

## The Empowerment Level of Posdaya Cadres in Bogor, West Java, Indonesia

Pudji Muljono, Sigit Pamungkas and Amiruddin Saleh  
Department of Communication and Community Development Sciences,  
Bogor Agricultural University, Bogor, Indonesia

**Abstract:** Posdaya is an integrated forum of friendship, communication, advocacy and family empowerment. Posdaya focuses on four fields, namely education, health, entrepreneurship and environment. The study was administered using a descriptive correlational research survey design by scrutinizing communication activities and level of empowerment. The results showed that: there is a difference in terms of level of education, level of experience, level of income, access to media and the role as companion between the cadres in Bogor City and Bogor Regency; there is a difference on the use of communication media such as radio and television between the cadres in Bogor City and Bogor Regency; there is a relation in terms of cognitive, affective and behavior aspects between interpersonal activities, mediated communication and communication in groups and level of empowerment of Posdaya cadres.

**Keywords:** Communication activities, posdaya cadres, empowerment, carelessness, Bogor

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### INTRODUCTION

Family Empowerment Post (Posdaya) is a container of community development activities are carried out independently of, by and for the people with the characteristic “bottom-up programme”, self-reliance and the utilization of local resources and potential as a source of all solutions. Posdaya also a forum friendship, communication, advocacy and container activities of strengthening the functions of an integrated family that focuses on four areas in between the fields of education, health, entrepreneurship and the environment. According to Masduki (2009), in certain cases can also be a container Posdaya family services in an integrated manner, i.e., in a sustainable family development services in various fields, especially education, health, economic (entrepreneurial) and the environment so that the family can grow independently in village.

Posdaya existence in Bogor City and Bogor Regency that has been initiated and facilitated by the Center for Human Resource Development-Institute for Research and Community Services, Bogor Agricultural University (P2SDM-LPPM IPB) since 2006 in collaboration with Dana Sejahtera Mandiri Foundation (Damandiri Foundation) and several parties other. At this time the number Posdaya around Bogor around 300 units, while in parts of Indonesia have totaled 54,000 units of Posdaya (YDSM, 2016). The entire Posdaya expected to continue to grow and be able to fill their respective activities in order to Develop Human Resources (HRD), especially for the

population belonging to the category of less able or poor family. With the increasing number of Posdaya grow, the study and research on Posdaya program will also contribute as an evaluation and feedback into an ongoing basis for community empowerment and poverty alleviation through Posdaya container, so that poor families as members Posdaya given attention and support for change way of thinking and way of life to encourage the development of a prosperous family.

According to Muljono (2010), the obstacles encountered in the implementation of Posdaya divided into two physical constraints and non-physical barriers. This was not only true in Posdaya around campus of IPB alone but in some Posdaya in Bogor City and Bogor Regency other. Physical constraints tend to be smaller than the revealed non-physical problems. Physical constraints include the existence Posdaya who do not have a special place, where productive activities (i.e., hall or workshop) and community learning spaces that are not yet available. Non-physical constraints include still many people's understanding that Posdaya considered a government program that will distribute certain material or carry a particular project and the community was subjected to the project as the project executing workforce that can affect the spirit of the board Posdaya weakening, especially for Posdaya the condition development has not been good, partly the Posdaya preoccupied with daily routine activities that make it difficult for them to devote a little time Posdaya activities. These constraints, it could be because it is not exactly a

strategy and communication activities undertaken by all parties (companion, coordinator, cadres each field of Posdaya, Posdaya members and local governments or outsiders) who are involved in programs that lead to less arriving Posdaya message or less understood a variety of information in the implementation of a wide range of activities Posdaya.

The result of the study showed that the community leaders and the cadres of Posdaya were aware about the existence of Posdaya as well as its functions and importance for the community empowerment. Based on the results of studies conducted by the community leaders and the cadres Posdaya can be seen that public knowledge about Posdaya relatively well and they have to understand what and how about Posdaya. But the general public has not been fully supportive because the concrete realization in the form of programs and impact developed by Posdaya not be realized in practice (Muljono, 2013). The Management of Posdaya encountered both physical as well as non-physical constraints. Physical constraints which were related mainly to the limitations or lack of facilities and supporting facilities to run Posdaya activities. While non-physical constraints were related to improper understanding about Posdaya, the management capabilities of the board members are still weak, fed-up status of for the Posdaya board, the low quality of human resources and the lack of the external support (Muljono, 2011).

