

Village Independence Based on Local Potential Innovations in Environmental Communication

(Study in Gelebak Dalam Village, Banyuasin Regency, South Sumatra)

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Abstract—This research is based on the reality that the focus of sustainable development has not been too large involving village community participation. Programs carried out in villages are generally determined from above. Independence is not formed and the village is increasingly dependent on the program from above. This research wants to see and understand the ability of the village to develop itself into an independent village by utilizing all the potential that exists, knowing and understanding the process of meaningful community environment that is able to move the economic, environmental, and social dimensions for self-independence. Using qualitative methods with a case study approach, this research shows that the development of village independence is very dependent on the visionary figure of the village head, the ability to see and capture opportunities and build networks. Village independence always considers economic, environmental and social aspects. These three elements are interwoven through environmentally friendly communication patterns.

Keywords—communication; environment; independence; sustainability

I. INTRODUCTION

The idea of independence village increasingly shows its important aspects. The policy revolving on village fund allocation throughout Indonesia also contributed to the demand that villages do need to be independent because villages are the foremost element of development in Indonesia. The mandate of President Jokowi on January 19, 2019 emphasized that the village must be independent in utilizing village funds. Independence in the sense of the word is able to make the village funds to build independence and various business opportunities that can be developed.

The independence of a village can be seen from the perspective of the village trisakti namely; initiative, work, sembada. If Trisakti Desa can be achieved, the Village is called a Self-sufficient Village. Karsa, karya, Sembada Desa covers the economic, cultural and social fields that are based on three forces, namely the development of Village and Inter-Village economic activities, the strengthened Village participatory system, and the development of economically and socio-

cultural communities and high concern towards development and village empowerment [1].

Basically, the independence of the village relies on the ability to manage and utilize all the potential possessed aimed at the prosperity and progress of the village. The element of participation becomes important, because independence is believed to be possible if there is participation from citizens. Participation as a form and marker that all things are based on local aspirations, needs, and abilities [2]. Without participation undoubtedly independence will change into mere instructional. Independence cannot be built with such a pattern.

In the present context, especially in the phenomena of the times that continue to change with technological sophistication, in order to be able to encourage the realization of independence, innovative attitudes must be raised. Innovation cannot be avoided, because this is the starting point of independence. Villages that are not innovative, we can certainly be difficult to develop them. The speech of President Jokowi has said that innovation must be raised and indeed it is demanded. Every village should be innovative, move to look for opportunities or maybe look for networks with other parties. It was no longer the time for the village to just wait from the central government. Quite a lot of potential can be developed.

Villages are demanded and asked to be able to develop by developing innovative attitudes, and to be able to do all that is required there are special policies to carry out these innovations. In some cases, policies at the village level are required to lead to the creation of breakthroughs, integration, participation, infrastructure and institutional development [3]. Innovation is a must. Innovation is basically a pattern for developing and managing potential in a region that is not fixated on rules that are standard and rigid. Creative attitude and the ability to find opportunities and gaps that exist is a necessity in this condition.

Of course, the innovations developed are in the context of village progress and in accordance with the problems faced by the village. Innovation should be rooted in local potential that is owned and based on the need to solve problems. In this case innovation will have clear direction and goals.

In the context of this research, namely Gelebek Dalam Village, Banyuasin Regency, South Sumatra, innovation towards village independence is also a point of concern. These innovative ideas arise because indeed the characteristics of this village need serious attention to be resolved. This village is basically the center of rice plants in South Sumatra and is a supporting area for Palembang, because of its position on the outskirts of Palembang. But this village also has serious problems, namely abandoned land, water shortages in the dry season and ultimately trigger land fires. The 2014 and 2015 haze events have shown that the problem of smoke is no longer a simple matter.

Gelebek Dalam village is always in the spotlight, as are other villages around it. The problem is the potential for fires that are always there. While on the other hand, the economy of the community must also continue to move. Meanwhile, the dilemma facing the community is the prohibition on burning land and the need to open new fields. These two things often conflict, which causes the community to sometimes face security forces. This is then connected with the side of innovation that must be done and also the side of community participation. Research from Sismujito, Ameilia Zuliyanti Siregar says that the higher the participation, the higher the potential for rural development will succeed [4]. The failure so far is because the program is not participatory and tends to only continue from above.

Therefore, knowing and understanding how innovative efforts made by the Gelebek Dalam village officials are important is done, where this relates to the side of village independence, the ability to see the potential and ability to exploit the potential that exists. This innovation alone is likely to be related to the ability of the village apparatus or maybe even the Village Head itself. The focus is on the creative side and solving problems faced by the community. This is where innovation is needed, namely looking at the solution aspects of the problem based on the potential that is owned.

