

The Poor Elderly Potential Empowerment Strategy (A Case Study in Morokrembangan Village Krembangan Subdistrict Surabaya City)

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ABSTRACT---- *Empowerment of poor elderly potential is one of the strategies adopted in the implementation of poverty alleviation programs. The aim of this research was to review the participation of the poor elderly potential in the implementation of empowerment programs and then find the concept of empowerment strategies for them. This is qualitative research with case study approach. From the research results revealed that the participation of poor the elderly potential in Morokrembangan Village is still low due to a lack of understanding rationality against the backdrop of development activities for the elderly, no invites, experienced poverty and low levels of education possessed. The draft concept of the empowerment strategy begins with change the rationality owned by the elderly poor through socialization. The activities of potential empowerment of poor elderly people barely need the support from supervisors and co-empowerment in terms of both management and funding.*

Keywords--- empowerment, poor elderly potential, rationality.

1. INTRODUCTION

The elderly is one of the stages of human life in which the existence of the group has experienced a significant increase. Based on population projections by BPS in 2013 covering the period from 2000 to 2035, the population aged 65 years and over rose from 5.0 percent to 10.6 percent. The increase in the elderly population is also due to the increase in life expectancy. Based on BPS projection on life expectancy will rise from 70.1 years in 2010-2015 became 72.2 years in the period 2030-2035 (BPS, 2013).

In general, the elderly have the physical characteristics of the elderly hair thinning and gray (gray), rough skin and wrinkles, muscles loosened, less agile of body movements, brittle teeth and date, the lack of vision, lack of hearing, and the weight increase due fat increased (Salama, 2005). All of these things lead to a decrease in productivity of the elderly that will eventually bring the elderly in chronic poverty. Heslop and Gorman (2002) examined the relationship between aging and chronic poverty in developing countries and the implications for the achievement of poverty reduction targets globally later revealed three key features of the chronic poverty of the elderly that is very closely related to a reduction in the framework of capacity, a condition in which only few are expected to survive and has a good chance in causing and perpetuating poverty across generations. Elderly also threatened with loneliness due to feelings of alienation as a result of modernization and industrialization that is causing a change in the pattern of kinship. For that, it needs to emphasize the importance of addressing social isolation and loneliness in the elderly in order to improve the quality and welfare of the elderly (Amalia, 2013).

In line with the above, it can be concluded that the handling of the elderly require more serious attention. Elderly are now required to be more independent in living life. With all the limitations, the elderly is indirectly expected to be able to finance his own life despite of the fact that only very few areas of employment, which would employ the elderly with non full working hours provided. This led to the birth of the elderly empowerment program that aims to improve the ability of elderly peoples to sustain their own lives. Empowerment is one of the strategies that can be relied upon by countries in implementing development that emphasizes the development of community values. The concept of empowerment is another development alternative that changed the paradigm of national approaches into a more participatory approach (Suhendra, 2006). Elderly itself includes one of the empowerment program target (Suharto, 2010).

But in reality, it shows that the poor elderly management program, including the empowerment of the elderly, they often doomed to failure caused by small priority in the fulfillment of the elderly needs. Those elderly's program and policies are still lack of information that makes the policy becomes ineffective. The elderly management is also faced to a lack of personnel service providers, infrastructure facilities and supporting facilities. The elderly policy development is also faced to a lack of research on the elderly activities and population. (Demartoto, 2006)

The purpose of this research is to assess the poor elderly potential participation in the implementation of empowerment programs for the elderly in the village Morokrempangan Krempangan District of Surabaya and then find the design concept of empowerment strategies for the poor elderly potential in Morokrempangan Village Krempangan District of Surabaya.

