Par Practice for the Development of Applied Sociology in Indonesia

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ABSTRACT

Sociology is the queen of social sciences. This statement was said by the pioneer of sociology, Auguste Comte to our generation of sociologists for the superiority of this social science. The term queen refers to the height of the sociological level which is the reference for the birth and development before other social sciences.This research aims to apply the Comte's statement above. Therefore, the research method used in this paper is literature studies and a qualitative approach with PAR (Participatory Action Research) approach. In PAR, the subjects of research are community /local activist of Cagar Hamlet, Bulukerto Village, Temas Hamlet, and Activist of Cultural Tourism in Tlogorejo Hamlets, Bumiaji Village. The activities of this research are 1) Community empowerment by Public Speaking Training, 2) Development of Ecology Village in Temas Batu City, 3) and Strengthening awareness of Cultural Tourism in Tlogorejo Hamlet, BumiajiVillage.Applied sociology is one of ways to "empower" sociology and communities. This kind of sociology is developed through field or participatory action research. In the follow-up stage, beside the proffesionalization of PAR owned by sociologist, the problems of communities arise so that the synergy of program with stakeholders is needed. Stakeholders must continue the initiated program. Thus, it can be said that the development of applied sociology is not easy because it must refer to practical languages and according to the needs of actors. Competition with stakeholders and practitioners makes this challenge difficult to overcome.

Keywords: Applied Sociology, community activists, community empowerment, Participatory Action Research.

1. BACKGROUND

Sociology is the queen of social sciences. This admonition was suggested by a pioneer of Sociology, Aguste Comte, to our generation sociologist on the superiority of this social science. The term *queen* refers to sociological level height to which the birth and development of other social sciences refer. There is no other social science emulating it (Rachmad K Dwi Susilo n.d.)because sociology has the following strengths:

1. Studying and documenting the characteristics of community where we live.
2. Understanding more broadly and connecting and associating the current idea with the previous one, avoiding seeing the reality in closed context and beyond the context.
3. Developing critical attitude to social life viewed as composure.
4. Expressing voice, idea, and underground social world in the story of the subjection of low-class knowledge and dream.
5. Developing an organized dialog process crossing the difference of voice to be heard.

6. Facilitating and organizing many considerations maturely to speak and to have dialogue.

7. To help create a good social critique that will make the citizens aware, that will give understandable information and decision (Plummer 2010)

It is a science for description, analysis, and social problem solving. In Indonesia, such political opportunity is opened widely, recalling that the pandemic occurring in the last two years needs real contribution from many parties.

In addition, freedom, democracy, and decentralization is practiced at many levels to give each creative actor the opportunity. This activity is hold not only by government but also by non-government stakeholders. Corporation begins to cooperate with surrounding people because in addition to meeting the demand of regulation, it also implements social ethics. Meanwhile, to realize and to evaluate the program, the responsible one also invites the participation of actors as broadly as possible.

Although political opportunity gives big chance, some problems still actually occurs like inclusion, limited quality of public service, and program failure. Problem is not always a problem, as it can be an "opportunity" to applied sociology.

The author admits that many sociological practitioners have participated in community development and empowerment activity without saying that they are sociologists. Nevertheless, the supremacy of science should be stronger. As a science, sociology should contribute significantly to solving public issues.

Unfortunately, this condition is still below the hope. In regional autonomy era, the comments of social scientists are referred to more frequently than the sociologist in public discussion on the screen.

(Samuel 1999)) study found that Indonesian Sociology does not develop because the sociologists work in campus on average. Therefore, their working method is like more academicians than community workers. In addition, sociologists do many works from the government. Consequently, sociology concerns more with seminar and interview than the works elaborated systematically (Samuel 1999)

Nevertheless, Samuel explains that Indonesian sociology is restricted from New Order to Early Reformation eras. But the present condition has not changed much. From the author's interaction with sociologists in Indonesian sociology association, including both Sociology Study Program Organizing Association (*Indonesian:* Asosiasi Pengelola Program Studi Sosiologi or APSSI) and Indonesian Sociology Association (Indonesian: Ikatan Sosiologi Indonesia or ISI), he sees that there have been only a few products of sociological science born. It is because, among others, the commitment to building the science not compensated with organizational professionalism. Even, as the coordinator of ISI Malang Raya and surrounding, the author concludes that this association has not produced creative findings that solidify sociology and change social reality surrounding.

Meanwhile, in relation to the scientific truth, nearly all sociology study programs organize learning, research, and community service. Their real activity involves lecturers and students in presenting their ideas anywhere, but they do only a very little thing for the improvement of community.

