

---

**THE MANAGEMENT OF RURAL DEVELOPMENT AND  
THE IMPROVEMENT OF THE POTENTIAL OF LOCAL COMMUNITY  
PROSPERITY IN CIMANGGIS VILLAGE , BOJONGGEDE SUB DISTRICT,  
BOGOR REGENCY  
WEST JAVA PROVINCE**

Marislinda Idris,  
Sekolah Tinggi Ilmu Pemerintahan Abdi Negara  
[Marislinda.adri@gmail.com](mailto:Marislinda.adri@gmail.com)  
Baharuddin,  
[afinyeyen@yahoo.com](mailto:afinyeyen@yahoo.com)  
Sekolah Tinggi Ilmu Pemerintahan Abdi  
Donna Sampaleng  
[donnaawana@yahoo.com](mailto:donnaawana@yahoo.com)  
Sekolah Tinggi Ilmu Pemerintahan Abdi

***ABSTRACT***

The results and the evaluation of this community services is to explain the Management of Rural development and the Improvement of Local Potency-Based Community Prosperity in Cimanggis village, Bojonggede sub-district, Bogor regency, East Java Province. A qualitative approach with a SWOT analysis was employed.

The results and the evaluation of this community services was to understand and explain what strategy is suitably adopted by the government of Cimanggis village in managing the rural development and the improvement of the community prosperity based on the local potency in Cimanggis village, Bojonggede sub-district, Bogor regency, East Java province. A defensive strategy was adopted by making use of and optimizing the attitude of village government in persuading the people to be willing to manage the rural development in line with the potency of the village.

The authors found the following driving factors namely: 1) the attitude of the village government in persuading the people to do the rural development; 2) the village fund which was supporting and which is suitable with the target; 3) the *gotong royong* (mutual cooperation) culture; 4) the implementation of the rural development which was in line with village potency. Meanwhile the inhibiting factors were as follows: 1) the people's mindset which still needed a good understanding and approach 2) the fence between the houses which hindered the road development; 3) the climate which was often changing; and 4) less responses from the heads of RTs (administrative village which is the lowest level of government administration) in informing activities to the people.

Key Words kunci: Rural development, Local-based potency, People's prosperity, Village fund, Mutual cooperation cultur

## **A. INTRODUCTION**

The enactment of the Law Number 3 year 2014 on Village has given a great chance for each village in Indonesia to be able to develop its potential autonomously in line with its needs in order to realize the welfare of its people. The objective of the management of the village is to encourage the community initiatives, movement, and participation in developing its potential and assets for their mutual welfare and to advance the community economy and to solve any national development gap. A village should start planning its development strategy which is really in accordance with the problems it encounters, making use of its potential or possessed assets to be effectively managed to realize the welfare of the village.

The implementation of the rural development, according to the Regulation of the Minister of Domestic Affairs of the Republic of Indonesia Number 114 year 2014 on the Rural Development Guidelines, is clearly stated in the Article 1 verse 9 that: rural development is to increase the quality of life and life for the greatest prosperity of the villagers. In the principle of the village financial management in article 2 verses 1 and 2, it is stated that: Village government shall arrange the rural development plan in line with its authority by referring to the regency/city development plan, the rural development as stated in article (1) is conducted by the village government by involving all village people on the basis of mutual help spirit.

The regulation of the Minister of Village, Underdeveloped Regions and Transmigration of the Republic of Indonesia Number 1 year 2015 regarding Authority Guidelines based on the right of the origin and village-scaled local authority states that the village scaled local authority in the field of rural development includes: (a) Village Basic Services; (b) Village Facilities and Infrastructure; (c) Village local economic development, and (d) the Use of Village Natural Resources and Environment.

(Village) Local potential is any natural and human resources a village possesses as the basic capital that should be managed and developed for the village continuance and development. Principally, village potential may be divided into two. First is physical potential in the form of land, water, climate, geographic environment, cattle and human resources. Second is non-physical potential in the form of the society with its characteristics and interactions, social institutions, educational institutional, village social organizations, and village apparatus. The condition of the (village) local potential in each area is not the same due to the following factors: (1) the Condition of its geographic environment; (2) the Number of Population; (3) the width of the Land; and the Types and Levels of the Land Fertility. The factors cause the production ability and the development velocity among villages to be different.

