

# *Optimizing Empowerment of Village Community to Support the Sustainability*

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**Abstract:** This activity aims to optimize the empowerment of the Situmekar Village community in order to support the sustainability of the 2024 PTMGRMD Program. Community empowerment is a key element in ensuring a sustainable and competitive development program. Through a participatory approach, this program actively involves the community in various activities, such as skills training, local economic development, and strengthening institutional capacity. The methods used include initial surveys, socialization, training, and ongoing mentoring. The results of the activities showed a significant increase in community involvement, increased skills and knowledge, and the community's ability to manage local resources more independently. The expected long-term impact is the creation of a more empowered community, as well as a program that continues to develop and is able to adapt to change. In conclusion, optimizing community empowerment not only strengthens the sustainability of the PTMGRMD Program, but also improves the welfare of the Situmekar Village community as a whole.

**Keywords :** Community Empowerment, Sustainability, PTMGRMD 2024, Situmekar Village, Local Economic Development, Participatory Approach.

## I. INTRODUCTION

### *A. Situation Analysis*

Situmekar Village is one of the villages that has quite large natural and human resource potential, but has not been fully utilized optimally. The people of this village still face various challenges, such as low levels of education, limited access to technology, and minimal knowledge about sustainable local resource management. The Village Community and Household Governance Improvement Program (PTMGRMD) introduced in 2024 aims to address these problems through community empowerment. However, the success of this program is highly dependent on the active participation and independence of the community in carrying out the planned initiatives. The situation analysis shows that although the PTMGRMD program has had an initial positive impact, there are still challenges in ensuring its sustainability, especially in terms of strengthening community capacity and adapting to change. Therefore, optimizing community empowerment through a more holistic and sustainable approach is very important to ensure that the benefits of this program can be felt in the long term. This approach needs to integrate various aspects, such as improving skills, developing the local economy, and strengthening institutions, to create a more independent and competitive community in the future.

### *B. Activity Objectives*

The main objective of this activity is to optimize the empowerment of the Situmekar Village community in supporting the sustainability of the 2024 PTMGRMD Program, with a focus on increasing the individual and collective capacity of the community. This activity aims to provide ongoing training and assistance to the community, so that they are able to manage local resources independently and sustainably. One of the specific objectives is to strengthen the knowledge and skills of the community in strategic areas such as agriculture, crafts, and micro-enterprises, which have great potential to be developed in this village.

This activity also aims to increase public awareness of the importance of active participation in the development process, so that they can play a greater role in determining the direction of village development. In addition, this activity is directed at building and strengthening local institutions, such as farmer groups, cooperatives, and other community organizations, so that they can function more effectively as driving forces for village development.

In the long term, this activity is expected to create a society that is not only more empowered in terms of economy, but also more adaptive to changes and challenges that may be faced in the future. Another goal is to form synergy between the community, village government, and other stakeholders in order to create an inclusive and sustainable development ecosystem. Thus, the success of the 2024 PTMGRMD Program can be realized, and its benefits can be felt widely by all levels of society in Situmekar Village.

## **II. IMPLEMENTATION OF ACTIVITIES**

### *A. Execution time*

The training activities were held in Situ Mekar Village, Cisit District, Sumedang Regency for 4 (four) months from February 17 to June 17, 2024.

### *B. Problem Solving Framework*

The troubleshooting steps that will be used include:

1. Holding meetings with UMKM actors in Bogor City to determine the problems faced related to finance, marketing and production techniques) and entrepreneurship.
2. Looking for solutions on how to take advantage of existing opportunities so that they can provide additional income for MSMEs
3. Create a class to conduct presentations on what MSME products can be exported and the destination countries, followed by discussions and questions and answers.

### *C. Strategic Intermediate Target Audience*

The target of the training activities is the community of Situmekar Village, Cisit District, Sumedang Regency, West Java.

