

Archipelago

Volume: 01 Nomor: 02 Tahun 2020

P-ISSN: 1411-3031; E-ISSN: 2442-9651

ASSET BASED COMMUNITY DRIVEN DEVELOPMENT (ABCD): EFFORTS TO DEVELOP VILLAGE POTENTIAL

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Abstract

Based on the asset-based service model, this study identifies the potential and strength of the Balbar Village community to support the community in developing their natural resource potential. The findings of this service program reveal that the community in Balbar Village has natural resource potential such as coastal and marine ecosystems, plantation areas and house yards, and rivers that cross rural areas. From these assets, the team together with the community recommends further activities such as the development of coastal ecotourism and a sustainable food house program.

Keywords: ABCD, village potential

A. INTRODUCTION

The ABCD (*Asset Based Community-driven Development*) program is a community empowerment program that emphasizes the strengths and potentials as well as assets owned by the community or society and their utilization (Cunningham & Mathie, 2009). The ABCD model is a community service model that seeks to create an order of social life where the community becomes the actor and determinant of development efforts in their environment or often referred to as *Community-Driven Development* (CDD) (Salahuddin et al, 2015). Community or community development efforts start from joint identification of the strengths and potentials as well as potential assets owned by the village. Based on the strength of the assets and potential they have, the service and the community can formulate a plan for improving the situation. Through the ABCD approach, the community or community is facilitated to formulate an agenda for change that they consider important (Karen M. K, et all, 2020).

The empowerment program through asset data collection is designed to improve the welfare of people in rural areas through innovation in various fields ranging from education, agriculture, tourism to ecological improvement. This program is carried out with the aim of reducing the unemployment rate of rural communities through community asset management. The target of this proposal is to empower the community farmers in Balbar Village through the management of biological natural resource potential. This program is implemented based on the following situation analysis:

1. Strength
 - a. Availability of abundant natural resources
 - b. Availability of educational facilities and infrastructure
 - c. The availability of socio-religious institutions in Balbar village
 - d. Availability of human resources
 - e. Facilities/infrastructure and support and commitment from various parties (government, private sector, universities)
 - f. Potential regional, national and international markets
2. Weakness
 - a. Lack of knowledge, skills and mastery of technology related to village asset management
 - b. The high number of unemployment in the village
 - c. Middle-down socioeconomic conditions
 - d. The low quality of human resources (HR)

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- e. The absence of a natural resource processing industry
- f. High processing and transportation costs
- b. Opportunity
 - a. The opening of domestic markets both local, regional and national
 - b. Verified products from natural resources
 - c. The need for agribusiness institutional system empowerment
- c. Threats
 - a. Difficulty in distribution and marketing systems
 - b. Product competition
 - c. Constraints in the processing industry system

Through this model and paying attention to the empirical facts in the above situation analysis, it is deemed necessary to implement the ABCD method with the aim of: 1) building partnerships with villages and other stakeholders; 2) identify data on assets of Balbar village starting from natural resource assets, institutional assets, human resource assets; 3) identify priority programs based on village potential; 4) make follow-up efforts on proposed programs to foster and strengthen the community's ability to improve their standard of living by opening up isolation and business opportunities through local resource management; 5) increasing public awareness to protect and preserve the environment.

B. METHODS

This program is implemented in Balbar Village, Oba Utara District, Tidore City, Islands, North Maluku Province. The location selection was based on the reasons that Desaini:

1. It has abundant natural natural resources but has not been properly managed.
2. Have institutional assets, facilities and infrastructure that support
3. It is a village located near the capital city of the Province which was recently built, so that it affects changes in social and economic behavior.
4. Lack of knowledge skills and mastery of technology
5. The low quality of human resources (HR), due to limited public access to education
6. The high population growth which has an effect on increasing the unemployment rate in the village

This program uses the ABCD approach with the following stages:

1. Preparation

stage The first stage is related to the management of the team involved in ABCD-based service activities. Management arrangements are established starting from

the socialization / coordination stage, the administrative preparation stage, timing, provisioning and implementation and reporting.