The problem is that in Cimanggis village, there are still a lot of local potentials that have not been optimally managed so that this results in development gap in certain aspects and the development in the village has not been effective yet as expected for the people's welfare. The data from the Statistic Bureau of Bogor regency show that Cimanggis village is one of the villages in the area of Bojonggede sub-district, Bogor regency of which the number of population was about 17,031 persons in 2016, while that of Bojonggede sub-district was around 336,547 persons in 2017. Cimanggis village possesses the following physical potentials in the field of infrastructure development: roads, water tourism location "Kemuning", smart houses for the people of Cimanggis village, Bojonggede sub-district.

## **The Implementation of Rural development**

The implementation factors occupy the most important position since they may determine the success in the realization of a program. The process of its activities according to Bintaro should need the following aspects:

- (a) It should be clearly determined who or which institution/body is functionally given an authority to accoordinate the programs in a sector;
- (b) It is necessary to pay attention to the clear and good arrangement of the implementation program. In the implementation program, the basis of the functional principle should be expressed in a series of procedures which are harmonious and clear and are obeyed by all the concerned parties in the implementation of the program;
- (c) It is necessary to develop a better working relationship in the form of a cooperation agency or a cooperation committee with clear responsibilities and coordination;
- (d) It is necessary to make a coordination throught the process of budgeting and financing implementation.

Then the term development, according to Siagian is a planned effort to grow or change which is intentionally made by a nation, state or government towards modernity for nation building.

Another opinion is presented by Riyadi in Mardikantor that the term “development” is an effort of a change process intended for the attainment of a prosperity level or a life quality intended by a society that is implementing the development.

While Anwar states that development is a systematic and sustainable effort to create a condition which may provide various legal alternatives for the attainment of the most humanistic aspirations of each citizen.

According to the Law Number 6 eyar 2014, rural development is effort to increase the quality of life and life for the greatest prosperity of the villagers. Then it is explained that Village is a Village and traditional Village or called by other names, hereinafter called the village, is a legal unit of community that has boundaries with the authority to regulate and manage the affairs of government, and the interests of the local communities based on community initiatives, the rights of the origin, and/or traditional rights recognized and respected in the system of government and the Unitary State of the Republic of Indonesia.

On the basis of the explanations above, it can be concluded that the Management of Rural development as a series of efforts conducted in the village environment by the Village Government together with the people to improve the standard of living of the villagers includes aspects of life, either bodily or psychologically, made independently in accordance with the needs of the villagers.

### **Improving the People’s Prosperity**

According to Fahrudin, prosperity comes from the word prosperious. Prosperious is from Sanskrit Cater, meaning *umbrella*. Prosperity in *Catera (umbrella)* is a person whose life is free from poverty, stupidity, fear, or worries, so that his or her life is safe, either bodily or psychologically.

According to Iver in Soekanto, society is human beings who are living together, where living together means living in a social order and this condition will be created if human beings have relationship between one and each other.

On the basis of the Law Number 11 year 2009, Social prosperity is a condition where the citizens’ material, spiritual and social needs to live adequately and to develop well are fulfilled so that they may do their social functions.

According to Agus Suryono, people's prosperity is one of the aims in creating a state. The development of the people's prosperity is aimed at improving the quality of human life that may especially be categorized as disadvantaged and fragile groups (groups who potentially become poor).

People's prosperity according to Sudarsono in Badrudin is a good economic condition due to the enactment of the regulations in an economy stipulating activities of all parties and the distribution of the people's incomes as a result of the economic activities.

It may be concluded that People's prosperity is a condition where the people may fulfill their basic needs consisting of education, health, job, and enough incomes to bring their lives better, free from any kinds of disturbances, difficulties and their lives are surrounded by the feelings of safety and equality.

### **Local Potential-based Community Prosperity**

In accordance with the Law Number 6 year 2014, Village Potential in operating the New Village Government System is a unity of village government under the authority of regency/city government possessing an authority to manage (physical and non-physical) village potential and arrange and manage the interest of the people on the basis of the initiatives of the people's origin and/or traditional rights.

