

Strategy of KUBE FM Kuncara Lamb in Maintaining Solidarity and Group Business in The Industrial Revolution Era 4.0

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Abstract

Poverty has been one of the problems that are common among countries. If the government does not want debt to be more acute, then the government must place poverty alleviation as a priority. In making a poverty alleviation program, the government must consider the causes of poverty in an area. It will have different results when the application is implemented following the target program that is not on target. The empowerment of the poor through KUBE-FM is possible for the level of success. However, the failure rate to maintain group member solidarity is still high. Then the next challenge that must be faced by this KUBE group is industrial revolution 4.0, where all have implemented an automation system in production and advertising that uses the internet, such as internet media in marketing. In this study, the authors used an explorative qualitative method to find out the KUBE-FM Kuncara Lamb strategy in maintaining group and business solidarity in the Industrial Revolution 4.0 era. The author uses Miles and Huberman's concept to analyze the data, namely, reduction, display, and concluding. KUBE-FM strategy, Kuncara Lamb, maintains group solidarity, namely: managing group dynamics that members can be an example for everyone, transparency in the budget, and maintain honesty. In facing the era of automation and the internet of things, KUBE-FM Kuncara Lamb only relies on person-to-person advertising through friendship and seminars and hard work.

Keywords: Poverty, KUBE, Industrial Revolution 4.0

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1. Background

Poverty is a phenomenon that is hard to eradicate in any country (Guo, Zhou, & Liu, 2019). Poverty is not acute; the government must give poverty appropriate attention (Zuhdiyaty &

Kaluge, 2018). Many State and Private Universities established in Sleman Regency so that the Sleman area's income continues to increase, but also household expenditure increases (Aminullah, 2018). The number of less privileged in Sleman

Regency is 31,355 households out of the total number of families of 357,583 or 8.77% of the less privileged (dinsos.slemankab.go.id).

Failure in development will cause income inequality between residents; social change includes all societal elements that affect social systems, including moral values, attitudes, and behavior patterns (Adli & Rohman, 2017). The scarcity of natural resources and talented human resources will prevent entrepreneurship from developing (Sutter, Bruton, & Chen, 2019). Malnutrition is one of the big problems facing Indonesia (Rahayu, Susanto, & Fitriani, 2019).

The core of the cause of poverty itself is Household Expenditure; when a household can sustain all of its expenditure, then welfare can be achieved, when they fail to do so, there will be social and economic problems that cause poverty (Adawiyah, Faoziyah & Suryatna, 2019).

In determining poverty reduction policies, it is crucial to consider factors that affect poverty in each region because each region has different characteristics, so efforts to reduce poverty must be adjusted to the area (Wahyuni & Jatmiko, 2017). The village government also makes Buton district efforts, namely by empowering the Village-Owned Enterprises (BUMDes) (Sadat, Mahyudin, & Hastuti, 2018).

Saving and loan cooperatives to alleviate poverty and overcome losses only serve low-income people (Jones, 2008). In Padang, the efforts made with the community-based sharia cooperative program empower MSMEs by designing and managing all the potential that exists in the community (Mulia, 2019). Unlike the case in the Karangasem area of the province of Bali that use the provision of special financial assistance to the Productive Economy Business Group, but the level of success achieved has not met the desired target because some people are reluctant to form productive economic business groups due to lack of ability to develop a business (Dinar, 2019).

So that the government need to pay attention to the condition of the region in making poverty alleviation programs, in this case, the Ministry of Social Affairs through the regency government to

be able to empower poor people through the joint business group with types of business that are environmentally friendly.

Handling the less privileged is an integrated and sustainable directed effort carried out by the central government of the local government and the community in the form of policies, programs, empowerment activities, assistance, and facilitation to meet the basic needs of every citizen (slemankab.go.id). The less privileged Joint Business Group (from here on will be referred as KUBE-FM) is one of the government's empowerment media to build the ability of less privileged citizens or families to solve problems, meet needs, and develop the potential to improve their social welfare (Mustafa, 2016). The Joint Business Group (KUBE) is a government program run by the Social Service and related institutions to reduce poverty, the target of which is the people who are on the poverty line (Ningrum, 2017). Which is in line with the goal of sustainable development that is to eradicate poverty and ensure there is no hunger by 2030 (Dhahri & Omri, 2020).

The Industrial Revolution 4.0 integrates the use of the internet with production in the industrial world, such as automation technology, data exchange, and advertising (Wibowo & Haryokusumo, 2017). Industrial Revolution 4.0 also changed various social, legal, and economic (Prasetyo & Trisyanti, 2019). In other words, if the community or groups can take advantage of the 4.0 Industrial Revolution, it will be able to improve their lives through increased sales or productivity through renewable technology or automation and advertising through the internet. In the face of the industrial revolution 4.0, there are two paths that, although taken, namely education and prepared human resources, must also be equipped with the knowledge of human values taught by humanities' social sciences (Prasetyo & Trisyanti, 2019). In this research, the authors intended to determine the KUBE FM Lamb Kuncara strategies in maintaining solidarity and group business in the industrial revolution era 4.0. The result of this study can be used as a guideline for other groups to preserve the continuity of their groups. It can be

an input for the government to optimize policies in alleviating poverty through dynamic community empowerment.