The perspective used in this study, in addition to looking at it from the perspective of citizen innovation and independence, is also seen in terms of Environmental Communication. This is used as a reference material because the problems faced by Gelebek Dalam Village are environmental problems, especially the harmony of human relations with nature. Land fires, droughts, water sources, are fundamental environmental problems. Referring to the opinion of Florr, that environmental communication is the application of communication approaches, principles, strategies and techniques to environmental management and protection [5]. In this case, Florr also said that the basic assumption must be understood that environmental communication is not just about technical matters [5]. Environmental communication discusses human relations with the environment or the treatment given. This relationship will be related to the social, cultural, traditional, religious and all aspects that surround a society. Environmental communication is in the region.

Therefore looking at the problem at Gelebek Dalam, the environmental communication aspect is important. Environmental communication will be placed in seeing human relations with nature, symbolic meaning carried out as well as

the form of treatment given by citizens. The pressure is on the side of innovation carried out from his understanding of the local environment.

II. RESEARCH METHOD

The study was conducted qualitatively with a case study method. This is done because Gelebek Dalam Village is considered to have special characteristics, namely rice centers, fire-prone areas, and has several new innovations for village development. Practically, the research data is collected through observation / observation, direct involvement with the local community, interviews with village officials and villagers, as well as collecting related documents. The data is focused on the efforts made by the Village Head to build innovations to generate the potential of the local community. This research was conducted for 3 months effectively, the researchers were and always communicated with the residents of Gelebek Dalam. The figure of the Village Head is central and the main reference in getting information and encouragement of innovation that is carried out.

III. RESULTS AND DISCUSSION

Gelebek Dalam Village is only 15 km from the center of Palembang. Its position is very strategic and becomes a buffer for city life. Therefore, access to and to this village is quite easy, connected by paved roads. The population of this village is 2,100 with 542 families. The total area of the village is 810 ha, with the dominant being in mineral swamp areas, some with peat. The community's main livelihood is farming rice fields, with revenues of around 6,720 tons / year. Therefore, this area is one of the centers of rice for South Sumatra. This village is also said to be an old village, in the sense that the word has existed since hundreds of years ago. Gelebek Dalam has indeed been a travel area for Palembang residents for a long time. Therefore, the average population of this village comes from Palembang ethnicity, this is also evident from the shape of a house that is similar to a bari house in Palembang and the language used.

Weather changes in the last 20 years that have shown an increase in the temperature of the earth have contributed to environmental conditions at Gelebek Dalam. The hot temperature every dry season is always felt, and this then triggers the occurrence of land fires every dry season. In 2014-2015, around 150 ha of land in this village caught fire. Therefore, strategic steps must indeed be created to prevent the occurrence of problems in the dry season. This is where innovation is needed. Innovations originating from the potential of natural resources and addressing environmental problems that occur.

The idea of innovation in Gelebek Dalam Village, inevitably, depends on the figure of the Village Head as the top leader in this region. This is indeed a logical thing for directly elected local government organizations, so the power of leaders is crucial. The village head here is 37-year-old Hendri Sani, a relatively young age for a village leader. His current leadership has entered the 4th year.

As a young man, Sani Hendri was able to bring new ideas. Innovation patterns in building villages are raised by looking at routine aspects of the problem found in the village. He was very familiar with the village problem, because he was born and raised in the village. The big problem that is always faced is the matter of alternative livelihoods and actions to prevent land fires from happening.

The first thing the Village Head did was identify problems. Identifying this problem is an action to find out the basic problems faced by Gelebek Dalam Village. The process of identifying problems is enough to see and observe, then discuss with other village officials. The Village Head also searches for information through existing media, including and especially from the internet. This method was carried out at the beginning of his leadership, where he then identified problems that needed solutions, namely (1) preventing land fires, (2) clean water sources especially in the dry season, (3) alternative sources of livelihood due to fear of not meet future needs, (4) the need for village-owned businesses which will later be used to support development in the village.

Identification of this problem is done carefully. In this case the Village Head not only identifies with village officials, but also with discussions with the networks he has outside the village. Many discussions were conducted to establish the problems faced by the village. This method is also carried out in various other villages, as can be seen from Rahadi research [6], where all shows that innovation planning is important and is considered the main element. The attitude of innovation must begin with the planning that has been done.

In order to achieve the independence of the village as proclaimed and desired by the Gelebek Dalam village officials, the efforts carried out are (1) Establishing relationships and networking with all parties. The connection of this relationship is by utilizing the relationships that have been owned by all village officials, emphasizing that the Gelebek Dalam village is ready to receive various inputs, suggestions, technology, assistance, which are useful for the progress of the region. This network is maximized as much as possible. The Village Head then finally was able to establish good relations with the military elements, namely the 044 Garuda Dempo Military Command. This relationship is the main trigger for the emergence of various innovations that can be done. The characteristics of the military which indeed have various programs for the village, meet the wishes of the village to be more advanced.