2. RESEARCH METHODS

This study is a qualitative research with case study approach that takes place in the core of daily lives of the poor elderly potential in Morokrempangan Village Krempangan District of Surabaya. The informants were selected using purposive sampling technique sampling technique with a certain consideration in accordance with the theme of this study. Key informants in this study are five people of poor elderly potential people drawn from the data verification Poor Elderly and Neglected Elderly Sub Morokrempangan December 2014. The data collection methods include observation, depth interview to the key informant and documents obtained from the report and the data in the Krempangan District Government and Morokrempangan Village Government Data and also other supporting relevant sources.

3. RESULTS AND DISCUSSION

Poor Elderly Potential Participation in the Implementation of the Elderly Empowerment Program

To analyze the poor elderly potential participation in the implementation of empowerment program, it needs to get a general picture of their daily life. So we use three points of view to obtain the picture through the characteristics, the history of poverty experienced and the leisure utilization of them. And for participation analyze used the theory of rational choice.

➤ Characteristics of the Poor Elderly Potential

On the implementation of the empowerment, the important point is the change in the target. This may indicate an ongoing process. At the end, in studying the empowerment of the elderly one of the important points that needs to be studied is the characteristic because the elderly group had significant differences when compared to other age group characteristics. By knowing its characteristics, it will facilitate the understanding of the concept of the elderly, which in turn, enables the design concept of empowerment more applicable.

In general, the poor elderly who potentially have the characteristics wise, independent, and resignation. This is evident from their efforts to maximize the income earned, on one hand, they take advantage of the opportunity to be the recipient social assistance program on the other hand they are still trying to find their own income so that they are able to meet the needs of his own life and does not burden his children whose condition are not better of them (mediocre).

From the research shows that the poor elderly characteristics of potential suitable to be used as targets for empowerment. This opens the opportunity for the holding of the empowerment program for them.

➤ The Leisure Utilization

In the life of the poor elderly potential, time seem busy almost throughout daily life. In this study, each informant advantage of free time as possible in accordance with existing conditions. From the description of the utilization of spare time on the fifth informants seem that their leisure time used as a time and as an activity. Leisure time is defined as the free time after all daily activities been done. Leisure time has a little benefit because the poor elderly do not have "capital" to mean it. On the other hand, the presence of poor elderly potential empowerment can give more benefits from the leisure time they have if they follow it.

➤ Poverty Analysis in the Poor Elderly's Potential

One important meaning of empowerment is to release negative situation surrounding the target (Sumaryadi, 2013). It is necessary to analyze the poverty causal factors that exists in the elderly poor potential life in order to produce an effective empowerment strategy. So the causes of poverty experienced by the poor elderly potential are:

1. Lack of capital
2. Low levels of education held
3. Repetition of poverty cycle across generations
4. Old age
5. The absence of specific treatment against the poverty of the poor elderly potential

In the poverty experienced by the poor elderly potential there are several factors which are interconnected with each other and form a cyclic pattern that gives an idea of how poverty will be perpetuated its existence from generation to generation in the life of the poor elderly potential. Overview transfer cycle of poverty in accordance with what was presented by Chambers (1983) regarding the deprivation trap consisting of poverty, isolation, powerlessness, vulnerability, and physical weakness. With the use of Chambers opinion, it appears that the poverty

trap that ensnared the poor elderly potential that comes from the element of poverty such as low income and lack of capital, lack of vulnerability in the form of savings / insurance and helplessness in the form of lack of access to various development programs. These three elements are making their efforts to get out of poverty become useless.

Rational Choice Theory Analysis of the Poor Elderly Potential Participation in the Implementation Empowerment Program

The successful implementation of the empowerment program depends on the participation of the participants that closely related to an understanding of the concept of empowerment itself.

Based on the research appears that most of the poor elderly potential are not participating in the empowerment activities. From the reasons given by the informants, it can be divided into 2 (two) groups: first is the group that does not know about empowerment for the elderly and, second group are the ones who know about the empowerment. Informants who do not know about the development activities could not be included in the analysis of rational choice because they don't have the knowledge that can be used as a reference in making choices.