Research conducted in the city of Bekasi shows that the three exogenous latent variables, namely leadership, governance management and governance ethic; able to improve the quality of well-being of poor families through the process of empowerment effectiveness. Empowerment process is implemented in the form of Posdaya (Suwito, 2014). Meanwhile Saleh and Rizal (2014) stated that the development of social capital and entrepreneurial facing various problems of which the condition of human resources, planned programs and mentoring. Necessary to approach and better communication to the stakeholders in the location of Posdaya. And then, research conducted by Sadono (2014) shows that mentoring has enough Posdaya able to improve the board's ability to manage and promote Posdaya. Analysis of Customer Satisfaction Index (CSI) shows the pattern board Posdaya satisfied with the assistance that is done while the member is quite satisfied.

Muljono *et al.* (2016) stated that among Posdaya visit, each program needs to be developed to exchange experiences. This will encourage the development and creativity and passion to build Posdaya in their respective territories. Required the efforts to train a cadre of potential as an activator in each Posdaya because Posdaya

advanced in general have a strong cadre drive. In addition, attention and strong motivation of cadres, will be very influential also in developing Posdaya, so that it will support the family protection both for men, women and children.

Referring to the condition of the various programs that run during this Posdaya especially the lack of implementation Posdaya function as expected, many obstacles faced Posdaya to increase the empowerment of Posdaya cadre, this study is intended to examine some of the factors associated with the empowerment level of Posdaya cadre. This study aims to describe the difference of Posdaya cadres communication activity in Bogor City and Bogor Regency, describe the empowerment level of Posdaya cadres in Bogor City and Bogor Regency, analyze the differences in individual characteristics and environmental factors associated with communication activities of Posdaya cadres in Bogor City and Bogor Regency, analyzing the individual characteristics and environmental factors associated with the empowerment level of Posdaya cadres in Bogor City and Bogor Regency and to analyze the relationship between the communication activity and the empowerment level of Posdaya cadres in Bogor City and Bogor Regency.

## **MATERIALS AND METHODS**

This research was conducted in Bogor City and Bogor Regency. The choice of location research done intentionally (purposive), in Bogor City and Bogor Regency that has: Posdaya group that always gets attention from various universities including the IPB through Field Work Program (KKN) students, development of social assistance Posdaya, be an Observation Study Tour (OST) has a Posdaya Indonesian Association (API) to have access to communication with external parties intensively because it is supported by the wider communications network and is the only town and district conventions that have successfully organized Posdaya West Java; thus becoming one of the leading research universities locations in the development of measurement instruments Posdaya as a model of community empowerment. The experiment was conducted in January 2014 to the month of May 2014.

This study was designed as a research method is descriptive correlational survey, because in addition to describing the implementation of the communication activity Posdaya program also seeks to explain the relationship between the observed variables. Kerlinger (2004) presents the design of a correlational study is not to know certain specific things but know the relationship or relationships between phenomena. Meanwhile,

according to Singarimbun and Effendi is a survey research design study took samples from a population and using the questionnaire as the main data collection. The population in this study amounted to 119 cadres of the 17 groups Posdaya. Sampling of population data is done by using the formula Slovin with the level of sampling error that can be tolerated 5% (Kriyantono, 2009). Slovin formula of calculation obtained a sample of 92 respondents and then performed in a manner proportional sampling of each group Posdaya corresponding growth phase.

Data collected included primary data and secondary data. Secondary data were obtained from the desk study in the library and the services/agencies/institutions. Primary data are taken directly from the subject of research in the form of data relating to the research variables that Posdaya cadre characteristics, environmental factors, communication activities of Posdaya cadres and the empowerment level of Posdaya cadres. Instrument in the form of a questionnaire constructed in four sections in the form of a list of closed questions, open and semi-open which includes data characteristics of Posdaya cadres, the data of environmental factors, activity of communications and data on the empowerment level of Posdaya cadres.

Test reliability of the instrument through the calibration process showed that the value of reliability (Cronbach's Alpha) for the variable characteristics of Posdaya, i.e., 0.747 to variable environmental factors indicate the reliability value 0.830 for communication activity variables indicate the reliability value 0.847 and the empowerment levels of Posdaya cadres variable demonstrated reliability value 0.857. Based on the reliability value, it can be said instrument reliable and can be used. Ghazali (2009) mentions that the instrument is said to have a high reliability coefficient obtained if the value = 0.60. Data collection was done by asking the grains questions or statements to the respondents through: a structured interview using a questionnaire respondents, in-depth interviews with informants guide questions to complete research data, direct observation in the field to obtain an overview of the region, the situation and the conditions of the study.

