



Community Empowerment Through Social-Culture to Enhance Human Resources

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Abstract

As for the choice of the Karangmalang Wetan village, Kangkung Sub-District, Kendal Regency as the subject of community empowerment through social culture because of conducting Community Service Program in Karangmalang Wetan Village found obstacles in implementing the prospects for social institutions and a lack of quality human resources throughout the village, so that it requires more habituation of activities effectively through the implementation of several work program Community Service Program. This research uses the method of implementation community empowerment through to socio-cultural field. The results of the implementation of the Community Service Program work program in the socio-cultural field obtained are that all residents are able to strengthen their relationship between people so that they are more harmonious and establish good friendship, residents have an realization of the importance of mutual cooperation and care for others, residents are able to care about learning and maintaining culture native village, residents are also conscious of the importance of saving the environment clean in order to create a healthy and comfortable environment.

1. Introduction

Community empowerment is one of the important activities that need to be carried out in an effort to release the community from various disadvantages, backwardness and backwardness (Haris, 2014). By empowering the community through its natural and cultural potential, it will increase competitiveness which will have an impact on the economy of local residents (Laksono, 2018). Community empowerment requires the development of a society. Because human empowerment is a development process where the community starts the process of social activities to improve their own situation and conditions, this community empowerment will occur if the community itself participates. From this community empowerment requires human resources who are able to increase their potential and work power. Minang, Digidowiseiso, and Sugiyanto (2021) states that community empowerment consists of three stages, namely the stage of awareness and behavior formation towards

conscious and caring behavior so that they feel the need to increase their capacity, the stage of transformation of abilities in the form of knowledge insights, skills and the stage of increasing intellectual abilities, skills so that initiatives and innovative abilities are formed to lead to independence.

Human resources are a prerequisite for improving human dignity (Adisaputro, 2020). Through education, citizens have the opportunity to foster their abilities and manage their lives. The development of human resource education is to build people to be able to build themselves, in the sense of recognizing their potential, the obstacles they face and being able to formulate solutions. In addition, as a great nation, we must also maintain local cultures in order to remain sustainable. In modern times like today many young people do not love local culture as if local culture is undermined by foreign cultures that are more favored by young people (Fitriadi & Rahmansyah, 2022).

Karangmalang Wetan Village was chosen as the object of this PKM on the grounds that the environment in the village area, especially in the socio-cultural field, still needs improvement. This condition can be described as in Figure 1.



Figure 1. The condition of some neighborhoods around the village

Community empowerment through socio-culture includes the establishment of community institutions. Karangmalang Wetan Village is known as a village that is active in social and cultural activities. The following is the socio-cultural development in Karangmalang Wetan Village:

First, the formation of community institutions is a form of community self-help contribution in strengthening social and cultural life as a form of community support for village development. Based on Kuncoro and Chusmeru (2021), institutional management and creative and innovative productive businesses that can increase the potential of the existing tourism industry community institutions in Karangmalang Wetan Village and go hand in hand with village development, namely the village level, youth organizations, and Family Welfare Empowerment (PKK). In addition, the existing tourism potential also needs to be developed by conducting discussions with local youth. To increase the existing tourism potential, planning is needed in the form of community participation which is expected to create community business activities (Azni & Alfitri, 2020). Management of tourism potential should involve the community as management managers (Hasiholan, 2019). Second, togetherness as a form of shared responsibility through gotong royong which is a form of togetherness in social life and togetherness is one of the essence of humanity (Anna, et al., 2024). The value of gotong royong continues to be preserved as a potential that develops in society. Third, the tolerance of religious life in Karangmalang Wetan Village lives in thick and

maintained religious tolerance. A tolerant religious life is also a basic attitude in the social life of the community. The people of Karangmalang Wetan Village realize that tolerance is a description of what is desirable, appropriate, and can influence the social behavior of the community.

Finally, the preservation of customs, culture, and ways of life with the existence of social sanctions as unwritten rules is used as a form of protection for social life that has been running well in Karangmalang Wetan Village. Human resource development has given awareness to the residents of Karangmalang Wetan Village that community life by preserving traditional customs and culture. With the development of a tourist village, it is hoped that local residents can maintain local cultural values because they are directly involved in managing their tourism potential (Widyaningsih, 2019).

