

# INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES (ICoSS)

**Bandung, Indonesia, 26th August 2019**

Organized by:



Home > Archives > **Proceedings The 1st International Conference on Social Science**

## Proceedings The 1st International Conference on Social Science

Proceeding The 1st International Conference on Social Science - ICOSS 2019

### Table of Contents

#### Articles

**A TRANSLATION SHIFT ANALYSIS OF NOUN PHRASE ON SERIAL COMIC BOOKS "PINOCCHIO"** PDF

*Deri Fikri F, Dewi Untari*

**Increased HR Competency Through 5s in the Metal Industry Center, Tegal** PDF

*Fandi Ahmad, M Nur Affandi*

**Implementation Of Policy Service In Handling Children Street At Social Service and Poverty Prevention In Bandung City** PDF

*Rira Nuradhawati*

**SOCIAL AND ECONOMIC EMPOWERMENT OF KUBE e-WARONG PKH** PDF

*Yuce Sariningsih, Ayi Purbasari, Yanti Purwanti, Erti Dinihayati*

**INFORMATION AND COMMUNICATION MEDIA OF PURWAKARTA REGENCY GOVERNMENT** PDF

*Susie Perbawasari, Susanne Dida, Aat Ruchiat, Renata Anisa*

**CONTROL POLICY OF HIV/AIDS IN SRAGEN DISTRICT, CENTRAL JAVA** PDF

*Suryati Suryati, Ismi Dwi Astuti Nurhaeni, Didik Gunawan Suharto*

#### INFORMATION

- » [For Readers](#)
- » [For Authors](#)
- » [For Librarians](#)

#### USER

Username

Password

Remember me

Login

#### NOTIFICATIONS

- » [View](#)
- » [Subscribe](#)

#### Visitors

 ID 919	 GB 12
 SG 380	 RU 10
 US 74	 TH 8
 CA 26	 VN 7
 PH 22	 NL 6
 CN 16	 PK 6
 AU 15	 DE 5
 MY 15	 IR 5
 ZA 15	 SA 5
 IN 13	 KR 4

Pageviews: 3,521



#### LANGUAGE

Home > About the Journal > Editorial Team

## Editorial Team

### Editor

S R Mubaroq, Universitas Pendidikan Indonesia, Indonesia

### Section Editors

admin  
darul df

ICMI Muda P-ISSN 2715-2030 | E-ISSN 2720-9342 Indexed By:



#### INFORMATION

- » For Readers
- » For Authors
- » For Librarians

#### USER

Username

Password

Remember me

Login

#### NOTIFICATIONS

- » View
- » Subscribe

#### Visitors

ID 919	GB 12
SG 380	RU 10
US 74	TH 8
CA 26	VN 7
PH 22	NL 6
CN 16	PK 6
AU 15	DE 5
MY 15	IR 5
ZA 15	SA 5
IN 12	JP 4

**SOCIAL AND ECONOMIC EMPOWERMENT OF KUBE e-WARONG PKH****<sup>1)</sup>Yuce Sariningsih, <sup>2)</sup>Ayi Purbasari, <sup>3)</sup>Yanti Purwanti, <sup>4)</sup>Erti Dinihayati**<sup>1)</sup> Unverstas Pasundan, Bandung, <sup>2)</sup> Unverstas Pasundan, Bandung <sup>3)</sup> Unverstas Pasundan, Bandung<sup>4)</sup> Unverstas Pasundan, Bandung<sup>1)</sup> [yucesp@unpas.ac.id](mailto:yucesp@unpas.ac.id), <sup>2)</sup> [pbasari@unpas.ac.id](mailto:pbasari@unpas.ac.id), <sup>3)</sup> [yanti.purwanti@unpas.ac.id](mailto:yanti.purwanti@unpas.ac.id)  
<sup>4)</sup> [ertidinihayati@unpas.ac.id](mailto:ertidinihayati@unpas.ac.id)

