Socio economic community mapping around Dumai Timur (case study: Tanjung Palas Village)

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Abstract. This study aimed to analyze the socio economic community mapping around Dumai Timur Sub District with a case study: Tanjung Palas Village. The problem in this research is to analyze community needs and potential contained there. The data used are primary data that have been obtained to do data entry based on the guidance from the actors concerned, there is a transfer in the form of qualitative data into quantitative measurement techniques reference instrument of socio economic mapping activities. From the results of this study indicate that the necessary empowerment of social management in which short-term policy for the addition of water discharge, training on the concept of raising entrepreneurial innovation. For the long term necessary to make a business innovation and sustainability development pattern with operational assistance in the form of seeds, the manufacture of cages and chicken feed.

1. Introduction
The growth of Micro, Small and Medium Enterprises (MSMEs) at the time of 1997 in the monetary crisis era, has no resilience of big business especially about exports. MSMEs feels difficult to get a better level due to stable economic conditions. From Table 1, it can be seen from 2007 until 2011 although there is an increase of export amount is less result than big business, so it is necessary to do a study about MSMEs to be able to compete in the face of the development of the era.

Problems commonly faced by most MSMEs in Indonesia is the level of productivity in producing output, the quality of human capital that affects the business income of MSMEs less than the maximum. Human capital which is the main point in improving the quality of MSMEs needs a support of socio-economic mapping in the form of a network of relations between community actors, identification of forum mechanisms used by the public in discussing public issues, analysis of community needs to support sustainable living.

Table 1. Comparison of exports of SMEs and large enterprises.

| No | Indicator                      | Unit   | 2007        | 2008        | 2009        | 2010(*)    | 2011(/**)  |
|----|--------------------------------|--------|-------------|-------------|-------------|------------|------------|
| 1  | Small Middle Entreprises (SMEs) | Billion Rupiahs | 140363.8   | 178008.3   | 162254.6   | 175894.9   | 187,441.8  |
| 2  | Large Entreprises (BE)         | Billion Rupiahs | 654508.3   | 805532.1   | 790835.3   | 936825.0   | 953,009.3  |

Source: [1]

*) Preliminary figures
**) Very Preliminary figures

Social problems happened among natural resources, human resources, financial, infrastructure, social capital. There will some formulations of policy determination to develop the potential that is done especially in the concept of entrepreneurship development, empowerment and additional global competitiveness.

The existence of activity of socio economic mapping implementation form of corporate social responsibility to stakeholders and the society, especially in the environment. The measure of the success of the socio economic mapping program in the empowerment program that promotes moral values by taking into account the needs of society on social economic aspects of society continuously.

Acquisition of data and description from various actors in community development is the accuracy of data obtained to do the mapping in the fulfillment of the needs of surrounding communities. By the socio economic mapping program is expected to be able to target without any interest to elements. The approach method in understanding a system is an analysis that will be done to stakeholders related parties.

The identification of the relevant actors or stakeholders in and assessing their importance in the system is also a method of analysis used. In including stakeholder analysis, it is deemed necessary to identify parties directly, to group stakeholders by importance, to comply with the regulation of relevant in the utilization of local economic resources, to analyze different interpretations regarding to local resources, analysis of social networks between related parties.

Through this paper, the researcher wants to analyze the needs and the potential off resources contained in the surrounding environment, so that there will be the suitable policy to the society around Tanjung Palas Village residents.

Experiencing psychological empowerment and feeling psychological power can result to an individual being more engaged in voluntary behaviours at work. Employers are shifting focus on how they empower their employees for better performance at work. It is now evident that organizations which have performing employees which consider the psychological dimensions of their employees [2].

Empowerment has a chance to cause a relatively higher level of motivation of employees compared with motivation in organizations that do not apply to practice this concept of management. Conscious participation of employees in the process of the development can be assessed only in positive terms and as such is the goal of human management formulated by many managers [3].

Innovative start-ups are an important driver of economic growth. This article presents empirical evidence on the effects of Research and Development (R&D) on new product development, inter firm alliances, and employment growth during the early life course of firms. We use a dataset that contains a sample of new ones that is representative of the whole population of start-ups [4].

Human capital focuses on the components of individuals and organizations combined with skills [5].

