

INTEGRATED EFFORTS OF THE PEOPLE'S CARE MOVEMENT  
COMMUNITY IN TACKLING POVERTY

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DOI: <https://doi.org/10.71040/irpia.v10i3.299>

ABSTRACT

Article History

Submitted

August, 05 2025

Reviewed

September, 28 2025

Accepted

September, 29 2025

Published

September, 30 2025

*This research discusses and efforts and solutions in overcoming or overcoming poverty. This study uses qualitative research methods. The data collection technique is carried out by literature study, namely exploring journals, good scientific journals and other information relevant to the research. The data that has been collected is then analyzed in three stages, namely data reduction, data presentation and conclusion drawn. By using several journals to be re-analyzed, the author finds efforts to overcome and also look for the most appropriate strategy in efforts to eradicate poverty. The researcher also briefly discussed the existing problems related to poverty by taking several concepts of the community program planning model of the people's care movement as an effort to alleviate poverty that can be taken to make a solution.*

**Keywords:** poverty eradication, qualitative research, literature study,

community programs, data analysis

INTRODUCTION

Indonesia is a big country that is experiencing a development phase so that there are many problems that must be faced by the Indonesian people, one of which is poverty. According to Niemietz (2011) in Maipita (2014), poverty is the inability to buy basic necessities such as food, clothing, board, and medicine. Meanwhile, the Central Statistics Agency (2016) defines poverty as the inability from the economic side to meet basic food needs and not food measured in terms of expenditure. As we all know, poverty in Indonesia is still one of the big problems that the Indonesian people have to face from the past until now, because the problem of poverty in Indonesia has still not found a bright spot or has not found the right solution to deal with the poverty problem. The government has tried various ways to reduce the poverty rate, but the poverty rate has not decreased.

According to Sumodiningrat (1999) in Rahmawati (2011) there are various criteria that can be used to measure the poverty level, one of which is the poverty level. According to Sayogyo, the component used as the basis for measuring the poverty line is family income which is included with the value of the prevailing rice price at that time and the average member of each household. Based on these criteria, Sayogyo differentiates the community into several groups, very poor, almost enough, enough.

Poverty is caused by several factors that are difficult to find, poverty is only caused by a single factor. A poor person or family getting miskin status can be caused by several factors that are interrelated with each other, such as experiencing disability, having low education, not having capital or skills to do business, unavailability of job opportunities, being laid off, no social security (retirement, health, death), or living in a remote location with very limited natural resources and infrastructure (Aneta, 2012). However, it cannot be generalized that a person who experiences such a condition can be categorized as a poor condition.

Indonesia has made several efforts to overcome or reduce poverty with assistance such as social assistance programs (BLT, PKH, JAMKESMAS). However, this effort has not been successful because of the uneven distribution. Many government officials who serve in the village, such as village heads, still have a heavy nature one-sided or unfair to the community. Not only in villages, sometimes the data in the regional center is also not up to date, so the data is not very valid. However, in addition to the efforts of the government, the community also needs to have a high level of awareness to be willing to fight to avoid poverty.

The poverty alleviation strategy that can be carried out in Indonesia, such as through community empowerment, is not only the responsibility of the government alone with community empowerment

projects or programs, but should also be a collaboration between existing actors or communities, including the state, the private sector, and the community. Therefore, synergistic collaboration is needed which will later be able to establish a pattern of strategic partnership to empower people affected by poverty. The partnership relationship of the three actors has the same bargaining position, so that the government is not a super power actor but how to divide its power so that private actors and the community can take the right position in the development that is being carried out. Community empowerment is interpreted as the process of handing over power from the government to the powerless (the poor), so that they can have the power to build, and increase the power of the poor so that they have the ability to build a better life (Putra, 2007).

The empowerment approach is familiar and has been applied in some cases, but the implementation of empowerment assistance is still partial and unsustainable. In some cases, poverty alleviation policy programs are still routine programs that are only run during the project (not for long). Various programs that have been established tend to be not systematically sustainable and are not evaluated systematically. Periodic. Evaluation needs to be done to ensure where poverty alleviation policies will be more focused (Fatony, 2017).

