

Strategy Management: Community Participation in the Implementation of Economy Political Regional Development of Binjai City

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ABSTRACT

The purpose of this journal is to find out the extent of the role of community participation in the implementation of the Economy Political of regional development in the City of Binjai as a form of community responsibility as an embodiment of strategic management through the potential that exists in the City of Binjai. The qualitative research method was chosen by researchers in this study, using a descriptive analysis approach. The research location used is the City of Binjai. The results of this study indicate that the management strategy on community participation in the implementation of the Economy Political of the development of the Binjai City area has not gone well apart from due to budget constraints so that the implementation of development is not optimal, also because the level of community participation in each sector can be said to be low, this is due to the emergence public apathy to participate in every stage of development.

Keywords:

Strategic Management, Community Participation, Economy Political, Regional Development.

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1. INTRODUCTION

Regional development through economic politics is a process that causes the per capita income of a community's population to increase, this increase in income will be realized by the presence of the community participating in every activity carried out. The increase in per capita income as a mirror stems from the emergence of improvements in the economic welfare of the community. The essence of economic development is a form of GNP (Gross National Product) growth. The growth of GNP is shown by the increase in the quality of education, the increase in people's income, and the decrease in the poverty rate.

Regional development is part of national development. The development carried out is expected to improve the welfare of the community in order to help the community in the results of the regional development of the city of Binjai. The implementation of development must be balanced in each region so that there are no gaps between regions due to uneven regional development, which makes the government's attention to each of the regions it owns, because this can bring up the potential for disintegration of the nation from the territory of the Unitary State of the Republic of Indonesia. The government system of the State of Indonesia is clearly stated in the constitution of the Republic of Indonesia (article 1 paragraph 3) which states that Indonesia is a legal state which includes the government and state institutions. Therefore, in carrying out an action, it must be based on the law and be legally accountable. Regional development is a process of government action in developing existing resources, it will create a prosperous and advanced society. This development also aims to lead to a better life for the community, nation and state because of the balance between regional and city builders based on the conditions and potentials of each region.

Binjai city is one of the areas that has the potential for its natural wealth which is very well known and it is an opportunity for the community to work in developing innovations about the existing potential. Meanwhile, the government must also have a strategy to create changes in community growth that are increasingly advanced and developing by creating an industrial area in Binjai as a way of development strategy in regional development which is very useful for the community. binjai. This is what can encourage the city of Binjai to plan the development of an industrial area in the city of Binjai. With the industrial sector, it is hoped that it can become a driving force for the economy of the people of Binjai City. The development of industrial areas has been supported by the willingness of the community to develop their areas into industrial areas.

If the industrial sector development strategy in the Binjai city area is properly utilized, its resources must make a production system that is minimal in the process of processing because it takes industrial materials that are easy



to obtain and those in the industrial development area. With that, it remains only to make a human resource strategy in creating technology to manage these industrial materials. In creating industrial technology, it is necessary for the people who master it to cope with technological needs and that is one opportunity for the young people of Binjai City to take this opportunity as a legacy for the young people of Binjai City who must occupy this position. This industrial sector is one of the important factors in the development of the community's economy because it is not only a job site for industry but as a center for community business around the area, so there is a "double development function" or two development functions. These two development functions occurred because several factors caused the concurrent development of the city of Binjai to occur. So, if the industrial sector development strategy in the Binjai region occurs, the influence of other sectors will also develop in the industrial area without realizing it.

There are several factors that encourage Binjai City to plan industrial development, as follows:

- a. The industrial sector must know how the potential in Binjai City can be utilized and preserved in the long term as raw materials for production;
- b. The industrial sector must also know about the positive and negative impacts before building an industry in an area whether the area supports it as industrial land;
- c. The industrial sector must also have a permit to the government and the community because if it has support then the implementation for industrial development runs smoothly without any obstacles;
- d. And must know the strategic location as well because it is a driving factor in the production of goods

2. LITERATURE REVIEW

2.1 Strategy Management

Strategic Management is a number of decisions and actions that lead to the formulation of a strategy or a number of effective strategies to help achieve company goals.[1] Strategic management is manifested in the form of scale planning includes all components in an organization's environment as outlined in the form of a strategic plan (RENSTRA) which is translated into operational planning, which is then also translated into the form of work programs and annual projects. Strategic management as a unified series of decisions and actions that determine the company's performance in the long term.[2]