At the macro level, a higher participation rate in tertiary education translates into relatively more individuals with higher ability levels in a fatter right-hand side tail of ability distribution. Hence, there are more willing and able to run large firms. This means that the demand for workers(employees) increases, which leads to higher wages. The higher wages, in turn, increase the level of ability of the marginal business owner (the business owner with the lowest entrepreneurial strength [6].

Entrepreneurship which may be a missing link in contemporary growth models collaborates the latest empirical studies that have found an empirical regularity in the form of a positive relationship between the various steps of entrepreneurial activity, most typically start up costs [7].

We develop an endogenous growth model in which we distinguish between inventors and innovators. This distinction implies that stronger protection of intellectual property rights has an inverted U-shaped effect on economic growth. Their rights protection attributes part of the rents of commercial exploitation to the inventor that would otherwise accrue to the entrepreneur. Stronger patent protection will, therefore, increase the incentive to do R&D and generate new knowledge [8].
Human capital includes the skills, abilities, and it for the individual. In general, human capital can be explained by a competitive advantage to a country [9].

Academic research has highlighted the role of entrepreneurship and Venture Capital (VC) in stimulating innovation. Hundreds, unless thousands of papers, have examined the relationship between firm size and innovation. Much of this work has related measures of innovative discoveries—for example: R&D expenditures, patents, or invention to firm size [10].

The number and strength of ties that a VC has with its peers are thus an essential information it may use to leverage its portfolio investments. It is captured by a structural network attribute, namely, the number of connection the VC has (also accounting for the fact that connection with the same partner may occur repeatedly). Ceteris paribus, the more information the VC has available to use, filter, or recombine, the higher the likelihood that it can extract value from this information [11].

In the intermediate stage of economic development, government investment is still needed to increase economic growth to take off, but at this stage, the role of private investment as well government one remains substantial in the intermediate stage, the increasingly private role generates many market failures, and also causes the government to provide more public goods and services and better quality [12].

2. Method
To achieve the goals of the study, the conclusions have been supported by the results of qualitative research conducted in the years 2011 to 2015 among the community in Tanjung Palas Village Dumai Timur Sub District. The following research problems were formulated: Based on these provisions, the activities of Socio Economic Mapping in Tanjung Palas Village among the locations that directly contacted received an impact on the company's operational activities, regarding of social cultural aspects, and economic activities of the community.

The study involved a random sample representatives of communities the Groups of actors in the socialization of Tanjung Palas Village concerning various issues, both socially and economically. There was an individual in depth interview (IDI) conducted with each participant of the study. Another source of empirical material was a focus group interview (FGI) conducted among actors in Tanjung Palas Village Dumai Timur Sub District.

3. Discussion and Analysis

3.1. The potential contained Dumai Timur sub district with case study Tanjung Palas village
As the experiencing psychological empowerment can result to an individual being more engaged in voluntary behaviours at work. The empowerment pattern is specifically to build character through forum which bring together some people to conduct an activity commonly used by Tanjung Palas Village in discussing public issues such as: mother worship, farmer and livestock group, mosque board, mosque youth, fishermen group, bhayangkara Security and public order, father worship.

Empowerment has a chance to cause a relatively higher level of motivation of employees compared with motivation in organizations that do not apply to practice this concept of management as a way to make the innovative start-ups are an important driver of economic growth.

3.2. Identification of social problems
In the intermediate stage of economic development, government investment is still needed to increase economic growth to take off, but at this stage the role of private investment. In determining the investment, it should be noted the identification of social problems related to the community, such as difficulty to get water in some areas either drinking or using daily for bathing, washing and others. Most of Tanjung Palas urban areas have difficulty to get clean water.

The strength of ties for social capital has with its peers is thus an essential source of information as it may use to leverage its portfolio investments. This is captured by a structural network attribute. From problem of social capital which in Tanjung Palas society is still much unemployment because...
there are still few jobs in Tanjung Palas. The unqualified human resources make them difficult to have a permanent job.

Security is still often the case of the theft whether property belonging to the citizens, motor vehicles, car batteries, and zinc (roof) community houses also never happened. According to the community, they had run in environment security system program called “pos ronda” in year of 2015. Through R&D in socio economic found that the community needs from both the private and the government such as water and security problem. If they can be the first priority strategy to increase the quality of development, Tanjung Palas Village will get the best result for the public welfare.