The author looks for the answer to this problem, and finally draws a conclusion that this problem is due to Sociology still catering on academic interest that wrestles with concept research only, without touching non-academic interest.

A simple explanation is found in the material base. Socialists also do so "comfortably" recalling that the lecturers have well-established income on average. Thus, they rarely or likely never reflect on the benefit of sociology to the society.

2. METHOD AND OBJECTIVE OF RESEARCH

This article writing is intended to consider the development of applied sociology as an alternative to solve the internal sociological problem. The research method employed in this article was to combine literature study and qualitative approach, PAR (*Participatory Action Research*). PAR is a research not only understanding the field problem but also contributes to the change of actor behavior(Kleiner, Kerstetter, and Green 2012) (Yaumi Muhammad and Damopolli Muljono n.d.)For that reason, literature study is conducted to find explanation about what, why, and how the applied sociology

is, and finally is concluded with the reflection on applied sociological practice.

Meanwhile, the field research took place in Batu City, exactly in Cangar Hamlet, Bulukerto Village, Kelurahan Temas, and Bumiaji Hamlet, Bumiaji Village. Bulukerto Village was used as the place to hold the first public speaking. The subject of research was the community activists or the activists working in both formal institutions and non-community organizations. The activists organizing Ecological Village in Kelurahan Temas became the subjects of second author, while the last subject was the tourist activities in *Dusun Budaya* (Cultural Hamlet) in Tlogorejo Hamlet, Bumiaji Village.

This writing is closed with analysis and discussion on problems and potential development of sociology in the future. Therefore, the sampling technique used was purposive sampling one, by which the author selected the subject involved in the research according to the focus of research, to develop the applied sociology study.

3. LITERATURE REVIEW: UNDERSTANDING APPLIED SOCIOLOGY

(Steele and Lutcovich n.d.)explain that "applied sociology is the use of sociological perspective to comprehend intervention and/or to encourage human's social life" (p. 154) (Searbrick-Hauser n.d.) defines applied sociology as doing sociology, i.e. taking theoretical model and methodological technique in social situation to solve problem and to improve the quality of life).

Definitively, applied sociology is a practical sociology using social intervention technique to trigger the social change favorable to the specific category of participants for the interest of community and social life. Therefore, through action and administration research, applied sociology emphasizes doing, action, and intervention done in the community rather than learning process in educational institution (Finkelstein n.d.)

Applied sociology is sociology in use directed to the action for policy aimed at helping people or a group of people think reflectively of what they do or how can create viable social forms.

Edward Payson states that applied sociology substitutes for and improves outdated and pure sociological assumption and theories and applies the theory to readjust the social practices of social change intended This Sociology gives emphasis on human and organizational behavior (Scaefer Richard n.d.)

Contribution is related to process and outcome. In practice, there are social problems, issues, process, and condition becoming the option to improve the quality of life. Both of them are inseparable from each other as they have causal relation needing some stages: finding, understanding, and thinking of the utilization of sociological method to resolve the case. The real applied sociology is balance between two worlds – blackboard and issue. This function leads to two directions where the problem is brought into the class, solution is found and brought to the field and practiced, and sociologists look for research finding about creative new method and theoretical approach that can be applied to the world (Bois n.d.)

The appearance of applied sociology is explained by Ward after he found out that European sociologist used term pure sociology. For that reason, Ward used pure and applied concept for the first time as the title of a course in University of Chicago in 1897 and then repeated it in University of West Virginia in 1898 and Stanford University in 1899. He published pure sociology in 1903 and applied sociology in 1906

In addition to Ward, Jane Addams criticizes socialism and critical abstract theories and inhibits social learning with rigidity and tendency to break up the people. He also thought that sociology can guide social reform through the patient accumulation of fact about the life of the poor. To Addams, practice is a priority of a theory Earlier he claimed that it is not sociology to test or to build theory but constructive works help emphasize progressive agenda to overcome injustice and poverty.

(Freeman and Rossi n.d.)mention four activities of applied sociology, including: (1) mapping and studying social indicator, (2) modeling social phenomenon, (3) evaluating purposive action, and conceptualizing, learning, and facilitating alternative

adjustment (Borgotta Edgar F and Montgomery Rhonda JV n.d.)

4. THEORETICAL FOUNDATION

The author simplifies the important points explaining the applied sociology into four points: perspective, theory, concept, and method) as suggested by (Price Jammie Roger and Strauss Breese n.d.) as follows:

4.1 Perspective

Fundamentally, sociologists focus on situation and the character of situation where action occurs. They understand the situation, how the situation is organized, and direct the situation to dynamic box in which social actors find themselves.

