

Implementation of Medan Mayor Regulation No. 53/2018 on Community Empowerment in Medan Petisah Sub-district

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ABSTRACT

This paper examines the implementation of Mayor of Medan Regulation No. 53 of 2018 on Coordination and Implementation of Community Empowerment in Medan Petisah District in 2024. The research method used is descriptive with a qualitative approach, employing direct observation and interviews with local government officials as data sources. The findings indicate that this regulation serves as a crucial foundation for implementing community empowerment programs at the local level. Concrete steps have been established to enhance community participation, improve public service quality and infrastructure, and conduct routine evaluations to ensure program sustainability. Emphasis on effective coordination, community outreach, and improving administrative program understanding helps address implementation challenges. The regulation also governs fund allocation for infrastructure to ensure efficient resource utilization. Overall, the Coordination and Implementation of Community Empowerment in Medan Petisah District, in accordance with Mayor of Medan Regulation No. 53 of 2018, provides the basis for successful and effective community empowerment programs.

INTRODUCTION

Community empowerment aims to improve welfare with various activities such as increasing initiatives and self-help, improving the environment and housing, developing economic businesses, and increasing production capabilities (Purnomo, 2021). This is an effort to enable and empower the community, especially the lower strata who are still trapped in poverty and underdevelopment. (Rahmiyati, 2016). Empowerment includes strengthening individuals and institutions, instilling modern cultural values such as hard work, frugality, openness, and responsibility (Raintung et al., 2021).

Government implementation in community development and empowerment is very important (Nurhayati, 2018). Empowerment programs need to be improved not only in physical development, but also in providing access and encouragement for the community to be more independent (Nafidah & Suryaningtyas, 2016). Empowerment is now an integral part of national and regional programs, and almost all Regional Apparatus Organizations (OPD) have empowerment activities (Sururi, 2017). Specialized agencies such as the Community Empowerment Agency/Office have also been established in various provinces and districts/cities.

In general, community empowerment is the process of building people or communities through capacity building, behavior change, and organizing (Nurhab, 2022). It is a social action in which residents of a community organize themselves for planning and collective action to solve social problems or meet social needs based on their own resources (Andni et al., 2023). The main objectives of empowerment are to develop community capabilities, change harmful behaviors, and organize to manage programs or activities (Saepudin, 2022).

The Community Empowerment Program (PRODAMAS) in Medan aims to accelerate development at the RT level in infrastructure, economic, and social areas. Participation of the community at the RT level is very important as they understand the situation in their neighborhood the best. The program has implemented various activities in Medan Petisah Sub-district, such as drainage improvements, places of worship, construction of gates, kamling posts, street lighting, as well as assistance for posyandu and school equipment. Community participation in development planning is done through community meetings or musrenbang (Damanik et al., 2024).

The implementation of Prodamas in Medan Petisah Sub-district has gone well, but there are still obstacles such as a lack of socialization, sub-optimal community deliberation, and gaps in infrastructure, social, and economic development in some RTs. Community participation is still limited to proposing and requesting goods, while funds are managed by the kelurahan (Sitorus, 2020). Field observations show that the focus of Prodamas is to address program implementation issues, improve socialization, and ensure equitable development. This paper aims to assess whether Prodamas is able to realize the

goal of community welfare in Medan Petisah Sub-district in accordance with Medan Mayor Regulation No. 53/2018.

METHODS

This research uses a descriptive method with a qualitative approach to analyze the Implementation of Medan Mayor Regulation No. 53/2018 on the Coordination and Implementation of Community Empowerment in Medan Petisah Sub-district (Kamaruddin et al., 2017). A qualitative approach, which aims to understand phenomena holistically through descriptions of words, is used to collect, record, and analyze data from interviews and field observations. Research informants include from the local government of Medan Petisah Sub-district (Kusumastuti & Khoiron, 2021). This research focuses on the process, meaning, and understanding of experiences and challenges in implementing the regulation.

RESULTS

Profile of Medan Petisah Sub-district

Medan Petisah Sub-district, one of 21 sub-districts in Medan City, North Sumatra, Indonesia, was formed under Government Regulation No. 50 of 1991. Its sub-district office was inaugurated on September 2, 1992 by the Governor of North Sumatra, Raja Inal Siregar. Its area was previously part of the sub-districts of Medan Baru and Medan Barat. The sub-district is famous for Jalan Majapahit which is the center of bika Ambon shops in Medan, as well as its proximity to important facilities such as the Grand Mosque, Palladium Mall, and the Post Office.

