment of psychological empowerment holds promise for achieving the full potential of participatory approaches.

So the form that is appropriate for participatory development in the village is the concept of community development.in accordance with participatory methods that enable people to improve the quality of their lives and increase their influence on the processes that affect their lives. Community empowerment management is an important and useful strategy for rehabilitating mental psychology, social interaction and harmony, dynamics and economic welfare.

Empowerment management is the planning, implementation, and evaluation stages of a community empowerment program. Empowerment management is implemented based on problem identification and analysis of the potential and prospects of the village community [8-10]. This involves establishing communication forums, such as workshops or community outreach activities, to engage in participatory dialogue with the community.

This is done so that community empowerment programs originate from aspirations, circumstances and needs, and are carried out, the benefits of which are felt, controlled and evaluated by the community itself.

Based on the results of a literature review, participatory development in villages can be realized with a community empowerment strategy through a community development model that is very strategic and important in strengthening institutions and improving community welfare. The most effective and fastest direction for empowering village communities to achieve goals is by involving the community and government elements that are indeed involved."pro-poor"with more reactive development policies that prioritize the needs of rural communities[11].

The strategic objectives for these include empowering local communities, developing effective partnerships, working across multiple agencies, and becoming learning organizations. The attention to the manner in which community development is embodied in the government's attempt to engage in social engineering in economically disadvantaged communities [12-13].

Based on the identification and analysis of literature review research, there are still problems, namely the weakness of institutions, mentoring, and partnerships, especially for increasing capital investment in community development groups such as agricultural cooperatives, farmer groups, and fish farmer groups. Furthermore, there is still a lack of knowledge, understanding, and confidence in accessing capital from banks.

Agricultural cooperatives still lack financial support because the village is in the process of constructing a village hall meeting hall, which has been under construction for a year and is still incomplete. Business groups still lack awareness of the cooperative's role as a parent company. Cooperatives still struggle to collect loans from members in the event of crop failure[14-16]

The academic benefits of research include developing scientific knowledge, providing study and lecture materials, fostering villages, and fostering further research. Practical benefits include developing institutionalization and community empowerment based on local wisdom to improve welfare and alleviate trauma and disharmony within the village community.

2. Research Methods

The research method uses a case study as a research approach that deeply explores a phenomenon within a real-life context, especially when the boundaries between phenomenon and context are not clearly visible [17]. A case study is a suitable research strategy for answering "how" and "why" questions, especially when the researcher has little control over the events being studied. Case studies aim to understand the uniqueness and complexity of a case within its specific context. Case study as an in-depth exploration of a bounded system through detailed data collection from various sources[18].

The indicators in the case study are focuses on contemporary phenomena conducted in a real context, using various data sources (triangulation) and has clear case boundaries (time, location, actors).

The research was conducted at savings and loan cooperatives and multi-purpose cooperatives in the Cilacap area, specifically in the migrant worker area, the largest district with both current and former migrant workers in Central Java, Indonesia. The research informants, through purposive sampling, included cooperative administrators and members, mentors, academics, and entrepreneurship activists, as well as cooperatives in rural areas.

Stages of case study research, (1) Identification and formulation of the problem, determining the phenomenon to be studied and formulating research questions how and why (2) Determination of bounding the case to determine the location, time, and subject of research and explain the unit of analysis. (3) Designing a case study protocol to compile interview guidelines, determine data sources and create a data collection plan. (4) Data collection through in-depth interviews, observation, documentation and archives or secondary data. (5) Data analysis namely data reduction, coding, searching for patterns and themes and drawing conclusions

3. Results and Discussion

3.1. Designing a Community Development Strategy

Based on the research results, it can be described that the strategy in identifying and analyzing the problems that have been faced so far, the potential and prospects that can be developed for the welfare of the community in terms of psychology, social, religious and economic aspects of the community [19-31]

Community development models can be (1) identified, analyzed, formed and developed in the form of joint ventures that are in accordance with the potential and resources of the community, nature/environment and economy, namely: Agricultural Cooperatives, Farmer Business Groups and Small Business Groups. (2) Become a medium for psychological and social religious rehabilitation to interact with each other and create harmony between the community and agricultural institutions and the outside community where so far there has been hidden conflict, mutual suspicion and mutual closure (not wanting to interact) as a result of the stigma of terrorism given to agricultural economic institutions by the agricultural village community and other communities outside the agricultural village. (3) Strategies to increase awareness and motivation to be able to cooperate and need each other in improving economic business institutions in accordance with human resources, the environment and the economy.