Efforts to increase the potential of the community in Karangmalang Wetan Village, Kangkung District, Kendal Regency programs developed in the socio-cultural field as human resource development include a cultural performance in collaboration with village youth as a preservation of surrounding culture so that culture is maintained, and sharing activities are activities to maintain intimacy with village youth. As a form of service and interaction with the surrounding community, community service activities, making and installing beach signs, and collaborating with the community to repair the background of one of the villagers' houses.

2. Methods of Implementation

The method of implementing PKM activities uses the participatory rural appraisal method where empowerment involves active participation from the community starting from the preparation, implementation, evaluation and follow-up stages. According to Hayat, Sugianto, and Bunyamin (2021) through the PRA method, the community is directly involved in activities with the principles: learning from the community, the community as actors, learning from each other and sharing experiences, while outsiders involved are only facilitators. Active community involvement is characterized by the active participation of the subject, which in this PKM the subject comes from the community who is the target group and the author in this case places himself as an outsider who provides direction and counseling to the target. The PRA approach is expected to provide an opportunity for the subject to identify and analyze the situation both potential and weaknesses that exist in a participatory manner and then together can design activities according to the needs and potential of the subject. The PKM location is carried out in Karangmalang Wetan village, Kangkung Sub-District, Kendal Regency in 2023, which according to the author, Karangmalang seda has interesting potential based on its natural and cultural potential but has not been maximally developed as a tourist village.

3. Results and Discussion

Kangkung Sub-District is one of the 20 sub-districts in Kendal City. Kangkung Sub-District consists of 20 villages with a total of 266 villages, Karangmalang Wetan is one of the villages in Kangkung Sub-District. The social life of the community in Karangmalang Wetan Village seems to be balanced between the maintenance of traditional culture and the acceptance of the progress of the times.

The Indonesian cultural lifestyle of hospitality, kinship and politeness is also embedded in the Karangmalang Wetan Village community. The village community is also very friendly,

polite to newcomers. Karangmalang Wetan Village also has several youth organizations and community activity units or other community groups engaged in certain fields.

The implementation of the PKM program in Karangmalang Wetan Village is divided into four fields, namely the education field, the health field, and the religious field, and the socio-cultural field. Work programs in the socio-cultural field that are carried out in Karangmalang Wetan Village include:

Environmental community service where the activity is an effort to maintain cleanliness in the surrounding environment in order to avoid various kinds of diseases, on the other hand, community service also creates an attitude of unity and unity of citizens, one of which is learning to put common interests above personal interests, fostering family traits, maintaining mutual harmony so that community conditions become more comfortable to live in. The installation of this sign was carried out as a direction to Karang Asri Beach to support the utilization of the beach as a tourist attraction for Karangmalang Wetan Village. The next program is sharing feelings, an activity that involves KKN members and village youth, in which KKN members and village youth talk about youth activities that are usually carried out in Karangmalang Wetan Village. Next is a cultural performance in collaboration with the youth of Karangmalang Wetan Village, the cultural performance is the culture of jaran kepong and barongan, cultural performances as an effort to preserve the culture of the region itself, and introduce the original culture of the local community. The last activity program is a collaboration to repair the small background of villagers' houses, from these activities it can foster an attitude of helping each other, and foster an attitude of volunteerism and sincerity in addition to increasing concern and empathy for others and fostering motivation to always be part of village development (Jureid, Lubis, & Kholijah, 2021).

Program is to improve human resources through community empowerment from the programs implemented in Karangmalang Wetan Village. The activities carried out in Karangmalang Wetan Village in the socio-cultural field are listed in table 1 below:

Table 1. Work programs in the socio-cultural field

No	Activities, Time, and Location	Destination	Before Action	After Action
1.	Activities: Taste sharing Time: December 19, 2022 Location: Village Hall, Karangmalang Wetan.	To establish a relationship between PKM members and youth organizations.	The youth in the village have not maximized their performance in advancing the village, and even appear to be inactive in every activity in the village.	The youth of Karangmalang Wetan Village supported the PKM work program by holding a big meal with the residents of Karangmalang Wetan Village and the relationship between PKM students and all villagers was very good.
2.	Activities: Cleaning service environment. Time: December 20, 2022. Location: Neighborhood.	In order to create a clean and healthy environment.	The environment around the village looks shabby, many gutters are clogged with garbage and the roads are not kept clean.	The cleanliness of the surrounding environment is better maintained and cleaner.
3.	Activities: Signage Installation Time: December 30, 2022.	In order to facilitate access to travel to Karang Asri Beach.	The condition of the beach is still dirty and bushy, road access is still difficult and there	It is easier for visitors to go to Karang Asri Beach because there are road signs.