Data collected was processed with the help of a computer program IBM SPSS 20.0 Statistics and quantitative data analysis in this study are: analysis of descriptive statistics such as frequency, percentage, the average score, the mean total score, cross tabulation and the inferential statistical analysis in the form of Spearman rank correlation test ( $r_s$ ) and analysis of different test (t-test).

## RESULTS AND DISCUSSION

**The relationship of posdaya cadre characteristics with communication activities:** To determine the distribution of the correlation coefficient and the effect of each variable (Posdaya cadre characteristics with communication activity) presented in Table 1.

Age-related cadres of Posdaya not significant ( $p > 0.05$ ) with the communication activity, even negative. The negative relationship on Posdaya in Bogor shows that the older the cadre of Posdaya not cause certain trends in communication activities using media and communication within the group. Formal education was not associated significantly with communication activities. Nonformal education of Posdaya cadre in two research sites linked to interpersonal communication activity, mediated and groups.

Posdaya income level cadres have a very real positive relationship ( $p < 0.01$ ) in the interpersonal communication activities (in Bogor City) and communication within the group (in Bogor Regency). Motivation has a very real positive relationship with interpersonal communication and communication in groups (in the city). Motivation real relates positively ( $p < 0.05$ ) with the activity of interpersonal communication, mediated communication (in Bogor Regency). Media ownership has a positive real relationship with interpersonal communication activities in the city of Bogor, very real and positive associated with the activity of mediated communication in Bogor Regency and very real positively associated with communication activities within the group.

**The relationship environmental factors with communication activities:** Posdaya group dynamics on a real positive relationship with interpersonal communication activities and related Posdaya very real positive with communication activities within the group on Posdaya cadres in the city of Bogor. The role of the companion associated significantly ( $p < 0.05$ ) with the activity of interpersonal communication and communication in groups in Bogor Regency. Correlation of environmental factors with communication activities of Posdaya cadre presented in Table 2.

**The relationship posdaya cadre characteristics with empowerment level:** Age was not associated significantly ( $p > 0.05$ ) with cognitive and affective aspects. This means that the age of the respondents did not specify the level of empowerment, except the conative aspects that occur in the regency, have a real relationship ( $p < 0.05$ ) is indicated by the increasing age of Posdaya Cadres in

Table 1: The correlation coefficient of the relationship between posdaya cadre characteristics with communication activities ( $r_s$ )

Characteristics of posdaya cadre	Communication activities					
	Interpersonal communication		Activity mediated communication		Communication in group	
	Bogor city	Bogor Regency	Bogor City	Bogor Regency	Bogor City	Bogor Regency
Age	0.11	0.024	-0.169	0.073	-0.048	0.216
Formal education	0.221	-0.084	0.302	0.237	0.128	-0.03
Nonformal education	0.564**	0.340*	0.567**	0.398**	0.609**	0.501**
Experience in group	0.443**	-0.02	0.253	-0.012	0.324*	0.196
Cosmopolitan level	0.284	0.376**	0.111	0.052	0.02	0.325*
Income level	0.412**	0.165	0.198	0.127	0.267	0.433**
Motivation	0.430**	0.284*	0.335*	0.287*	0.403**	-0.105
Ownership of mass media	0.339*	0.013	0.453**	0.412**	0.460**	0.167

Table 2: The correlation coefficient of the relationship between environmental factors with communication activities ( $r_s$ )

Environmental factors	Communication Activities					
	Interpersonal communication		Activity mediated communication		Communication in group	
	Bogor City	Bogor Regency	Bogor City	Bogor Regency	Bogor City	Bogor Regency
Group dynamics	0.322*	0.15	0.204	0.157	0.404**	0.261
The role of the companion	0.429**	0.285*	0.399**	0.007	0.263	0.286*

Table 3: The correlation coefficient of the relationship between characteristics of posdaya cadre with the empowerment level ( $r_s$ )

Characteristics of posdaya cadre	The empowerment Level					
	Cognitive		Affective		Conative	
	Bogor City	Bogor Regency	Bogor City	Bogor Regency	Bogor City	Bogor Regency
Age	-0.052	0.001	0.199	0.078	0.016	0.346*
Formal education	0.277	0.24	0.076	-0.013	0.203	-0.161
Nonformal education	0.551**	0.177	0.349*	0.137	0.320*	0.139
Experience in group	0.216	-0.142	0.156	0.052	0.075	0.065
Cosmopolitan level	0.11	0.395**	0.143	0.357*	0.024	0.322*
Income level	0.049	0.047	0.136	0.003	0.078	0.011
Motivation	0.389*	0.26	0.261	0.261	0.425**	0.195
Ownership of mass media	0.456**	0.378**	0.332*	0.254	0.392*	0.044

