



Analysis of the Empowerment of Hands Up Community Members in Creative Industries in Mataram City, West Nusa Tenggara Province

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ABSTRACT

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This study aims to determine the perception of members of member empowerment and the influence of empowerment on the creative industry. This research is qualitative research with a case study approach. The research subjects were 20 members of the Hands Above Community (TDA), in the city of Mataram. Data was collected through interviews with participants, researchers made observations and made document reviews to get an overview of empowerment activities in the Hands Above Community (TDA). The research data were analyzed by classifying the data based on the variety of existing data, then connecting them with data and information obtained from literature, documents, surveys, interviews, and field observations. The results of the analysis show that member empowerment as action refers to a process of self-empowerment and support that enables members to overcome feelings of powerlessness. Members have views on member empowerment, namely: 1) responsibility which means assuming all obligations and workloads by existing boundaries, 2) initiative which means members can decide and find what to do, 3) creativity where members explore their ideas about what their duties are, 4) direct participation is part of the involvement of members, 5) delegate authority to provide data and information to other members and entrust responsibilities. members feel the positive impact of member empowerment, namely: 1) members are motivated, become more creative, motivation is energy and strength, 2) responsive and adaptive which means members pay attention to the value of work and believe that what they do is important, 3) contribution means the role and participation of members in the community, 4) communication results in better relations between members and the process of exchanging facts, ideas, opinions, 5) potential that focuses on the ability of members to carry out their roles. Negative impacts felt by members: 1) lack of supervision and evaluation which has an impact on the final result

1. Introduction

Humans are social creatures who need each other. Of course, humans have goals in life [1]. To fulfill this goal, humans do various ways. One of them is to form a community. In Indonesia itself, many communities are present as a reflection of themselves. Starting from communities based on religion, ethnicity, culture, hobbies to entrepreneurial communities, both small and large-scale communities. The definition of member empowerment is the process of shifting authority and responsibility to members at lower levels in the community hierarchy. It is the transfer of power from managers to their subordinates. Empowerment programs are designed to delegate power, authority by superiors to their subordinates and share responsibilities with them [2].

Empowerment as a process of increasing feelings of self-efficacy among community members through the identification of conditions that promote powerlessness [3]. Empowerment is the granting of power and delegation of authority [4]. More emphasis on shifting power, authority to members by management. Theoretically, through a shared industry, a team is able to achieve goals beyond what is industrialized by members of the team itself. In other words, the success of the team will lead to the synergy of the members themselves. In the community, sharing knowledge, suggestions, providing resources, tensions, conflicts, disputes cause each team member to give their best contribution.



Community in social science is a group of people who interact with each other in a certain place or area. Community can also be interpreted as a group or group of people consisting of several humans, which are made by humans and have values or rules that are agreed upon by members of the community [5]. A group of people can be called a community if they have a certain population, territory, and most importantly a separate culture that characterizes the community, which is bound by a common sense of identity. The term community relates to elements such as solidarity, commitment, cooperation, and trust [6].

One community of entrepreneurs, for example, which is currently being loved by the Indonesian people is the TDA Community. The Hands Above Community, which was founded in 2006 has inspired many young entrepreneurs to do business, both those who already have businesses and those who are new to doing business. From the results of an interview on April 7, 2021, with Fadillah as chairman of the Hand Above Mataram City, he said the Mataram Hands Above Community (TDA) is an entrepreneurial or business community located in the Mataram - NTB area.

From the results of observations and interviews with a member of the Mataram TDA Community, there is a phenomenon that occurs in the process of empowering Mataram TDA Community Members, where it turns out that not all members of the group who are members of the TDA Mataram community provide feedback or replies to every message or information received. This is because some members feel that the empowerment of members in the Mataram TDA Community tends to be exclusive. This of course will have an impact on the activity of members of the Mataram TDA Community in every activity or agenda that is held.

From the attendance data for the attendance of Mataram TDA Community members, it can be seen that the number of active members to attend the agenda carried out is inconsistent. Of course this is inversely proportional to the growth in the number of new members who join and continue to grow in the Maratam TDA Community, meanwhile the development of the creative economy is currently the right choice to maintain economic resilience in conditions of the global crisis.