Along the decade, sociologists improve the theory in order to explain why individuals act on certain situation. Some individuals will go fairly far to forecast individual's action in certain situation, giving power to theory and research.

Sociological perspective is not actually the center of nature when as the problem solution, our perspective explains the problem. Meanwhile, sociologists realize that their perspective is dynamic and not single. By taking individual, biological, environmental and natural perspective, we realize that human action is complex. We will not be shocked when an individual tells as that appealing this sociological perspective is something never thought of.

Sociological perspective encourages us to act beyond ourselves, to run on others' shoes, and to see like others see. This process is called "taking others' role".

4.2 Theory

Practical sociologists look for an appropriate instrument to deal with a problem. Can we apply a perspective or structure (like theory) skillfully to a situation likely chaotic to individuals? Does perspective or theory provide explanation on situation? If the answer yes, this power will strengthen our reasoning ability and enable us to increase professional values for social background. It is just like a CEO seeing the problem in organization as a system or symbolically created problem, constituting a creative finding in solving problem. Interestingly, a synthesis of big theories is the best way to solve problem. If an individual combines it with another approach, he/she will have a risk of failure

in using all tool kits to solve problem. Applied sociology treats theory to change the marginalized groups in the terms of finding social forms, social program, social construction, and participatory resource. Sociologists are artists creating resource and offering culture (Bois n.d.)In other words, the theory developed cannot stop in analysis but should find practical solution and resolution.

4.3 Concept

Using concept has two sides of sword. On the one side, concept provides a short way to rationalize a very complex situation. In applied sociology, concept is not explained abstractly, but is translated in varying ways according to the client's comprehension. It can see and express certain social situation as *"a social construction of reality"*.

4.4 Method

So far, as a discipline, academic sociology is very narrow to face global community. Practical sociology is limited to a tool yielding the sociological discipline itself only, but many imaginative and interesting tools are born from the varying studies that attenuate our mastery by making us fail to accept it.

Soon after we use the reason stating that we are exclusive social scientists, we do not need other sciences, cultural and religious domains. No one is amazed with abundant conversation on information in the 21st century discussion. Technological ability produces excessive information and noise in our world. That is why practical sociology contributes to an ability of understanding abundant information by entering information and data. They should put sociologist onto the head of package with the skill developed to understand the reality (Bryant et al. 1932)

PAR is one of action researches as a field action-oriented approach. It can be said that PAR is a part of action research (Rachmad Dwi Susilo n.d.)

(Amaya and Yeates n.d.) and (Sue Danley 1999) also tell that *Participatory Action Research* is a method usually having concern with group assessment, the community in which the author participates and builds a bond with the subject of his research. explain that this *Participatory Action Research* aims to make change, while

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(Grantcraft 2007) (Hall et al. 2017)and add that the author should be involved and obligatorily conduct this PAR and there some designs or models the author can use.

a. The change to solve social problem

Applied sociology is a construct of sociological science selected, featured, interpreted, and organized to achieve the short-term social outcome Similarly, predicts that service and non-profit business, community and organization labors have the need for accurate and reliable data, need assessment and evaluation that can be conducted by applied sociology. Policy maker and administrator will of course underline the findings confronted with the end result or override other part. Ogburn states that non-profit business and organization actors, labors, and communities are the users of applied sociology.

Sociological knowledge not only knows what happens but also results in solution and intervention to promote a better human interaction. The struggle for solution concentrates on solving the client's problem requiring perspective different from other sociologists. In addition, practical sociologists have professional responsibility to convince that research and observation conducted result in a social change having impact on organization or human interaction in appropriate manner (Price Jammie Roger and Strauss Breese n.d.)

5. RESULT AND DISCUSSION
A. Working with applied sociology: intervention and evaluation
a. Social Intervention Practice

One of ways to solve problem is to change reality through social intervention. Intervention means the utilization of technique and method resulting in the changes in attitude, behavior, and environment (John G Bruhn and Howard Rebach 2011)Social intervention is done through five functional stages:

1) Problem assessment

Assessment refers to an investigation of case in order to understand problematic situation and to design operational definition of problem. It is an important step to present the problem, so that the questions are: what are problems arising? Who is the client? Why does client find help and why now?

The presenting problem is the one faced and perceived by the client. It pertains to the definition of situation and condition expectedly analyzed in relation to other actors. The next questions are: is the problem the author's skill and can the author cooperate with the client?