(2) Learning from other regions (interpreting the development of other regions). This pattern is to look for information to other regions, what methods to do, constraints encountered and how to overcome them. This study is mainly in the village area in South Sumatra that is already in advance. Village officials are here to visit Solo and Bandung. One goal is to look for and see something new. (3) Compliant with the ideas of the village ancestors (sure of shared symbols). This is actually a belief in sacred messages that have been inherited by the elders or predecessors in this village. Gelebek Dalam also did that, they still held the general provisions believed by the ancestors. The important thing is that paddy rice cannot be lost from Gelebek Dalam. Therefore, residents and the Village

Head always kept the company from entering this village from being banned from operating. The aim is to prevent land conversion from occurring. (4) Do not carry out activities that oppose or oppose natural conditions (believe in natural symbols). This belief is related to trust in ancestors. Not burning land is always echoed because it is considered to be in accordance with the rhythm of nature. On the contrary, burning land is an act that is contrary to the provisions of nature.

In other contexts, village officials, especially the Village Head, also carry out transparency attitudes with all parties. This is what then becomes the fifth method, which is always involving and communicating with other villagers, especially the younger generation (shared meaning and inherited). The reality in Gelebek Dalam Village is considered as a reality that must be interpreted together. Land, rice fields, water, rivers, is realities that are directly connected with the community, as also seen in the phenomena of other villagers [7]. (6) The focus of development is not only on economic growth, but on environmental balance (environmental meaning). This is something that has become a common concern in the village of Gelebek Dalam. Economic interests remain a concern, but environmental balance is also maintained. The most important aspect of environmental balancing in Gelebek Dalam Village is rivers and swamps. These two elements are important because they are related to the lifeblood of village communities. Damaging the river or polluting the river will cause disruption of fish supply and clean water supply. Hoarding swamps will affect the availability of agricultural land owned by residents.

For the methods that have been carried out, Gelebek Dalam Village then manifests it in a concrete form, namely developing several innovative activities by utilizing the existing potential. First, processing all abandoned land so that it does not become a source of karhutla (soil enrichment with Bios 44). Bios 44 is a bio-organism liquid that comes from decay and is then developed by mixing the culms. This liquid is proven effective for fertilizing the soil and compressing the cavities of the soil. Bios 44 itself is a copyright product of TNI Brigadier General Kunto Arief Wibowo (at that time as 044 Garuda Dempo Military Commander). The solution to using Bios 44 is an innovative attitude applied by the village by utilizing its network, namely Korem 044 Garuda Dempo.

Second, the effectiveness of village government management. The management of village governance has been centralized to the village head, while with new mechanisms, all have been made effective. The ranks of the Village Heads, Village Secretaries, Kaur, were all utilized so that their position went well. Patterns like this are done thanks to learning activities from other villages, which inspire residents to do the same.

Third, planting rice using Bios 44. As stated above, Bios 44 is a microorganism that is formed from the decay of certain natural substances. This is an innovation because it ignores the position of chemical fertilizers as long as they are known. Fourth, maintain land owned by residents by not selling to investors. This is a challenge because the temptation of private companies that want to open a business such as oil palm plantations is quite large, but this is prohibited because it will potentially eliminate land owned by residents. The Village

Head plays a major role in not allowing citizens to sell their land to private companies. Fifth, build and develop Village-Owned Enterprises through efforts to process clean water ready for drinking. This business is believed to be one form of independence that wants to be built from an economic perspective, namely the existence of regular village income. This business also shows that technological innovation is carried out and then produces maximum results. This last effort was carried out in collaboration with third parties, namely the rank of 044 Garuda Dempo Military Command. The product made is Nusantara Water Filter.

The innovation carried out by Desa Gelebek Dalam shows the ability to see local potential by developing new methods and ways. The aspect of connection with the natural environment is a priority, which is adjusting to the reality of existing natural conditions. This is called the meaning of the natural environment and then used optimally for prosperity and a good life for the community [5,7]. The environmental communication aspect which is emphasized on the meaning of the natural environment is quite strong so that it becomes a shared meaning for the villagers.

IV. CONCLUSION

Independence in Gelebek Village is shown by making certain innovations based on the local potential that they have. This innovation is not only in the form of technological innovations but also non-physical innovations, which are then considered to be able to solve problems faced by citizens, especially aspects of livelihoods and prohibitions to burn land. Innovation is determined once by the personal abilities of the Village Head who then do it together with the village officials.

The Village Head is a strong source of information and builds common meaning with other citizens.

It is recommended that there be further research related to the ability to build networks in developing innovation. The ability to build networks is not only in the village environment but with networks outside the village mainly involving military elements.

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