

Agencies in the Community Economic Movement

(Case Studies of ToMiRa-Based Economic Development in Kulonprogo Regency)

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Abstract— The increasingly proliferation of capitalist-patterned economy is followed by the resistance through the populist-patterned economic movement. Various efforts have been made both academically and practically, from the downstream movement to government policy. It is solely done to protect the populist economy in order to compete and exist in the global economy. The populist economic movement can be manifested when there are social processes that precede, either naturally or deliberately created as lighters of a movement. One of the successful populist economic movements is the development of a populist-based economy, named Tomira (Toko Milik Rakyat) or people's store. One important factor that succeeds the realization of the populist economic movement is the existence of mutual commitment among various stakeholders such as government, private parties and community to realize a common goal. These agents perform the roles and commitments that they have built in accordance with the capacity and agreement that have been made together. Various potentials and obstacles become one of the foundations for agents in doing the role.

Keywords—Agent, Populist Economy, Villagers, ToMiRa

I. INTRODUCTION

The success of a community development is determined by several things both from within and outside the community. Besides, it also depends on the development approach or model that wants to be implemented, whether it is centralistic (top-down) or community-centered (bottom-up). The centralistic development model is a model in which all development authorities starting from planning, implementation to evaluation are carried out by the government while the community is only an object in development activities. Whereas a community-centered development model emphasizes the importance of the role of the community as an actor and subject in development while the government plays a role as a companion in development activities [1].

The development model that is being promoted recently is a development model that is more community-centered. A better known concept of development is community empowerment. The involvement and active participation of the community in the development activities are the main points. The community is required

to have independence in formulating development capacity in accordance with the needs of the community and the potential of locality. In addition, the community is also required to develop a partnership network to strengthen relations and development activities that will be carried out [2].

Empowerment is born from a reflection on the capitalist-style economic attacks that tend to benefit only a few groups. With community empowerment, people have a glimmer of hope to be able to enjoy the welfare that was previously only enjoyed by certain elites, be independent and self-sufficient in determining their destiny, have a sense of belonging to development programs that are driven, and be better able to recognize the various potentials in the community as the main capital in development (material and non-material capital) [3].

One of the examples of the successful economic empowerments is the development of people's store named ToMiRa in Kulonprogo district, the Special Province of Yogyakarta. In addition to the commitment of the Kulonprogo district government in growing development centered on people's economy, the success of the partnership shop management was also initiated by community volunteers who have a genuine willingness to fight for the fate and welfare of the community and have an excellent access to various lines to be able to strengthen the network. This paper will discuss in more detail who are the stakeholders / agents involved in developing the economic partnership of ToMiRa and how the role is played in supporting the success of the program.

II. RESEARCH METHOD

This paper is taken from a portion of the research results that have been carried out in 2017 regarding the partnership economic model through ToMiRa in Kulonprogo district. The series of studies were carried out within 8 months. The approach used in this study is a qualitative approach. At the beginning of the data collection, the interview, observation and documentation were started. The research team was confused about where to start and who will be interviewed. Through the snowball sampling approach, finally the team found key

informants knowing the details of the problems regarding the partnership economic program. The informants were UMKM (Small-Medium Micro Enterprises) players, modern shop owners, cooperative managers and officers of the Department of Cooperatives and UMKM of Kulonprogo district. The data obtained were then analyzed using the stages of inductive data analysis and theoretical analysis. However, previously the data had been validated by cross-checking the data from interviews, observation and documentation and comparing information submitted by one informant with other informants in various situations.

III. RESULTS AND DISCUSSION

A. *The initial idea of the emergence of the ToMiRa partnership*

The application of ToMiRa (Toko Milik Rakyat) is an inseparable part of the spirit of "Bela Beli Kulonprogo" which was campaigned by the Regent of Kulonprogo, Mr. Hasto Wardoyo. The implementation of the idea is done through some policies and measures of the local government of Kulonprogo district. First, the policy of using Kulonprogo rice, which is much better in quality than the rice provided by the national government, in the "Rice for The Poor" (better known as Raskin) program. So the name Raskin in Kulonprogo Regency was changed to Rasda (regional rice) and now changed to Rastra (prosperous rice). Another measure to empower local economy is the Government of Kulonprogo Regency also developed local bottled water by empowering spring water sources in Kulonprogo which was named Airku (Kulonprogo water). This business is developed in collaboration with PDAM (Local Water Company) as managing partners.