2) Program planning

Here are various stages explained to achieve the objectives, including the process of negotiation between client and practitioners. Both of them enter into a cooperative contract having an implication to the works to do. Program is the statement of objectives; therefore it is a measurable and observable concept. Objective is divided into two: process and outcome (outcome objective). The plan should be made in detail and actor, method, and time should be determined.

3) Program implementation

The implementation of activities refers to the exertion of resource to implement the program plan. The plan may not be treated rigidly as it opens critical analysis and flexibility adjusted with the field condition.

4) Program evaluation

It is an activity to asses and measure the success of program in which action and objective is used as evaluating measure. Process and outcome specified will be evaluated to find out whether or not the expected consequence arises.

5) Program follow up

Follow-up is the next step following the program evaluation. Follow-up is the responsibility of intervention actor. It needs social support and motivation for intervention sustainability. Both client and those intervening will make an agreement concerning this result of intervention.

Bruhn and Reebach explains the approaches to applied sociology, including social norm, social system, life cycle, human ecology, clinical, and community-based approaches.

To work with applied sociology, we can utilize participatory action research. In practice, professionals collaborate with members of organization to design program, collect and analyze data, and use finding in the action project. Through participating in the project, members and decision makers can control process and be involved in social change to meet their need.

b. Evaluative Research

Evaluative research is the application of social science theory and method to ensure the development in which program is applied, service is distributed, objective is achieved, in this case an effective measurement is conducted. The attempt is conducted in small scale with limited specific question (Borgotta Edgar F and Montgomery Rhonda JV n.d.)

Evaluative research is an application of social theory and method to design, to implement, and to assess social and policy program aiming to help formulate and implement program/policy, and to achieve the objective as expected.

The object becoming the target of evaluation is a set of resources and activities directed to one or more collective objective and typically under the guidance of single manager and management team Newcomer, (Newcomer, Hatry, and Wholey n.d.)In its development, there are more than one objective and model of evaluative research dependent on the objective and model to be applied. The objectives of evaluation are:

1. To find whether or not the objective has been met.
2. To determine the reason of specific success and failure
3. To deconstruct principles underlying the successful program
4. To direct the activity level with the techniques of improving effectiveness.
5. To put the foundation for broader research, e.g. replicating the aspects of successful program in other setting (John G Bruhn and Howard Rebach 2011)

Peter H. Rossi and Sonia Rosenbaum state that program evaluation provides social science based on information like program design and planning, program monitoring, and economic efficiency (John G Bruhn and Howard Rebach 2011)

Evaluation uses research and assessment methods including: (1) determining criteria and standard to assess, quality, and decide whether or not this standard is relative or absolute; (2) collecting relevant information, and (3) applying standards to determine value and quality, and to use effectiveness or significance. It leads to the recommendation intended to optimize the object of evaluation in relation to the objective wanted or to help stakeholders determine whether or not the object of evaluation is feasible, sustainably or expansive(Fitzpatrick et al. n.d.)

THE DEVELOPMENT OF APPLIED SOCIOLOGY; FIELD RESEARCH EXPERIENCE

To explain the development of applied sociology, the author takes some applications the author has conducted in the field. That is public speaking training in Cangar Hamlet, Bulukerto Village, Batu City, attended by 15 participants departing from diverse background like housewives, students, heads of RW (Citizen Association), heads of RT (neighborhood association), and youth organization activists. Meanwhile, the development of Ecological Village in Kelurahan Temas, Batu Sub district is attended by community actors participating in ecological development. They are Family Welfare Program (Indonesian*: Pemberdayaan Kesejahteraan Keluarga* or PKK) activists (majority women) consisting of 18 women (Rachmad 2018)

It is in contrast to an activity of strengthening the awareness of community-based tourist village in Tlogorejo Hamlet, Bumiaji Village, Batu City, aiming to confirm the advocacy to save water source. Therefore, the participants are the community actors supporting the advocacy. Public speaking is an internal service activity funded by UMM, while the development of ecological village (*Kampung Ekologi*) and the reinforcement of awareness of tourist village are the result of collaboration between lecturers and students in the course of Social Change. In this final work, lecturers act as both director and executor al at once in the field.

The two approaches mentioned in the last part is (*Participatory Action Research*) PAR practice for the change of situation, the improvement of knowledge, and the actors' ability of seeing and changing their situation (Walter Fernandes and Tandon Rajesh n.d.)

a) The Reinforcement of Community
1. Assessment

This social context of community service is implemented recalling that the citizens of this hamlet are declining the construction of hotel that worryingly will damage the water source surrounding them. Meanwhile, they use this water source to

fulfill their daily life need. To win advocacy, community leaders and all potential communities are involved. Speaking skill and the skill to communicate idea are the complementary ones in organizing the community each of activists should have.