2.2 Community Participatory

Participation is the participation, attention and contribution given by participating groups, in this case the community. [3]. In order to grow and mobilize the spirit of participation, prerequisites are needed that can generate social energy in society. Elements that can affect society: [3]

- a. A sense of fate, shared responsibility, dependability and orderliness, if exist in a society this feeling, then in society can be expected to arise high participation;
- b. Attachment to life goals, attachment taste alone does not bring strength to participate. Conclusive evidence in this case, eating is not eating grass origin but when the goal is clear then the precision of the heart, withstand the test and willpower will arise within achieving goals;
- c. Customization skills. Adaptability in circumstances are very important for generate participation;
- d. There are initiatives, there are people initiating change, is a prerequisite for birth participation; and
- e. The climate of participation, participation that however would not have been born without first creates the climate but if the climate is there, then very easy participation grows

2.3 Economy Political

The political power that the regime has the will to act decisively on the choice of political path in actualize the vision. [4]. Many people have misunderstood Economy Political by assuming that Economy Political is the same as Economy Political and assuming that Economy Political is an integration between economics and political science. In fact, they tend to define Economy Political word by word or use it to analyze two fields of study, namely economics and politics. in fact, Economy Political analysis is not an analysis that dichotomizes economics and politics because the two cannot be reconciled. In addition, the areas of economic and political studies are far apart, making it difficult to unite the two fields.[5].

2.4 Regional Development

Development may be defined as the carrying out of building, engineering, mining or other operations in, on, over or under land, or the making of any material change in the use of buildings or other land.[6]. Development may include all types of buildings, completely new construction, demolition and reconstruction or addition & alteration, whether they are residential, commercial, and industrial or others, they come under the definition of development. For better management, development may be thought of comprising:[6]

- a. Land-use planning/ control;
- b. Building control;
- c. Transportation planning;
- d. Infrastructure management/ development etc.

3. RESEARCH METHODOLOGY

3.1. Research Stages

This research is a qualitative research with a descriptive that is a survey research design that uses an approach. This research focuses on development planning, community participation and problems in development. This study uses a sample of data taken as a data collection technique according to the survey conducted. The technique used is the analysis of data samples taken from random information in the research sample.

4. RESULT AND DISCUSSION

4.1. Binjai City Regional Development Strategy Management

Social life in society has unwritten or official rules in the environment, but the community continues to follow these rules because it is the norms and rules in community life to maintain the order and security of the environment. So, in making an industrial development, it must also be seen how the customs or customs that exist in the area if you already know the customs and rules or norms in an industrial development plan area then the development can be carried out so as not to damage the order or habits of the community. And one more thing that needs to be considered in the industrial development plan must also look at how the climate or weather of the area supports the development because if the climate is not in accordance with the industrial development system, it will cause factors that affect the industrial production.

One of the efforts to be achieved by every local government in managing development in each region is to improve development performance, where with an increase in performance it will affect welfare Public. Therefore, in supporting development performance, it needs to be supported by strategic management. Strategic management in regional development is one of the strategic steps prepared by the local government which involves the private sector, as well as community groups planning and managing regional development programs, in order to implementation of regional development can be achieved in accordance with the vision and mission that has been planned.

In carrying out regional development, one of the factors that influencing the success or failure of the vision and mission in regional development is the level of community participation who play a direct role in the implementation of development, because without the direct involvement of the community and the private sector who assist the government in preparing and carrying out regional development, then all the visions and missions set in development will not be achieved as planned. The importance of community participation in regional development planning requires preparation policy formulation in the management of regional development strategies. This is intended to formulate and institutionalize effective and development programs or activities efficient, on target, on time, in the right location, in addition to building trust and accelerating the integration of community aspirations in the formulation and determination of programs of activities development while upholding cultural, ethical and moral norms and in accordance with the vision and mission of development.

Therefore, it is necessary to make a strategy in the development plan and industrial development as a sector for improving the community's economy. An important role in the development strategy of industrial areas must have ideas in various aspects such as socio-economic aspects, supportive government aspects, climate aspects, and aspects of community and government participation in industrial development.

