THE INFLUENCE OF THE LEVEL OF EFFECTIVENESS ON THE SUCCESS OF COMMUNITY EMPOWERMENT IN DESA BERDAYA

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Abstract. Community empowerment is an economic development concept that summarizes social values. This concept reflects a new development paradigm, namely people centered, participatory, empowering and sustainable. The aim of this research is to describe the influence of the level of effectiveness on the success of community empowerment in Desa Berdaya. This research is descriptive research using a quantitative approach. The population in this study were beneficiaries of economic, health and education programs in 21 Desa Berdaya, with sample 1,540 people of 377 respondents. The analytical method used in this research is simple regression with the help of SPSS. The results of this research using linear regression analysis show that the t-count value of the effectiveness level variable is 24.058, greater than t-table (24.058 > 1.649) and the significant value is 0.000, smaller than 0.05 (0.000 < 0.05). Thus, the Ha hypothesis is accepted, meaning that the effectiveness level variable has a significant effect on the success variable of community empowerment in Desa Berdaya. As a practical implication in this research, in community empowerment there must be a thorough planning management process starting from the goals to the output and outcomes to be produced. This can have an impact on the success of community empowerment.

Keywords: Effectiveness, Community Empowerment, Desa Berdaya.

INTRODUCTION

The term empowerment began to develop around the 1970s and became increasingly popular at the beginning of the 21st century (Mulyanan, 2016). Indonesia and even the international world have used the term empowerment as development jargon, considering the weaknesses and even failures of development using a top down approach, creating a desire to use a paradigm that is more pro-community. (Faizal, 2015). As formulated by Chambers in (Hamid, 2018) argued that community empowerment is an economic development concept that summarizes social values. This concept reflects a new development paradigm, namely nature people centered, participatory, empowering and sustainable.

The community empowerment approach is a form of alternative development that requires people to be able to be independent in meeting their daily needs. According to Robert Dahl in (Asfi & Wijaya, 2015) empowerment is defined as giving power to influence or control. Humans as individuals and groups have the right to participate in social decisions concerning their communities. Meanwhile, according to Korten (1992) empowerment is increasing people's independence based on the people's internal capacity and strength over human resources, both material and non-material, through capital redistribution.

Community empowerment as a development model based on people is an effort to improve the dignity and dignity of some of our society who are still trapped in poverty and backwardness (Munawar, 2011). Empowerment practices require critical thinking because they address individual issues, family resource issues, and organizations (Lee, 1893). Rumah Zakat is a World Digital Charity Organization that manages zakat, infaq, alms and other social funds through community empowerment programs, presenting Desa Berdaya as a process of empowering target areas based on mapping local potential in the fields of health, education, economy and the environment. With the aim of improving the quality of life of individuals and communities through community empowerment based on universal human values. For this reason, the implementation of various empowerment programs must continue to be carried out because they can encourage, motivate and

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raise awareness of their potential and strive to develop it and the process must continue to be carried out effectively.

Effectiveness is a very important concept because it is able to provide an overview of the success of an organization in achieving its targets or it can be said that a program is effective or not if the level of achievement of the objectives of the activations that have been implemented is compared with the targets that have been previously set accordingly. In line with what Caster I. Bernard said in (Rifa'i, 2013) that effectiveness is the achievement of targets that have been mutually agreed upon, so that program effectiveness can be carried out with operational capabilities in implementing programs that are in accordance with previously determined objectives in a comprehensive manner.

In connection with this, it is necessary to conduct a study to measure the level of success of empowerment as a form of evaluation and see whether the program being implemented is in accordance with the objectives or not. Based on the theoretical issues that the author described above, it is very interesting for the author to examine further the actual level of effectiveness of community empowerment carried out by Rumah Zakat in Desa Berdaya. So the aim of this research is to describe and describe the level of effectiveness in the success of community empowerment in Desa Berdaya.