### *D. Attachment*

Engagement is a crucial factor in ensuring the success and sustainability of community empowerment programs. In the context of Situmekar Village, engagement includes the commitment and active participation of various stakeholders, including village communities, local government, non-governmental organizations (NGOs), and the private sector. Community engagement directly affects the effectiveness of the implementation of the 2024 PTMGRMD Program, because without the support and active involvement of the community, empowerment efforts will not produce significant impacts. Therefore, strategies to increase engagement involve several key approaches, such as involving the community in the planning and decision-making process, providing transparent information about the benefits and objectives of the program, and establishing effective communication channels between all parties involved. In addition, it is important to create a feedback mechanism that allows the community to express opinions, ask questions, and participate in program evaluation. Strong engagement between the community and the program

not only strengthens the implementation of activities, but also ensures that the results achieved can be sustainable and provide sustainable benefits to the village. .

### III. RESULTS AND DISCUSSION

#### *A. Results*

The results of community empowerment activities in Situmekar Village show substantial progress in supporting the sustainability of the 2024 PTMGRMD Program. The training program implemented has succeeded in improving the technical skills of the community, such as in modern agriculture, local product processing, and micro-business management. As many as 80% of training participants reported significant improvements in skills, which have a direct impact on the productivity and efficiency of their businesses. In addition, strengthening local institutions can also be seen from the formation of more organized and active farmer groups and cooperatives, which play an important role in supporting village economic activities.

#### *B. Discussion*

Increased community participation in the planning and implementation of program activities was a key factor in this success. Actively involved communities demonstrated higher levels of ownership and responsibility for the program, which in turn increased the effectiveness of activity implementation. Initial evaluations showed improvements in local managerial and leadership capacity, as well as the development of stronger support systems for local businesses.

However, there are several challenges that need to be addressed to ensure long-term sustainability. One of the main challenges is market access for local products, which is still limited. Despite improvements in product quality, many entrepreneurs face difficulties in entering wider markets. To address this, it is necessary to develop better marketing strategies, including the establishment of distribution networks and partnerships with external parties. In addition, sustainable financial support is also an important concern. The program needs to ensure that there is a stable and sustainable funding mechanism to support community initiatives, especially in the face of market fluctuations and initial investment needs.

The discussion of the results shows that the sustainability of the 2024 PTMGRMD Program is highly dependent on continuous efforts to strengthen the ties between the community, village government, and other stakeholders. Effective feedback mechanisms, transparency in communication, and adaptation to local dynamics will be key to ensuring that the benefits of the program can be felt widely and are long-lasting. With the right strategy, existing challenges can be overcome, and community empowerment can continue to develop in line with the program's sustainability goals.

### IV. CLOSING

#### *A. Conclusion*

The conclusion of community empowerment activities in Situmekar Village shows that the 2024 PTMGRMD Program has succeeded in providing significant positive impacts. This program has improved community technical skills, strengthened local institutions, and encouraged active participation in development activities. Developing community capacity in managing micro-enterprises, improving the quality of local products, and improving access to technology and infrastructure have made important contributions to the economic and social progress of the village. However, several challenges still need to be overcome to ensure the sustainability and long-term impact of this program.

#### *B. Recommendation*

Recommendations to ensure the sustainability of the program include several strategic steps. First, the development of a comprehensive marketing strategy needs to be implemented to help local businesses access a wider market. This includes creating efficient distribution channels, building partnerships with buyers and distributors, and utilizing digital platforms for product marketing. Second, the program should strengthen financial support by seeking additional funding sources through partnerships

with the private sector, financial institutions, and donors. The implementation of a mixed funding model that includes local and external contributions can help ensure the financial sustainability of the program.

Third, there needs to be a continuous effort to strengthen local institutional capacity. This can be done by providing advanced training for managers of farmer groups, cooperatives, and other community organizations, as well as improving their capabilities in organizational management and strategic planning. Fourth, it is important to continue to involve the community in the planning, implementation, and evaluation processes of the program. Communities that are actively involved in every stage of the program will have a greater sense of ownership and be more motivated to ensure the success of the program.

Fifth, systematic monitoring and evaluation should be conducted periodically to assess the effectiveness and impact of program activities. Regular data collection and analysis of results will allow for adjustments to strategies and actions as needed to address emerging issues and optimize program outcomes. Finally, it is important to build an effective communication network between all stakeholders to ensure constructive and responsive feedback to community needs.

By implementing these recommendations, it is hoped that the 2024 PTMGRMD Program can continue to develop and provide sustainable benefits for the Situmekar Village community, strengthen local economic resilience, and support inclusive and sustainable development in the future.

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