

THE ROLE OF COMMUNITY SOCIAL CARE (PPKM) MANAGEMENT IN IMPROVING COMMUNITY WELFARE IN SENGON SARI VILLAGE, AEK KUASAN DISTRICT, ASAHAN REGENCY: A QUALITATIVE STUDY

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ABSTRACT

Community welfare improvement in villages does not only depend on government policies but also requires active participation from society through community-based social initiatives. One such initiative is the Al-Ikhlas Community Social Care Management (PPKM) Program in Sengon Sari Village, Aek Kuasan District, Asahan Regency. This study aims to analyze the strategies of PPKM Al-Ikhlas in improving community welfare, identify supporting and inhibiting factors, and explain the contribution of PPKM Al-Ikhlas to social and economic development. Using a qualitative descriptive approach, data were collected through interviews, observations, and documentation. The findings show that PPKM Al-Ikhlas applies participatory strategies, deliberation, and direct services to the community. Supporting factors include strong social solidarity and trust, while inhibiting factors involve limited financial resources and uneven participation. The program contributes positively to fulfilling basic needs and strengthening social solidarity, complementing the role of village government in welfare improvement.

Keywords: Community Welfare, PPKM, Social Solidarity, Village Development

I. INTRODUCTION

Improving community welfare is one of the primary goals of national development. Welfare is measured not only in economic terms but also encompasses social dimensions, such as access to basic services, community participation, and overall quality of life. In rural contexts, efforts to improve community welfare often face various obstacles, such as limited resources, limited access to information, and minimal community participation in development programs.

Sengon Sari Village in Aek Kuasan District, Asahan Regency, is an area with significant social potential, yet still faces challenges in improving community welfare. In this context, the Community Social Care Management (PPKM) is crucial as a social agent, playing a role in mobilizing community participation and implementing various social programs.

The role of PPKM administrators extends beyond program implementation to facilitators, motivators, and liaisons between the community and relevant parties. The strategies implemented by PPKM administrators are key to determining the success of community welfare programs. However, in practice, these strategies are often not systematically structured and rely on the administrators' experience and personal approach.

It is important to carry out research on the strategies of PPKM administrators in improving community welfare, especially using a qualitative approach that is able to explore in depth the experiences, perceptions and social dynamics that occur in the field. Thus, it is

hoped that this research can provide a comprehensive picture of the role and strategy of PPKM in improving community welfare in Sengon Sari Village.

II. LITERATURE REVIEW

Social Welfare Theory

Social welfare is a condition where the basic needs of individuals and groups are met, both materially and non-materially. According to Midgley (2017), social welfare is a condition in which social problems can be managed, human needs can be met, and social opportunities can be maximized. This approach emphasizes the importance of structured social interventions to improve the quality of life of communities.

Furthermore, according to Spicker (2016), welfare is not only related to income but also encompasses aspects of social security, health, education, and social participation. This demonstrates that welfare is multidimensional and requires a holistic approach in its implementation.

In the Indonesian context, Suharto (2017) explains that social welfare is a condition where people's needs for a decent living are met, enabling them to develop themselves and carry out their social functions. Therefore, efforts to improve public welfare cannot be separated from the role of social institutions and community participation itself.

2.2 Role Theory

Role theory explains how individuals or groups carry out their functions and responsibilities within a social system. According to Biddle (2016), a role is a set of behaviors expected of an individual according to their social position.

Furthermore, Turner (2018) stated that social roles reflect the interaction patterns formed within society, which are influenced by norms, values, and social structures. In the context of social organizations like PPKM, the role of administrators is crucial in directing and mobilizing the community.

The role of PPKM administrators can be seen as agents of social change who have the responsibility to improve community welfare through various social programs and activities.

2.3 Strategy Theory

Strategy is a plan or approach used to achieve a specific goal. According to David and David (2017), strategy is a means to achieve long-term goals through the effective use of existing resources.

Meanwhile, Bryson (2018) explains that strategy in public and social organizations involves planning, implementation, and evaluation processes oriented toward achieving organizational goals. In the context of social organizations like PPKM, strategy is not only formal but can also evolve adaptively according to societal conditions.

Mintzberg (2016) added that strategy can be emergent, meaning it develops from experience and practice in the field, not just from structured planning. This is relevant to the flexible and dynamic nature of community organizations.

2.4 Community Empowerment Theory

Community empowerment is the process of increasing the capacity of individuals or groups to become independent and empowered. According to Zimmerman (2015), empowerment is a process that allows individuals or groups to gain control over their lives.

Furthermore, Ife and Tesoriero (2016) stated that community empowerment emphasizes active community participation in the development process. This includes increasing awareness, skills, and access to resources.

In the context of this research, the PPKM strategy can be seen as a form of community empowerment aimed at improving welfare in a sustainable manner.

III. RESEARCH METHODOLOGY

This research uses a qualitative approach with descriptive research type. A qualitative approach was chosen because this research aims to understand in depth social phenomena related to the role and strategies of Community Social Care Management (PPKM) in improving community welfare. This approach allows researchers to explore meanings, experiences and social dynamics that occur directly in the field.

This type of descriptive research is used to provide a systematic and factual picture of the conditions occurring in Sengon Sari Village, particularly regarding the activities and strategies carried out by PPKM.