It can be concluded that this important role influences the industrial development strategy. The following is an explanation of the aspects in the strategic plan of development and industrial development in an area, namely:

- a. The socio-economic aspect is where this social aspect is seen from the perspective of life, such as how the habits of the people in the area around the development affect industrial development. Meanwhile, the economic aspect is where the economy affects the development because if there is a lot of unemployment in the industrial development area then it is an opportunity or opportunity for the community to work as one of the communities in industrial development;
- b. The supportive government aspect is one of the factors that greatly influences the sustainability of the industrial development process. Why is the government also one of the supporting aspects because if it does

not have a permit in development then the process of developing the welfare of the community will not occur and if it has an access permit in development it will facilitate the development of the industry;

- c. The aspect of community and government participation in industrial development is one of the things that affects if the government and the community do not have a role in development it will cause delays and many factors are not supportive due to the absence of community and government support.

From an explanation of these aspects, a strategy for development and regional development of the city of Binjai can be drawn up as follows. The concept of planning and development is a systematic effort by various actors, both government and private, as well as other community groups at different levels to deal with interdependence and interrelationships with other environments by: [7]

- a. Continuously analyzing and implementing development;
- b. Formulate development goals and policies;
- c. Develop the concept of problem solving strategies;
- d. Implement it with available resources, so that new opportunities to improve community welfare can be captured in a sustainable manner.

In this regard, the following will be formulated regarding community participation in village development in the opinion of providing a more applicable formulation of community participation in the following forms of participation: [8]

- a. Community Participation in Binjai City in Regional Development.

The stages of the Binjai City regional development program, namely through the Village Development Deliberation (Musrenbang) and the National Community Empowerment Program (PNPM) Mandiri, can run smoothly by involving community participation. The community is directly involved from the planning stage to the evaluation stage. Mature strategic management is needed so that development can run smoothly, effectively and efficiently. Therefore, the role of the community in development is very much needed. The development was prepared based on the results of community consultations which were attended by all community officials and representatives of the people of Binjai City. After socializing the next stage is implementation;

- b. Participation of the Binjai City Community in Development Implementation.

The implementation of the development of Binjai City can run smoothly because of the participation that involves the community in its implementation. Because community participation is very influential in the development process. Community participation is needed so that the development process can run smoothly because without community participation, the development process will experience obstacles.

In industrial development, it must also have conditions or factors that influence development, namely:

- a. The knowledge factor about how the knowledge and technology possessed in relation to the industrial development planning process if you have adequate knowledge and technology then the industrial production process will run quickly without consuming long time;
- b. The value and purpose of industrial development in the region must also be clear because it is one of the influencing factors to find out where the targets and results of the development have reached. If it does not have a goal value, then the target and results do not have an estimate of when the construction will be completed.

4.2. Community Participatory economy political of Binjai City

Participation is a direct participation to participate in regional development as an encouragement from the ability, desire, and desire to develop the area of residence as one of the interests in participating in participatory regional development. Economy Political of regional development in the City of Binjai as a form of community responsibility as an embodiment of strategic management through the potential that exists in the City of Binjai

The notion of participation is always associated or synonymous with roles as well as. A scientist named Davis put forward his definition of participation which was quoted by as follows: [9] "Participation can be defined as mental involvement or thoughts or morals or feelings in a group situation that encourages to contribute to group in an effort to achieve goals and share responsibility for the business concerned. Based on the above opinion, participation is not based on physical involvement in the work but involves a person's self-involvement so that there will be a large responsibility and contribution to the group.

The development and development of the Binjai City area, one of the supporting factors for the participation of the Binjai City community is as follows that suggests, namely: [3]

- a. A sense of community or belonging to the community has the thought that all communities around the development of the area require development and development of the welfare of life in the region. their living environment causes an interest in participating in development;
- b. Having skills in regional development is one of the influencing factors in fostering a sense of community participation because their expertise is useful in development and the participation of people who have these skills will also feel the results of the development;
- c. The climate factor causes the community to support development, so that the community also wants to help the development and development of the area is quickly completed because they need the results for the community to use. If the industrial development itself is finished, the surrounding population will quickly find work. For those who want to get a job, the surrounding community fully supports the development of the industrial area;
- d. There are those who initiated the participatory movement of the community in the development of the area, such as the village head who recommended that development be completed quickly.

Only a few factors are described above because they are related to the development and development of the Binjai city area. However, from the explanation above, it can happen if the community has a connection and benefits in participating, not only helping but also working and protecting the area of development and development. If that does not happen then the exposure above is impossible. The reason is that the living environment of the people in Indonesia has a high unemployment rate, so it is a driving factor for the surrounding community if there is development and development of their area.