The types of potential are divided into two:

#### a) Physical Potential

- (1) Land is a natural resource, including mining materials and agricultural products as food materials;
- (2) Water includes wells, water management, and water condition for the interests of human life for instance irrigation, fishery, agriculture and daily needs;
- (3) Climate includes the temperature and rain fall that have a great effects on agricultural business, tourism object;
- (4) Animal husbandry and fishery are sources of power, of food materials (protein sources), and also of earnings for the villagers;
- (5) Human beings are human resources or sources of labor processing and using natural resources.

#### b) Non-Physical Potential

Non-physical potential is the potential which is closely related to the cultural resources namely:

- (1) Mutual cooperation attitude, a tradition of cooperation of helping one another among the villagers which is the power of production and development of the village;
- (2) Social institutions such as Indonesian Government Agency (LKMD), the Council of the Elders (LMD), Family Welfare Movement (PKK), Youth Organization (Karang Taruna), and other organizations that may give guidance and counseling to the people;
- (3) Creativity of the Village Apparatus that may be able to manage the village administration and government in orderly and smoothly manners.

According to Ihat Hatimah, local potential-based prosperity is the resources existing in a certain region. Local potential is developing from the tradition of wisdom possessed by a simple society as part of sources/powers from each local area to be made use of in activities of developing the area.

The term *potential is* from the verb *to potent* meaning hard or strong. According to Suprayitno, another term for village potential is ability, power or appeal that is not or has been realized but it has not been optimal yet.

Local potential is a basis of ability/power/resource (physical or non-physical) possessed by a village that may be developed to result in benefits for the village.

## B. RESEARCH METHODOLOGY

The results and the impacts of these community services activities were aimed at explaining the Management of Rural development and the Improvement of Local Potency-Based Community Prosperity in Cimanggis village, Bojonggede sub-district, Bogor regency, East Java Province. A descriptive method using a qualitative approach with a SWOT analysis was employed. The data were obtained through document analysis, observations, and interviews.

## C. RESULTS AND DISCUSSION

### Data Description

The profile and the history of the establishment of Cimanggis village are as follows. The word *Cimanggis* is from a fruit called *manggis* (Mangosteen), which becomes the characteristic of this village. In the past, this village was full of Mangosteen trees and that is why this village is then named Cimanggis village. Since its establishment, this village has been being lead by some village leaders and secretaries from 1960 up to now. Cimanggis village is one of the villages in Bojonggede sub-district, Bogor regency. The village is 520.448 hectares squares divided into 4 hamlets, 17 Community Units (RW) and 79 Neighborhood Units (RT) with the following borderlines:

North	: Sukmajaya village, Tajurhalang sub-district
South	: Kayu Manis <i>Kelurahan</i> , Tanah Sareal sub-district , Bogor City
West	: Kemang village, Kemang sub-district And Tonjong village
East	: Kedung Waringin village, Bojonggede sub-district and Waringin Jaya village, Bojonggede sub-district.

The distances between the government office of Cimanggis village and the Centers for the Government offices are as follows:

Bojonggede sub-district	: 3 KMs
-------------------------	---------

Capital city of Bogor regency : 5 KM

Capital city of East Java province : 120 KM

Capital city of the Republic of Indonesia: 60 KM

The area of the land use of the asset of Cimanggis village are 7.35 Hectares with the following allotments: (1) Village office and other supporting facilities: 0,07 hectare; (b) School: 3.5 hectares; (c) Cemetry: 6 hectares; (d) Mosque/*Mushola*/*Majelis Ta'lim*: 2 hectares; (e) village roads : 18 kms; and (f) Sport facilities: 0.5 hectare.

The demographic condition of Cimanggis village based on the resgistration of the number of the population of Cimanggis village up to December 2016 was 17,031 persons, consisting 8,019 men, 9,012 weomen and 5,348 of family heads. The religions of the people in Cimanggis village are Islam, Catholic and Protestant. The range of their levels of education is from those who are not graduated from elementary school to graduate from Higher Education. The facilities and infrastructures of education are as follows: 7 elementary schools, 3 Junior High Schools, 4 Senior High Schools and 1 Village Library.

### Economic Condition of Cimanggis Village

The economic condition of Cimanggis village from the data of the village monography is explained using the number of population in terms of their livelihoodsas presented in Table 1.