Administratively, Medan Petisah Sub-district borders Medan Selayang and Medan Johor Sub-districts to the north, and Deli Serdang Regency to the south, west and east. It covers an area of approximately 29.87 km² with a tropical climate that has two seasons, rainy and dry. The sub-district is divided into seven urban villages, each with a different number of neighborhoods. Kelurahan Simpang Selayang has the largest area at 5.12 km², while Kelurahan Lau Cih is the smallest at 0.87 km².

The distance between the kelurahan offices and the sub-district office of Medan Petisah varies, with Kelurahan Simalingkar B located the farthest at around 5 km from the sub-district office, while Kelurahan Kemenangan Tani is the closest. This area is important in the context of Medan City's development, with its strategic role in the city's economy and infrastructure.

Implementation of Medan Mayor Regulation No. 53/2018 on Community Empowerment in Medan Petisah Sub-district

The active involvement of the community in the regional development process is important to avoid deviating from the goal of improving welfare and reducing waste of state finances. Local participation in regional development projects has improved family welfare, supported by a democratic, transparent

and accountable governance system. However, communities still face service constraints, such as slow response, missing information, lack of coordination between units, long bureaucracy, and lack of willingness of officials to listen to complaints. Community empowerment is needed so that they can more actively participate in development according to local potential.

Community empowerment programs aim to improve the quality of the environment, empower communities to take independent initiatives, and improve economic capabilities. The process of formulating development programs involves deliberation from the local to the district/city level to accommodate community aspirations. Improving the quality of the population is also important in development, including through regulating birth rates and population distribution. The implementation of Medan Mayor Regulation No. 53/2018 on Community Empowerment is imperative for sub-district and village governments, supported by other relevant regulations.

Implementation of community empowerment begins with preparation of officers and focus groups, evaluation of actual conditions, program planning with citizen participation, and concrete actions by change agents. The program is then evaluated to assess success, with termination marking the end of the project. The empowerment efforts in the sub-district and kelurahan are an extension of the Community Empowerment Program (PRODAMAS) which is directly supervised by the authorities and evaluated annually. The government in Medan Petisah sub-district continues to execute this program in accordance with applicable regulations.

"The Head of Medan Petisah Sub-district explained that in the context of public policy, implementation is an important stage to achieve the desired impact or goal. Policy implementation in Medan Petisah Sub-district emphasises the need to run policies or programs practically in order to have the desired effect (Interview with Medan Petisah Sub-district Head, November 2023)."

"The Secretary of Medan Petisah Sub-district emphasized that Medan Mayor Regulation No. 53/2018 covers concrete steps to implement community empowerment programs at the sub-district level. The implementation of this regulation is important to ensure that the empowerment program is implemented effectively and practically, so that the goal of community empowerment in Medan Petisah Sub-district can be achieved. The regulation also regulates strategies to involve the community in the development process and ensure better access to necessary services and resources (Interview with Secretary of Medan Petisah Sub-district, November 2023)."

"Medan Mayor Regulation No. 53/2018 stipulates the organizational structure, responsibilities, and roles of various parties in the implementation of the community empowerment programme. Monitoring, evaluation, and reporting are also regulated to ensure the program runs as

expected. Regular evaluations assess the program's performance and provide insights into the successes as well as challenges faced, allowing for necessary improvements or adjustments. The allocation of resources, such as budget and human resources, is an important part of this regulation to support the implementation of the program in Medan Petisah Sub-district (Interview with Camat and Secretary of Camat Medan Petisah, November 2023)"

"The Coordination and Implementation of Community Empowerment in Medan Petisah Sub-district aims to overcome the problems of socialization and understanding related to the preparation of Work and Budget Plans (RKA) in each RT in the Kelurahan area. The Head of Medan Petisah Sub-district explained the importance of improving direct socialization to the community through methods such as counseling, public discussions, and community meetings. These concrete steps are regulated in Medan Mayor Regulation No. 53/2018 to improve access to information and understanding of empowerment programs (Interview with Camat Medan Petisah, November 2023)."

The regulation directs the development of guidelines or standards for the preparation of the RKA in each RT, including a detailed explanation of the preparation process, the restrictions that must be followed, and how RTs can develop RKAs that meet the objectives of the community empowerment program. Proper coordination through this regulation aims to address problems in a systematic and targeted manner.

"The coordination and implementation of community empowerment programs in Medan Petisah Sub-district is also closely related to infrastructure development activities through the Community Empowerment Program (PRODAMAS). The Head of Finance and Programming Division explained that the regulation provides guidance regarding the distribution of funds or resources to support development activities such as drainage improvement and street lighting, ensuring that infrastructure development is carried out efficiently (Interview with Head of Finance and Programming Division, November 2023)."