RESEARCH METHOD

This research is descriptive research using a quantitative approach. Descriptive research is research conducted to determine the value of independent variables, either one or more variables (independent) without making comparisons, or connecting them with other variables (Sugiyono, 2019). The analytical method used in this research is simple regression with the help of SPSS.

The population in this study were beneficiaries of economic, health and education programs in 21 Desa Berdaya, totaling 1,540 people with a sample of 377 respondents. The data used consists of primary and secondary data, primary data was obtained from questionnaires and interviews with respondents, while secondary data came from journals, books and online websites. Data collection techniques were carried out by interviews and distributing questionnaires to beneficiaries of economic, health and education programs in Desa Berdaya.

RESULT AND ANALYSIS

Based on research results obtained from distributing questionnaire data to 377 respondents consisting of educational, economic and health programs in Desa Berdaya, as follows.

Table 1. Respondent Characteristics

Respondent Data	Amount	Percentage
Gender		
Male	254	67%
Female	123	33%
Last education		
No school	21	6%
SD/MI/SR	113	30%
SMP/MT's	75	20%
SMA/SMK/MA	121	32%
Diploma (I/II/III/IV)	9	2%
Bachelor	38	10%
Participated Program Services		

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Education	133	35%
Economic	127	34%
Health	117	31%

The table above shows that the identification of respondents based on gender in this study was dominated by men with a total of 254 respondents (67%) while female respondents were 123 respondents (33%). Then respondents based on education were dominated at the SMA/SMK/MA level with 121 respondents (32%), then the SD/MI/SR level with 113 respondents (30%), then the SMP/MT's level with 75 respondents (20%), then the There were 38 respondents (10%) with a bachelor's degree, then 21 respondents (6%) had no education, followed by 9 people with a diploma (I/II/III/IV). Then, in the service program section that was participated in by respondents in this study, it was dominated by those belonging to the education program group with 133 respondents (35), then the economic program with 127 respondents (34) and then the health program with 117 respondents (31%).

1.1 Validitas

Validity is the level of ability of a research instrument to reveal data in accordance with the problem to be expressed. So the test results can be measured as follows:

Table 2. Data Validity Test for Independent and Dependent Variables

Indicator	r-count	r-table	Result
Clarity of Goal	0.700	0.113	Valid
Strategy Clarity	0.773	0.113	Valid
Policy Analysis and Formulation Process	0.435	0.113	Valid
Careful planning	0.806	0.113	Valid
Preparing the Right Program	0.793	0.113	Valid
Availability of Facilities and Infrastructure	0.644	0.113	Valid
Monitoring and Control System	0.771	0.113	Valid
Well-being	0.677	0.113	Valid
Access	0.722	0.113	Valid
Critical Awareness	0.796	0.113	Valid
Participation	0.775	0.113	Valid
Control	0.818	0.113	Valid

From the data above, it shows that the r-calculated value of the correlation coefficient for each indicator in the questionnaire instrument has a larger and positive r-calculated value compared to the r-table. All indicators have values with valid results. This means that there is no difference between the data reported by the researcher and the actual data that occurred at the research object.

1.2 Reliabiliy Test

Reliability is a measuring tool to determine the consistency of data testing when applied at different times (Abdullah et al., 2022). Reliability testing can be carried out simultaneously on all indicators. If the Cronboach Alpha value is > 0.60 then the data tested is declared reliable, conversely if the Cronboach Alpha value <0.60 then the data tested is declared unreliable (Budiastuti & Bandur, 2018). Reliability testing as follows:

Table 3. Data Reliability Test

Reliability Statistics

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Cronbach's Alpha	N of Items
.887	11

From the data above, it shows that based on the reliability tests that have been carried out, it is known that the Cronbach's Alpha value is > 0.6. This shows that all question indicators or questionnaires on all variables are declared reliable or consistent in measuring these variables so that they can be used as data collection in this research.