3.3. The needs for village community in Tanjung Palas
Entrepreneurship which may be a missing link in contemporary growth models corroborates the latest studies that have found an empirical order. Society needs to be a subject to be a growth actor. From community questions to entrepreneurship such as:

- Farmer Group hopes for the procurement of 1000 seeds of super chicken, making cages and chicken feed for the first two months.
- The community hopes to help for the procurement of land and seeds, farm equipment and tools and agricultural training that will also be useful to increase community insight about farming. It also hopes private and government sector can provide capital to start this farming business either in the form of grants or loans.
- Community through the head of Karang Taruna Tanjung Palas Village hopes to provide assist to facilitate youth with the establishment of sports facilities (Field) either soccer field, futsal field, or volleyball. The community will accept if the field is only lent (right of use) to the community and the land in the government field.
- The public wants clean water supply provided by the government, and the water can be consumed by the community so that the community no longer need to buy water purchased from Tanjung Palas.

Stronger patent protection about the needs will, therefore, increase the incentive to do research R&D and generate new knowledge. From the R&D implemented, the community can foster the spirit of entrepreneurship to avoid missing link in growth. With R&D with the concept of socio economic mapping more touching all aspects of growth. Thus, the improvement of the macro economic side can foster the spirit of sustainable self reliance.

3.4. Discussion
Human capital includes the skills, abilities, and knowledge of the individual that can explained by a competitive advantage to a country. It can be seen by creating good productivity, efficiency, assurance, risk and social conditions, it is necessary to have an appropriate target of both short and long-term, to gain a real result in development. For human capital associated with the Tanjung Palas community, a good motivator of development in the short and long term such as:

- For the short term, reference activities that can be implemented are the addition of water debit, Training of entrepreneurial innovation on the concept of poultry breeding, entrepreneurial education for the people of Tanjung Palas.
- For the long term, three are some reference activities that can be implemented to touch the aspect of society widely and to make business innovation and sustainability development pattern such as the empowerment of 1000 seeds super chicken, making cages and chicken feed for the first two months.

Thus, the pattern of activities undertaken in the short and long term, it will be able to reduce all missing entrepreneurial link and improve economic development.
4. Conclusions and Recommendations

4.1. Conclusions

The potential contained in Dumai Timur sub district with case study Tanjung Palas village, such as:

- the forum which conduct or discuss an activity in discussing public issues such as: mother worship, farmer and livestock group, mosque board, mosque youth, fishermen group, bhayangkara security and public order, father worship.

The identification of social issues from the results of research in Tanjung Palas village needed some innovation from several things:

- There are still much unemployment because there are still few jobs in Tanjung Palas because of the unqualified human resources
- Security problem is still often the case of the theft such as property belonging, the motor vehicles, car batteries, zinc (roof) community houses.

The needs of Tanjung Palas Village, such as:

- Farmer Group hopes for the procurement of 1000 seeds of super chicken, making cages and chicken feed for the first two months.
- The community hopes to help for the procurement of land and seeds, farm equipment and tools and agricultural training that will also be useful to increase community insight about farming so that private and government sector can provide capital to start this farming business either in the form of grants or loans.
- Community through the head of Karang Taruna Tanjung Palas village hopes to provide assist to facilitate youth with the establishment of sports facilities (Field) either soccer field, futsal field, or volleyball. The community will accept if the field is only lent (right of use) to the community and the land in the government field.
- The public wants clean water supply provided by the government, and the water can be consumed by the community so that the community no longer need to buy water purchased from Tanjung Palas.

4.2. Recommendations

Based on the conclusion, the researcher's suggestion as a form of implementation of the research result to create productivity, efficiency, assurance, risk and good social condition, hence needed an appropriate assistance target both short and long term, that are:

1. For the short term, reference activities that can be implemented is the addition of water debit, Training of entrepreneurial innovation on the concept of poultry breeding, entrepreneurial education for the people of Tanjung Palas.
2. For the long term, there are some activities that can be implemented to touch the aspect of society widely and to make business innovation and sustainability development pattern is the empowerment of 1000 seeds super chicken, making cages and chicken feed for the first two months.

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