However, in every poverty alleviation program, there needs to be a companion program. The need for companions who are capable of managing the program, to help efforts to solve various obstacles, especially those related to complicated bureaucratic problems in the area to be assisted (Murdiansyah, 2014). Community empowerment in an effort to reduce poverty in the conventional sense is generally seen from income. Therefore, often efforts to reduce poverty only rely on efforts to increase community income. The approach to poverty problems in terms of increasing income alone is not able to solve or reduce community problems, because community empowerment is not only an economic problem, but also covers various complex problems (Utami, 2014). Physical power and social power programs are more successful than economic power programs in the process of countering them (Taufiq, 2010).

Based on this thought, the researcher wants to explain and answer several research questions such as what efforts should be made by the community to overcome the problem of poverty, and also explain what solutions will be successfully applied in this research. The researcher also hopes that the findings of this study will be useful as information material for poverty alleviation programs through the fulfillment of citizenship rights. Furthermore, this paper can provide input to the Indonesian government or communities, especially in dealing with poverty.

## METHOD

The method used by researchers to answer the research question is also referred to as the research method. In conducting this research, the researchers used a descriptive qualitative research method, in which the data is not based on numbers but only on words, allowing the researchers to explain the efforts that can be made to reduce poverty. The data collection technique used was a literature study, which involved exploring reputable scientific journals and other information relevant to the research. In this study, the researcher obtained information through various articles or journals that had been selected for review, but with more concise wording. The type of data used was secondary data obtained from Google Scholar. The collected data was then analyzed in three stages, namely data reduction, data presentation, and conclusion drawing.

## RESULTS AND DISCUSSION

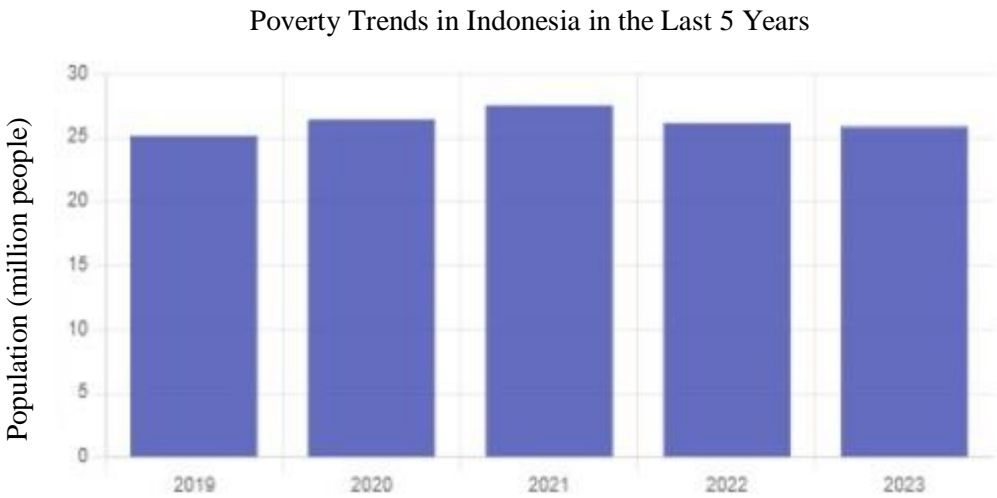
### Poverty Situation in Indonesia

Suparlan (1995), defines poverty as a low standard of living, which is a level of material deficiency in a number or group of people compared to the standard of living that is generally applicable in the society concerned. This low standard of living indirectly affects the level of health, moral life and sense of self-esteem of those who are classified as poor. Poverty in Indonesia is still one of the big problems that must be faced by the Indonesian people from the past until now, because the problem of poverty in Indonesia has still not found a bright spot or has not found the right solution to deal with the problem of poverty. The government has tried various ways to reduce the poverty rate, but the poverty rate is still high.

The poor have only limited resources and low quality. Second, poverty arises due to differences in the quality of human resources. The low quality of human resources means that productivity is low so that wage income is low. The low quality of human resources is due to low education, disadvantaged fate, discrimination or because of irreversible heredity.

Third, poverty arises due to differences in access to capital. These three causes of poverty boil down to the theory of the vicious circle of poverty put forward by a scientist Ragnar Nurkse, a well-known development economist in 1953 that *"a poor country is poor because it is poor"*, in Todaro (2004). The existence of underdevelopment, imperfection of the market and lack of capital cause low productivity of the community. Low income has implications for low savings and investment, and has implications for underdevelopment

as well as daily needs. The existence of a circle of poverty in an area in Indonesia is a phenomenon of causes as well as consequences so that if the government is able to carry out anti-poverty policies that include human resources, basic infrastructure, economic structure and revenue in the regions, it allows for opportunities for regions to get out or free from the vicious circle of poverty proposed by Ragnar Nurkse (Jaka Sumanta, 2005).