Unfortunately, this skill is still limited. As a result, there is no even distribution of activity (activeness) when the activists are told to express their idea before the public, in which they rely on a single same individual. The one has innate ability. The author thinks that to make this ability distributed evenly, this skill can be learnt. For that reason, it is the solution needed by the activists of community. Through this activity, the courage to speak before the public and to express idea with ordered sentence can be created.

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2. Program Planning

Training is held by accommodating social-cultural condition of actors. The author chooses a community-based approach with non-conventional technique and material. The members of community are positioned to be the subject determining the activity. They are involved in planning, implementation, evaluation, and follow up.

3. Program implementation

The program implementation is conducted through the following stages:

a. Baseline

This stage is conducted to understand the weakness, strength and potency of participants. Spontaneously, the participants are told to express idea before the public. This condition is left naturally with the "genuine" ability prioritized. In this strategy, the team realizes that although having not obtained material yet, some participants have had a talent to speak before the public. Additionally, to community leaders, speaking before the public is their daily "meal".

Nevertheless, the author keeps giving assessment to the participants with the following indicators: performance, duration, and optimization of body gesture. The result of prior assessment shows that 75% of participants can execute the assignment given by the author. Although the participants have diverse backgrounds, their skills seem to be qualified. This evaluation of prior activity is made the content or material of public speaking training.

b. Training

Training was conducted for two days with three materials: introduction to basics of public speaking, selection of sentences and optimization of diction – body gesture. Basic introduction emphasizes the importance of public speaking to the activists of community. The second material is technique of choosing powerful words or sentences to maximize public speaking. Participants are refreshed regarding the objective of public speaking, i.e. to influence, instruct, inform, stimulate, and entertain. Meanwhile, intonation – body gesture teaches the maximization of body gesture and sets the voice intonation. Public speaker not only relies on voice but also body gesture, gaze, and stress on voice intonation.

c. Reflection

Following the delivery of material, the author asked the participants to give some inputs. The participants were given as broadly and freely as possible opportunity to criticize the speaker and to explain the strength and the weakness of this training. It is here that the process of democratizing the interest actually occurs. The speakers do not position themselves as practitioners, but as "collaborative partner" who learn and work together.

d. Competition

Following the delivery of material, a competition between participants was held. This activity is intended to test the presentation of field data, rhetoric, and time organization (duration). The practice of participants is the development of skill by training. The participants' mature preparation is indicated when they prepare themselves by utilizing small piece of paper, then, complying with the use of attractive term and timeliness, and concluding that the participants use the competition opportunity as well as possible. From this competition, three best participants were taken based on the three top scores obtained from the test (Hayat et al. 2016)

In this stage, in fact the participation rate of participants remains to be high. While 15 (fifteen) participants attend the training, the competition will be attended by 13 participants. Team can measure the extent to which the material is absorbed and practiced by the participants. The winners of the

competition were distributed in three generations: youth, head of RT, and women activist. Therefore, the three attended meetings and audiences more actively.

4. Evaluation

Program implementation still leaves some strength and weakness. The strength is among others, the achievement of participants as targeted and expected. In this advocacy, this training contributes importantly to drive the mass, particularly as shown by the Heads of RT. They express their opinion before the public more bravely. Nevertheless, the weakness is related to its outcome. It means that if the skill is not honed in a long time, knowledge will vanish, while the material may not be stopped but should be continued with the training at the higher level.

5. Program Follow-up

The follow up of training is shown in the advocacy activity in many field actions. In practice, the author delegates the community to reinforce it. The duty of maintaining skill is assigned to stakeholders at community level. The problem lies in the activity the author cannot control.

b) Ecological Village Development

1. Problem Assessment

Hotter environment and earth condition, environmental crisis and damage, and disaster are the sceneries faced and needing environmental conservation urgently.

The government of Kelurahan Temas along with the community has devised the sustainable establishment of village called Ecological Village on September 9, 2016. The real description includes the development of organic vegetable yard and the development of rubbish bank. This village development will at least complement the Farming Tourism Village that has been an icon of Kelurahan Temas. This program's novelty is that this conservation program is initiated by the state actor with regulation. Ecological village has been launched officially by the Mayor of Batu on January 29, 2017.