1.3 Simple Regression Analysis

Simple regression analysis is an approach used to define the mathematical relationship between an independent variable and a dependent variable (Yamin & Kurniawan, 2014). This relationship is used to forecast or predict an output value based on certain inputs, in other words, this simple regression analysis can provide an overview of the results of the significant influence or not of the independent variable, namely the level of effectiveness (x) on the dependent variable, namely the success of community empowerment (y).

Table 4. Simple Regression Analysis Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.814	2.552		6.980	.000
	Effectiveness Level	.713	.030	.779	24.058	.000

1.3.1 Dependent Variable: Community Empowerment

Based on table 4 above, it is known that the constant values and simple linear regression coefficient values for one independent and dependent variable are as follows.
Y = 17,814 + 0,713 + e
Based on the simple linear regression formula above, it can be stated that the coefficient value is as follows:
1.3.2 The constant value is 17,814
In this case, it shows that if the independent variable, namely the level of effectiveness (X), is constant, then the success of community empowerment (Y) has a positive value, namely 17.814.
1.3.3 The β coefficient value of the effectiveness level variable is 0.713.
The positive sign shows the relationship that for every 1% increase in the effectiveness level variable, the success of community empowerment can increase by 0.713. This confirms that if the level of effectiveness increases, the success of community empowerment in Empowered Villages can increase.

1.4 Independent Variable T Test

The T test is used to test the effect of the independent variable on the dependent variable with the significance level used being 0.05 by comparing the calculated t and t table values..

Table 5. Partial Test Results

Coefficients[a]

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Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17.814	2.552		6.980	.000
	Effectiveness Level	.713	.030	.779	24.058	.000

1.4.1 Dependent Variable: Community Empowerment

Based on table 5 above, it shows that the results of hypothesis testing using the t test, the t table value is at a significant level of $\alpha = 0.05$ with degrees of freedom (df) = 2, namely 1.649. Based on table 5 above, it can be seen that the t value of the effectiveness level variable is 24.058, greater than t table (24.058 > 1.649) and the significant value is 0.000, smaller than 0.05 (0.000 < 0.05). Thus, Ha is accepted, meaning that the level of effectiveness has a significant effect on the success of community empowerment in Desa Berdaya.

1.5   T Test Based on Independent Variable Indicators

The T test based on indicators of the level of effectiveness is used to determine the influence of each indicator on the dependent variable, namely the success of community empowerment, so that it can describe which indicators have an effect and which do not have an effect. The significance level used is 0.05 by comparing the calculated t and t table values, as follows.

Table 6. Partial Test Analysis Based on Independent Variable Indicators

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.843	2.626		2.987	.003
	Clarity of Goal	-.016	.134	-.005	-.121	.904
	Strategy Clarity	1.409	.255	.228	5.526	.000
	Policy Analysis and Formulation Process	.099	.104	.029	.945	.345
	Careful planning	.860	.241	.171	3.562	.000
	Preparing the Right Program	1.954	.233	.339	8.393	.000
	Availability of Facilities and Infrastructure	.107	.181	.022	.588	.557
	Monitoring and Control System	1.245	.220	.232	5.654	.000

1.5.1 Dependent Variable: Community Empowerment

Based on table 6 above, it shows that the results of the regression analysis using the t test, the t table value is at a significant level of $\alpha = 0.05$ with degrees of freedom (df) = 2, namely 1.649. Based on table 6 above, it can be seen that the t value of the clarity of purpose indicator is -0.121, smaller than t table (-0.121 < 1.649) and the significant value is 0.904, greater than 0.05 (0.904 > 0.05). Thus, Ha is rejected, meaning that the clarity of goals indicator does not have a significant effect on the success of community empowerment. Then the t-count value of the strategy clarity

indicator is 5.526, greater than t table (5.526 > 1.649) and the significant value is 0.000, smaller than 0.05 (0.000 < 0.05). Thus, Ha is accepted, meaning that the indicator of strategic clarity has a significant effect on the success of community empowerment. Then the calculated value of the indicator for the analysis and policy formulation process is 0.945, smaller than ttable (0.945 < 1.649) and the significant value is 0.345, greater than 0.05 (0.345 > 0.05). Thus, Ha is rejected, meaning that the indicators of the analysis and policy formulation process do not have a significant effect on the success of community empowerment.