At the micro level that is within the scope of the poor elderly potential personal revealed that the reason is because they do not want to incur additional costs, caring their dependents family members and running their job. While from the macro level that is coming from outside the elderly poor potential personal, which disclosed the reason is that no one invites and no friends.

In the view of rational choice theory there are two key elements, the actors and the resources. Based on the previous description it can be seen that the actors in the empowerment of the poor elderly are the poor elderly themselves, adviser and companion empowerment program from local level. The resources are those in which the actor has control and in which they have a particular interest in this regard is the adviser's empowerment program which is Social Department of Surabaya Government.

To run the empowerment require cooperation from all parties concerned. In the view of rational choice theory, cooperation carried out by at least two (people) to engage in an activity in order to maximize profits. Cooperation is done in order to utilize the resources that are owned by one or both sides to produce a benefit or advantage for both. In the empowerment of the elderly poor potential, can be ascertained from the resources in the empowerment adviser. But unfortunately the informants did not know that they could take advantage of existing resources in the adviser's empowerment.

In the empowerment of the elderly, the expected goal is to increase the ability of the poor elderly potential to lessen the burden of poverty but unfortunately they have not been attracted to the benefits offered by empowerment activities. For them, with no participation will be more favorable because it can minimize the cost to be paid. They prefer something more definite they have lived before.

Overall it is known that the role of implementing the empowerment of the local level is still not rising, proven, that there is still poor elderly who are not invited to so they are reluctant to participate. Besides the informants also felt no fellow seniors around them who participate in the activities of empowerment. This proves that empowerment is not something that is popular and has not been able to attract the elderly poor to participate.

Concept Design of Poor Elderly Potential Empowerment Strategy

To empower the poor elderly potential, the initial step is to change the rationality that they have so that they would prefer to follow the empowerment activities because it is more profitable than the activities which they live. To change the rationality is by addressing its causes and therefore the conditions which originally felt to be a barrier will be lost and the result is the emergence of a willingness to participate in empowerment activities. The rationality changes also followed resignation on technical development activities undertaken. This condition implies that they also did not specify the norms that must be incurred related to the implementation of empowerment. They believe that anyone who invites certainly will not plunge them into a worse condition. In addition they are also not concerned about who to invite as long as they are invited, and not alone.

In their daily life, the condition of the poor elderly is very limited and barely need assistance from outside. Therefore, the empowerment will be implemented in several levels, namely at the level of micro, meso and macro. Micro level is the smallest area which is inside the poor elderly potential individuals. Meso level is done on a broader level, ie at a group of people. At this empowerment, meso level will consist of three groups: the poor elderly potential, the adviser and the companion. The empowerment companion will come from the parties in direct contact with the coaching elderly consisting of the RT, Chairman of RW, Karang Wredha and the local government. While the empowerment adviser comes from Social Department of Surabaya Government. Macro level, which is the most comprehensive level, is surrounding communities.

Therefore, in order to develop an empowerment strategy, it will be used Edi Suharto 5P's concept that includes initiation, strengthening, protection, supporting and maintenance. Description of activities within each stage are as follows:

- **Initiation**

Initiation phase held on two (2) levels, which are micro and macro. Initiation activities, which are centered on the micro level of individual elderly potential, are to provide socialization with direct contact elderly poor. The socialization

will eliminate their complaint because they had never been invited. In addition to participating socialization, they will meet many elderly friends.

During socialization activities, the next step taken is to collect data on the participation of the elderly. Elderly which states willing to participate will be made into the group later become the container elderly in carrying out empowerment activities. The data collection activity plays an important role because not all elderly people will take it for granted. Some elderly may be weighed first and then decide to participate or not.

Data collection activities are also conducted for those who decide not to participate. This is done in order to keep their existence monitored by advisers and companion empowerment activities. Although they decided not to participate, but they are still given information about community empowerment activities undertaken either by the adviser / companion as well as by the elderly poor potential who decided to follow the empowerment activities so hopefully in the end they were interested in participating. In the data collection activities, it is also conducted surveys on the areas of training that is in demand by the elderly to be developed. It is important to create and maintain the spirit of the elderly in participating into empowerment activities.