Another policy is to require students and civil servants in Kulon Progo Regency to wear a rented geblek batik uniform (a typical batik from Kulonprogo) on certain days. This policy is able to boost the local batik industry. The center of batik craft has grown rapidly, from only a few have now grown to become many. Many Kulonprogo batik artisans who usually work in Yogyakarta and its surroundings, can now go home and work in Kulon Progo. And there are many more community-based economic policies developed in Kulonprogo. In line with what was stated by [4], that community economic development carried out in the Special Province of Yogyakarta is based on the typology of classification and location quotient. It is expected that economic development can run optimally if it adapts to the local potential of each district.

Related to the management of the partnership business of ToMiRa, the strong commitment of the governor is set forth in Regulation No. 11 concerning Protection and Empowerment of Traditional Markets and Structuring of Shopping Centers and Modern Stores. Article 8 states that the government controls the growth of Modern Stores and Shopping Centers through the arrangement of the location of Modern Stores and

Shopping Centers. Therefore, it is regulated in accordance with article 14 letter c in which the Modern Store with a franchise status and / or branch status must not be less than 1,000 m (one thousand meters) from traditional markets.

Regional Regulation No. 11 of 2011 by the Government of Kulonprogo Regency causes debate both among entrepreneurs in modern shops and society as customers of modern stores because all modern minimarkets with a distance of less than 1,000 meters are threatened not to be renewed or subject to closure sanctions. The owners feel objected if the business must be closed, because they will automatically be harmed so they propose a pretext if their modern store is closed, there will be mass layoffs from the available workforce. Some people also feel reluctant when modern shops around them must be closed because they already feel comfortable to shop in a modern store.

In other words, the birth of regional regulation No. 11 of 2011 is a momentum to empower cooperatives and UMKM as a representation of the people's economic movement. Responding to the regulation, the Kulonprogo Regency government provides an alternative solution to bridge the interests of all parties to be accommodated. [5], said that the economic movement of rural communities began to take place which led to alignments with the village community and one of them was due to the presence of local figures and figures who began to move.

The district government cooperates with Alfamart and Indomaret to support the existence of these policies in a way that both have an interest in the people's economy, which is to cooperate with cooperatives and UMKM. Finally, an agreement emerged to collaborate in community economic empowerment in the form of partnerships with Cooperatives, and UMKM through the ToMiRa program. From the birth of the regional regulation until 2017, in Kulonprogo, there were already 13 ToMiRa, so there were 13 KSU (All-Round Cooperative) as their owners [6].

B. *Agents who play a role in developing the economic business of the ToMiRa partnership*

The success of the ToMiRa partnership economic program in Kulonprogo is the fruit of strong persistence and commitment from several parties concerned. These parties include the person of a Regent (Hasto Wardoyo) who has a strong commitment in laying the foundation for development that is more based on the welfare of the community, local agents born from the grassroots (Dalduri Budi Prasetyo) who lives, grows and built with the community and have access to various lines to develop networks, UMKM players who have been mushrooming in Kulonprogo but still have limitations in developing their businesses, cooperatives managers, modern shops, government agencies related to business licenses, UMKM product certification, and those who do not less important is the consumer / buyer community.

From all the agents, there are two main agents that are interesting to discuss. The two agents do not always appear in every development program because it is not easy to bring up the two initiators. The two agents are the Private Regent Mr. Hasto Wardoyo and Mr. Dalduri Budi Prasetyo.

Usual phenomena rarely show the synergy of government programs with the needs of the community. Conditions that often occur are precisely the resistance movements carried out by the community towards programs or policies launched by the government, so that what emerges is the pros and cons of addressing a policy. Usually the pros and cons will begin to fade over time. It can be because the community is powerless to resist or there are efforts to silence the efforts making the community speechless and resigned [7].

This condition is different from what happened in Kulonprogo district, under the leadership of the elected district head, Hasto Wardoyo, the community began to be involved in planning the development of the region so that the pros and cons of the policy he planned rarely occurs. The manifestation of the regent's alignment with the community is by launching the "Buy a Kulonprogo Product" movement. The movement was a major breakthrough made by the regent in contributing to the success of local products from Kulonprogo district UMKM players that have been very mushrooming. The movement showed concern and special attention to the concrete problems experienced by UMKM players. This condition is somewhat different, which is, the interaction and closeness of the community with the government are more built with local leaders from the village elite level, because locality is the same communication tool so that the communication process runs smoothly [8].

