

# Implementation of Organizational Domains of Community Empowerment in Supporting the Bersinar Program in Gorontalo Province

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## ABSTRACT

The application of Organizational Domains of Community Empowerment in supporting the Bersinar Program in Gorontalo Province is an approach used in the internal evaluation of a community in its involvement in supporting the Shining program. The results of the research show that it is not fully optimal, especially in community activation to increase involvement and mobilize communities in a society so that commitment is built among communities or community organizations, which in this case is youth organizations as youth mobilization organizations in a society.

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## 1. INTRODUCTION

Narcotics abuse is a social problem with multidimensional implications, affecting almost all dimensions of life. Social, political, health, legal, defense, and security (Ritter, 2021). Based on a release from the United Nations Office on Drugs and Crime (UNODC) in the 2020 World Drug Report, the development of narcotics abuse increased significantly in the previous two decades, namely in the period 2009 to 2020, from 25 million cases of abuse, it increased to 269 million abusers. (Djaba & Rachman, 2019). Due to this phenomenon, the narcotics problem is categorized as an extraordinary crime.

In Indonesia, the narcotics problem has entered an emergency situation, where 30 addicts die per day. From the results of the National Survey by the Data and Information Research Center (Puslidatin) BNN Republic of Indonesia and the Indonesian Institute of Sciences (LIPI) in 2019, there were 1.80% (3,419,188 people) with an age range of 15-64 years who were narcotics abusers (BNN Bengkulu, 2021).

Gorontalo Province is an area that is quite vulnerable to narcotics problems because based on 2019 data, the prevalence rate of narcotics abuse in Gorontalo Province reached 1.9% of the total population or 10,244 people (Akantu, 2019). Based on these facts, it can be seen that the narcotics problem in Gorontalo Province has not been completely suppressed.

This requires a collective effort because the narcotics problem is so complex. The preventive efforts carried out by the Gorontalo Province BNN, in the form of outreach as part of the soft power approach, based on existing policies, have not been running optimally, this can be reviewed in the following table:

**Tabel 1.** Data Sosialisasi P4GN di Provinsi Gorontalo Tahun 2020-2021

No.	Years	Number of Activities	Number of Audience
1.	2020	80	7.447
2.	2021	56	5.534
<b>Total</b>		<b>136</b>	<b>12.981</b>

Source: P4GN 2020 and 2021 Infographics, BNN RI , (2020), (2021 , (2021).

Based on the data above, the socialization program, which should be the main step in realizing preventive efforts, has not been able to reach all levels of society. Of the 1,192,737 population (Gorontalo Province Central Statistics Agency, 2023), in 2022, the socialization carried out will only reach 1% of the population or 12,981 residents.

The presence of the Bersinar program (Clean Subdistricts and Villages from Drugs) is a priority program in overcoming the narcotics problem with an upstream-to-downstream approach. It is hoped that the circulation of narcotics which not only circulates in urban areas, but also in rural areas, through the Shine program, can be anticipated as early as possible. The urgency of the Bersinar program is based on the potential of sub-districts/villages, whether they are city buffer areas, coastal areas or those directly bordering neighboring countries, which have the potential to become vulnerable routes for illicit drug trafficking. (National Narcotics Agency of the Republic of Indonesia (BNN RI) et al., 2019)

The Bersinar Program is a program that is planned, implemented, and evaluated by all elements. Both the community, government, and non-governmental organizations play a role as facilitators, guidance, and assistance (National Narcotics Agency of the Republic of Indonesia (BNN RI) et al., 2019). In general, this program is oriented towards community empowerment, through participation in the Prevention and Eradication of Drug Abuse and Illegal Trafficking (P4GN).

Community empowerment is the core of encouraging community participation in a program, by building collective awareness in supporting a program (Kasmel, 2011). So a model is needed to provide a detailed picture of the potential that can be used to increase community empowerment, as well as finding supporting factors in building individual or collective potential.