2. Research Methods

The research was being conducted on one of the KUBE groups that have been established since 2004 (sleman.go.id). Kube FM Kuncara Lamb is engaged in the breeding of lamb, which can survive in an extended period. This study uses qualitative methods of case studies. Case studies are methods used to delve deeper into a particular case (Semiawan, 2010). Creswell explained that case studies are an exploration of related systems or issues (Semiawan, 2010), which means finding out more deeply about a case to then be able to provide a hypothesis (Sugiarto, 2019). A case study is used to find out more deeply the causes or essential things in a group that can maintain the group's cohesiveness for 16 years running and sustain the group effort in the era of the industrial revolution 4.0. Data collection methods through interviews and other related literature. The informants consisted of Kube FM Kuncara Lamb chairman and employees of the social services who handled the less privileged's empowerment.

Methods of data collection carried out by the author is through interviews and documentation. The interview is a process of interaction between the interviewer and the source of information (Yusuf, 2014). The type of interview used is unstructured, planned talk meaning the writer has planned the interview material but does not use a standard format and sequence. In addition to using interview techniques, the writer also uses documentation techniques to collect data. Documentation is a person's notes or works about something that has already happened (Yusuf, 2014). Documents were obtained from the official website of the district and service governments and an annual report prepared by KUBE FM Kuncara Lamb. Interviews were conducted with KUBE FM Kuncara Lamb chairman and bureaucrats at the Sleman Regency Social Service, who handled KUBE empowerment.

Data analysis techniques use the Miles and Huberman Model concept in Yusup (2014) in

qualitative research data obtained through various data collection techniques, so it is necessary to process data analysis to get conclusions. The steps are data cleaning, displaying data and drawing conclusions—Data cleaning, namely selecting and simplifying the data obtained. Then Displaying data is processing all the data obtained so that it reaches the final stage. and finally. Conclusion drawing is the final stage to obtain results by verifying these results with ongoing research data.

3. Results and Discussion

3.1 Result

To obtain accurate and appropriate results with research friends, the authors need to conduct the Miles and Huberman Model. The data analysis techniques used are: After receiving data, the authors perform data reduction selecting and sorting from interview results closely related to the research, sorting related documentation, checking back whether there is insufficient data or registered enough for later analysis, and eliminating unnecessary data.

As for the interview results with Mr. Bukhori, the first informants, who is also the leader of the group, did not know the initial reason behind the establishment of this group. This group formation is the effects of technical guidance provided by the local social service. This group was first established in 2014, which consisted of 10 members of poor and vulnerable low-income families. When an internal conflict occurs, Mr. Bukhori as group leader will try to be an excellent example for all members. If he receives a training invitation, he will gather members to share the knowledge he has gained. Informants and their groups are always open and put forward deliberations to reach consensus in solving problems to avoid suspicion among members. In the face of the industrial revolution 4.0 the group only rely on advertising from person to person and hard work. In addition to the limited ability of human resources in this business, there are also no electricity from the government.

Interview conducted with Sleman district social bureaucrat (informant 2). The KUBE-FM Kuncara Lamb is indeed the only group that

can maintain and regenerate group members; in addition to ongoing assistance, transparency within the group is also needed. In this case, social services provide support and motivate members to be able to control conflicts in a cooperative way.

The author performed the document's appearance and matched the reduction results with related theories and conclusions that want to be obtained connected to the research on the strategy KUBE-FM sheep Kuncara to maintain group solidarity efforts in the RI Era 4.0. The social services bureaucrat said that KUBE-FM Kuncara Lamb could control internal conflicts within the group and manage capital assistance. The government is very proud of the achievements of this group. KUBE FM Kuncara Lamb often held as example and be the goal in comparative studies conducted by other groups, maintaining a business with traditional management and keeping the group's solidarity until now. The initial financial assistance provided by the government is follows:

In the table explained, the beginning of the formation of the government-assisted many as 28 Goats and rolled out in groups, each member was given the responsibility to maintain the goat to develop and be able to make a suitable cage. In 2007, he received money that goat bought so that it could be managed and developed in groups. The last aid received from the government was money managed for the advancement of the business.

