



## **PARTICIPATORY MANAGEMENT IN IMPROVING COMMUNITY WELFARE IN PEMATANG SERAI VILLAGE**

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### **Abstract:**

This study analyzes the role of participatory management in improving community welfare in Pematang Serai Village. Through a qualitative approach with in-depth interviews, this study found that community participation in the decision-making process and implementation of local development programs contributed significantly to improving welfare. Such participation builds community belonging, involvement, and capacity, and strengthens relationships between village government and communities. However, challenges faced include lack of awareness, cultural and structural barriers, and limited resources. Recommendations were given to strengthen community capacity, increase understanding of the benefits of participation, and strengthen cooperation between village government and communities. This research provides guidance for policymakers in designing inclusive, participatory, and sustainable development programs.

**Keywords:** *Participatory Management, Welfare Improvement, Community, Pematang Serai Village*

### **INTRODUCTION**

Well-being is a dynamic process that gives value to people about how their lives change and improve or vice versa. The improved quality of life of the people shows that the welfare of the people is improving and progressing. Many indicators can be used to measure the welfare of people's lives, this is because the concept of welfare itself is subjective and difficult to measure, especially in a country that has various economic fields as contributors to state income such as the industrial sector, fisheries and trade. (Enita Puspita Sari & Ayu Pratiwi, 2018)

Pematang Serai Village is a rural community located in a remote area and faces various challenges in achieving sustainable community welfare. The village experiences various problems such as high poverty rates, limited access to resources, limited infrastructure, and lack of community participation in decision-making related to village development. These problems have hindered the progress and improvement of the quality of life of the people in Pematang Serai Village.

In this context, participatory management emerged as an alternative approach that was recognized as having great potential in improving the welfare of the community in Pematang Serai Village. Participatory management involves the active participation of the community in every stage of development, including planning, implementing, and monitoring development

programs. This approach values local knowledge, community involvement, and the empowerment of individuals and community groups. By directly involving communities, participatory management aims to ensure that development policies and programs reflect the real needs and aspirations of communities, as well as increase community ownership and participation in the development of their villages.

According to Law No. 6 of 2014, a village is a legal community unit with territorial boundaries that are authorized to regulate and manage government affairs, local community interests based on community initiatives, rights of origin, and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia.

According to Article 78 paragraphs 1 and 2 of Law No. 6 of 2014, village development aims to improve the welfare of rural communities and the quality of human life through meeting basic needs, building facilities and infrastructure, developing local economic potential, and sustainable use of natural resources and the environment. Planning, implementation, and supervision are all steps in village development.

However, in Pematang Serai Village, the implementation of participatory management is still limited and faces several challenges. One of the main challenges is the lack of awareness and understanding of the benefits and importance of community participation in development. Communities often lack an understanding of their role and contribution in making decisions and implementing development programs. In addition, conflicts of interest among community members and the lack of adequate mechanisms to facilitate community participation are also obstacles in implementing participatory management.

In this context, research on participatory management in improving community welfare in Pematang Serai Village becomes very relevant and important. This study aims to analyze participatory management practices in this village, identify factors that influence the success of participatory management, and evaluate the impact of community participation on improving welfare at the individual and community level. The results of this study are expected to provide a better understanding of effective strategies and mechanisms in implementing participatory management, as well as provide useful recommendations for policy makers and development practitioners in designing and implementing more inclusive and sustainable development programs in Pematang Serai Village.