The Organizational Domains of Community Empowerment (ODCE) model was first introduced by Laverack and was used to measure community empowerment in supporting the implementation of health programs. There are several studies that have been carried out using the ODCE model, which as a whole, can provide a specific picture of the potential that exists in a community within society. The application of the ODCE model can increase community empowerment by using a community-based approach (Laverack, 2006). Likewise determining factors that can support the empowerment process (Kasmel & Tanggaard, 2011). And, this holistic model, can increase the potential of a community in society (Ro'isah et al., 2022).

## 2. RESEARCH METHOD

This research uses a mixed method research approach (qualitative and quantitative), with descriptive and survey research types, using the Organizational Domains of Community Empowerment (ODCE) model. The ODCE model that will be used in this study is the model that has been elaborated by Kasmel and Andersen (in Ro'isah et al., 2022, p. 552), as in the following table:

**Tabel 2.** Dimension of Organizational Domains of Community Empowerment (ODCE)

<b>Dimensi ODCE</b>
Activation Community
Competence of The Community
Program Management Skills
Creating Supportive Environment

Source: Kasmel dan Andersen (in Ro'isah et al., 2022, p. 552)

The data collection techniques in this research consist of:

1. Observation, direct observation at several study loci, to be able to find information on the implementation of community empowerment.

2. An interview is an depth interview conducted directly with informants who are considered representative of the research to be carried out.
3. The survey, data collection technique using questionnaires, measuring the Organizational Domains of the Community Empowerment model to obtain an average value that can be converted into the ODCE measurement table, with the research object being community organizations (youth organizations).
4. Documentation, collecting supporting data in the form of reports, or other documents that can be used for research development.

In order to achieve the research objectives, the analysis in this research consists of:

1. Descriptive analysis using a qualitative and quantitative approach to provide an implicit general picture regarding community empowerment in implementing the Bersinar Program in Gorontalo Province.
2. The literature review is based on a theoretical framework that has been elaborated by Kasmel and Andersen (in Ro'isah et al., 2022, p. 552), which is divided into four stages, namely: Activation of the community; Competence of the community; Management skills program; Creating a supportive environment.

### 3. RESULTS AND DISCUSSIONS

The organizational Domains of Community Empowerment (ODCE) approach is a form of intervention that is generally used in health promotion efforts. The aim of this approach is to realize initiation in a change towards a better and quality life. So, since it was first introduced by Laverack in 2006, this concept has often been used to identify the potential possessed by a society.

The Organizational Domains of Community Empowerment (ODCE) model was first introduced by Laverack and was used to measure community empowerment in supporting the implementation of health programs. There are several studies that have been carried out using the ODCE model, which as a whole, can provide a specific picture of the potential that exists in a community within society. The application of the ODCE model can increase community empowerment by using a community-based approach (Laverack, 2006). Likewise determining factors that can support the empowerment process (Kasmel & Tanggaard, 2011). And, this holistic model, can increase the potential of a community in society (Ro'isah et al., 2022).

This research focuses on the application of ODCE in supporting the Shining Village program in Gorontalo Province, with the research locus based on the List of Drug Prone Areas as a result of mapping from the National Narcotics Agency of the Republic of Indonesia ((BNN RI, 2019). These areas are:

1. Biawu, South City, Gorontalo City.
2. Biawao, South City, Gorontalo City.
3. Tolotio, Tibawa, Gorontalo Regency.

To maximize the application of the ODCE concept in carrying out internal evaluations of community activities in each region, the object of measurement is the youth community or youth organization in each village/sub-district.