The activity of village development initiated by the authors is inseparable from the secretary of *lurah* (head of Kelurahan)'s request to the author (January 30, 2016), and he has had relation before to the author. The

secretary of *lurah* states that the participation of author, as the lecturer, is desirable to prepare field work. For that reason, the author considers the contribution of sociology to encouraging this village (kampong) establishment. The description of village shows the actors serving as the pioneer of environment-friendly activity. In this case, the mindset of sociology is as same as the one understood by the activists of community. Author, community empowering officer, and activists feel confusion equally. Therefore with collaborative scheme, the village replete with ecological activity is design. Ecological village is the pioneer in Batu City to drive the program with initiative cooperation between community and government institution.

2. Program Planning

Collaboration with field actor is the option chosen by the author. The program that has been done by actors is analyzed to be perfected with field actions then. The author offered the collaboration with the people and finally, the heads of RW asked for the completion of tourism alley construction that has been pioneered by the RW. This gang will welcome the visitors with its beauty. This alley (Indonesian: *gang*) is divided into 5 (five): Gang RT 2, Gang RT 4, Gang Matahari and Gang Punden. The author agree with this work as it has been done by the citizens but still needs perfection, and there are some alleys that will be functioned as tourism alleys. It means that there is a work to construct new alleys and there is also a work to complete the previous one. Then, a technical working plan is arranged involving students and citizens.

3. Program implementation
   a. Understanding Model

This program was initiated by kelurahan government, RW, and community leaders. The author along with the team understands concept, objective, and direction of village development. This program was initiated by Kelurahan Temas government, Batu City, and RW (Citizen Association) members. The

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author was present when the program has run and entered into the realization stage, including Rubbish Bank, organic plant garden, and creation of tourist destination (e.g. *gang* or alley). From the result of discussion and reflection with field actors, a decision was made to complete the program and to reinforce the capacity of actor.

b.   Accelerating the change

Meanwhile, the attempt of opening tourist alleys have been taken by the people and needs completion and perfection. The field need related to the exertion of human resource including lecturers and students is fulfilled by the team. Students work technically in the field aiming to accelerate the completion of tourist alley construction. Finally, three months later, the construction of the five alleys is completed as planned.

c.   Program preservation

The stage of developing tourism alleys in ecological village has been completed. Now the tourists can enjoy the alleys wrapped with tourism circumstance. Therefore, the most important step is to publish the program through online and offline media. The online publication is done by students by means of producing short film in 7-minute duration, entitled *Kampung Impian* (Dream Village) uploaded in you tube, while the offline one is conducted through covering Ecological Village in the bulletin of Sociology Department of FISIP of UMM.

The film produced by student group tells about the Head of RW who was motivated to invite the people to build ecological kampong collectively. The appearance and development of kampong departs from the hot natural and environmental condition. In this film, the students of Sociology UMM act as the activists of village. In the end of video, Taslan as the head of RW, gives testimony about the objective and plan of village development in the future.

d.   Capacity reinforcement

The author realizes that the development of village regardless sustainability will be ineffective. Therefore, the reinforcement of actor capacity is the starting point to consider. For that reason, the reinforcement of

public speaking can increase the skill. This skill actually complements the actor's "knowledge and consciousness" of the village development. The village's history, facility, and awareness are much more important than public speaking, but it cannot be overridden. Hence, the procedures taken are as same as the public speaking conducted by the author in Cangar Hamlet, as mentioned in point (a). Social-cultural character of community becomes an important consideration, so that the strategic difference lies on the competition event held outdoor, along with routine bazaar for organic product, the management of Rubbish Bank, and the performance of traditional dance.

4.   Program Evaluation

The strength of current intervention includes the executed tourist alleys at low cost. The involvement of students in taking PAR course obviously saves millions rupiah from the organizer's budget, recalling that students are not only designer but also executor. Consequently, the official appointment of village was conducted timely. Ecological village increases the number of tourist destination existing. In the presence of these locations, the village activists will have stronger sense of belonging to the village and be more enthusiastic because of it. To city and kelurahan governments, this village of course help achieve the targeted gained as specified in the platform.

The program sustainability is still an unsolvable problem. It is because, among others, the less sustainable inter-actor collaboration. When the kelurahan is headed by a certain figure, concept and activity held replete with the program, but the succession of *lurah* makes the activities less organized, and then finally the program is not well-maintained. The one figure-based leadership still becomes an obstacle; moreover the government organization still fails in building good cadres.