**ABSTRACT.** The Ministry of Social Affairs cooperates with the Association of State Banks opened an electronic *Warung Gotong Royong* of *KUBE PKH* (KUBE e-Warong PKH) as a place of business and agency that is managed and owned by the poor beneficiaries of the Family Welfare Program or *Program Keluarga Harapan* known as PKH, with a non-cash transaction, connected to the internet and mostly located in urban areas and small alleys. It is accompanied by Social Advisor (PKH advisor and sub district social workforce/*Tenaga Kerja Sosial* known as TKSK) under the coordination of the Board of District Social Service West at city level, however, their social and economic empowerment is still in low level. The research method used qualitative by carrying out Focus Group Discussion (FGD) with KUBE e-Warong and social advisor as key informants. They were representatives of the province of West Java with a location in the city of Bekasi, Bandung, Banjar and Tasikmalaya. The results showed that social empowerment is the main goal compared to economic empowerment in the business setting of this group, both of them was in low level. The recommendations are addressed to the Ministry of Social Affairs, Higher Education and Non-Government Organizations to jointly provide guidance to social advisors to be able to assist the development of the KUBE e-warong business.

**Keywords:** Empowerment, KUBE e-Warong, Social Advisor, Business Management, Social Entrepreneurship

**1. INTRODUCTION**

Industry 4.0 is the name of the latest automation and data exchange trends in manufacturing technology. This term encompasses cyber-physical systems, the internet for all, cloud computing and cognitive computing. Industry 4.0 will affect many fields especially on:

1. Service and business models
2. Reliability and sustainable productivity
3. IT Security: Companies such as Symantec, Cisco, and Penta Security have begun to discuss IoT security issues
4. Machine safety
5. Factory sales
6. Product life cycle
7. Manufacturing Industry: Mass changes in factories using IoT, 3D Printing and Machine Learning
8. Industrial value chains
9. Worker education and skills
10. Socio-economic factors
11. Industrial Demonstrations

The problem of the readiness of the Indonesian people in dealing with the move to industry 4.0 lies in HR and equity, some industry sectors in Indonesia are still not approaching Industry 4.0, for example, in the KUBE e-warong that has not used the Electronic Data Capture (EDC) tool for each transaction, even though several business operators and their social assistants have entered Industry 4.0, but not all e-warong managers have control over EDC operations.

The existence of KUBE e-warong to respond to one of the mandates of Law Number 13 of 2011 concerning Management of the Poor, which is related to social security, social empowerment, and social rehabilitation in developing, developing, and empowering themselves and their families. Based on the Integrated Database, the number of families with poor criteria is 27,670,069 households or 92,994,742 people, the data is dynamic and every 6 (six) months data verification and validation is verified. The Ministry of Social Affairs cooperates with the Association of State Banks (HIMBARA), namely BNI, BRI opened a warong which is connected to the internet or called e-Warong KUBE PKH which is mostly located in villages and small alleys. Electronic Gotong Royong KUBE PKH (e-Warong KUBE PKH) is a place of business and agency that is managed and owned by the poor people who receive KUBE programs,

The Family of Hope Program (PKH) and Prosperous Rice (Rastra), the implementation of which is non-cash. The amount of assistance is IDR 10,000,000 (ten million rupiah) for 1 (one) shop. With details for the rehabilitation of stalls, shelf purchases, storefront purchases and other supporting facilities / equipment. One of the e-warong partners is Social Assistance (PKH, TKSK and other assistants) under the coordination of the City / District Social Service with task 1) As a person in charge in the field for social assistance programs (PKH, Non-cash Food Assistance, Gas Subsidies, Fertilizer subsidies, BLSM, etc.), 2) Together with Regency / City Social Services, synergize the data of beneficiary families and integrate the distribution of social assistance through KUBE e-Warong.

### **1.1. Problem Identification and Formulation,**

1. How is economic empowerment in KUBE e-Warong.
2. How is social empowerment in KUBE e-Warong.

### **1.2. The Research Purpose**

1. Describe economic empowerment in KUBE e-Warong.
2. Describe social empowerment in KUBE e-Warong.

### **1.3. Benefits of Activities**

The benefits of research activities on the Role of Social Assistance in KUBE e-Warong Business Development are:

1. Practical Implications; Contribute to social work practice interventions based on research results for the development of KUBE e-warong business, by optimizing KUBE e-Warong and Social Welfare laboratories.
2. Theoretical Implications; Contribute to the development of concepts, social empowerment, economic empowerment and self-help groups in the development of e-warong, which is in line with Social Work in Business and Industry.