2. Coordination Stage

The second stage is related to the arrangement of program management in the field (community environment). This is done by involving the community, sub-district government and village government and other stakeholders, namely being arranged and designed together. Coordination activities are still carried out to maintain the smoothness and success of the program. It starts from the planning stage, for example by holding discussions and brainstorming, *focus group discussions* and personal approaches. Coordination is also carried out in organizing, for example in terms of distribution of tasks with stakeholders. In addition, coordination is also carried out within the PKM activity team internally, for example by providing mutual directions, instructions and guidelines.

3. Implementation Stage

The flow of the implementation of the ABCD-based Pkm activities can be described in the following cycle:

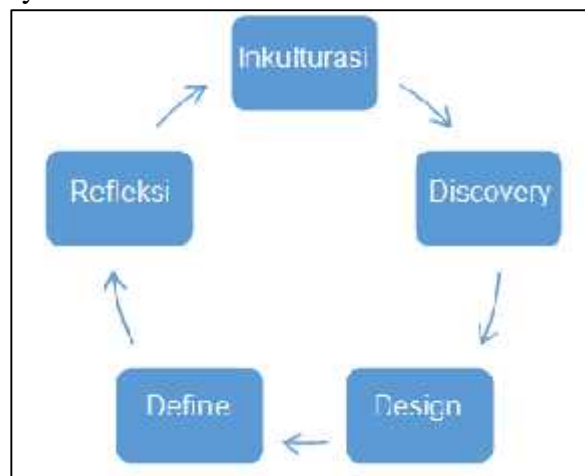


Figure 1. The Modified ABCD Approach Cycle
Source: Reardon (2014) and Bishop *et al* (2015)

Inculturation (introduction), at this stage the service team finds out the condition of the partner community, builds the trust of the partner community through effective, participatory and democratic communication in an FGD activity. The purpose of this inculturation activity is to build relationships and understand the aims and objectives of the activities to be carried out. **Phase *discovery* (discoveries)**, conducted with the aim to understand the socio-economic conditions

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of either success or power possessed by masyarakat. Kesuksesan and power was done through the collection of assets in sebuah FGD. The next stage is that their **program design** carried out by disseminating the results of asset mapping to the community, identifying opportunities and partnerships and planning work programs. Furthermore, determining program priority or called **define**. The process of defining is carried out in an inclusive manner based on the aspirations of the community. The task of the team is as a facilitator and motivator of community choice programs. To determine the success of the ABCD program, monitoring and evaluation of activities is carried out starting from the planning stage to reporting, which aims to reflect and improve the process and program results.

4. Reporting

Stage The reporting phase is carried out to expose the results of the ABCD program being carried out. The report is presented to the community, local government and campus and other stakeholders

C. RESULTS

The first step in ABCD-based PkM activities is to coordinate and establish Balbar Village as a target village through the signing of the MoU by the Community Service Team and the Headman of Balbar.



Figure 2. Mou signing by PkM Team and Balbar Headmaster after signed the MoU

Source: PkM Team

The service team conducts asset collection through FGD.



Figure 3. Asset Collection through FGD with Balbar Community
Source: PkM Team

Data from asset collection can be seen in the following table 1:

Table 1. Institutional Asset Data

No	Data	Asset	Development efforts
1.	Religion	1. Islam 2. Christian	Activities to increase religious moderation
2.	Culture	1. Tidore Tribes 2. Makian Tribes	
3.	Education	1. Paud 2. SDN dan MIS 3. SMA Yasmin	Character-based and environmentally conscious school development
4.	Tradition	1. Liliyan 2. Rasai 3. Salai Jin 4. Paca Kubur 5. Sigoroho Gam 6. Bati Gam	Tourism promotion and development
5.	Arts and culture	1. togal, cakalele, dana-dana music 2. togal, cakalele dan dana-dana dance 3. Dorabilolo, Tamsil (lefo)	Tourism promotion and development
6.	Village	1. Majelis Taklim	BTA training for taklim

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	Institutional	2. KWT community 3. Art gallery 4. Karang Taruna	assembly mothers and TPQ teachers Formation and development of farmer groups Development of sustainable food houses Institutional development of cadet reefs
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Source: FGD Result Data in Balbar Village by Group