5.   Program follow-up

When the program in this Village has been completed, it will be continued by the field actors. Thus, the author will no longer have control over this activity. The execution of ecological village has been completed, and

furthermore the responsibility for managing it falls down to the field cadres. Unfortunately, the coordination between the author and the village manager is disconnected having an impact on this activity continuation. Nevertheless, the Batu City government still promotes this village consistently to be the target of comparative study for other cities and regencies to see the practice of developing ecological village. In addition, this Temas Ecological Village became one of nominees for Pro-climate Village constituting the national program released by Ministry of Living Environment in June 2019.

c) The Reinforcement of Awareness of Cultural Tourist Village

1. Assessment

Tourism becomes prima donna, recalling that in Batu City, this sector elicits higher profit than other sectors. Therefore, all parties, including villagers are encouraged to build community-based tourism. Despite good intention, without a clear process, it will be useless. The weakness found so far is related to the inadequate attention paid to participation, inadequate knowledge, poor initiative, and top-down program.

2. Program Planning

This program departs from the intimate relationship between the author and the community actors, in which previously, the author was involved in the a community-based water resource management and water saving advocacy program(Rachmad 2018). Thus, having adequate field data, tourism development became the author's another caring agenda. When the author initiated this live program for 3 (three) days in the field along with the new students of Sociology UMM in October 2018, the author interviewed the field actors who did not understand the concept of Cultural Tourism Village Development. From here, the author along with his team thought of the reinforcement of knowledge aiming to strengthen the actors' awareness. The principle of community-based tourism is community-owned tourism. Community tourism is for, from, and by community actors. This tourism empowers community, gains community's aspiration, and involving cooperation between community,

businessman, and outsider that will have an impact on collective welfare (I Gede Ardika n.d.)

What was considered by the author in empowering the village tourism is that the community actors are the starting point of tourism involved and explored to improve participation. Hadiwijoyo states that the successful community-based is determined by the following factors: a) natural and cultural resource, b) community organization, c) management, and d) learning (Hadiwijoyo 2018). Meanwhile, Judiesseno states that the community-based tourism is implemented for the following reasons: not well-organized, certain motive from outsiders not paying attention to the local people's option and interest (Judisseno and RImsky n.d.)Departing from this, a social facilitation was held for the grass roots tourism actors on October 2, 2018- January 12 2019.

3. Program Implementation

The program assessment started with observation and discussion with stakeholders.

Early idea regarding social intervention in tourism village was initiated by the head of hamlet and citizens who have not understood yet the purpose and objective of tourism development. From this finding, the author concludes provisionally that the actor's knowledge still becomes basic problem that can be solved by sociology. A simple question the actor has is how does the program run, and what are procedures that the actors do not understand?

a. Survey to comprehend the community actors' knowledge deeply.

Survey was conducted on all citizens of hamlet as they are the actors of this community tourism program. It was intended to find out their opinion and attitude to the concept of cultural tourism hamlet. The finding of survey shows that majority people heard and approved this concept.

b. FGD to comprehend the community actors' knowledge deeply

The analysis on survey data was conducted through discussions and socialization recalling that the data of survey still has some weaknesses as static data. It also can capture the actors' perception. Therefore, FGD was held in the Hamlet Office. This focus group discussion yielded data indicating that most actors did not know the concept of cultural tourism hamlet.

Consequently, they did not know the measures to be taken in the future.

c. FGD to comprehend the community leaders' knowledge deeply

In contrast to the first FGD, this activity explored and discussed the ideas of community leaders (figures). This discussion is intended to compare and to integrate the knowledge of citizens and that of community leaders. This combination of idea is expected to contribute effectively to designing a cultural tourism hamlet.

d. Constructing ideas to the stakeholders of tourism performance

The rationale of activity is that the knowledge of an actor has not been integrated into that of another. Sub district government has certain tourism concept, and so does the village government. However, this concept has been synergic or is still colliding with each other is unknown. Therefore, this activity combines those concepts. In addition, the attempt of finding the icon of cultural icon remains to be done by FGD opening communication between stakeholders.

4. Program Evaluation

This research builds a study on the knowledge of community actors. The target of the author is to reinforce the grass-root level by opening discussion and dialogue between stakeholders. Village head and subdistrict government understand and are aware of the knowledge owned by the community actors. Thus, the positive aspect is the construction of new knowledge on cultural tourism hamlet. This knowledge at least combines that of all stakeholders that has been partial in nature previously. Then, the awareness of the importance of tourism grows within community.

However, following the last FGD, this research is not integrated into the executors' works. Although the author opened himself to the utilization of data, but stakeholders did not utilize it. This program did not arrived ate follow up stage in the activities at government level

5. Program Follow Up

This program builds on community-based tourism development and is limited to reinforcing the actors' knowledge and awareness. This measure is still the basic step still needing

follow up until today. Therefore, there is no realization of real works. The weakness lies on the program not completed physically, while the community's pragmatism demands the success of program both economically and physically. The limitation of author can be seen from his incapability of finding the preserver of program who can continue the program initiated by the author, and transferring this to the local stakeholders responsible for the program (Rachmad Dwi Susilo n.d.)