Table 1. Type of Job of People in Cimanggis village

No.	Type of Job	Population Number
1.	Farmer and Farm Worker	247 Persons
2.	Trader	635 Persons
3.	Civil Servant	381 Persons
4.	Army /Police	34 Persons
5.	Retired	23 Persons
6.	Private Employee	1.725 Persons
7.	Factory Worker	91 Persons
8.	Artisan	172 Persons
9.	Taylor	39 Persons
10.	Welder	19 Persons
11.	Mechanic	21 Persons
12.	Craftsman	5 Persons
13.	Driver	233 Persons
14.	Others	1.434 Persons

### **Socio-Cultural Condition of Cimanggis Village**

The culture existing in Cimanggis village is the basic capital of development underlying the development that will be conducted. One of the aspects that is always preserved sustainably is the *gotong royong* (mutual cooperation) culture. Rapid influence of external cultures and increasing life need, if not accompanied with the feeling of living together, will cause individualism characteristics that may erode the life order that has long been developing. One of the ways conducted by the village government to prevent some erosion of *gotong royong* culture is that in every opportunity in the meetings among the people, the importance of *gotong royong* culture is always given an emphasis. Moreover, the village government also requires the heads of RTs and RWs to always ask and involve the people in each development implementation.

### **The Condition of the Government of Cimanggis Village**

The government of Cimanggis village as the operator is mainly responsible for the implementation of the village government such as giving government services to the villagers in line with the regulation, empowering the people, keeping public order, maintaining facilities and infrastructures of public services. The organization structure of the government of Cimanggis village consists of: 1 village head, 1 village secretary, 6 field technical implementers, 8 persons from area elements, 3 heads of hamlet, and 5 village staffs. The status of the apparatus of Cimanggis village is non government civil servant, and most of them graduate from Higher Education and Senior High School. The leadership period of this village is from 2015 and will end in 2019.

## **D. CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

The results and evaluation of the impact of the services activities on the Management of Rural development and the Improvement of Local Potency-Based Community Prosperity in Cimanggis village, Bojonggede sub-district, Bogor regency, East Java Province result in the following conclusions:

1. The management of rural development based on local potential is made on in accordance with the existing rural development plan and the potential and the rural development is conducted fluently and well, if the village government do and optimize a persuasive manner to the community so that they will be willing to participate in the implementation of the rural development and they understand the importance of the local potential-based rural development for their mutual interests.
2. The management of rural development plays an important role in the life of the society since village and community developments are inseparable. If the management of rural development in accordance with potential possessed works well, it certainly will give positive impacts on the life of the community. Rural development is effort to increase the quality of life and the life for the greatest prosperity for the villagers.
3. In the management of the rural development, the internal hindrance is the mindset of the people. They still need good understandings and approaches. Whereas, the external hindrance is the changing climate

in terms of the physical development side. But the persuasive attitudes shown by the village government apparatus and the *gotong royong* culture are able to condition and solve problems they encounter.

### Suggestions

From the results and evaluation of the impact of the services activities on the Management of Rural development and the Improvement of Local Potency-Based Community Prosperity in Cimanggis village, Bojonggede sub-district, Bogor regency, East Java Province, the following strategies are suggested:

1. Internal Factor

Village government should be able to optimize the management of rural development in line with the village potential, to improve the persuasive attitudes and socializations to the community and to make deliberations with the community on the village potential possessed to be managed and developed.

2. External Factor

*Gotong royong* culture should be preserved so that any either internal or external threats may be conditioned with cooperation.

### E. BIBLIOGRAPHY

Arikunto, S. 2010. *Prosedur Penelitian*. PT. Rineka Cipta. Jakarta.

Badrudin, Rudy. 2012. *Ekonomika Otonomi Daerah*. UPP STIM YKPN. Yogyakarta.

Budiarjo, Miriam. 2008. *Dasar-dasar Ilmu Politik*. PT. Gramedia Pustaka Utama. Jakarta.

Djihad, Hisham. dan. Suyanto. 2000. *Pelaksanaan Pendidikan di Indonesia Memasuki Millenium III*. Adi Citra. Yogyakarta.

Fahrudin. dan. Adi. 2012. *Pengantar Kesejahteraan Sosial*. Refika Aditama. Bandung.