$r_s$  = Spearman *rank* correlation coefficient; \*\*Correlation is significant at the 0.01 level; \*Correlation is significant at the 0.05 level

Bogor City, the higher skills acquired. Formal education is not a real show associated with the level of empowerment. Non-formal education followed Posdaya cadres in the city of Bogor has a close relationship with the level of empowerment. The Correlation of Posdaya cadres characteristics with empowerment level is presented in Table 3.

There is a real relationship between the empowerment level with the cosmopolitan level of Posdaya cadre in Bogor Regency. The more frequent cadres do travel out of the village, making visits to other Posdaya allow cadres Posdaya to seek and obtain a variety of information needs. This is in line with research Herawati and Pulungan (2006) states that the cosmopolitan level of farmer group, experience visiting another area and see the progress that has been achieved by other farmers either as a messenger of Agricultural Extension Unit and the visit of a personal nature can be increase the vocabulary knowledge and skills of farming, stimulate themselves and the group to be more dynamic and raises morale to improve productivity. Real income levels are not associated with the

empowerment level of Posdaya cadre. Posdaya cadre real motivation associated with cognitive and conative aspect. High motivation in using the media, self-motivation and motivation driven cadre of other factors allow cadres of Posdaya become more empowered so with high motivation to be correlated also with the skills/actions that are owned by a cadre of Posdaya marked higher work ethic, skillfully identify and meets the appropriate requirements Posdaya activities. In line with the research Saleh (2010) which concluded that the real motivation associated with the level of application of cocoa production technology. The higher the level the higher the motivation of farmers cocoa production technology implementation. There is a real relationship with the media ownership empowerment level of cognitive, affective and conative.

**The relationship environmental factors with empowerment level:** The dynamics of the group have a real relationship ( $p < 0.05$ ) with the level of empowerment of both the affective aspect of Posdaya cadres in Bogor

Table 4: The correlation coefficient of the relationship between environmental factors with the empowerment level of posdaya cadre ( $r_s$ )

Environmental factors	The empowerment level					
	Cognitive		Affective		Conative	
	Bogor City	Bogor Regency	Bogor City	Bogor Regency	Bogor City	Bogor Regency
Group dynamics	0.264	0.182	0.347*	0.285*	0.129	0.145
The role of the companion	0.326*	0.321*	0.163	0.466**	0.339*	0.361*

Table 5: The Correlation Coefficient of the Relationship between Communication Activity with the Empowerment Level of Posdaya Cadre ( $r_s$ )

Communication activities	The empowerment level					
	Cognitive		Affective		Conative	
	Bogor City	Bogor Regency	Bogor City	Bogor Regency	Bogor City	Bogor Regency
Interpersonal communication	0.431**	0.229	0.446**	0.195	0.347*	0.200
Activity mediated communication	0.493**	0.073	0.200	0.036	0.303	-0.084
Communication in groups	0.441**	0.226	0.338*	0.312*	0.289	0.309*

$r_s$  = Spearman *rank* correlation coefficient; \*\*Correlation is significant at the 0,01 level; \*Correlation is significant at the 0,05 level

City and in Bogor Regency. This means that the more favorable or the better dynamics of the grouped Posdaya it will further encourage the empowerment level cadres of Posdaya on affective aspects, such as cadres of Posdaya feel more confident have perseverance and courage to face the risks, have selective and communicative, honest and responsible for his own actions, open and caring for others cadres or members Posdaya and have an attitude like that feat has been achieved by the group. The correlation of environmental factors with the empowerment level of Posdaya Cadre presented in Table 4.

The achievement of the empowerment level of Posdaya cadres in Bogor City and Bogor Regency, is inseparable from the role of companion. Statistical analysis showed that the real role of the companion associated with the empowerment of cognitive, affective and conative. This means that the higher the escort role, the higher the level of empowerment cadres of Posdaya. So companion to encourage and foster the empowerment level of Posdaya cadres both in cognitive, affective and conative on the implementation of the activities Posdaya education, health, economic and environmental fields. Therefore, the role of companion in growing the Posdaya cadre empowerment is very importance.