Table 1. Indonesia's Creative Economy Growth

Target value	Unit	2014 Baseline	2015 Realization	2016	2017	2018	2019
Creative economy GDP growth	%	5,19	4,38	5,21	5,70	6,25	6,75
Labor	million people	15,17	15,96	16,20	16,40	16,70	17,00
Export value	Milliar USD	18,16	19,36	19,99	20,50	21,00	21,50

Source: Creative economy GDP -BPS Indonesia in 2019

Communities engaged in the creative industry are currently also implementing member empowerment as a step for a community to participate more effectively and make things work well. Empowerment teaches how members make decisions and accept responsibility for the results of what they do. By empowering members, members are able to carry out actual empowerment in the community, especially in the creative industry community, so that members can feel the positive impact of empowering members both individually and in teams and also members can overcome work conflicts that occur between individuals in the community.

2. Method

This study uses a qualitative approach where the approach tries to understand the phenomenon in its natural setting and context (not in the laboratory) where the researcher is not in the industry to manipulate the observed phenomena [7]. The population in this study are members who have worked at least 1 year in the Community. The number of participants in this study were 20 members of the community of hands above the city of Mataram from 4 divisions, namely the member service division, external cooperation division, Education and Member Capacity Building division, general division and those who work in teams on the grounds that in-depth interviews will be conducted on these participants so that get complete and in-depth



information. Qualitative research is a sample or participant selection technique using a non-probability technique, which is a sampling technique or informant that is not based on statistical formulations but rather on the subjective considerations of the researcher based on the range and depth of the problem being studied. [8]. One of the non-probability sampling techniques in qualitative research is the purposive sampling technique, starting research with a specific purpose [9]. The focus is on improving the performance of members towards the community, as this will be beneficial in many ways. Improved member performance will translate into member empowerment, all of which will definitely benefit the community. Purposive focus where the unit of analysis selected is the one deemed appropriate by the researcher. Finally, the data collection techniques used in this research are Observation, Interview, Documentation, Literature Study, Data Triangulation

3. Result and Discussion

Members' Perceptions of Member Empowerment

To find out how far members' perceptions of empowerment are, from the results of interviews that have been conducted by researchers with 20 participants. Participants expressed the process they felt in the empowerment program. In interviews, participants revealed that with the member empowerment program, members felt the benefits of the program.

Participant B: "Empowerment is responsibility for the work done."

Participant C: "Empowerment means being responsible for each other in a team."

Participant G: "The task as a responsibility is carried out as well as possible."

A group of individuals who work interdependently to achieve a common goal and each member is mutually responsible for the achievement of the task [10]. The responsibility is not only on the work they do, but also the responsibility to the Hands Above Community and clients. Responsibilities carried out by members are in the form of completed tasks as targeted by the team and management. Managing work is part of the responsibility for what members will do, what members have done, and what results members have gotten. Members are required to be responsible with members' awareness of the actions taken within the Tangan Di Atas Mataram Community as well as the actions taken in relation to tasks and work that have rules within the Tangan Di Atas Mataram Community. The responsibility to the team is that any given creative industry must be completed immediately. In the process of working on the creative industry, especially in terms of translating designs into a product, one team ensures that the product that will be produced is in accordance with the design that has been made. Responsibility to the client, when the client feels that what he wants can be achieved and fulfilled as expected. Responsibility to the Hands Above Community, members are able to give as much energy as possible, their thoughts to contribute to the Hands Above Community. Responsibility means that members assume all obligations and workloads in accordance with existing limits. The Hands Above Community must also thoroughly evaluate and review each task and responsibility assigned to its members.

In addition, empowerment is that members are required to think freely about what they are doing but still in line with the goals of the Hands Above Community, responsive, independent. Members are required to be independent of the work done and members are supported to use their own initiative. An ability to find opportunities, find ideas, develop new ideas and ways to solve a problem.

Participant A: "Empowerment, members are required to think freely, be independent in their respective roles."

Participant D: "Organizations need members who are responsive and independent so that the organization has a competitive advantage through HR."

Participant H: "Empowerment of members as a trigger, with the initiative and active thinking of each member."

Participant J: "Empowerment for me, members must be able to survive by themselves, must learn on their own, develop themselves."

Participant L: “Doing their own work, so from the beginning, they have been directed to what are their duties and jobs.”