"The Secretary of Medan Petisah Sub-District explained that the management and coordination of the community empowerment program aims to ensure active community participation in infrastructure planning, implementation, and maintenance. This includes document management, reporting, and other administrative arrangements related to development activities, so that the administrative process runs according to the set plan and objectives (Interview with Secretary of Medan Petisah Sub-District, November 2023)."

The PRODAMAS Job Training Program in Medan Petisah Sub-district focuses on improving skills relevant to the world of work. The Camat of Medan Petisah explained that the program aims to reduce the unemployment rate and

encourage competitive entrepreneurship at the local and international level. In addition, the program helps people understand their self-worth and the importance of the environment, allowing them to develop without losing their identity.

"Education that is more in line with the needs of the world of work is essential to reduce unemployment and improve the welfare of workers. The PRODAMAS Job Training Program aims to remedy the education and skills gap by providing relevant training, helping people make better choices for their future and improving their welfare (Interview with Head of Finance and Programming, November 2023)."

"The Head of Medan Petisah Sub-District emphasized the importance of public awareness towards waste management through consistent and practical counseling. By understanding the types of waste and how to manage them properly, the community is expected to be more active in maintaining the cleanliness of the surrounding environment and reducing health risks due to mismanaged waste. This effort is also included in the community empowerment program in the health sector which aims to improve the quality of life of Medan Petisah Sub-district residents (Interview with Medan Petisah Sub-district Head, November 2023)."

"The Secretary of Medan Petisah Sub-district also explained that the environmental health extension program in Medan Petisah Sub-district involves various activities that focus on education about the impact of waste and the importance of proper management. This includes waste segregation training, campaigns to reduce plastic use, and promotion of recycling practices. Thus, the community can actively participate in efforts to keep the environment clean, which will ultimately have a positive impact on their health and well-being (Interview with Secretary of Medan Petisah Sub-district, November 2023)."

The community empowerment program in Medan Petisah Sub-district through PRODAMAS covers various aspects that aim to improve the community's welfare and economic independence. Through skills training, access to resources, and improved facilities, the program seeks to create an environment conducive to economic and social growth. Support from the government and active participation from the community are key to the success of this program, which is expected to bring positive and sustainable changes to all residents of Medan Petisah Sub-district.

Community Empowerment Program (PRODAMAS) Medan Petisah Sub-district

The Community Empowerment Program (PRODAMAS) in Medan Petisah Sub-district aims to improve the ability and potential of the community through job training and education. The program is designed to coordinate community empowerment efforts at the sub-district level, with a focus on improving the quality of human resources and job training in line with market needs. This

empowerment includes not only increasing productivity and providing capital, but also changes in the socio-economic structure that support the development of the community's potential, including access to resources, technology, markets, and financing.

Community empowerment emphasizes active social participation in the development process, using a bottom-up approach that sees people as active subjects. An empowered community is one that has economic independence, political freedom, and the ability to solve problems without external assistance. It emphasizes the importance of an enabling environment, strengthening potential through concrete actions, and protecting and advocating for vulnerable groups from being marginalized or exploited.

The empowerment process in PRODAMAS involves a concerted effort to design development programs through an approach that empowers communities from the grassroots level. The main challenge faced is the difference in understanding between the government and the community about participation in development. The government tends to focus on community contributions, while communities want equity and the right to enjoy the benefits of development. This conflict requires a more inclusive and equitable approach in planning and implementing empowerment programs.

Empowerment in PRODAMAS includes three main approaches: creating an enabling environment for the development of community potential, strengthening potential through infrastructure and access to opportunities, and protecting the interests of vulnerable communities. Successful empowerment requires community involvement in all stages of development, as well as attention to access to information, participation, accountability and local organizational capacity. The main focus is on enhancing the ability of the grassroots to be self-reliant, actively participate and support democratization, with the aim of overcoming poverty and underdevelopment.

CONCLUSIONS AND RECOMMENDATIONS

Medan Mayor Regulation No. 53/2018 on the Coordination and Implementation of Community Empowerment in Medan Petisah Sub-district is an important foundation in implementing empowerment programs at the local level. This regulation regulates concrete steps to increase community participation, improve the quality of public services, and improve infrastructure. It also involves regular evaluations to ensure the program is on track. With a focus on good coordination, socialization efforts to the community, and improved understanding of program administration, this regulation helps overcome challenges in implementing empowerment programs. In addition, the regulation also provides guidance regarding the allocation of funds for infrastructure development, ensuring efficient use of resources.

The Coordination and Implementation of Community Empowerment in Medan Petisah Sub-district, as stipulated in Medan Mayor Regulation No. 53/2018, is the foundation to ensure smoothness and effectiveness in implementing community empowerment programs.

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