**The relationship communication activity with empowerment level:** Analysis of the relationship between the communication activity with the empowerment level of Posdaya cadres in Bogor City and Bogor Regency is to see the extent to which communication activities are carried out by cadres Posdaya positively associated ( $p < 0.05$ ) and positive ( $p < 0.01$ ) with the empowerment level (cognitive, affective and conative). The correlation communication activity with the empowerment level of Posdaya cadres are presented in Table 5.

In Posdaya cadres in Bogor City, almost all communication activities related to the empowerment level

on the cognitive aspects. This means that interpersonal communication activities carried out by assistants, with agriculture or health extension workers, with community leaders, with fellow Posdaya cadres and members Posdaya may increase the knowledge of Posdaya cadres in organizing activities. It is like that stated by Hadiyanto (2001) that there is a tendency urban village farmers more rarely make contact with community groups, among others, with neighbors, other farmers, village leaders, extension workers and village officials.

In Posdaya cadres in Bogor City and Bogor Regency, mediated communication relates is not significant ( $p > 0.05$ ) negative with conative empowerment. Indicates that there is a tendency of the higher or more frequent mediated communication activities carried out by cadres of Posdaya especially in Bogor Regency, the lower the conative empowerment. This happens because the communication activities that occur using the media is one-way communication that is unlikely to correlate with skills or actions Posdaya cadres in Bogor Regency. Thus, communication by using the media (mediated) is not enough to cultivate a conative empowerment Posdaya cadre in Bogor Regency, so that communication activities within the group becomes very important to encourage and increase the knowledge, attitudes and actions Posdaya cadres in Bogor Regency, so communication activities within the group becomes very important to encourage and improve the knowledge, attitudes and skills / actions. Communication in a group is often referred to as a forum of Posdaya group. This forum is needed for sharing of information. Information required of the user aims to increase knowledge and improve skills which in turn can change attitudes and behavior (Sankarto and Bambang, 2008).

Based on Spearman rank correlation test as shown in Table 5, it is seen that the group communication activities carried out by cadres of Posdaya in Bogor City has a very real relationship ( $p < 0.01$ ) in positively with cognitive

empowerment and related significantly ( $p < 0.05$ ) with positive affective empowerment. This means that the more active or frequent communication activities undertaken the higher cognitive and affective empowerment. This indicates that the level of frequency of Posdaya cadres to communicate in groups through forums such as active groups or meetings related to Posdaya training, actively participating in regular meetings of cadres, members meetings, regional coordination meeting of the sub-district level, following the appointment of cadres and active mentoring activities can push the level empowerment cadres in the knowledge, insight, self-confident attitude, honest and accountable, open and caring attitude of Posdaya cadre in conducting Posdaya education, health, economic and environmental. In line with the opinion of Rakhmat (2005) which states that the effectiveness of a group can be seen from how much information obtained by members of the group and the extent to which members of a group to satisfy needs in group activities.

### CONCLUSION

Based on the results of research and discussion, the conclusions obtained from this study is that there is no significant difference ( $p > 0.05$ ) between Posdaya cadres in Bogor City and in Bogor Regency on activity mediated communication on electronic media (listen to the radio and watching television). The characteristics of Posdaya cadres in Bogor City associated significantly ( $p < 0.05$ ) positive with communication activities among non-formal education, experience cadre of Posdaya, income level, motivation and ownership of the media and the real environmental factors positively associated with communication activities are group dynamics and companion role. Unlike the characteristic factor of Posdaya cadres in Bogor Regency real associated with communication activities include non-formal education, cosmopolitan level, motivation and ownership of the mass media; as well as the environmental factors associated significantly with only communication activities on the role of companion.

The characteristics of Posdaya cadre associated with the empowerment level, including age, education, non-formal, cosmopolitan level, motivation and ownership of the media as well as the environmental factors that group dynamics and the role of companion. Interpersonal communication activities and communication in real-related groups to the empowerment level of Posdaya cadre on cognitive, affective and conative. Mediated communication activities only have a relationship with the empowerment level on the cognitive aspects.

Related conclusions obtained, the advice that could be addressed are as follows: The role of the companion (as facilitator) in Posdaya has a very important role to improve the empowerment (affective aspects) of Posdaya cadres, so the role of companion need to be improved continuously and sustainably, low use of electronic media (radio) by Posdaya cadres especially in Bogor Regency, necessitating alternative communication media (print media) themed Posdaya capable of promoting the knowledge, attitudes and skills as a Posdaya cadre.

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