Based on the results of data collection, each region collected data from 15 members of youth organizations (youth organizations) as research samples, so the total number of respondents was 45 respondents. The research results show a description of the socio-demographic characteristics of the respondents in the following table:

**Tabel 3.** Sociodemographic Characteristics of Respondents

Karakteristik	Jumlah	%
<b>Total</b>	45	100
<b>Gender</b>		
Laki-laki	28	62.3
Perempuan	17	37.7
<b>Usia</b>		
14-18 tahun	3	6.7

19-23 tahun	13	28.8
24-28 tahun	6	13.4
29-33 tahun	12	26.7
>33 tahun	11	24.4
<b>Pendidikan</b>		
Tidak Bersekolah	1	2.2
SD/se-derajat	1	2.2
SMP/se-derajat	1	2.2
SMA/se-derajat	32	71.1
Sarjana	10	22.3

Source: Data processed by researchers, 2023.

From the table describing the socio-demographic characteristics of the respondents, it can be explained that based on gender, the distribution of respondents is dominated by men with a total of 28 respondents or 62% of the total population. Furthermore, based on the age range, respondents with an age range of 19-23 years dominate with a percentage of 28%, while the lowest age range is respondents aged 14-18 years with 3 respondents or 7% of the total population. Next, based on educational level, survey data shows that the educational level from Senior High School (SMA)/equivalent is the most dominant with 32 respondents or 71% of the total respondents.

Results of Implementing Organizational Domains of Community Empowerment (ODCE) The ODCE concept used in this research is the result of development by Kasmel and Andersen (in Ro'isah et al., 2022: 552) which refers to four dimensions, including:

**Tabel 4.** Dimensions of Organizational Domains of Community Empowerment (ODCE)

Dimensi ODCE
Activation Community
Competence of The Community
Program Management Skills
Creating Supportive Environment

Source: Kasmel dan Andersen (in Ro'isah et al., 2022, p. 552)

The four dimensions of ODCE were then measured using the ODCE questionnaire to provide an overview of the levels of empowerment of the community from each research locus. Based on the analysis of research results through the Organizational Domains of Community Empowerment (ODCE) questionnaire and interviews with several respondents, the research results can be described as follows:

### Community Activation

Community activation refers to the process of engaging and mobilizing a group of people within a particular community to participate in collective activities, collaborate on projects, and work together toward common goals. This involves developing a sense of belonging, shared goals, and active involvement among community members.

Community activation is often used in social settings, to create positive change, address problems, and increase a sense of unity and empowerment. This dimension plays an important role in empowering communities to overcome challenges, create positive change, and build a sense of unity and shared responsibility.

According to Kasmel and Andersen (in Ro'isah et al., 2022: 552) community activation can be seen from three levels, namely:

1. The first level is community organizations that care about social problems and are committed to collaborating in solving problems;
2. The second level, community organizations are proactive in understanding the social needs of the community, and have the initiative to realize these needs;
3. In the third level, community organizations build cooperation ( synergize) with the local government (in this case the village/sub-district government) and other organizations.

The community activation field findings from measurements using the Organizational Domains of Community Empowerment questionnaire, can be seen in the following table:

**Tabel 5.** ODCE Measurement: Community Activation

<b>Level 1:</b> Community Organizations that care about community problems and are committed to collaborating in solving problems.		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village		√		
	Biawao Village		√		
	Tolotio Village		√		
<b>Level 2:</b> Community organizations are proactive in understanding the social needs of the community, and have the initiative in realizing these needs.		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village			√	
	Biawao Village			√	
	Tolotio Village		√		
<b>Level 3:</b> The third level, community organizations build cooperation (synergize) with the local government (in this case the village/sub-district government) and other organizations.		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village			√	
	Biawao Village			√	
	Tolotio Village		√		

From the results of measuring the community activation dimensions in the table above, it can be explained that the first stage ( level 1) of community activation in each region shows a value of 2 which can be stated that Community organizations, in this case namely Karang Taruna, have not been optimal, especially in building joint commitment in working together to solve problems in society.