Members are given creative industries, then managers want to see how members respond and what actions will be taken on the work. This encourages members to think freely in their own way, the Hands Above Community provides an opportunity for members to explore their abilities. Mandiri is a demand from the Hands Above Community for each member not to depend on their superiors, but to be responsible for their respective jobs. Members' perception of member empowerment is that empowerment is a member's creative process. Good creativity management is a challenge and a must for a Hands Up Community to win the competition.

Motivation is needed to realize new ideas that arise to encourage members to produce creative ideas and also the environment influences and determines how much creativity in members will arise.

Participant F: “Empowerment is important because it makes members creative. Can motivate members.”

Participant H: “Members here are required to bring out their creativity and how to respond to what their superiors give them. Creativity makes me advanced, disciplined, productive and committed to this Hands Up Community.”

Participant I: “For me empowerment is an opportunity for me to explore my abilities.”

Participant K: “Empowerment is part of the process of honing skills. Innovate with what you have and share with other members.”

Participant M: “Empowering members makes me more creative, because I handle work so I am more motivated.”

Creative members agree with what is expressed [11] namely the principle of empowerment is to respond more creatively when given broad responsibilities, are encouraged to contribute, and help obtain satisfaction from their work, thereby increasing member performance, motivation, commitment and productivity through member empowerment. Creativity is a tool for the emergence of innovations that support the success of the Hands Above Community, it is important for the Hands Above Community to support members to create creative ideas and then develop them, so that creativity becomes the strength of the Hands Above Community. Another perception from members regarding member empowerment is the participation of members in the team and the Hands Above Community. Participation means members are seen as working partners of the Hands Up Community.

Participation is actually a communication process from members in the decision-making process, but members only participate in the process of identifying or identifying problems, monitoring and evaluating their work, reporting activities and suggesting problem solving proposals.

Participant E: “Empowering members, providing opportunities for members to participate directly, both identifying problems, and making policies.”

Participant J: “Member empowerment is the process of adapting to work, work environment, with co-workers.”

Participant N: “Coordination, communication, and cooperation with other members are important in empowering members.”

This is in line with what was expressed [12] that empowerment includes various initiatives related to the direct participation of members. How far members are able to participate in the work team. Members are required to really understand the creative industry they are working on, to go into the field to monitor the production process, to supervise the creative industry, to the delivery that is made. Delegation of authority from superiors to subordinates in the Hands Above Community is part of empowering members, where superiors entrust tasks and work to members. Delegation of authority must be based on trust. Trust must be based on objective considerations regarding skills, abilities, honesty, skills, so as to achieve the expected results.

Participant B: “Empowerment is the authority given by superiors to manage work. That authority can be the way we make decisions, how to provide information and share it with other friends.”

Participant G: “Delegating tasks from superiors, empowering members is needed to shape the mindset of members to be in line with what the Hands Above Community expects.”

Participant C: “Empowerment is also a process of bridging the mindset that is poured into the work.”

The theory expressed by [2] that empowerment is designed to delegate power, authority by superiors to their subordinates and share responsibilities with them. Empowerment of members means that members are able to involve themselves to take the initiative to respond to their work independently, this is linked to the challenges and encouragement of the Hands Above Community. Empowerment is a process for members to be more creative in everything, creative in the work they do, the environment, and the work team. Participation means members are seen as working partners of the Hands Up Community. Participation is part of the ability and involvement of members in the emotional aspects that encourage members to contribute to achieving the goals of the Hands Above Community. Empowerment of members is used to delegate authority from superiors to subordinates in the Hands Above Community which is part of empowering members, where superiors entrust tasks and work to members. Empowerment means developing the mentality of members to be "able to work" which is positive within the members themselves. This “capable of working” mentality grows from the members' self-confidence in their ability to work on their work. With previous experience it is enough for members to understand and understand what must be done for the Hands Above Community. In addition, member empowerment is also to increase the motivation and productivity of members' work, because empowerment helps increase member participation more effectively and makes things work well. Empowerment teaches members how to make decisions and accept responsibility for outcomes. With empowerment, it is ensured that the Hands Above Community will be able to get and retain members who have the quality, skills, knowledge and abilities and employ members effectively and efficiently.