## **2. RESEARCH METHODS**

The target audience for the activity is 20 people consisting of representatives from Bekasi City (City Social Service, South Bekasi TKSK, PKH Companion, Bekasi City Kortek), representatives from Bandung City (Dinsosnaker Kota Bandung, Lengkong TKSK, PKH Companion, Cibiru District TKSK and Rancasari TKSK) ). Representatives from Tasikmalaya City (City Social Service, Tawang TKSK, Cihideung District TKSK, PKH Assistant and Tasik

City TKSK) and representatives from Banjar City (City Social Service, PKH Companion, Banjar City TKSK and Banjar Kortek).

The method of implementing the activity uses Focus Group Discussion (FGD) which is widely known because it makes it easy for researchers to establish openness, trust and understand the perceptions, attitudes and experiences of the target audience as informants about the Role of Social Assistance in KUBE e-Warong Business Development. The FGD was held at the Social Service Office of West Java Province, facilitated by the Head of Poor Poor Handling, the Head of Urban West Java Province PKM and the Coastal Head of West Java Province. The steps to carry out FGD activities on the Role of Social Assistance in KUBE e-Warong Business Development are as follows:

1. Preparatory steps
  - 1) Formulate objectives to be achieved, both general and specific: get an overview of the Role of Social Assistance in the Development of KUBE e-Warong Business.
  - 2) Determine the type of discussion that can be carried out in accordance with the objectives to be achieved; active participation of participants.
  - 3) Define the issues to be discussed: The Role of Social Assistance as brokers, mediators, educators and facilitators in KUBE e-Warong Business Development.
  - 4) Prepare everything related to the technical implementation of the discussion (class room with all the facilities, moderator and notepad)
2. Discussion
  - 1) Check all preparations that are considered to affect the smoothness of the discussion
  - 2) Providing direction before the discussion, by presenting the objectives of the FGD and the rules of the game that have been set. The discussion still pays attention to the pleasant atmosphere or atmosphere of learning, by showing a non-tense, not cornering attitude etc.
  - 3) Give equal opportunity to each participant in the discussion to bring out his ideas and ideas.
  - 4) Controlling the discussion on the subject matter being discussed, this is very important to keep the discussion from expanding.
3. Closing the Discussion:
  - 1) Make notes on the main points of discussion as conclusions in accordance with the results of the discussion.
  - 2) Conduct a review of the course of the discussion by asking the opinions of all participants as feedback for further improvement.
4. Supporting and inhibiting factors

Supporting factors are 1) Provincial Social Service facilitates space for FGD implementation, 2) Appreciates research activities so that it can be used as a source of data for evaluating the implementation of KUBE e-warong. The inhibiting factors are 1) There are participants as informants who are not present even though participation in the form of attendance and ideas is very necessary, 2) Time constraints.

### **3. LITERATURE REVIEW**

Electronic Warung Gotong Royong KUBE PKH (e-Warong KUBE PKH) is a place of business and agency that is managed and owned by the poor beneficiaries of the KUBE, PKH and Literature programs whose implementation is non-cash [1]. Social Facilitators (PKH facilitators, TKSK and other companions) provide social guidance to PKH participants / KUBE members, assist PKH participants / KUBE members to prepare proposals, assist in field verification activities [1].

e-warong KUBE as a Social Welfare Institution is a social organization or social association that carries out social welfare and is formed by the community, both legal and non-legal entities (Law No. 11 of 2009), in its implementation accompanied by social

assistance (PKH facilitators, and District Social Workers / TSKS and other companions), with the task of providing social guidance to PKH participants / KUBE members, helping PKH participants / KUBE members to prepare proposals, assisting in field verification activities [1] As a social organization, KUBE e-warong implementation refers to the management principles of the Human Service Organization.

