



The Implementation MuluMile's Social Activities Program "I Want to Be" in Creating Community Development

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ABSTRACT

The purpose of this research is to explain the implementation MuluMile's social activities program "I want to be" in creating community development. Development is an issue that is often an important discussion in efforts to increase and equalize the economy. Every element of society should take its role in realizing this, including MuluMile. Therefore, the "I Want to Be" program was created as a form of MuluMile's social responsibility towards the surrounding environment. This research uses descriptive-qualitative analysis method. This study concludes that our society should have the same opportunities and opportunities in improving its economy. Especially in realizing the desired profession/job. With the "I Want to Be" program from MuluMile, it is hoped that it will be able to break the gap/distance that is often an obstacle for people who live in areas/rural areas with limited information and infrastructure and make MuluMile as an Integrated Social Enterprise.

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1. INTRODUCTION

The development of rural communities is essentially to improve the standard of living of the entire community, so that community members become better, happier, and more prosperous than before (Beni, 2021). To achieve prosperity this is the goal.

Yulianti (2017) explains that, Development is a series of growth and change efforts that are planned and carried out consciously by a nation, state and government, towards modernity in the context of nation building. Meanwhile, Lumintang (2015) said that the development as a process of change for the better through planned efforts. The implementation of this development process is solely because the community is not satisfied with the current state or condition which is considered not as expected. However, it must be realized that development is an evolutionary process, so that rural communities need to proceed in stages according to the resources they have and the main problems they face.

Rural community development and its goals have always been linked to the issue of "poverty" (Siregar, et al., 2020). In the "rural community" category, certain "communities", especially farmers and small farmers to laborers, have experienced this problem. Their ignorance and past problems and sad experiences in general have made them gripped by fear, become apathetic, succumb to a bad destiny (which can actually be fixed), dared to achieve personal achievements, and other bad things that hinder the development of rural communities. There is no courage to take the risk to change their fate.

However, the obstacles that often occur are the limited sources of information and supporting infrastructure for the village community. So that it

becomes "confusion" for people who want to improve their fate or choose their own desired job. Because the majority of them, let's take the example of farmers, work as farmers because of circumstances that force them to become farmers. I don't know if it's a coincidence have land purchased or inherited from their parents, do not have other abilities besides farming, and various other reasons, the point of which is that they do not have the freedom to choose and determine their destiny. Not that being a farmer is bad, no. It's just that not all of them can become farmers, there must be someone who fills another role. The creation of non-agricultural jobs in rural areas is an effort to improve the welfare and quality of life of rural communities (Deswimar, 2014). The purpose of this research is to explain the implementation MuluMile's social activities program "I want to be" in creating community development.

2. METHODS

The data analysis technique used in this research is descriptive-qualitative data analysis technique. Qualitative research refers to research that reveals facts, circumstances and phenomena that occurred during research, and the actual situation that occurred (Adlini, et al., 2022). While the descriptive type is to provide an overview of the event so that the event can be understood easily and clearly (Zellatifanny & Mudjiyanto, 2018).

The use of this analytical technique does not prioritize meaning, on the contrary, the emphasis on description will lead to a descriptive-qualitative format to better analyze the surface of the data, and only focus on the emergence process of the phenomenon, rather than the meaning of the data or deep meaning (Azis, 2014).

3. RESULT AND DISCUSSION

3.1 Location Overview

Kertosari is one of the villages in Lampung. Precisely in Tanjung Sari sub-district, South Lampung district. The main commodity of the community here is rubber products because most of the residents here have rubber plantations, both individually owned and jointly owned. Not to mention the addition of a rubber plantation owned by PT. Perkebunan Nusantara VII or commonly called PTPN VII which is a former Indonesian State-Owned Enterprise which is engaged in rubber, oil palm, sugar cane, and tea plantations.

So it is not without reason that the majority of the population of Kertosari make a living as farmers, besides the green open land that is owned is still wide, this is supported by the potential of fertile land to be used as agricultural land. So far, the three biggest commodities in Kertosari are rubber, rice, and citrus fruits. Apart from being dominated by farmers, the people here are also mostly breeders of cattle, goats, buffalo, chickens, and other livestock. Only after that many worked as laborers, both farm laborers, and worked in companies such as PTPN VII and PT. Sugar Labinta (sugar producing company) which happens to be located close to Kertosari village. For trade, Kertosari village can be said to be very strategic because it is located at the very front which is the entry and exit access before entering other villages in Tanjung Sari District. Therefore, the trade here is quite lively, although some are still not fully in business or can still be said to be trading traditionally.

3.2 Solution

The solutions offer to solve the problem is to create something that is able to bridge the gap between the people's

desire to choose their own destiny (in this case the profession) and the information and infrastructure needed. That is by creating the "I Want to Be" program that provides various needs for a career in various work sectors. Later this program will run under the responsibility of MuluMile.

For details, this program will then provide its own place in the form of a home/office where there will be a career development center and a place for the community to receive training to enrich or improve their soft skills. This program will also collaborate with several related agencies as well as several sponsors and companies who are ready to open up job opportunities for them. This program does not fully demand or direct the community to become workers, but also become entrepreneurs. Even if they still want to work as farmers, breeders, and similar professions. This program will continue to provide the best possible support. It is hoped that with this program, MuluMile wants to help improve the living standards of the surrounding community as well as become a corporate social activity in helping the development of the surrounding environment.

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3.3 Social Enterprise Models

Departing from anxiety to improve living standards through economic improvement, this program is included in mission centric. Therefore, the benefits to be created will be in line with the organization's mission. Why only as a program under the responsibility of MuluMile? That's because it considers a funding mechanism to strengthen the social program. With these considerations, the social program "I Want to Be" is a form of MuluMile's investment in its brand image. This makes the social program can be categorized into Integrated Social Enterprise related to Social Enterprise Models. Therefore, in later implementation, this program will often overlap with business activities, such as sharing costs, assets, and program attributes. This type makes it possible to leverage organizational assets, such as expertise, content, relationships, brand, or infrastructure as a foundation.

4. CONCLUSION

This study concludes that the society should have the same opportunities and opportunities in improving its economy. Especially in realizing the desired profession/job. With the "I Want to Be" program from MuluMile, it is hoped that it will be able to break the gap/distance that is often an obstacle for people who live in areas/rural areas with limited information and infrastructure. And make MuluMile as an Integrated Social Enterprise.

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