Furthermore, the second stage ( level 2 ) in an effort to understand the needs that exist among the community shows different results, namely for the Biawu and Biawao areas it has a value of 3, which means that the youth organization has a basic understanding of the community's needs and has the initiative to be able to realize the needs. -these needs. This condition is slightly different from the Tolotio area, which based on measurements has a score of 2, where the youth organization they own does not fully understand the needs of the community.

Then in the third stage ( level 3), the measurement results show that the Biawu and Biawao regions have built synergy with local governments such as sub-district governments in implementing joint programs, this is shown by the average value of the respondents' statements showing a value of 3. Meanwhile for the Tolotio region Efforts to build cooperation with local governments or other organizations have not been implemented well, as indicated by a value of 2 from the average value of respondents' statements.

### **Community Competence Development**

Community competence development, which can be interpreted as community capacity development or community empowerment, refers to the process of increasing the knowledge, skills, resources, and capacity of the community as a whole to identify and overcome its own problems and challenges.

The dimension focuses on empowering individuals and groups within a community to become active participants in decision-making and problem-solving processes, ultimately leading to independence and sustainable development. Community competency development is a bottom-up approach to community development, which emphasizes the importance of local knowledge and community-based solutions.

According to Kasmel and Andersen (in Ro'isah et al., 2022: 552) community activation can be seen from three levels, namely:

- a. The first level, community organizations seeks further information and training to increase knowledge and skills in handling community affairs.
- b. At the second level, community organizations have the competence to use measurable methods in solving local problems and to train and provide education;
- c. In the third level, members of community organizations have good knowledge and skills to educate and train community members and outside community network members in health promotion.

**Table 6. ODCE Measurement: Community Competence Development**

<b>Level 1:</b> The first level, community organizations seek further information and training to increase knowledge and skills in handling community affairs.		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village			√	
	Biawao Village			√	
	Tolotio Village		√		
<b>Level 2:</b> The second level, community organizations have the competence to use measurable methods to solve local problems and to train and provide education.		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village			√	
	Biawao Village		√		
	Tolotio Village		√		
<b>Level 3:</b> The third level, members in community organizations have good knowledge and skills to educate and train community members and outside community network members in health promotion.		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village			√	
	Biawao Village			√	
	Tolotio Village		√		

The results of the Organizational Domains of Community Empowerment (ODCE) measurement based on the Community Competence Development dimension in the first stage (level 1), show that community organizations in the Biawu and Biawo areas have good access to certain training and courses that can provide increased personal capacity, such as knowledge and skills so that they can contribute more to society. This is based on the average value obtained from the respondents' statements, showing a value of 3. Meanwhile, community organizations in the Tolotio area do not yet have full access to improve their knowledge and skills through training and certain education. This is as shown in the average value obtained from the measurement results which produces a value of 2.

Furthermore, for stage 2 (level 2) community organizations in the Biawu area, based on access to the training obtained, can apply their skills to increase their participation in society, as evidenced by the average value shown being 3. This condition is different from community organizations in the Biawao and Tolotio areas, where community organizations are not yet fully able to apply or do not have certain skills that can contribute more to the community in their area.

Then, the third stage of measurement (level 3) shows that community organizations in the Biawu and Biawao areas can make a significant contribution to providing education or training, especially in health issues. This is proven by the respondents' statements with an average value of 3. This is different from the Tolotio region which still needs to obtain better access to training and education so that it can contribute in the form of sharing experience ( sharing knowledge ) with other communities. This is proven by the average value of the measurement results which shows a value of 2.

### Program Management Skills

Program Management Skills or developing management skills is a continuous process that involves increasing the ability of a community member to manage a program. According to Kasmel and Andersen (in Ro'isah et al., 2022: 552) community activation can be seen from three levels, namely:

- a. At the first level, community organizations have the capacity to identify local needs, develop joint program implementation plans by involving stakeholders;
- b. The second level, Community Organizations have the capacity to independently assess community needs and implement programs, as well as participate in solving regional problems;
- c. The third level, Community Organizations has the capacity to design and implement national programs.