Set of organizations whose principal function is the proect, or enhance the personal well being of individuals by defining, shaping, or altering their personal attributes as human service organizations. [2]. KUBE aims to change the personal attributes of its members to achieve better welfare. KUBE's performance assessment as a humanitarian organization refers to the effectiveness and efficiency of the implementation of its activities. This measurement is important to ensure the sustainability of the program for increasing income.

### **3.1 . Empowerment**

Social empowerment is the main objective of KUBE e-warong activities supported by the achievement of economic goals. It is understood as the process of developing a sense of autonomy and self-confidence of e-warong KUBE, and acting individually and collectively to change social relationships and the institutions and discourses that exclude poor people and keep them in poverty. Poor people's empowerment, and their ability to hold others to account, is strongly influenced by their individual assets (such as land, housing, livestock, savings) and capabilities of all types: human (such as good health and education), social (such as social belonging, a sense of identity, leadership relations) and psychological (self-esteem, self-confidence, the ability to imagine and aspire to a better future). Also important are people's collective assets and capabilities, such as voice, organization, representation and identity. On the other side, the economic empowerment is the capacity of women and men to participate in, contribute to and benefit from growth processes in ways that recognize the value of their contributions, respect their dignity and make it possible to negotiate a fairer distribution of the benefits of growth.

Vulnerable groups, such as the very poor, women and marginalised communities can often lack the skills and confidence to engage in community decision-making. It may therefore be important to support mechanisms designed to specifically target marginalised groups in order to ensure that they can participate. It is argued that participation in local associations can empower poor people to engage in public politics and collective action. However, research shows that building individual and collective capacities to engage is a long-term process. To improve e-warong KUBE empowerment, both scoail and economic, it is important to involve soscial advisor in all activities.

### **3.2. The Role of Social Advisor**

The relationship between the social worker and the client is focused on strengthening the ability of mastering through problem solving [3]. PKH Social Assistance is very important to reach the e-Warong goal, namely to increase the family welfare of the E-Warong caretaker and members [4]. Social workers play multiple leadership roles in groups, the roles are brokers, mediators, educators and facilitators [5]. Social assistants in this case are PKH and TSKS assistants who have duties and roles in the context of being a broker, mediator, educator and facilitator attached to the following activities:

- 1) As a person in charge in the field for social assistance programs (PKH, non-cash food aid, gas subsidies, fertilizer subsidies, BLSM, etc.).
- 2) Together with the Regency / City Social Service synergize data on beneficiary families and integrate social assistance distribution through KUBE e-Warong.

The main function as a broker is to help clients reach the resources needed, this requires social workers to be familiar with the available social resources, have general knowledge about accessibility in accordance with community demands and are sensitive to what is

needed by the community. A broker must be able to help clients meet the needs of food and decent housing, connecting with the source system so that clients get social assistance legally or connect with other source systems.

As a mediator, social workers play a role in helping group members to resolve conflicts. To be successful in this role, social workers must believe that the other side of differences within groups is very likely to occur and has a positive function for a better group situation, partisanship must be avoided but win-win solutions must be sought. Identify any differences that arise and discuss them for the common interest, so that they can help members negotiate with their environment and other systems.

As an educator, social workers increase group participation by providing the latest information relating to the needs of clients in the group, using modeling to help members learn new disciplines, provide tutorials for business development and various other educational delivery that is beneficial for group development.

The concept of facilitator implies the ability of social workers to share some of the same or different characteristics displayed by members, these differences must be facilitated so that they can bridge the perceived needs of the group with the existing source system. The facilitator provides a way out for problems felt by the group, if the problem is between the individual and his environment or problems that arise between group members. The main task of the facilitator is to help the group stay with achieving its agenda, increase group participation, support group contributions, help members in the practice of newly learned skills, and take notes.

## CONCLUSION

The role of social advisor is very important to achieve social and economic empowerment which was in low level. The method used a self-help groups may be defined as a process, group or organization comprising people coming together or sharing an experience or problem, with a view to individual and / or mutual benefit [6]. An organization's effectiveness refers to the degree to which it achieves its goals (Campbell, 1977 in Ezekiel, 1983). The potential confounding effects of competition on the goal-setting process and goal-setting interventions. [7]. As a group that runs a business there needs to be a strong togetherness internally to achieve social goals and economic empowerment as an important component by adopting a self help group method. Group therapy is one method of social work that uses groups as a medium in the process of professional help (Suharto, 2007).