Hasan, M, Iqbal. 2002. *Pokok-pokok Metodologi Penelitian dan Aplikasinya*. Ghalia Indonesia. Bogor.

Herdiansyah, Haris. 2011. *Metodologi Penelitian Kualitatif*. Salemba Humanika. Jakarta.

Hidayat, Ara. dan. Machali, Imam. 2012. *Pengelolaan Pendidikan, Konsep, Prinsip dan Aplikasi dalam Mengelola Sekolah dan Madrasah*. Kaukaba. Yogyakarta.

Koentjaraningrat. 2013. *Pengantar Ilmu Antropologi*. Rineka Cipta. Jakarta.

- Labolo, Muhadam. 2007. *Memahami Ilmu Pemerintahan. Sebuah Kajian Teori, Konsep, Dan Pengembangannya*. PT. Raja Grafindo Persada. Jakarta.
- Madji, Udo Yamin Efendi. 2007. *Quranic Quotient*. Qultum Media. Jakarta.
- Marbun, SF. dan. Mahfud, Moh. 2006. *Pokok-Pokok Hukum Administrasi Negara*. Liberty. Yogyakarta.
- Mardikanto, Totok. 2010. *Pembangunan Komunikasi*. Sebelas Maret University Press. Sukoharjo.
- Moleong, Lexy J. 2009. *Metodologi Penelitian Kualitatif*. PT. Remaja Rosdakarya. Bandung.
- Ndraha, Taliziduhu. 2011. *Kybernology 1*. PT. Rineka Cipta. Jakarta.
- Nurcholis, Hanif. 2011. *Pertumbuhan dan Penyelenggaraan Pemerintahan Desa*. Erlangga. Jakarta.
- Salam, Dharma Setyawan. 2004. *Manajemen Pemerintahan Indonesia*. Djambatan. Jakarta.
- \_\_\_\_\_. 2005. *Manajemen Pemerintahan Indonesia*. Pustaka Reka Cipta. Jakarta.
- Siagian, Sondang. 2005. *Administrasi Bangunan, Konsep Dimensi dan Strateginya*. Bumi Aksara. Jakarta.
- Soekanto, Soerjono. 2006. *Sosiologi suatu Pengantar*. PT. Raja Grafindo Persada. Jakarta.
- Solekhan, Moch. 2012. *Penyelenggaraan Pemerintahan Desa*. Setara Press. Malang.
- Syafiie, Inu Kencana. 2005. *Pengantar Ilmu Pemerintahan*. PT. Refika Aditama. Bandung.
- \_\_\_\_\_. 2011. *Etika Pemerintahan*. PT. Rineka Cipta. Jakarta.
- Sugiyono. 2016. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, R&D*. Alfabeta. Bandung.
- Suradinata, Ermaya. 2002. *Manajemen Pemerintahan dalam Ilmu Pemerintahan*. PT. Vidcodata. Jakarta.
- Tjokromidjojo, Bintoro. 2000. *Teori Strategi Pembangunan Nasional*. PT. Gunung Agung. Jakarta.
- Widjaja, H.A.W. 2003. *Otonomi Desa*. PT. Bumi Aksara. Jakarta.
- Wiratha, I Made. 2006. *Metodologi Penelitian Sosial Ekonomi*. CV. Andi Offset. Yogyakarta.

Hatimah, Ihat. 2006. Pengelolaan Pembelajaran Berbasis Potensi Lokal di PKBM. *Ejurnal No. 1/XXV/2006*.

Johan, Selomi. 2005. Peran Kepala Desa Dalam Meningkatkan Pembangunan Fisik. *Ejournal.ip.fisip-unmul.ac.id*.

Suprayitno. 2015. Analisis Potensi Desa Dalam Menjalankan Sistem Pemerintahan Desa yang Baru. *Ejournal.ip.fisip-unmul.ac.id*.

Suryono, Agus. 2014. Kebijakan Publik Untuk Kesejahteraan Rakyat. *Ejurnal Ilmiah Ilmu Administrasi ISSN 2085-1162*.

Bidik Nusantara. 2014. *Kades Cimanggis Targetkan Pencapaian Pembangunan Infrastruktur 2015*. <http://www.bidiknusantara.com/2014/10/kades-cimanggis-targetkan-pencapaian.html>. Diakses tanggal 13 Juli 2017.