

## THE DETERMINATE FACTORS THAT AFFECT TO SOCIAL ENERGY DEVELOPMENT TO PAPUA COMMUNITY EMPOWERMENT IN INDONESIA

INDAH SULISTIANI<sup>1</sup>, SUMARDJO<sup>2</sup>, NINUK PURNANINGSIH<sup>3</sup>, BASITA GINTING SUGIHEN<sup>4</sup>

<sup>1</sup>Doktorate Program of Communication Science and Community Development, Bogor Agricultural University

<sup>2</sup>Professor of Communication Science and Community Development, Bogor Agricultural University

<sup>3</sup>Lecturer of Communication Science and Community Development, Bogor Agricultural University

<sup>4</sup>Lecturer of Communication Science and Community Development, Bogor Agricultural University

E-mail: <sup>1</sup>indah\_sulistiani20@yahoo.co.id

### ABSTRACT

*Powerlessness in rural communities in overcoming the poverty cause serious problems that may threaten the stability of society whether in the aspect of economic, social, cultural, political and security. Efforts to increase community empowerment through social energy can be an alternative choice as the acceleration of development to overcome poverty. Various determinants need to be taken into account in reaching the level of community empowerment through social energy development. This study combines the theoretical approach of both sociological theory, the theory of community empowerment and development communication theory. The results showed that (1) there is a significant relationship between individual characteristics, communication programs, support the environment, the level of participatory communication towards the development of social energy in development programs; (2) there is a significant difference between the characteristics of respondents, the level of energy development of social and participatory communication level to the level of community empowerment; (3) the communication strategy development is conducted through a dialogical approach among stakeholders in community development programs.*

**Keywords:** Determinante factors, social energy, empowerment, Papua Indonesia

### 1. INTRODUCTION

The implementation of law for Special Autonomy has made the Province of Papua in terms of regional income classified this province into one of the richest one in Indonesia. Moreover, it is supported by abundant natural resource potential. But on the other hand, many people in Papua still live under the poverty line. It is in first position in Indonesia and has reached 28.04% on September 2015 and increases into 28,5% on March 2016 (BPS, 2016). Most of People are retarded and area imbalance, the limited number and quality of infrastructure as well as lack of knowledge and skills of human resources (HR) have caused many of them especially who live in village increasingly isolated and less powerful in improving their welfare.

The increase of community empowerment can be done through utilizing local social potential owned by the community. By possessing a good social system and high innovation, social energy can be managed as a dynamic power to achieve developmental goals. Uphoff (1987) stated that the social energy of

community is a powerful one that can be manage optimally to support the achievement of goals. Social energy becomes a powerful potential and less to support (*positive, negative and zero sum*), so that its implementation is depend on the system of social community that regulates.

Social energy is the ability of community in utilizing various available resources simultaneously. It is an essential point that enables to the growth of the power system that is conducive to the creation of: (1) (*enabling*); (2) (*strengthening*); (3) (*protecting*); (4) the independence and sovereignty of the people (*autonomous*) the economic is individual sovereignty that created from socio-cultural that creative towards anticipatory events that will occur (Sumardjo, 1994).

The result of observation indicated the level of community empowerment in overcoming poverty is still in low category, it is caused of: The quality of human resources is not qualified, limited access to information, the role of the companion is not optimal, elite society that dominate in making decision, social energy community is not utilized optimally, weak

<sup>1</sup> Doktorate Program of Communication Science and Community Development, Bogor Agricultural University

<sup>2</sup> Professor of Communication Science and Community Development, Bogor Agricultural University

<sup>3</sup> Lecturer of Communication Science and Community Development, Bogor Agricultural University

<sup>4</sup> Lecturer of Communication Science and Community Development, Bogor Agricultural University

community participation in development and implementation of communication has not been effective in community development programs. The powerless of community made low productivity, not creative and innovation as well as lack of ability or competitive capacity go out from the poverty, in harmony with what Riani and Pudjihardjo (2012), state that the poverty rate in rural communities before and after the division of the territory in the province of Papua has not been different. It means that, the development conducted has not been fully able to bring change to the welfare of society.

Community empowerment program in Papua carried out under law No. 21 of 2001, concerning to special autonomy in Papua, followed by Law No. 32 of 2004 on decentralization of government affairs and Law No. 33 of 2004 on fiscal decentralization. And Act No 6 of 2014 about the village. Through this Act local governments and communities have authority to determine the direction of development with a decentralized approach. This is different from the concept of development approach before in the era of reformation in 1998 that prioritized a centralized approach in development.

The importance of balanced information access that emphasized by the World Bank (World Bank, 2006), the developing communication should create mechanisms to broaden public access related to information about reformation; strengthen the ability of clients to listen to their constituents and negotiate with stakeholders, empower grassroots organizations mainly to achieve the participatory process and carry out communication activities based on research of the condition of society. Agung (1990), the role of companions is required for people to communicate effectively with each other, to facilitate community participation in development programs. Zolfaghari (2009) emphasizes, local leaders have an important role to encourage community participation in order to achieve the success of community empowerment programs.

Mefalopulos (2009) defines participation of communication viewed as communication approach based on dialogue, which allows the sharing of information, perceptions and opinions among the various stakeholders and thus facilitate their empowerment, particularly for those the most vulnerable and marginalized. Related to description of the background of the issues to be discussed in this paper are: (1) to analyze the factors that influence the development of social energy; (2) to analyze the factors which affect the level of community empowerment; (3) to analyze the development of communication strategies to develop community empowerment.