The empowerment of poor elderly potential is an oriented program so the implementation depends heavily on the role of adviser empowerment that comes from Social Department of Surabaya Government. From this, it is also derived capital funding into the implementation of empowerment activities. To support the implementation of this socialization as well as implementing the empowerment, the empowerment adviser will form a companion empowerment consisting of the parties in direct contact with elderly policy consisting of the RT, RW, Karang Wredha and the local government.

- **Strengthening**

Strengthening in the empowerment of the elderly is intended to improve the skills of the elderly through the provision of training that has been adapted to the areas of interest by the elderly as well as the results of previous data collection. The training is directed to a skill that can be easily applied by the elderly either independently or in groups so they are eager to practice and minimize the occurrence of complaints.

This strengthening also means providing a schedule to increase the chances of the elderly participation. Scheduling is basically the management of leisure time which is owned by the elderly to become more effective. Scheduling is also a mutual agreement so that the elderly morally would obey. Strengthening become the responsibility of the empowerment companion. They monitor the implementation of development activities as well as providing progress reports regularly to the empowerment adviser to ensure that empowerment activities can be sustainable.

- **Protection**

Protection phase largely rely on the role of the adviser's empowerment activities. Protection is done by protecting targets of empowerment to avoid unhealthy competition and prevent them from exploitation from more powerful groups. Empowerment of the poor elderly people potential have a fairly high degree of vulnerability. This is because the average participant empowerment has a fairly low level education and had even never gone to school. To ensure continuity of the empowerment, it needs a comprehensive protection.

One way that can be taken to create a protection for the poor elderly potential empowerment is by facilitating marketing through providing the market. Markets is an important determinant of poor elderly empowerment sustainability. It is closely related with the certainty of profits earned by members of the empowerment activities. Without having benefits, the empowerment member interest after a long time will decrease and ultimately decided not to join again. This market indirectly will maintain the course of empowerment activities.

In addition to the availability of market certainty, empowerment activities also need legal protection through the creation of local regulations. If there is a law that protects, the elderly will be sure to join in empowerment because of its status would be guaranteed. It is important to keep in order to remain the empowerment becomes conducive and free from unfair competition.

