Clean Water Programs In Oefafi Village, Kupang, Nusa Tenggara Barat

Prasetya Yoga Santoso*, Radja Erland Hamzah, and Erma Pratiwi
Department of Communication Science, Faculty of Communication Science, University of Prof. Dr. Moestopo (Beragama), St. Hang Lekir I/8, Jakarta Pusat 10270, Indonesia

*prasetyayogasantoso@gmail.com

Abstract. Oefafi is one of the driest places in Indonesia and community experiences water shortages. They need to walk up to 1-2 km to get a water source due to the unavailability of water. There are many aid programs in the Oefafi but it is unsuccessful. They were not used maximally by the community and the level of community involvement was low. Jaka Perkasa Citra Cemerlang Foundation (JPCC) is a non-profit organization. This foundation empowers the community through the clean water programs in Oefafi. The research objective is to find out how JPCC foundation’s communication strategy in empowering the local community through the clean water program. It also focuses on the supporting factors as well as the inhibiting factors in implementing community empowerment communication strategies. This research uses a qualitative approach with a case study method. The results of the study showed the success case of community empowerment in Oefafi. Empowerment by JPCC Foundation already showed an active participation. The communication strategy carried out successfully to trust in the community so that the community has the awareness and willingness to change. Although there are some communities who refuse to be empowered due to the character of people.

Keywords: Community Empowerment, Clean Water Program, Oefafi

1. Introduction

Strategy is a comprehensive planning formulation of how the company will achieve its mission and objectives. Strategy will maximize competitive advantage and minimize competitive limitations [1]. Humans as social beings are inseparable from communication. The communication is not only as a medium to interaction, but communication is also a tool for humans to survive. Communication has the power to make a selection of various stimuli. It will be selected and these stimuli can give society more powerful motivations [2].

Communication strategies are important role in community empowerment communication. Communication strategy consists of plan, way, pattern, position and perspective [3]. Community empowerment in the Oefafi Kupang is one of case study of this issue. Though water and sanitation are fundamental for promoting good hygiene behavior, health, and well-being, many individuals and communities remain without safe water and sanitation facilities [4]. Oefafi is unavailability of water, and it affects people’s lifestyle. Some villages in Kupang find it difficult to get access to water, so people have to walk 1.5 km to get water. People spend their time just walking to get water without upgrade the way more effective and useful. Local community tends to take water to the rivers closest to
the place of residence which is not suitable for consumption. The quality of water is unhealthy and unclean. In addition, certain rivers will be drought in the dry season. People have to look for other places that are farther to get water. This is frightening condition because the community’s basic needs are not being fulfilled. Community empowerment is a power to improve the performance of products supply and public services by spreading the decision-making authority and responsibility to the people. It would encourage people’s involvement in decision-making and responsibility.

Community empowerment is a deliberate effort to facilitate local communities in planning, deciding and managing the local resources through collective action and networking. Thus, they have the ability and independence economically, ecologically, and socially [5,6]. There are eight elements in community empowerment. First, it is the creation of atmosphere to open up opportunities to develop the potential. Second, it is supportive action by giving encouragement. Third, it is motivation. Fourth, it is raising awareness. Fifth, it is empowering by strengthening the potential. Sixth, it is the development of opportunities. Seventh, this is devolution by transferring the authority. The last, it is protection of the weak [7].

Empowerment generates community resources, opportunities, knowledge and skills to increase capacity in determining their future [8,9]. Empowerment is successful if it can provide opportunities, knowledge and skills to the community. It must change the community to live independent. There are aid institutions such as NGOs (Non-Governmental Organizations) both from private and government institutions to help local community as a project. Thus, community empowerment is not happened and there is no change in lifestyle for long term that impacts to the community. The aid is not effective.

Jaka Perkasa Citra Cemerlang Foundation or JPCC Foundation organized a clean water programs in order to empower the community. There was a change in lifestyle such as the establishment in the daily needs. Community was accustomed to a healthy lifestyle. JPCC Foundation, the actor of community empowerment in Oefafi, thinks that it is good if Oefafi community has a decent life and has a better standard of living. Local community is expected to have more improvements such as having a mindset to change, improving clean lifestyles, maintaining health, and changing in the economic sector. Through the clean water program, the villagers no longer waste their time to get water, because access to water is easy to reach. To replace the time available, JPCC Foundation provides education to the community to do suitable agricultural such as growing vegetables (spinach, kale, corn). Thus, it can be enjoyed alone and sold it to get additional income [10].

In order to empower the community, it cannot be separated from the communication strategy. Each planning and implementation of activities will be anticipated. Strategy in communication is a way to manage the implementation of communication operations. It needs to be successful. Communication strategies essentially consist of planning and management to achieve a goal. In order to achieve these goals, the strategy is not as a road map to shows direction but it must also show operational tactics [11]. Communication is important because accomplishment of community empowerment depends on the management of communication methods and techniques to give information and knowledge to the community [12]. Community empowerment as noble personality requires certain learning processes and this process will not run well without communication between policy makers and clients [13].