## **LITERATURE REVIEW**

### **Participatory Management**

Studies on participatory management have shown that involving communities in village development decision-making has a positive impact on their well-being. Research shows that active community participation in the process of planning, implementing, and monitoring development programs can increase community ownership of the development. This leads to improved quality of life, poverty reduction, and improved access to public resources and services. Participation means the participation of a person or community group in the development process both in the form of statements and in the form of activities by providing input of thoughts, energy, time, expertise, capital and / or material, and participating in utilizing and enjoying the results of development ( Sumaryadi , 2010)

## Improving Community Welfare

Community welfare refers to conditions in which members of society at large experience a good life, quality, and meet their basic needs. Community welfare involves the physical, economic, social, and emotional aspects of individual and group life in society. Conveying that the welfare of the lower middle class can be represented by the level of life of the community marked by poverty alleviation, good health, higher education and increased community productivity. Pareto's theory, used in microeconomic theory, addresses three types of welfare levels. There is an optimal Pareto, in which the improvement of the well-being of a person or group will inevitably reduce the well-being of others; there is a non-optimal Pareto, in which the improvement of the well-being of a person or group will not reduce the well-being of others; And there is Pareto Superior. (Thomas, 2010).

## RESEARCH METHODS

The location of this research is in Pematang Serai Village, Langkat Regency, Tanjung Pura District. The background of this village selection became a place of research because the problems found were in line with the influence of community participatory management on the welfare level of rural communities.

This research uses a type of qualitative research based on the philosophy of positivism to study the condition of natural objects, with the researcher serving as the main instrument. Data collection is triangulated and data analysis is carried out inductively or qualitatively. The results show that qualitative approaches emphasize importance rather than generalizations (Daulay, 2022).

The focus of research is the role of individuals or community groups in decision making, implementation, benefit making, and evaluation related to village development. By using these purposive techniques, the sources of data/informants interviewed in this study amounted to

10 people consist of:

1.	Village head	1 Person
2.	Village Apparatus	2 Persons
3.	Head of Environment	2 Persons
4.	Community	5 Persons
	Sum	10 People

## RESULTS AND DISCUSSION

Based on the results of interviews with informants on questions covering participatory management in improving community welfare in Pematang Serai Langkat Village, it can be concluded that:

The interview results show that community participation in decision-making related to the development of Pematang Serai Village may be lacking, even though basically the village head and his staff make decisions about village development in order to improve community welfare based on the wishes of the village community. However, some societies prefer to give decision-making authority to others. In addition, there are some people who try to give their ideas and development proposals. However, on the other hand, it can be seen that some village officials are more willing to take over decision-making about village development by providing visionary and sustainable ideas to the community, without ignoring the incoming ideas from the community.

The participation of the people of Pematang Serai Village is very good. The community and village government want to cooperate in village

development, especially in the construction of facilities and infrastructure and infrastructure. In addition, people should always participate in government programs through physical and non-physical participation. With the good physical and non-physical infrastructure in the village, it will help the community also in carrying out economic transactions that will have an impact on improving the welfare of the community. Here, the government and village officials act more as coaches and directors for the community. They do this while serving the community and are directly involved in village development.

The results of the interview showed that community participation in the utilization of the development results of Pematang Serai Village was very good. The village government instills awareness and a sense of responsibility to the community so that they can make good use of the results of development to then be managed into potential that can increase human and natural resources around them. In this place, the community is very concerned and maintains the results of their hard work and mutual assistance for development. Each development program and its results are distributed proportionally. (Sari et al., 2023)

The Pematang Serai Village Government has held monthly and annual meetings with the community to listen to their input and complaints about the development carried out. This shows considerable community participation in the evaluation of the development of Pematang Serai Village. However, some communities refused to participate in the evaluation of village development because they thought it would not be beneficial to them, so they handed over all responsibility for the evaluation to the village government. According to the findings of interviews with village officials, the neighborhood chief has made his best efforts to explain the problem by visiting residents' homes.

## **CONCLUSION**

Based on the research above, it can be concluded that participatory management is able to improve community welfare in which the community contributes to every village development process. By building good relations between village officials and the community through intense communication, the village development process will continue. The utilization of the results of village development will also be a benchmark for improving community welfare. With this, it can be an input for the village to conduct a continuous evaluation in the process of village development and improve the standard of living of its community.

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