The term "mutual aid group" is sometimes used interchangeable with "self help groups" since both share a goal of having members provide support to one another (Kirst, Ashman and Hull: 1993), which contains five important elements, namely: 1) Members share a common difficult experience in their live, 2) own and run the group members, 3) The people who come benefit from its activities, 4) There is some degree of structure and organization, and 5) Member may pay subscriptions or contributions, but not fees (Wilson, 1995). In the self help group, social workers can act as consultants who accompany the best way to solve problems. The worker informed group members about local resources, shared his knowledge of agency eligibility requirements, and helped clients assess the appropriateness of the service for meeting their needs ((Kirst, Ashman and Hull: 1993). The knowledge conveyed to group members was about management business, which consists of human resource management, financial management, marketing management, operational management and social entrepreneurship. Social entrepreneurship has been used exclusively to refer to non-profit organizations mounting profitable ventures. [8] The ultimate goal is to achieve social empowerment and the economy of KUBE e-warung actors facilitated by PKH facilitators.

The main function as a broker is to help the group achieve the necessary resources, this requires social workers to be familiar with the available social resources, have general



knowledge about accessibility in accordance with community demands and be sensitive to what is needed by the community. A broker must be able to help clients meet the needs of food and decent housing, connecting with the source system so that clients get social assistance legally or connect with other source systems. Vulnerable groups, such as the very poor, women and marginalised communities can often lack the skills and confidence to engage in community decision-making. It may therefore be important to support mechanisms designed to specifically target marginalised groups in order to ensure that they can participate. It is argued that participation in local associations can empower poor people to engage in public politics and collective action. However, research shows that building individual and collective capacities to engage is a long-term process.

The results showed that social and economic was in low level and need to improve 1) The role of PKH companions was very dominant in KUBE e-warong operations, this was due to the formation of PKH KUBE e-warong based on the qualifications of PKH members who were judged to have better living conditions, compared to the role of TKSK (Sub-District Social Workers ), 2) The knowledge of business management and entrepreneurship of social assistants is still low and needs to be improved, so that it can optimize its role as an e-warong partner. Suggestions related to increasing the role of PKH companions in developing KUBE e-warong business are addressed to:

1. Social Service of West Java Province to organize the program to increase the knowledge of social assistants as follows:
2. Higher Education
  - 1) To conduct training to improve business management capabilities for KUBE e-warong companions.
  - 2) To carry out training to improve business management capabilities for KUBE e-warong players.

## REFERENCES

- [1] Kementerian Sosial Republik Indonesia, *Petunjuk Pelaksanaan BPSU melalui Elektronik Warung Gotong Royong Kelompok Usaha Bersama*. 2016.
- [2] M. Nandan, M. London, and T. Bent-goodley, "Human Service Organizations Management , Leadership & Governance Social Workers as Social Change Agents : Social Innovation , Social Intrapreneurship , and Social Entrepreneurship," no. March 2015, pp. 37–41, 2014.
- [3] G. Strand and H. Siv, "Five Theories in Social Work," no. 2003, 2014.
- [4] J. H. (UIN S. K. Riyadi, "Penanggulangan Kemiskinan Berbasis e-Warong Program Keluarga Harapan," 2019.
- [5] K. K. Kirst Ashman, *Understanding Generalist Practice*. Illinois: Nelson-Hall Inc, 1993.
- [6] M. Payne and P. Phelan, *PRACTICAL WORK*. .
- [7] P. W. Mulvey and B. A. Ribbens, "The effects of intergroup competition and assigned group goals on group efficacy and group effectiveness," *Small Gr. Res.*, vol. 30, no. 6, pp. 651–677, 1999.
- [8] N. Tan and N. Tan, "Social Entrepreneurship : Challenge for Social Work in a Changing World Social Entrepreneurship : Challenge for Social Work In a Changing World 1," vol. 5385, no. February, 2016.