- **Supporting**

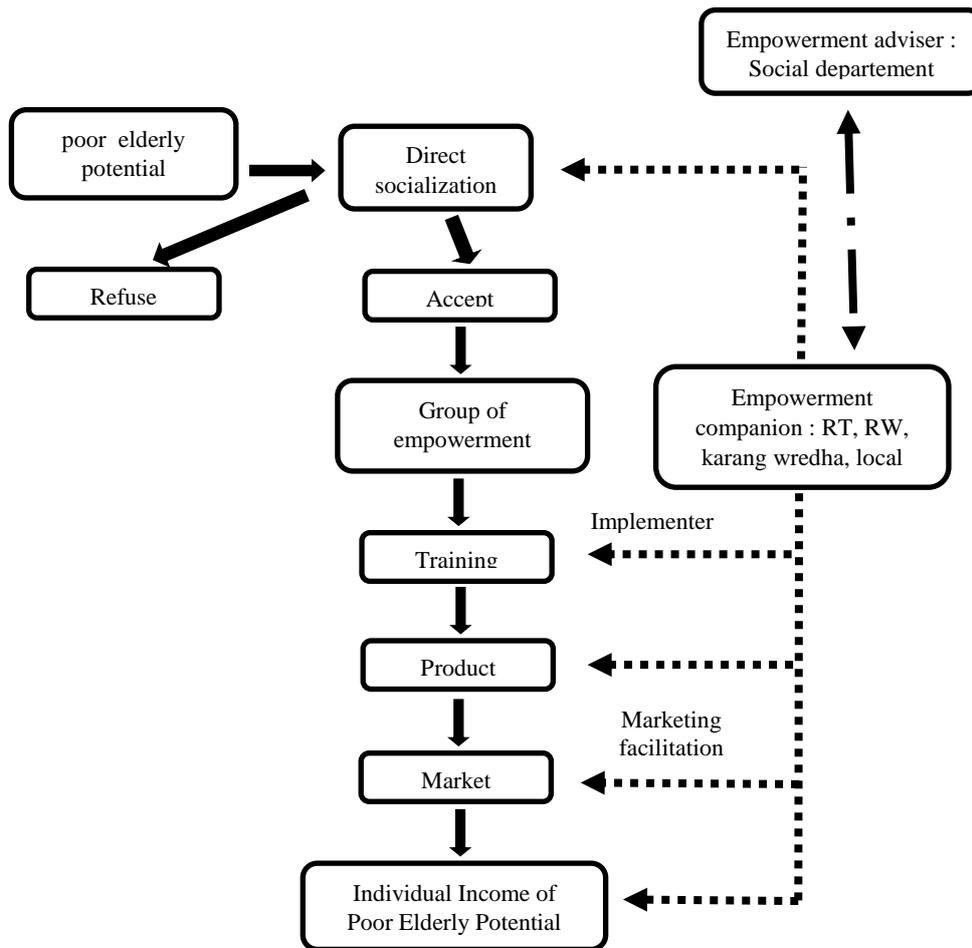
Supporting is done by providing guidance and support so that the public is able to carry out their roles and duties. Society meant here is the companion development activities and the environment around the residence of poor elderly potential. The supporting activities carried out both in meso and macro levels. Supporting at meso level carried out by strengthening the role of RT / RW and Karang Wredha as parties closest to the affairs of the elderly. Strengthening needs support from the empowerment adviser in terms of both budget provision, increasing the capacity of the offices and the improvement of facilities and infrastructures so that these parties can provide maximum service.

Supporting also performed on the macro level, ie on the surrounding communities to create conducive conditions in the empowerment implementation, namely by giving an understanding of empowerment through socialization.

- **Maintenance**

In the earlier stages of empowerment, which is in the strengthening phase, already mentioned that the market availability will indirectly ensure empowerment activities can keep running. Functions held by the maintenance stages has been performed on the strengthening stage so in other words, based on the stage of empowerment 5P concept, maintenance stage is not really necessary.

From the description above can be concluded that the empowerment strategy of the poor elderly potential is as follows:



Information :

- : The activities plot
- : The coaching plot
- : The coordination and supervision plot

Figure : The Empowerment Strategies of Poor Elderly Potential

4. CONCLUSION

Empowerment of the poor elderly potential is a program which have received less attention. Poor elderly considered powerless so it is not suitable to be empowered. This is contrary to the field fact that indicate them still have ability and are still working.

One of the efforts taken to eradicate poverty in the poor elderly potential is to conduct empowerment program. From the overall potential analysis of the poor elderly in Morokreimbangan village related to the implementation of the poor elderly empowerment, in general it was concluded that the poor elderly potential have the lowest number of participation in empowerment activities. To increase the participation, the design concept empowerment strategy of the elderly poor potential steps include initiation, strengthening, protection and supporting which each step requires the support role of the empowerment adviser.

Empowerment of poor elderly potential is still a new thing that has not been developed by the government. This is very unfortunate because the poor elderly still have potential that can be utilized to alleviate their poverty. The empowerment strategies for the poor elderly potential should be created based on the characteristics and conditions that exist in the field to make it integrated and sustainable. Because this research is only focused on the poor elderly potential, in the future it is expected that there will be further investigation of the handling of the theme of the elderly poor who have no potential so that the handling of the elderly poor are becoming more comprehensive.

ADDITIONAL NOTE :

1. BPS : National Statistic Agency
2. Karang Wredha : Elderly community organization
3. RT : The community organization that consists of a collection of several households
4. RW : Community organization consisting of several RTs

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