The community development model is implemented with a community empowerment strategy in a (1) Participatory and synergistic manner, meaning it involves all parties, especially the village community, village government, universities, local government and banking. (2) Comprehensive, namely starting from the identification and analysis of problems, potential, prospects and solutions. Its implementation is through empowerment programs in the form of counseling, training and mentoring as well as partnerships. The goal is to form institutions, strengthen institutions and develop institutions. (3) Cooperative, namely the existence of cooperation between the village community and village government with parties outside the village such as universities, local government and banking which establish relationships, cooperation or partnerships on an ongoing basis.

Institutional development and strengthening can be done through various aspects (1) Internally, both human resources/competence of management, vision and mission of the organization, organizational structure, organizational performance system and organizational work program; (2) Externally, such as through programs to increase the number of membership for business groups, expanding marketing access, partnerships or cooperation with other business groups and capital to investors or banks, or joining as a sub-business within a cooperative as a parent business of the community; (3) In terms of capital, namely by increasing membership fees/investments for savings and loan funds which can be autonomous in one business group or joining a cooperative. (4) Integrally by uniting all business groups into one parent business entity in the form of a cooperative. (5) Socio-culturally, such as providing enlightenment and a humanistic approach to society in general and business groups in particular, so that the paradigm regarding vision, mission, mentality and business culture must be changed to be more creative and innovative. Including towards students and the younger generation who must be inspired and enthusiastic to become creative entrepreneurs who can reduce unemployment and improve the welfare of the village community.

Based on this, the community development model can be summarized and analyzed from two aspects, namely:

3.1.1 Community Development in the Internal Aspects of Agricultural Institutions

No	Review		Concrete Solutions	Monitoring Results (Observation) and Evaluation
	Problems as challenges	Institutional Potential		
1.	<ul style="list-style-type: none"> ▪ The cooperative is not yet a legal entity, meaning it has not been registered. ▪ The cooperative administration has not yet been implemented, as it has not been recorded and all cooperative members have not been inventoried 	<ul style="list-style-type: none"> ▪ There are already many members of the agricultural cooperative ▪ Have computer equipment for administration ▪ The management has high enthusiasm and consistently wants to develop the cooperative. ▪ There are empowerment groups as community development models, namely Agricultural Cooperatives, Farmer Business Groups and 	<ul style="list-style-type: none"> ▪ Registering a cooperative so that it has an official legal entity ▪ Organize cooperative administration, including identity and membership cards, as well as finances, both manually and by computerization. ▪ Prepare a plan to provide welfare rights in the form of honorariums for the core 	<ul style="list-style-type: none"> ▪ Successfully conducted training and mentoring on improving cooperative management, membership administration and cooperative finance. ▪ Reviving board and membership meetings. ▪ Have a concept to improve the welfare of the management, at least the core management consisting of the chairman, deputy,

	<p>and given membership cards.</p> <ul style="list-style-type: none"> Administrative and financial recording is still manual and not computerized. The welfare rights of cooperative managers have not yet been achieved 	<p>Small Business Groups.</p> <ul style="list-style-type: none"> The empowerment group has participated in the initial series of empowerment programs in the form of counseling and training through the FGD method in the follow-up study. 	<p>management of the cooperative.</p> <ul style="list-style-type: none"> Reinforce the concept of a comprehensive community empowerment program for empowerment groups starting from counseling, training, mentoring and partnerships using participatory-dialogical methods. 	<p>treasurer, secretary and secretariat from business results.</p>
2.	<p>The institutional empowerment groups are still not solid and have not developed or many are still passive</p>	<ul style="list-style-type: none"> Idem The number of members and prospective members in the community who can become new members and administrators in empowerment groups There is capital in the village in the agricultural empowerment program 	<ul style="list-style-type: none"> Create an upgrading program or increase the capacity of empowerment group administrators Create regular meetings at least once every 3 months to discuss business 	<ul style="list-style-type: none"> Making an agreement among cooperative administrators, farmer groups and business groups to be more united in holding discussions/dialogues in developing their institutions and businesses as community development. Farmer groups and business groups agreed to become active members of the Agricultural Cooperative.
3.	<p>Cadre formation for management and leadership of business groups</p>	<ul style="list-style-type: none"> The number of members and prospective members in the community who can become new members and administrators in the empowerment group Marketing opportunities/demand for business capital and business results 	<ul style="list-style-type: none"> Create an upgrading program or increase the capacity of empowerment group administrators Carrying out cadre development proactively/not waiting for the younger generation who have the interest and 	<ul style="list-style-type: none"> Counseling and training in management of cooperative organizations and small businesses has been carried out. Providing motivation and assistance to cooperative administrators and farmer groups as well as business groups to play a