Table 2. Environmental Asset Data Collection Results

Zone	Plateau	Riverside	River	Riverside	Beach
Land Use	Offices, Places of worship, Schools, Banks	People's gardens and homes			Beach tourism
Trees and plants	Coconut, banana	Coconuts, bananas and shrubs	Mangrove	Coconut, mangroves, shrubs	Mangrove, nyamplung, coconut, banana
Animals	Cows, goats, chickens, ducks	Ducks, chickens dan goats	Mujair fish, gabus fish	Lizard, stork	Fish, <i>gastropoda</i> , <i>echinoderma ta</i>
Soil type	Alufial	Alufial	Alufial	Alufial	Sandy, muddy
Land ownership	Belongs to individuals, governments and groups	Citizens		Citizens	Village government
Opportunities	Community economic development cooperation	Farm business	Fish pond	Reforestation	Reforestation

Source: FGD Result Data in Balbar Village by Group

D. DISCUSSION

This study was conducted to examine how to develop the potential of the village through the ABCD framework. This framework is very suitable because it allows to obtain assets of both physical and non-physical assets (Reardon, 2014). Physical assets are related to natural resources, buildings and so on. Non-physical assets are related to religion, culture, tradition and other social aspects. The team produced several recommendations based on the results of data collection of assets including educational assets and environmental assets. Educational assets relate to the improvement of knowledge and skills through formal and non-formal education.

For non-formal education, we recommend establishing a village library with programs that can increase people's reading interest. The second recommendation is related to the utilization of environmental assets through ecotourism and sustainable food house programs. Ecotourism development is carried out gradually starting from the identification and conservation of coastal areas and rivers. In addition, the team also plans ecotourism development programs through the following activities:

1. Promotion and marketing of beach tourism (social media, religious festival events)

No.	Program	Target	Output
1.	Creating a Tourism Gallery	Balbar Village office staff	Improving the competence of village staff in managing village websites
2.	Tourism Promotion via medsos/youtube	Village Staff/RT/RW	Make it easier for village administration and promotion servants
3	Photography Competitions and Youtubers	Millennial Group	Tourism promotion and development

2. Tourism Transportation Development

No.	Program	Target	Output
1.	Ornamental Boat Race	Balbar Village Community	Availability of tourist transportation facilities and adding economic value

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FGD results also recommend sustainable food house development program as stated in the following table:

1. Waste processing and recycling

No.	Program	Target	Output
1.	Education on Waste Recycling	Farmer's Group and Housewives	Increasing community participation in waste processing
2.	Provide trash cans in public places and people's homes	Communities, Entrepreneurs/UMKM, shops, agencies	Raising awareness of waste management
3	Processing of organic waste into compost and liquid fertilizer	Farmer groups, Housewives, elementary and secondary school students	Availability of organic fertilizers
4.	Development of inorganic waste products	Housewives, elementary and secondary school students	Availability of products from inorganic waste
5	Establishment of new organic fertilizer business	Housewives, farmer groups, karang taruna	New jobs available in organic fertilizer business
6	Packaging, promotion and marketing	Housewives, farmer groups, karang taruna	Organic fertilizer production

2. Utilization of vacant land for hulticulture and ornamental plants and medicines

No.	Program	Target	Output
1.	Organic garden (direct planting system)	Farmers with large land	Increase farmers' economic income
2.	Organic garden (Polybag system)	Farmers with medium land	Increase productivity of holticulture plants
3	Organic garden hydroponic system	Communities with narrow land	Increase productivity of holticulture plants
4.	Product packaging, promotion and marketing	Farmers	Produce quality products and effective marketing systems

E. CONCLUSION

This asset-based PKM activity was carried out thanks to support from various parties through IAIN Ternate's partnership with the village government. Pkm activities are very meaningful because it involves many stakeholders. Through this program, the voices of rural communities can be accommodated and will be developed. Not only does this program stop at asset collection, but the research team continues to make ongoing efforts to mobilize communities in developing their assets. Abcd approach is very effective because it starts from the utilization of the potential and strength and capacity of village communities.

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