Judging from data on Indonesia's poverty percentage in the last 5 years in 2023, Indonesia has experienced a decrease in the poverty rate when compared to 2021 which was the highest static. However, even so, the government cannot be said to be successful in reducing the poverty rate in Indonesia. If it is seen from the data and evidence from several circumstances, many government agencies have not experienced equalization in distributing assistance programs held by Indonesia. This is one of the biggest obstacles to reducing poverty in Indonesia.

Not only is the distribution of aid uneven, Indonesia also experiences a high poverty rate due to the difficulty of getting jobs. On average, many young people are outcompeted with other young people who have a bachelor's degree so that youth who are only high school / vocational school graduates are currently very difficult to get a job, apart from the fact that another factor that hinders diplomas is age. To get a job in Indonesia, there are regulations where there is a maximum limit, so that when their age has exceeded the predetermined limit, when they will look for another job, it will be difficult because they are inferior to those who are young. Therefore, there needs to be a new effort or policy from the government in this case so that Indonesia can reduce the poverty rate that is written to be very high.

In Indonesia, poverty is classified into 5 classes proposed by Sumodiningrat (1999):

1. Absolute Poverty, apart from being seen from the fulfillment of the minimum basic needs that allow a person to live a decent life, is also determined by the level of income to meet needs. Absolute poverty is poverty that does not refer to or is not based on existing poverty lines.
2. Relative Poverty, when the income of one group of people in society is lower than that of other groups regardless of whether or not they are absolute poor. The emphasis is on income inequality in society between the rich and the poor or known as the inequality of income distribution in one environment.
3. Structural Poverty, refers to the attitude of a person or society caused by cultural factors that do not want to try to improve the standard of living even though there are efforts from outside parties to try to help him.
4. Chronic Poverty, is divided into three based on its causes, namely:
  1. Socio-cultural conditions that encourage attitudes and life habits of people who are unproductive and do not want to develop.
  2. Limited resources and isolation (areas that are critical of natural resources and located in remote areas)
  3. Low education and health care, limited employment and people's powerlessness in following the market economy.
5. Temporary poverty occurs due to: changes in the economic cycle from normal conditions to economic crises, seasonal changes, and natural disasters or the impact of something that causes a decrease in the level of community welfare, such as the impact of COVID-19.

National economic growth is largely determined by the dynamics of the regional economy, while

the regional economy is generally supported by small and medium-scale economic activities, such as community-based economies. Business units that are included in the Micro, Small and Medium Enterprises (MSMEs) category are the lifeblood of the regional and national economy. The government has provided empowerment efforts in the form of policies, programs and activities to further strengthen the MSME sector. However, these empowerment efforts have not yielded maximum results and brought strong leverage for actors, especially MSME actors, and society in general. In addition to empowering MSMEs, the government needs to develop other methods and strategies used in strengthening the community's economy.

One of the methods of developing community economic empowerment is through community-based economic empowerment. This method emphasizes economic development by optimizing local resources that are managed collectively, which relies on the strength of community members in participating with the principles of mutualism and kinship. The development of community-based economic empowerment is a program that aims to increase the economic growth of the community by developing the potential that exists in the community. In other words, people are educated or given counseling to be economically independent with their potential, without any intervention from outside parties. This model economic development approach needs to be applied to the Indonesian people so that they are able to manage their existing capabilities.

### ***The Concept of the Community Program Planning Model of the People's Care Movement as an Effort to Alleviate Poverty***

The community of the people's care movement was formed with the aim of helping some poor people in Indonesia so that the poverty rate in Indonesia decreases. The People's Care Movement has a planning model that is made together with the funding assistance program to make businesses according to the abilities of the recipients as one of the efforts to help reduce poverty rates, planning with work programs, namely:

#### **1. Mapping of the poor population**

This mapping is carried out to be able to categorize the level of community poverty based on the five classes proposed by Sumodiningrat (1999), namely, Absolute Poverty, Relative Poverty, Chronic Poverty, Structural Poverty, Temporary Poverty, by dividing into these five categories, the community can more easily divide and choose which target is more suitable to be given business opening fund assistance can be according to their abilities such as food businesses, clothing business, or even handicraft business.