	Location: Karangmalang Wetan Village highway.		are no road signs leading to the beach.	
4.	Activities: Cultural performance in collaboration with youth. Time: December 30, 2022. Location: Bapak Lurah's house yard.	To preserve local culture and strengthen relationships between youth and PKM members.	Regional arts have not been preserved by local youth.	Regional art performances were held, which made the community more entertained with local cultural performances.
5.	Activities: Repairing the background of the house of one of the Karangmalang Wetan Villagers. Time: December 30, 2022. Location: Mrs. TA's house.	To help the background conditions of the houses to be more comfortable and anticipate the house if it is flooded.	The setting of the houses is not suitable because they are still on the ground and when it rains heavily, the houses are flooded.	Improvements to the background of the house by raising so that when flooding water does not enter the house.

The series of activities above are the beginning of improving the situation and situation in the village of Karangmalang Wetan as a form of dedication to PKM activities. So that with the prefix started by the author's participation in the PKM work program, the activities that have been carried out can be continued. The work program as an improvement in the socio-cultural environment of Karangmalang Wetan village will be sustainable. Those who will continue the work program are local community youth, PKK women and involve the surrounding community. It is possible that the program will be continued by the next PKM students.

Based on the process of implementing the PKM work program that has been explained. The following is a detailed documentation of the PKM activities that have been carried out, including the installation of directional signs for Karang Asri Beach as describe in figure 2, then the discussion with youth organization and big meal with villagers as describe in figure 3, followed by the cultural performance of "Barongan" as in figure 4, and the last, environmental community service activities describe in figure 5.



Figure 2. Installation of Directional Signs for Karang Asri Beach



Figure 3. Discussion with Youth Organization and Big Meal with Villagers



Figure 4. Cultural Performance of "Barongan" Karangmalang Village Collaboration with Youth



Figure 5. Environmental community service

From several views of the activity picture above, it is the result of the PKM student work program in the socio-cultural field by organizing several activities. The impact of this PKM activity is: 1) Strengthening the relationship between youth, villagers, and PKM students to be more harmonious between each other and establish a good relationship; 2) The creation of public awareness of the importance of unity, mutual cooperation, and caring for others; 3) Preserving and maintaining the existing culture in the area to prevent the extinction of culture community empowerment through the development of tourism villages is expected

to have implications for local cultural resilience (Istiyanti, 2020).; 4) The importance of maintaining environmental cleanliness because a clean environment makes the environment healthy and comfortable.

4. Conclusion

Based on the discussion of the work program that has been carried out, it can be concluded that community empowerment in Karangmalang Wetan Village is carried out through the Real Work Lecture (KKN) program. Community empowerment is one of the important activities that need to be carried out in an effort to release the community from various disadvantages, backwardness, and underdevelopment. This PKM activity is a community empowerment activity that also involves collaboration with various parties, one of which is the lecturer as a field supervisor. The distribution of community empowerment activities is able to go through various fields, one of which is the socio-cultural field. Community empowerment through socio-culture includes the implementation of prospects for a community organization with the aim of increasing human resources, especially in Karangmalang Wetan Village.

Karangmalang Wetan Village is known as a village that is quite active in social community activities and cultural preservation so that PKM students are able to properly carry out work programs, one of which is the socio-cultural field. Some of the PKM work programs in the socio-cultural field that are well implemented include: 1) Sharing flavors by holding a big meal with the residents of Karangmalang Wetan Village; 2) Environmental cleanup by cleaning up the surrounding garbage; 3) Installation of direction signs for Karang Asri Beach; 4) Cultural performances in collaboration with youths who perform Barongan culture typical of the Karangmalang Wetan Village Region; 5) Repairing the background of the house of one of the residents of Karangmalang Wetan village which is still in the form of land so that it is more comfortable to live in.

Explain conclusions and suggestions. The conclusions illustrate the answer of the hypothesis and / or the purpose of the research or findings obtained. The conclusion does not contain a loop of results and discussion, but rather a summary of the findings as expected in the goal. Suggestion presents the things that will be done related to the next idea of the implementation of community service and engagement.

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