KUBE-FM Kuncara Lamb has developed its goats but there are 98 dead and 797 sold in 64 cages, which will then continue to be maintained so

that they can manage. As for the results that have been obtained from livestock business are the sale of goats (broilers), the sale of goat breeds, lamb and Etawah crossbreed, the sale of sacrificial animals, The sale of etawa milk has penetrated the national market up to Lampung province, Meanwhile, unprocessed manure is sold to Wonosobo as organic fertilizer for farmers, and other regions. The main product of this business are milk and waste, as explained by the Social Service employees, goat manure and urine is better than cow dung. Industrial Revolution 4. 0 has brought changes in production and marketing that rely on renewable technology. However, limited assistance from the government and lack of knowledge from KUBE-FM members of the Kuncara Lamb have caused the inability to adjust to developments. Mr. Bukhori said that

“In doing product recognition, we do not make advertisements like most people; we advertise through person to person if we provide good quality, then customers will tell others about the advantages of our products“

The final stage of the study is drawing the conclusion, validity test then need to be done, verification of the data and theories that have been collected during the research. The author, must verify the findings to draw with the processed data that has to obtain so that it is valid and can account. The results obtained by the authors after performing the stage of data analysis.

Table. Capital Assistance from the Government

Origin	Year	Money (Rp)	Goods	Value of Goods (Rp)	Information
DIY Provincial Social Service	2004		Goat Females: 24 Males: 4		Rolling in Groups
Sleman Regency Social Service	2007	16,000,000	Goat Etawah crossbreed : 5 Cows: 1	11,200,000 4,800,000	
BLPS (direct social empowerment assistance)	2009	30,000,000	Goat Etawah crossbreed: 8 Lamb: 4 Bligon: 9	19.000.000 2.000.000 9.000.000	

Source: 2019 KUBE-FM Report Kuncara Lamb.

KUBE-FM Kuncara Lamb, is located in Tegalbalong Hamlet, Bimomartani Village, Ngemplak District, Sleman Regency, was established in 2004 with ten members. Then with the change of members each year until 2019, the members will increase to 13 members. The KUBE FM Lamb has some strategies to maintain the solidarity of group, is good management of group dynamics. Set example for everyone. Transparency in—the budgeting and the most important is honesty.

The strategy of KUBE-FM Kuncara Lamb to survive the industrial revolution 4.0 are: Intensive advertising from person to person, utilize friendships when attending seminars and other meetings and always hard work.

3.2 Discussion

KUBE-FM Kuncara Lamb is a group of economic businesses with the poor who are engaged in agriculture. This group was formed because there was a request for technical guidance members to raise goats to be carried out by the provincial government of the Special Region of Yogyakarta in the Bimomartani Village, Ngemplak District, Sleman Regency. This group consists of 10 members which until 2019 developed into 13 group members. KUBE-FM Kuncara Lamb has been able to provide additional income to members and can improve the level of welfare of members who initially only use income from one side of the work. This is in line with the goal of the government to improve the welfare of the poor. The government has a strategy to tackle poverty through the Joint Business Group (KUBE) program, the Micro Finance Institution (LKM) - (KUBE) program for the poor, the slum social rehabilitation program, and the life benefit program and social welfare guarantee for poor families (Ningrum, 2017). KUBE is one of the Ministry of Social's flagship programs aimed at empowering the poor by providing business capital through the Social Empowerment Direct Aid Program (BLPS) to manage Productive Economic Enterprises (UEP) (Wulpiah, 2019).

Kube members consisting of poor and

vulnerable people who have a poor identity or on the initiative of the village government have a common goal to prosper the members and the surrounding community. Formation of the group begins with the existence of the same feeling or perception in meeting the needs then arises the motivation to fulfill it, so that the same goals are determined and will cause interaction to form a group (Lantara&Nursan, 2019).

The goal of Sustainable Development is to eradicate poverty and ensure there is no hunger by 2030 (Dhahri & Omri, 2020). This is an effort to realize the goal of sustainable development in alleviating poverty so that groups are able to survive in the long term. The sustainable development model in the social, economic, environmental and institutional dimensions is valid and reliable to describe sustainable development in Indonesia at the provincial level (Setianingtiyas, Baiquni, & Kurniawan, 2015). One of the government's efforts to achieve independence, strengthening, and community development to be able to reduce poverty levels is through community empowerment (Ismoyo & Suyatna, 2019).

To be able to maintain the continuation of the group, all members must be able to manage the dynamics of the group (Ningrum, 2017). The life of a group will be greatly influenced by the behavior of the individuals in the group (Ulum, 2016). The characteristics of the group namely interaction, interdependence, structure, cohesiveness, and purpose. as stated by Mr. Bukori that when there are members who are not the same goal in the group there will be deliberation in determining the attitude so that the group can continue to run. KUBE-FM Kuncara Lamb have good group characteristics:

1. Interaction: there is always interaction between all members both as caretakers and regular members every 1 month there are always regular meetings held in the cage hall.
2. Dependency: each member has advantages and disadvantages so that they complement each other,
3. Structure: this group has an organizational

structure and each member plays an active role in its members

4. Cohesiveness: although internal conflicts occur, they are able to be handled deliberately by all group members
5. Purpose: This group goals that have been communicated and understood by each group member.