6. **THEORETICAL ANALYSIS**

The author starts this article by dividing sociology into pure and applied ones. Pure sociology aims to develop the science (scholarship). Therefore it requires the mastery of concept and theory. Although it has academic superiority, but it is still entrapped into data analysis, and thereby contributes minimally to solving social issues.

The weakness of pure sociology is compensated by the applied one, as it contributes to three matters: 1) promoting effective teaching and learning, 2) helping provide the research based on social change, and 3) the students' demand for sociology is that sociology can be involved in the world and help improve it (Finkelstein 2010).

Applied Sociology that is Revised

Through the two ideas above, the author initiates participatory action researches or works proving that applied sociology has the following contributions. Firstly, the applied sociology practice is the practice of sociology to solve social problems. In this context of research, the problem intended is related to the improvement of actors' knowledge and skill qualities in the community activities. This quality is indicated with the construction of knowledge. The knowledge encourages the community's skill development and empowerment. All of these are conducted through social intervention in the form of training, FGD and social facilitation.

Secondly, this work is conducted purely on the author's initiative as the representative of campus institution developing three pillars of university. Meanwhile, the client is motivated by social concern with surrounding environment. The independent activity process made the author undertake his role as an independent public enlightenment. But, logistic limitation

made the follow-up problematic. The programs initiated are actually at basic level still needing follow up.

The procedures of applied sociology includes problem assessment, planning, collaborative cooperation, evaluation, and follow up analysis. Evaluation successfully finds the strength and the weakness, as suggested by Bruhn and Rebach and Borgatta, to evaluate the purposive action, conceptualize, learn, and facilitate alternative adjustment or adaptation (Borgotta Edgar F and Montgomery Rhonda JV n.d.)

Thirdly, the successful application of applied sociology can be achieved due to the following factors: the selection of option corresponding to the actors' need and most community actors attending all of activities planned. Here, the offerings of sociology include public speaking skill and opening new tourist destination get the community's trust. Thereafter, the author successfully constructs knowledge, so that it can be concluded that sociology facilitates the basis of next activity.

The problem with field activity is related to outcome and practice. (Hawkins 2015)states that program follow up is not implemented by the parties in the partnership. As a result, it is difficult to measure the outcome of activity. Campus, as the stakeholder, does not run the function of collective committee in charge of continuing the program.

The position of the author as a part-time field worker and wrestles more with study program in university leads to inadequate follow up. The authors did not successfully connect the campus as the stakeholder with the community. The limitation of the author, as an academician, is related to the technical constraints encountered during applying PAR principles contributing to the problem as specified by (Smith et al. 2010)

The big challenge inhibiting is the egoism in program implementation and community pragmatism. Each of them does not meet the "interest" of program executors having different perception. Consequently, the interest of sociologist is not as same as that of actors. To sociologist, the difference is significant in the not well-maintained program follow up. Community pragmatism is also a difficult challenge and to the community, the authors' empowerment

work is not more than a campus activity not related to the community interest. Campus is not related to their substantial interest; therefore the author always develops in order to achieve the objectives of author and community (Greenwood n.d.)

7. CONCLUSION

Sociology should be developed continuously because the objective of sociology is to contribute both theoretically and practically. Moreover, Indonesians are a democratic society that is encountering disruptive decentralization process and pandemic. Sociology practically contributes to improving the quality of life and solving social problems. Unfortunately, both roles have not been taken maximally by the sociology. The role of sociology is still limited, so that consequently this science is detached from self identity as the contributing science.

Applied sociology is one of ways to empower the Sociology. Through field action research, the author applies empowerment to develop applied sociology.

The development of sociology is not easy as it should refer to practical language corresponding to the author's need. Competition with stakeholders and practitioners makes this challenge is not easy to deal with.

In follow up stage, this problem usually arises. Nevertheless, sociology also has limitation, so that synergy is required between program and stakeholders. Stakeholders should obligatorily continue the pilot program initiated by the sociologists.

Although for the development of applied sociology the author does not expect much from the operation of association,(Samuel 1999)) confirmed that the development of Sociology as an applied science in Indonesia will face many challenges because sociologists actually work in the campus only. Indeed, the role of association is helpful to the development of applied sociology. Learning from applied sociology developing from clinical sociology to the evaluative sociology as the outcome of association's work in America, such awareness has not been visible in the field in Indonesia.

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