#### **2. Economic skills training**

After the community mapping process occurs, it will provide counseling and skill training according to the field they are engaged in. This training and training was made to provide direction to the recipients of assistance so that later the business carried out can run smoothly and last. If the training is successful and the recipients understand the process of the training, then there is a guarantee of the success of the program created by the people's care movement and can reduce the poverty rate in Indonesia as well.

Land access programs and cooperation with stakeholders Land access programs and cooperation with stakeholders are initiatives that aim to expand community access to sustainable land resources, as well as build strategic collaboration with various stakeholders such as the government, the private sector, local communities, non-governmental institutions, and academics. Land Access in question is to facilitate the community selected in the five classes proposed by Sumodiningrat (1999) to gain access to land to improve economic and social welfare. This access can be in the form of ownership rights, management rights, or temporary permits. Stakeholder Cooperation is like building cooperation between various parties to support the sustainability of this program. Each stakeholder has a different role, for example the government as a policy maker, private companies in the provision of resources or technology, and non-governmental institutions in community empowerment. Collaborating with the private sector is also indispensable for the success of this program, the private sector can play a role in providing financial or technological support for the management and fulfillment of business opening needs. This program has great potential to accelerate better economic development, reduce economic inequality, and promote environmental sustainability, as long as it can be managed properly and involves all relevant parties.

### **Poverty Alleviation Efforts Through the Community Program of the People's Care Movement**

Poverty alleviation is one of the main focuses of the Indonesian government, which is pursued through various programs and strategies. One of the important initiatives in this context is the

Community Program of the People's Care Movement, which plays a role in strengthening social and economic networks at the community level. The Poverty Alleviation Strategy carried out by our community is the Empowerment of Micro, Small, and Medium Enterprises (MSMEs) and the distribution of vacant land to be used and make money:

1. MSME empowerment is carried out through training, mentoring, and better access to financing. This aims to increase the business capacity and productivity of the poor.
2. The empowerment of MSMEs is grouped by the community of the people's care movement based on the ability of the recipients so that this program to overcome poverty is successfully carried out.
3. Giving vacant land to several recipients to then build a business or other activities that can get income from the vacant land.

For the success of this activity, the community of the people's care movement needs to build strategic collaboration with various stakeholders such as the government, the private sector, local communities, non-governmental institutions, and academics. Collaborations carried out with the private sector such as asking for financial assistance to provide business capital to recipients. Collaboration with local communities can be done to help the community of the people's care movement in finding the right targets and opportunities to reduce poverty in Indonesia. Collaboration with academics is carried out such as asking for help to convey and provide counseling information on assistance programs that have been made by the program. These efforts must be carried out for only one reason, which is to reduce the poverty rate in Indonesia.

**CONCLUSION**

Poverty in Indonesia remains a major problem, despite various programs and initiatives that have been implemented by the government. Effective countermeasures strategies must involve collaboration between governments, the private sector, and local communities. The People's Care Movement community is proposed as a model to overcome poverty through mapping of the poor population, skills training, land access, and cooperation with various stakeholders. This community-based empowerment model aims to enable the poor to utilize local resources to improve their economic well-being independently. MSME empowerment, and assistance to provide vacant land are also seen as an approach that has the potential to be effective in reducing poverty rates if carried out in a sustainable and equitable manner.

**DEVELOPMENT RECOMMENDATIONS**

Poverty continues to be a significant challenge in Indonesia, despite numerous government initiatives aimed at addressing this issue. To create effective countermeasures, it is essential to foster collaboration among the government, private sector, and local communities. The proposed People's Care Movement serves as a community-based model for poverty alleviation. This approach focuses on several key strategies:

1. Mapping Poor Populations  
Identifying and understanding the demographics of those affected by poverty is crucial for targeted interventions.
2. Skills Training  
Providing training programs equips individuals with the necessary skills to enhance their employability and entrepreneurial potential.
3. Land Access  
Ensuring that the poor have access to land is vital for livelihood opportunities, including agriculture and housing.
4. Stakeholder Cooperation  
Engaging various stakeholders, including NGOs and local businesses, fosters a collaborative environment that can amplify the impact of poverty alleviation efforts.
5. MSME Empowerment: Supporting Micro, Small, and Medium Enterprises (MSMEs) can stimulate local economies and create job opportunities.
6. Sustainable Practices: Implementing these strategies in a sustainable and equitable manner is essential for long-term success in reducing poverty rates.

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