So far the spirit of entrepreneurship has been firmly planted in the community of Kulonprogo, the consequence of which is the resurgence of the local economic activities of the community which are accommodated in UMKM. Gradually, the development of these local economic activities turned out to have problems, namely in the matter of distribution and marketing when it had to compete with products from modern stores. Seeing this reality by using his authority as a regent, Mr. Hasto issued a Regional Regulation whose substance is alignment with the economy of the local community. The regulation is followed by other rules and socialized and even emphasized on all elements of government from the district, sub-district to village elite levels. In addition, there is a special approach taken by the regent, that is, the recruitment process of the local government officers is more concerned with the ability and commitment of individuals to fight for the fate of the people not merely to get jobs in government. As expressed [9], local leaders have a variety of specific strategies in approaching the community based on their respective potentials and peculiarities.

One element of society that is considered capable of carrying out a more community-centered development model is a volunteer who emerged from the grass root, Mr. Dalduri who was originally appointed by the regent to manage a Regional Gas Station. Mr. Dalduri

was a native of Kulonprogo who is a graduate of a private university in Yogyakarta. The hard experience of living from zero made the figure of Mr. Dalduri able to stand firm and have many relationships to develop networks. Not being able to be a government officer, he has a big dream to raise the economic independence of the community through cooperatives as stated in the following interview with Mr. Dalduri:

"... so far the community has dissolved in product hedonism and business management that has a more capitalist nuance, so that progress can only be felt by a few people. Whereas if we look at the foundation of Pancasila, welfare should be felt by all levels of society, not just certain people. Cooperative is one of the ways to achieve it. But strangely, the people themselves are no longer interested in cooperatives because they are considered old-fashioned and outdated ... "(source: interview, 2017)

Seeing this trend, Mr. Dalduri then, tried to revive the cooperative and cooperative community. The cooperative which was initially pioneered to carry out the partnership was KOPPANeka which managed a ToMiRa named ToMiRa Dekso which was directly chaired by Mr. Dalduri. The earnestness and hard work done by Mr. Dalduri turned out to inspire people and other cooperative managers in Kulonprogo to carry out similar partnerships and manage ToMiRa. This condition urges the need for further coordination between co-operative managers so that the cooperative community chaired by Mr. Dalduri finally begins to live again. Regular meetings are held through the cooperative community to discuss various matters related to the management of ToMiRa.

In addition to developing networks to fellow cooperative administrators, Mr. Dalduri also initiated to cooperate with several UMKM in the Kulonprogo region. This was done as a concrete form to support UMKM products. His cooperative becomes one of the cooperatives that accommodates local UMKM product to be marketed through ToMiRa and even the cooperative also becomes a distributor of local UMKM products to several ToMiRa who have cooperated with UMKM. Many problems often arise when running a partnership process with UMKM. One of them is that many UMKM products are still below the standard, both in terms of quality and product packaging. However, various products of UMKM with various limitations continue to be marketed through cooperatives although frequently not many consumers buy. Mr. Dalduri did not give up to struggle for the products of UMKM while improving the quality and packaging of the products slowly but surely.

Some efforts are carried out by agents for the realization of development that can prosper the community. Mr. Dalduri understands that to achieve his dreams and goals requires very hard effort. There are many obstacles faced, but he persisted in his stand to turn on cooperatives and achieve mutual prosperity because only through cooperation, community empowerment can be achieved. This is in line with the principle of

empowerment which is only carried out at the group level rather than the individual level [10].

IV. CONCLUSION

Agencies involved in managing the economic activities of the ToMiRa partnership are generally similar to the management of other partnership businesses. That is, there are cooperatives as representatives of the local economy and retail franchises as representations of modern stores, UMKM players, consumers and related government officers.

But what makes it different is that the partnership can be realized and sustained because there is a role of formal leaders and local leaders who have dreams and big aspirations to fight for and prosper the local community. This commitment is manifested in various forms from the start of the policy, appointment, implementation and assistance routinely carried out by working together with the community. The presence of the leader is truly considered as a partner in working not as a bureaucrat who is usually only good at the policy level. The charismatic leader born from this community is not easy to emerge.

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