From this theoretical explanation, the communicator must be able to make a communication strategy. Thus, the message can influence the communication target. The aim of this research is to find out how JPCC foundation’s communication strategy in empowering the local community through the clean water program. It also focuses on the supporting factors as well as the inhibiting factors in implementing community empowerment communication strategies.

2. Methodology

This research uses the constructivism paradigm. There are various definitions of constructivism by experts. According to Guba and Lincoln in Denzin [14], constructivism adopts the relativism ontology, transactional epistemology, and hermeneutic or dialectical methodology. The purpose of this research is to find out the implement of JPCC Foundation’s communication strategy in community empowerment through the clean water program in Oefafi, Kupang, Nusa Tenggara Timur.
Constructivism is a paradigm or antithesis about the importance of observation and objectivity in the reality of science. Ontologically, reality exists in various forms of mental construction based on social, local and specific experiences, and agents. Therefore, reality cannot be generalized as a positivist paradigm. On this philosophical basis, this paradigm states that the epistemological relationship between the observer and the object is an entity, subjective and a combination of their interactions [15].

This research is a qualitative research in a case study approach. This research is designed as a dynamic form to obtain an overview of various interesting problems in social life. Case studies are comprehensive descriptions and explanations of various aspects of individuals, groups, communities, programs, or social situations [16].

In communication strategy, it focuses on the formulation of clear objectives. It also focuses on the conditions and situations of the audience. Thus, the main step is to identify the audience and target [17]. It can be based on the introduction between the NGO as an actor and community as an agent. It also needs to consider the selected communicator due to the conditions and situations. There are steps in formulating a communication strategy such as get to know the audiences, prepare messages, set methods, and use a suitable media [13].

3. Results and Discussion
Based on observations, problem solving, is needed to design relevant development communication strategy designs [18]. The situation and conditions of local community shows low level of community empowerment to encourage equitable development. It is reflected on the mindset of people who prefer to take water from rivers. Although the rivers are far from their house and the quality of the river is not good. This empowerment has not yet produced equitable change among all Oefafi society.

There are some issues about the successfulness of empowerment. Realize that poverty is a structural problem and multi-dimensional. The complexity of the various dimensions of poverty related social, political, economic, and asset [19]. Based on the observation of the important role of JPCC foundation in the empowerment of rural communities, it would certainly not be separated from the ability of the government due to the community empowerment communication strategies.

It is important to consider the understanding and implementing of communication strategy in empowerment. It will be an important ability especially if the empowerment is in a different cultural context such as JPCC foundation clean water program in Oefafi, Kupang. Community involvement is one of the main keys in clean water program. Community engagement creates a sense of ownership of the facilities. Thus, cooperation between JPCC foundation and the local community is important. Oefafi community is not easy to accept the changes and the presence of foreigners, their culture is also different from the JPCC foundation internal workers. There may be differences in interpreting messages. Another problem in the society was the lack of public trust. Local community cannot trust the message by people outside the area of Oefafi. The following are the steps in formulating a communication strategy based on the results of the study:

The communication strategy based on four point, first is Audience, JPCC foundation need to know audiences thoroughly and intimately. JPCC foundation does not only know the names of local community but also have merged with the local community in Oefafi. The second is construct the message, the message is delivered to the local community of Oefafi. It consists of 3 forms of messages, such as: Informative, persuasive, and coercive, JPCC foundation conveys messages in good information about the objectives of the clean water program, the benefits of healthy living, and lessons of hygiene. JPCC foundation also provides information on life values. Thus, local community can organize good and right lifestyle. The third is Method, JPCC foundation uses a repetition method in empowering the community to instill a new mindset. The messages of the clean water program in Oefafi were delivered repeatedly and continuously. And the fourth is media selection, JPCC FOUNDATION uses the local resident’s kitchen as place to gather. They cook together while they tell stories to increasing closeness and togetherness. JPCC FOUNDATION can identify the conflicts in the process of empowerment through clean water works. Closeness is considered appropriate because it
influences behavior and touches emotions between individuals. Because the JPCC FOUNDATION is able to provide a role outside the use of resources and to engage in social activities designed to increase community profits based on existing regulations [20].

4. Conclusion
This research shows the changes in the lifestyle of Ofafi community especially in public health and sanitation. Local community shows an active participation. It reflects the successful of the empowerment by JPCC foundation. JPCC foundation has succeeded to get public trust. Local community has awareness and willingness to change although there are some people who refuse to be empowered due to the nature of the local community. They do not like to live in groups. To explain JPCC foundation’s communication activities, researcher uses the communication strategy by Harold Lasswell communication model. It also focuses on the importance of the goal factors by JPCC foundation in communication activities. Thus, JPCC foundation’s communication strategy of community empowerment to approach and build relationships focus on the audience, composing messages, establishing methods and selection in using media.

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