From the previous explanation above, it was explained that if development and development took place in the Binjai City area, there would be a "double development function" or two development functions directly in the industrial area that occurred without realizing it because if there was such development, it would create many opportunities for the surrounding community to open various opportunities. Business fields are not only jobs but other opportunities that are used by the community as a market or a template for doing business.

Industrial development in a certain area definitely requires the participation of the community in assisting the development of the industrial area. The purpose of assisting in the development of the industry is not to participate in building the industry but to support these development activities by taking into account the needs of the people who built the industry by opening a restaurant business around the construction so that they do not have to go far to buy food.

Regarding community participation, it is not only that but also facilitates access to the development of the industrial area, but we as the surrounding community must also know how the industrial development system is. What is meant by the industrial development system is that we as a society must know how the industrial waste disposal system works and other industrial waste matters. Why do we need to know about the industrial development system because industrial waste is waste that must be processed before being disposed of because if it is disposed of directly without being processed, it will cause various types of diseases that can lead to transmitting viruses as well. That's the reason why we need to know how the development system works as a local community. If we don't care about that, then the industrial area builders don't really care about their industrial waste. If it has an impact on the community, it will certainly spread beyond the virus or outbreak from the waste.

Then there is community participation in industrial development, we as a community around the industrial development area, if we don't have a job, then we as local residents try to work in the industry. Why, as the author explains, is not to let the local people not be interested in working because that too will have an impact on the community itself, such as industrial areas where there are many unemployed while around where they live is an industrial area. Why does that happen is because people don't try to enter the industrial area, this causes outsiders to work in the industry even though many local residents do not have jobs.

4.3. Problems in the Implementation of Binjai City Regional Development

First problems with industrial development must be obstacles in requesting development permits from the government and the community. The government may issue a development permit but there is a development system and the industrial development strategy is clear how the series of developments without having an impact on the community and also not harming the government and the people but profiting from the industrial development tax.

Based on the results of an analysis of respondents' answers to the level of community participation in regional development policies, it has been shown that the level of community participation in the implementation of development in each sector can be said to be low, this is due to the emergence of public apathy to participate in every stage of the formulation of development implementation policies in each sector. The good sector starts from

the problem identification stage through the formulation at the hamlet and neighborhood levels. Factors that cause the level of apathy towards community participation in the implementation of regional development can be described as follows:

- a. The apathy of the community to participate, as evidenced by the laziness of community leaders to attend invitations to every stage of regional development held by community empowerment institutions, each of which works closely with the Kelurahan and Kecamatan parties;
- b. Public apathy is caused more by many results of development planning which in implementation are not in accordance with the expectations and desires of the community, such as: development results in every development sector;
- c. The problem is the lack of public understanding of the mechanism of community participatory planning caused by the lack of community empowerment in the regional development process in every economic sector.

Meanwhile, in wanting to have a development permit from the community, it is a permit which is usually difficult, why is that because industrial builders must know whether the industrial development area is a customary area or not. When it comes to customary areas, that is why it is difficult to get a construction permit because it involves customs which are a group of people. Because if the development is forced without a development permit from the local community, it will cause conflict between the community and the industrial builders and it will make industrial development feel uncomfortable because there may be problems if the industry is built, it will cause losses to the people. industrial builder. With this, it must have the conditions and support from the community and the government in the development so that all matters are easy to do.

5. CONCLUSION

The results of this study indicate that the management strategy on community participation in the implementation of the Economy Political of the development of the Binjai City area has not gone well apart from due to budget constraints so that the implementation of development is not optimal, also because the level of community participation in each sector can be said to be low, this is due to the emergence public apathy to participate in every stage of development.

Therefore, the community is required to participatory in it so that the implementation of development will also benefit the community. The results of the study provide information that the factors supporting the community to participate are a sense of fate, having skills, climate factors, and the existence of a community mobilizer. The management strategy in economi political regional development is one of the designs in carrying out community participatory which is seen from the habits and life of the people in the Binjai City. In the management strategy, there are several aspects that are the goal of compiling a management strategy, including social aspects, government aspects, and community participation aspects. In development in Binjai City, certain conditions must be met to build an regional development area, namely having a mature development strategy in terms of regional development and then having to think about how to process the community participatory, having support or permits for regional development, both the local government and the community surrounding areas, and lastly, must be able to make the surrounding population one of the important factors that participate in regional development activities to facilitate access to development.

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