Location and Time of Research

This research was conducted in Sengon Sari Village, Aek Kuasan District, Asahan Regency. The research location was selected based on the village's active implementation of the Community Activity Restrictions (PPKM) program (PPKM) in community social activities. The research period was approximately 2–3 months, encompassing data collection, data analysis, and report preparation.

Research Informants

Informants in this study were selected using purposive sampling, which involves selecting informants based on specific criteria relevant to the research objectives. The informants consisted of:

1. PPKM administrators (chairman and members)
2. Village officials
3. Community beneficiaries of the program

The aim of selecting informants was to obtain comprehensive data from various perspectives directly involved in PPKM activities.

Data collection technique

Data collection techniques in this study were carried out in several ways as follows:

1. In-depth Interview

Interviews were conducted directly with informants to gather information on their roles, strategies, and the challenges faced by PPKM. The interviews were semi-structured to provide researchers with guidance yet flexibility in data collection.

2. Observation

Observations were conducted to directly observe PPKM activities and interactions between administrators and the community. These observations aimed to obtain more objective and contextual data.

3. Documentation

Documentation in the form of activity notes, photos, and documents related to the PPKM program were used as supporting data in the research.

Data Analysis Techniques

Data analysis in this study uses the interactive model of Miles, Huberman, and Saldaña which includes:

1. Data Reduction

Data obtained from the field are selected, summarized, and focused on things that are relevant to the research.

2. Data Presentation

The reduced data is then presented in the form of a descriptive narrative so that it is easy to understand.

3. Drawing Conclusions

Conclusions are drawn based on the patterns, relationships, and meanings found in the data.

The analysis process is carried out continuously from the start of data collection until the research is completed.

IV. RESULTS AND DISCUSSION

Overview of Research Location

Sengon Sari Village is a village in Aek Kuasan District, Asahan Regency, with a fairly heterogeneous social climate. Most residents work as farmers, laborers, and small business owners. The community's economic status remains relatively lower-middle class, so various social programs are urgently needed to improve their well-being.

The Community Social Care (PPKM) Management in this village acts as a social organization that is active in community activities, such as social assistance, mutual cooperation activities, and community empowerment programs.

Research result

The Role of PPKM in Society

The research results show that PPKM has a quite significant role in the social life of society. PPKM administrators not only function as implementers of social programs, but also as facilitators who connect the community with assistance or programs from outside parties.

Furthermore, PPKM also acts as a motivator, encouraging the community to be more active in social activities. This is evident in the increased community participation in mutual cooperation activities and other social programs.

PPKM Strategy for Improving Welfare

The strategy implemented by PPKM to improve community welfare is flexible and adapts to field conditions. Some of the strategies found include:

- Direct approach to the community
- Implementation of social activities based on community needs
- Community empowerment through productive activities
- Cooperation with other parties, such as village governments

This strategy shows that PPKM prioritizes a participatory approach in implementing its programs.

Supporting and Inhibiting Factors

The main supporting factors in implementing PPKM activities are community support and a good relationship between administrators and residents. Furthermore, collaboration with village officials is also crucial for the program's success.

However, there are several inhibiting factors, such as limited funds, lack of human resources, and low awareness among some people to participate in social activities.

Discussion

PPKM Role Analysis

Research findings indicate that the Community Empowerment Program (PPKM) acts as an agent of social change in society. This aligns with role theory, which states that a group has a

responsibility to carry out certain social functions. PPKM's role as a facilitator, motivator, and implementer of social programs demonstrates a real contribution to improving community well-being.

PPKM Strategy Analysis

The strategies implemented by PPKM demonstrate adaptive and contextual characteristics. This aligns with strategy theory, which states that strategies are not always formal but can evolve according to field conditions.

The participatory approach taken by PPKM is also in line with the concept of community empowerment, where the community is actively involved in every activity.

Community Welfare Analysis

The improvement in social welfare is not only evident in economic aspects, but also in increased social participation and public awareness. This demonstrates that well-being is multidimensional and not solely measured by income.

Integration of Research Findings

Overall, this research shows that the success of PPKM in improving community welfare is influenced by a combination of active participation, appropriate strategies, and community support. However, to achieve more optimal results, strengthening of resources and management systems is necessary.

V. CONCLUSION

1. Based on the research findings, it can be concluded that the Community Social Care Management (PPKM) in Sengon Sari Village plays a strategic role in improving community welfare. This role extends beyond implementing social activities and includes serving as facilitators, motivators, and liaisons between the community and external resources.
2. Strategically, PPKM tends to adopt an adaptive and participatory approach. The strategies employed are not formally formulated in written plans, but rather evolve based on the needs and conditions of the community on the ground. This approach has proven effective in increasing community participation, although it still has limitations in terms of program sustainability.
3. Community welfare generated through the role and strategies of PPKM (Community Activity Restrictions) has shown improvement, particularly in social aspects, such as increased awareness, solidarity, and community participation. However, economic improvements have not been fully optimized, due to limited resources and the lack of sustainable empowerment programs.
4. Thus, it can be affirmed that the success of PPKM in improving community welfare is greatly influenced by the synergy between the active role of administrators, contextual strategies, and community support. However, to achieve more optimal and sustainable results, strengthening of institutional aspects and program management is necessary.

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