In terms of managing dynamics within the KUBE-FM Kuncara Lamb group is able to manage well with the involvement of leaders who care about the progress of the group. The purpose of the KUBE in according to the Ministry of Social Affairs Regulation Number 25 of 2015 concerning Joint Business Groups is as an effort to accelerate poverty eradication through several methods and has been adjusted to the results of interviews from the KUBE and the Social Service Offices of Sleman Regency:

1. Increased business ability of KUBE members together in groups

Every time a technical guidance or training participates in the pak Bukori at the suggestion of the members, when the technical guidance or training is finished, a meeting is held to discuss the knowledge gained and what further programs will be carried out by the group.

2. Increased revenue and business development

From the initial capital of only 24 lamb now KUBE-FM Kuncara Lamb can increase production, not only selling lamb are able to sell etawa milk, selling lamb and PE polygon goats and candan fertilizer (manure and urine), sales have reached Lampung and Central Java.

3. Increased social awareness and solidarity among members

KUBE-FM Kuncara Lamb has a monthly fee of Rp. 10,000 with a share of Rp. 2,000 for group operations and Rp. 8,000 for the solidarity fund intended for members who experience a disaster, will and use the funds to help.

Ways to improve community performance in

groups are legal mechanisms, capacity building that builds relationships between communities, government and buyers, institutional transparency and flexibility (Purnomo, Anand, & Choi, 2018). KUBE-FM Kuncara Lamb has the basis of formation based on the regulation of the minister of social affairs of the Republic of Indonesia, member capacity building through technical guidance and other training to improve the ability and good relations between groups with the community, government and buyers, the chairman of the members stressed the importance of transparency in the common interest and no defamation arises which can be detrimental to the group and KUBE-FM is not too flexible towards development because the human resources it possesses are not qualified in the field of technology. In addition to the objectives of the KUBE program, KUBE-FM Kuncara Lamb has also been able to improve the performance of the community. Besides moving in the field of farming the group, it also operates in the field of savings and loan cooperatives to be able to help members and the surrounding community. A leader's commitment is needed to maintain member commitment (Ningrum, 2017). Based on the results of the interview with the chairperson of KUBE-FM Kuncara Lamb and employees of the Social Service 4 the main keys in groups are managing the dynamics of the group well, in the future should be an example, transparency, and honesty.

The Industrial Revolution 4.0 is an integration of the use of the internet with production in the industrial world such as automation technology, data exchange and advertising (Wibowo & Haryokusumo, 2017). KUBE-FM Kuncara Lamb has not been able to increase its productivity through technology such as automation that uses tools as production human power. In the group production process is still manual, so the demand from consumers must wait within a few days the limited human resources they have are also inadequate for this. In terms of advertising, this group only utilizes word of mouth advertisements whose level of reach is not too broad and only a few

companies, both dairy and fertilizer customers.

Based on the statement from the Social Service employees that the group increases the quality rather than the quantity and the number of members is not too much so that it is worried that it will be overwhelmed in meeting the needs of consumers, information exchange only relies on the technical guidance held by the government, while the technical assistance that has been followed is the processing of goat milk but cannot be developed within the group due to difficult operational permits and limited number of group members. The Industrial Revolution 4.0 also changed various fields such as social, legal, and economic (Prasetyo & Trisyanti, 2019).

In the face of the industrial revolution 4.0, there are two paths that although taken namely education and prepared human resources must also be equipped with the education of human values taught by the social sciences of humanities (Prasetyo & Trisyanti, 2019). The Sleman Regency Government has provided technical guidance on the management of modern fertilizers using renewable tools but poor communication has caused these tools to be silenced at the sub-district KUBE forum so that they become unused. The KUBE-FM Kuncara Lamb strategy in dealing with these changes so that its business can survive are:

1. Intensive advertising from person to person, utilize friendships when attending seminars and other meetings.
2. Work hard.

4. Conclusion

A group of leaders should be an example for its members, be a good leader, and provide motivation. Each member must be able to control the dynamics of the group to survive in running his business.

The all-modern Industrial Revolution 4.0 cannot be handled by this group. In addition to the limited human resources, infrastructure limitations are also a problem, there is no electricity flowing into the cage, limited assistance make the utilization of renewable technology

from the government cannot be utilized properly. There is no easy support for KUBE to obtain permission from the ministry of health, drug and food regulatory bodies and halal certificate from Indonesian Council of Religious Scholars to make dairy products such as milk powder and yogurt. The government role is limited to providing technical assistance.

With all the limitations of the group, maintaining the quality of products and expanding network for promotion is the most appropriate to face the changing times. However, it must be left behind from other groups that have adapted to technological.

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