		<ul style="list-style-type: none"> Many young generations have potential 	<p>potential to become active administrators</p>	<p>more active role in developing business institutions, especially becoming cooperative administrators.</p>
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3.1.2. Community Development in the External Aspects of Agricultural Institutions

No	Identification		Solution Analysis	Monitoring Results (Observation) and Evaluation
	Problem	Potential		
1.	Increase membership quantity	<ul style="list-style-type: none"> Communities, farmer groups and business groups in potential agricultural villages who can become new members and administrators in empowerment groups. Community development, namely the management of Agricultural Cooperatives, farmer groups and business groups have a high interest and enthusiasm for developing their businesses. 	<ul style="list-style-type: none"> Conducting open membership recruitment and socializing it in the community so that they can join cooperatives and business groups. Conducting outreach, socialization and promotion/dialogue regarding the benefits of entrepreneurship, either as a main or part-time job 	<ul style="list-style-type: none"> Has been conducting counseling and mentoring from 2013-2015 periodically every semester, socializing the benefits of doing business together (in groups) through institutions to be able to cooperate with each other. The agricultural village government also supports and helps in strengthening community development institutions. Has facilitated the Cooperatives and SMEs Service of Cilacap Regency to provide counseling and assistance
2.	Marketing access	<ul style="list-style-type: none"> The market share is very open and promising with close and easy access to the markets closest to the village. Having been running the business for quite a long time, all that remains is to increase productivity so 	<ul style="list-style-type: none"> Conduct market surveys for the quantity and quality of products required Conducting market surveys at sales centers such as markets Improve the quality and quantity of production to meet market needs 	<ul style="list-style-type: none"> Community development, namely agricultural cooperatives, farmer groups and business groups have been given counseling and training on strategies for improving promotion and marketing. Community development has begun to develop businesses such as establishing credit access to BRI and leaving behind

		<p>that it can meet marketing needs in other places.</p> <ul style="list-style-type: none"> ▪ Leveraging business networks in markets and other sellers 		<p>capital loans to loan sharks (mobile banks).</p> <ul style="list-style-type: none"> ▪ The fish farming business group, its marketing has developed very rapidly and must increase its production because market demand is very high.
3.	Partnership access	<ul style="list-style-type: none"> ▪ The management of the business group and the Agricultural Cooperative has been formed ▪ This type of business has been running for quite a long time and has a clear market share. ▪ Close to banking access and economic centers such as the Kroya and Adipala markets, which are very large and strategic in terms of their trading scale. 	<ul style="list-style-type: none"> ▪ Conduct regular meetings/conferences to evaluate and create business solutions and prepare business programs ▪ Establish access to banking institutions, namely BRI, for easy borrowing of business capital. 	<ul style="list-style-type: none"> ▪ Community development, namely Agricultural Cooperatives, farmer groups and business groups, can now be facilitated to get easy access to business capital credit loans from BRI. ▪ BRI has conducted counseling, approaches and observations on the feasibility of business credit loans which have ultimately given confidence to community development in agricultural villages. ▪ The process of issuing official cooperative permits is still in progress at the Cooperatives and SMEs Service of Cicalap Regency. ▪ Has facilitated the Cooperatives and SMEs Service of Cilacap Regency to provide counseling, assistance and offers of programs and activities to Agricultural Cooperatives
4.	Solid cooperation access	<ul style="list-style-type: none"> ▪ The empowerment group has participated in the initial series of empowerment programs ▪ The business group management has been formed ▪ An Agricultural Cooperative has been formed as 	<ul style="list-style-type: none"> ▪ Hold another meeting/dialogue with group members to agree on cooperation/join the cooperative ▪ Conducting dialogue with cooperative administrators, farmer groups and business groups as well as village government 	<ul style="list-style-type: none"> ▪ The Agricultural Cooperative has proactively carried out outreach and promotion to expand membership to the community and business groups. ▪ Business groups and farmer groups are willing to participate in cooperative membership and management. ▪ The village government also provides assistance in strengthening and