**Tabel 7.** ODCE Measurement: Community Competence Development

<b>Level 1:</b> The first level, community organizations have the capacity to identify local needs, develop joint program implementation plans by involving stakeholders.		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village			√	
	Biawao Village			√	
	Tolotio Village		√		
<b>Level 2:</b> Second level, Community Organizations have the capacity to independently assess community needs and implement programs, as well as participate in solving regional problems		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village			√	
	Biawao Village			√	
	Tolotio Village		√		
<b>Level 3:</b> The third level, Community Organizations have the capacity to design and implement national programs		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village			√	
	Biawao Village			√	
	Tolotio Village		√		

The organizational Domains of Community Empowerment (ODCE) measurement based on the Program Management Skills dimension, shows that for the first, second, and third levels, community organizations in the Biawu and Biawao areas have the ability to classify community needs and design programs by building synergy with local government (village/sub-district government) to realize a program.

As well as actively participating in carrying out national programs such as the Prevention of Eradication of Narcotics Abuse (P4GN) through the Shining Village program which is implemented in each region. These conditions have not been fully implemented well by Tolotio community organizations which based on respondents' statements received an average score of 2.

### Creation of Supportive Environment

Creating a supportive environment is a very important dimension in various contexts, including the workplace, educational environment, community, and home. A supportive environment fosters well-being, collaboration, personal growth, and a positive atmosphere. This dimension shows that there is a sustainable effort that requires commitment from leaders and individuals in the community or organization. When individuals feel supported and valued, they are more likely to thrive, collaborate effectively, and contribute to the overall success of the environment. According to Kasmel and Andersen (in Ro'isah et al., 2022: 552) community activation can be seen from three levels, namely:

- At the first level, Community Organizations have the capacity to obtain budget support and political support at the regional level;
- The second level, Community Organizations have the capacity to obtain budgeting, and are politically involved in determining regional policies;
- The third level, Community Organizations has the capacity to develop budgeting resources, increase political involvement, and solve community social problems.

Tabel 8. ODCE Measurement: Creation of Supportive Environment

<b>Level 1:</b> The first level, Community Organizations have the capacity to obtain budget support and political support at the regional level.		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village			√	
	Biawao Village			√	
	Tolotio Village		√		
<b>Level 2:</b> Second level, Community Organizations have the capacity to obtain budgeting, be politically involved in determining regional policies.		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village			√	
	Biawao Village			√	
	Tolotio Village		√		
<b>Level 3:</b> The third level, Community Organizations have the capacity to design and implement national programs		<b>Not at all</b>	<b>Sometim es</b>	<b>Often</b>	<b>Fully</b>
<b>Mark</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Village/ Ward</b>	Biawu Village			√	
	Biawao Village			√	
	Tolotio Village		√		

The organizational Domains of Community Empowerment (ODCE) measurement based on the Creation of a Supportive Environment dimension, shows that for the first, second, and third levels, community organizations in the Biawu and Biawao areas have good support in the form of budgeting and also at the regional level in implementing programs and being involved in the implementation of national programs. This condition has not been fully implemented well by Tolotio community organizations which based on respondents' statements obtained an average score of 2. This is also reinforced by several previous findings which state that community organizations in the Tolotio area have not been able to build synergy with the local government, so that access to building synergy with other organizations or regional governments is still not fully implemented optimally.

#### 4. CONCLUSION

The Organizational Domains of the Community Empowerment model in supporting the Bersinar Program in Gorontalo Province, which is being implemented in three narcotics-prone areas in Gorontalo Province, shows that it is not yet fully optimal, especially in community activation where commitment has not yet been fully built among communities or community organizations, in this case, Karang Taruna is an organization that mobilizes youth in a society. In community empowerment, the dimension of community activation is very important in increasing involvement and mobilizing communities in a society to be actively involved in implementing community empowerment.

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