Furthermore, the mature planning indicator has a tcount value of 3.562, greater than ttable (3.562 > 1.649) and a significant value of 0.000, smaller than 0.05 (0.000 < 0.05). Thus, Ha is accepted, meaning that indicators of thorough planning have a significant effect on the success of community empowerment. Then the indicator for appropriate programming has a tcount value of 8.393, greater than ttable (8.393 > 1.649) and a significant value of 0.000, smaller than 0.05 (0.000 < 0.05). Thus, Ha is accepted, meaning that the indicators for appropriate programming have a significant effect on the success of community empowerment. Then the indicator for the availability of facilities and infrastructure has a tcount value of 0.588, smaller than ttable (0.588 < 1.649) and a significant value of 0.557, greater than 0.05 (0.557 > 0.05). Thus, Ha is rejected, meaning that the indicators for the availability of facilities and infrastructure do not have a significant effect on the success of community empowerment. Then finally, the supervision and control system indicator has a tcount value of 5.654, greater than ttable (5.654 > 1.649) and a significant value of 0.000, smaller than 0.05 (0.000 < 0.05). Thus, Ha is accepted, meaning that the monitoring and control system indicators have a significant effect on the success of community empowerment.

1.6 Coefficient of Determination

Coefficient of determination analysis is used to find out how much the independent variable contributes to the dependent variable. The magnitude of the coefficient of determination can be seen in the R Square value and expressed in percentage form.

Table 7. Results of Coefficient of Determination Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779[a]	.607	.606	5.253

1.6.1 Predictors: (Constant), Effectiveness Level

Based on table 7, the test results above can be obtained with an R Square value of 0.607. This shows that the percentage influence of the independent variable, namely the level of effectiveness on the dependent variable, namely the success of community empowerment, is 60.7% and 39.3% is influenced by other variables not tested in this research. The results of this study strengthen the research (Kasim & Siswanto, 2020) which concluded that the use of productive zakat in community empowerment programs in the Sukabumi area has been effective with an effectiveness percentage level of 76.74%. Then this research also strengthens the research (Lestari, 2015) which concluded that the results of the calculation of the coefficient of determination test produced an R square value of 0.661 or 66.1%, meaning that there was an influence of the effectiveness of PT. MCCI's CSR program on community empowerment in Gerem Village, Grogol District, Cilegon City, amounting to 66.1%.

Researchers see that the key to successful empowerment lies in various factors, including: empowerment planning management that must be mature, implementation of empowerment programs must be based on local potential, Desa Berdaya facilitators or Inspiration Volunteers must be creative and active because they are the determinants of the empowerment process and are directly related to the community. in the village. So with this, community empowerment will run relatively well and can have an impact on society.

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CONCLUSION

Based on the description above, this research concludes that there is a significant influence of the level of effectiveness on the success of community empowerment in Desa Berdaya. It is proven from the results of the regression analysis that the tcount value is greater than ttable (24.058 > 1.649) with a significant value of 0.000 < 0.05. In addition, the effectiveness level variable has an impact on the success of community empowerment by 60.7%. This means that the level of effectiveness of the community empowerment process in Berdaya Village is quite high.

Based on the effectiveness variable indicators, the most influential indicators are the indicators of strategic clarity, careful planning, determining the right program, monitoring and control systems. Efforts to carry out the community empowerment process in Desa Berdaya carried out by Rumah Zakat are certainly not easy, but if empowerment is carried out well it will have a big impact on the community, both in the economic, educational and health fields. Because the intervention program carried out by Rumah Zakat is part of the basic needs of the community.

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