	<p>the parent of the village economy.</p> <ul style="list-style-type: none"> ▪ Support from the village government for strengthening and developing community development institutions 		<p>developing community development business institutions.</p> <ul style="list-style-type: none"> ▪ The village government is advised to provide assistance in facilitating the office and marketing of the Agricultural Cooperative, because so far they have only received kiosks for sales transactions of agricultural inputs.
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3.2. Designing a Community Development Model to Increase Productivity and Food Security in Rural Areas Based on Local Wisdom

Agricultural Cooperative Group, based on the identification of problems and potential as well as analysis of solutions, namely regarding the administration and management of cooperatives as the first and second results and discussions. Therefore, in the context of making the community development model can be explained as follows that is :

(1) Carrying out empowerment programs with training and mentoring activities for cooperative administrators regarding increasing their abilities in the following areas: (i) Cooperative administration management, (ii) Cooperative financial management (iii) Cooperative extension, development and promotion strategies. (iv) These three areas are complemented by training and mentoring in computerization skills and the use of social networks via the internet, such as creating and managing cooperative websites as a medium for information, socialization and promotion, and strengthening network relations with other institutions.

(2) Carrying out empowerment and assistance in providing counseling and promotion regarding the importance of cooperatives as a joint venture that can help improve the welfare of cooperative members and generally the community as prospective cooperative members.

(3) The results of the research in the third discussion, regarding cooperative capital and business improvement, the things that can be done are: (i) As planned in the management of cooperative management and membership, namely by carrying out empowerment with mentoring activities for implementing counseling and promotion about the importance of cooperatives as a joint venture. So that it will be able to strengthen membership and develop new membership, including capital to meet loan needs and business development in meeting the needs of members or the community. (ii) Carrying out empowerment and mentoring in opening access and submitting applications for capital assistance and providing business needs to institutions such as banks and companies in the area to get loan assistance or grant assistance from the CSR program.

The results of identifying problems and potential, then the results of analysis and solutions, a model can be created. *Community Development* from the agricultural cooperative [3241] (Adi et al., 2025; Al Nido et al., 2024; Chusmeru et al., 2024; Handoko et al., 2024; Prastyanti et al., 2024; Sugito et al., 2019; Sulaiman et al., 2019; Sulaiman et al., 2022; Suswanto et al., 2018; Windiasih et al., 2022) as follows:

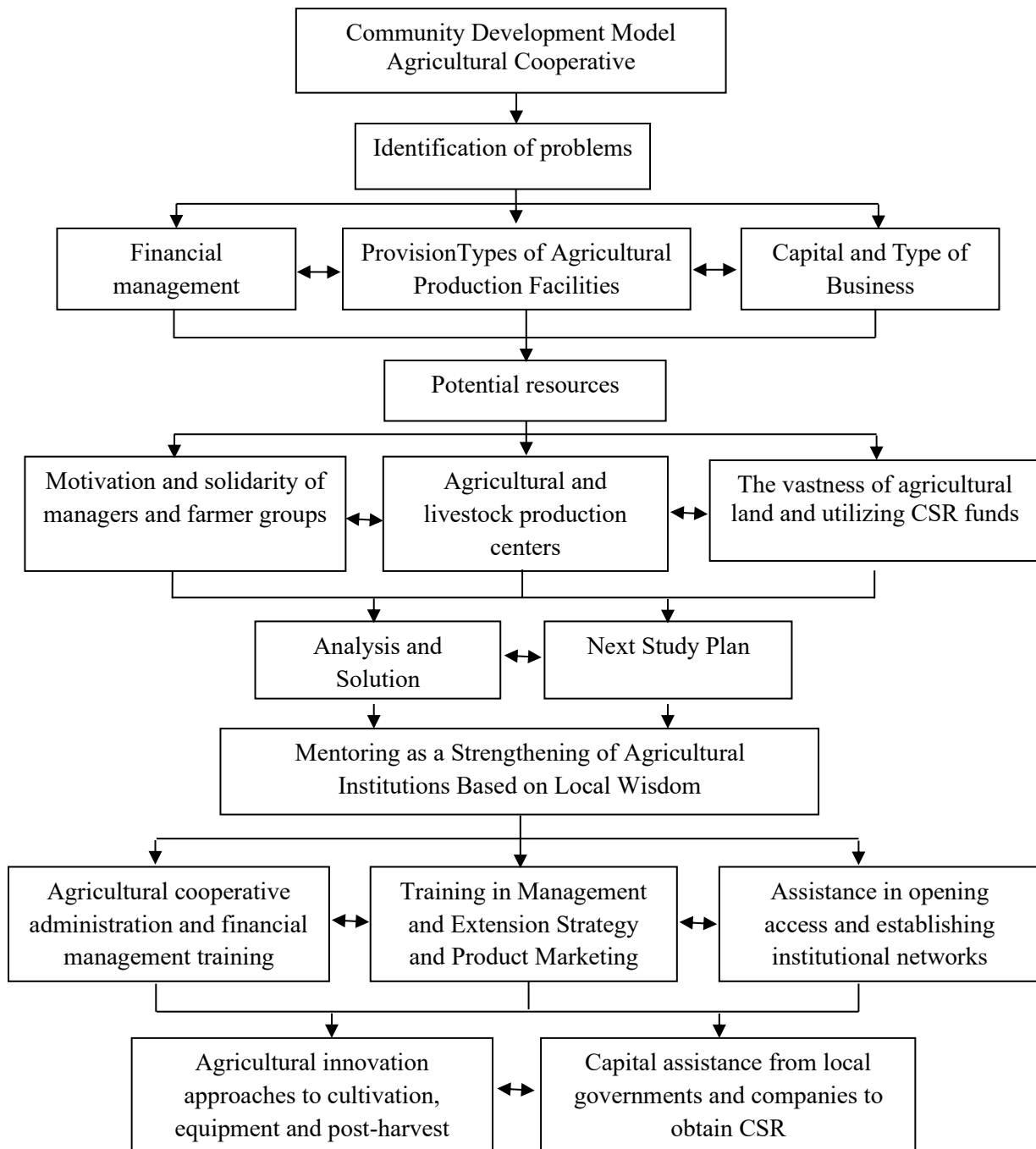


Figure 1: Agricultural Cooperative Community Development Model

4. Conclusion

Based on the results of a literature review of various studies through the identification of problems as challenges and potential resources to analyze and find concrete solutions, there are three business groups, namely agricultural cooperatives, farming business groups and fish farmers, which can be used as a community development model as a strategy for institutionalization and community empowerment based on local wisdom. which is applicable and can be supported by further research using the Participatory Rural Appraisal (PRA) method.

The community development model in the form of agricultural cooperatives, farmer groups, and fish farmer groups can be implemented in the form of an empowerment program by conducting training and mentoring to improve the managerial capabilities of cooperatives, and the productive cultivation of farmer groups and fish farmer groups.

Furthermore, counseling and training will be provided to all farmer and livestock groups to become cooperative members, further strengthening the cooperative's institutional and capital base. The existence and sustainability of cooperative institutions facilitate access and networking with other institutions, such as banks and companies, for loans and/or assistance, such as from Corporate Social Responsibility (CSR). These two institutions can assist with business capital, business development, and mutual support for food security productivity in rural areas.

Therefore, business groups such as agricultural cooperatives, farmer groups and fish farmers who are used as community development models can synergize in developing and strengthening economic institutions and food security in communities that are more prosperous, and can become pilot models, especially for the development of other communities.

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