Positive Impact of Empowering Members

The results of interviews between participants and researchers, participants have a perception of the perceived positive impact of empowering members. The positive impact felt from empowering members is that they feel motivated in their work, making members more creative, increasing member performance. Motivation is something that must be done by management in improving the performance of members. The way it is done to meet the needs of members. Motivation that comes from outside themselves, namely from the work environment, from the work team, from the Hands Above Community which participates in determining the behavior of these members. Motivation can also be the rules set by the Hands On Community, relationships with members in completing tasks. Motivation questions how to direct power, potential, ability, energy, so that members can work together. Motivated members can generate, direct and maintain behavior so that it is directed towards the goals, objectives of both the team and the Hands On Community.

Participant B: “Grateful to have a team and work environment that supports each other, so they can motivate other members.”

Participant E: “Empowerment can lead to motivation and commitment to work.”

Participant G: “Empowerment has so far given positive energy to members.”

Participant H: “Creativity of members is explored so that they bring out their potential and abilities.”

Participant I: “You can develop your abilities and find your own value. Felt that this job was mine.”

This supports the theory of Akin in [10] i.e. with empowerment, members feel as if they belong to their own work, their trust in the organization, personal development and increased job satisfaction. In addition, motivation, creativity, organizational loyalty and willingness to take over several jobs and result in

their performance increase. With empowerment, members are more responsive and adaptive. Where is the responsive attitude that members have a sense of being responsive to the Hands on Community

Members must be able to deal with problems that occur in an effective manner against the situation in the Hands Up Community.

Participant I: "Positive impact, members have the ability to respond to the work given."

Participant A: "The work is not always easy but it is interesting to follow."

Participant N: "How do I respond to the work I do, both individually and as a team."

Participant A: "My boss gives me confidence in the work I do."

This agrees with [13] namely the advantage of empowerment is that it allows the workforce to be more responsive and adaptive in changing organizational environments that are always changing. Another positive impact that is felt by the existence of empowerment is that members have a sense of contributing to the Hands Above Community, something that is done to help produce or achieve something as targeted.

Participant D: "Helps members feel that their contributions have meaning."

Participant L: "What have we given to this Hands Up Community."

Next [14] said more specifically empowerment was said to contribute to better outcomes for industrial organizations due to increased performance, member productivity as well as responsiveness to the organization and flexibility. The role of communication in empowerment is important for members, with communication resulting in better relationships between members. To support and improve the empowerment of members, it is necessary to have effective communication so that the empowerment process can run smoothly

Participant C: "Relationships and coordination with other members have become more open."

Participant K: "Can listen to each other, express opinions, share with other members, exchange experiences with other members."

Agree with what was stated [13] namely that the positive impact of empowerment forms communication within the work team and is open with other workers. Members feel cared for by exploiting their potential, especially for those who have the qualities to maintain control over the work of the member.

Participant F: "My potential is explored in this Hands Up Community. The Hands Above Community believes that every member has the ability."

Participant M: "The more I come here, the more satisfied I am than when I started working because I felt my potential was being used. Members are given the freedom to make decisions."

Negative Impact of Empowering Members

In interviews with participants, the negative impact felt on empowerment by participants was the lack of supervision.

Participant A: "There is a lack of supervision, especially in the production process."

Participant D: "The evaluation is carried out thoroughly, reducing misunderstandings."

The negative impact felt by the existence of empowerment, supervision is needed and becomes important for every process of empowerment. This agrees with what was expressed by [15] Lack of supervision in empowerment can lead to problems. One of the negative impacts of empowerment is conflict. The conflicts experienced by members in this case are contradicting themselves, conflicts that arise from within themselves in the form of being satisfied quickly, feeling satisfied quickly, having different perceptions from other members.

Participant B: "The negative impact of empowerment comes from me when I feel satisfied with the work I do."

Participant F: "Ever postponed work because the deadline was too long."

Participant L: "Different opinion with other friends."

Agree with [2] negative impacts can occur in empowerment in the event of a conflict. Empowered members may be more prone to individual and group conflict, which has a detrimental effect on member performance.

4. Conclusion

Based on the results and the previous discussion, the following conclusions can be drawn: Empowerment of members according to the participants above is a responsibility which means working interdependently to achieve common goals and each member is mutually responsible for the achievement of tasks. The positive impact of empowering members is motivation, being more creative, responsive and adaptive, contributing, communicative, and being able to explore potential. The negative impacts obtained include a lack of supervision and evaluation, then member conflicts.

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