## 2. METHODOLOGY

This study is designed as a quantitative research confirmed with a qualitative approach with descriptive survey method or known as causality or combination of methods. This combined method (*mixed methods*) with *Sequential Explanatory Strategic* approach according to Creswell (2009). This strategy is applied by using the collection technique and quantitative analysis data in the first phase and then followed by analysis of qualitative data in the second phase, to be developed is based on the result of the quantitative. The Location of research determined by *cluster sampling* technique in which the coastal communities and community-lying valley / inland are the reached object. The location of research in Jayapura city was conducted in Abepura district with two selected villages namely Enggros and Nafri village. While the location in Jayapura district was done in the Eastern District of Sentani with two selected villages namely Nolokla and Itakiwa village.

The samples are determined by the population of the number of households in the village-level sampling technique based on the formula of *Isaac and Michael* (Sugiyono, 2013: 131) to determine the number of samples of population with a margin of error of 5 percent. From total of population 1,803 of the heads of households obtained 300 people as samples. they would be chosen at random based on distribution of the population per village. Samples chosen as respondents based on some consideration, namely: (1) understand about programs; (2) ever get involved in development programs either already have done or are being conducted.

This study utilized primary data and secondary data. Secondary data such as information about community empowerment programs and a general overview of respondents and regional profiles obtained from the Provincial Government of Papua, Jayapura City Government and the Government of Jayapura regency obtained either directly (observation) or indirectly (online). The primary data of information obtained by conducting research directly to the field in the form of questionnaires, in-depth interview to the informant (traditional leaders / community, non-governmental organizations, a companion program and the government) as well as research documentation.

For the purposes of the study, the validity and reliability testing done randomly on 30 respondents. Validity testing is done by adding the total item / items are correlated with each item / item questionnaire using *Pearson Product Moment Correlation*. While the reliability test questionnaire used *Cronbach's Alpha* formula. According to Singarimbun and Efendi (1995) correlation value obtained from the test results are then compared to the value of r Correlation Table. In which if the correlation value and reliability of the calculation result is greater than the value of r table then the instrument is considered valid and reliable. Validity of

test results obtained by the test value 0.376 to 0.715 indicates sufficient valid value and very valid. While the reliability of test values obtained 0.926.

To test the model used *structural equation model* analysis equation *model* (SEM). It is a series of simultaneous connections in describing the relationship between the study variables. Processing and analysis data conducted by using Statistical Product and Service Solution (SPSS) 18 and LinearStructural Relationships (lisrel) 830. Qualitative data used to explain to quantitative data.

### 3. RESULTS AND DISCUSSION

The Community in Papua, generally, have relatively low levels of social energy. It is reflected on the aspect of goal, idea and friends through community empowerment programs. This condition shows that the ability of people in Jayapura and Jayapura regency in Papua province is still low in realizing the goals / aspirations to be achieved simultaneously, establishes the planned ideas to achieve the objectives and utilize the bonds of solidarity of fellow citizens in increasing empowerment. Achievement level of community empowerment can be done through the development of socio-cultural energy in the aspect of goals, ideas and friendship in units of kinship, locality, outside locality and local leadership as local social potential which can be utilized in the construction.

The importance of the development of social energy in an effort to increase community empowerment as Kamal *et al.* (2009), conducted in his research, stated that the social energy decentralization gives considerable opportunities for the implementation of regional development in order to improve the welfare of society. Sukesu *et al.* (2008), points out that social and cultural energy provide a strong influence in the formation of individual characteristics that are based on the intrinsic motivation of potential to mobilize and empower communities. The results of the field studies showed that, Papuans who still uphold the traditional / cultural ties of solidarity that is very closely not only to fellow group but also the other groups. The function of the head of cultural functionary (Ondoafi / Ondofolo / Harsori, koselo, chieftain) becomes a powerful point for the community which can be utilized in the development of society.

The low energy social indicates that, people in Papua are still not fully having a sense of purpose to be achieved to improve the welfare of their lives. Due to the low human capital (*human capital*) that can be seen from the low characteristic of individual, limited access to information, low support of environment as well as communication program is still low. The lower the social energy, resulting in lower social capital (*social capital*) community.

#### Community empowerment

The Community in Papua province are classified as having a low level of empowerment, that is reflected in aspects of the ability to access information, the ability to take decisions, to strive and to establish cooperation. This condition indicates that society in general has no powerless in overcoming poverty as an effort to achieve their welfare.

The Community in Papua province are classified as having a low level of empowerment, that is reflected in aspects of the ability to access information, the ability to take decisions, to strive and to establish cooperation. This condition indicates that society in general has no powerless in overcoming poverty as an effort to achieve their welfare. The results of the study explained that, the level of community empowerment is low, due to the weakness of the individual ability of communities to access information, make decisions, to try and establish cooperation in the aspects of knowledge, attitudes and skills. This means that, the level of community empowerment needs to be improved in order to achieve prosperity and self-reliance. Skerratt Steiner (2013) states that a community empowerment becomes important component of the concept of social defense, in which community members should be able to actively involved in building capacity to thrive in the environment marked by changes in society. White (2004), empowerment is the center of the development process for the empowerment need to be in the broader framework of which see that the development goals as a cultural and political acceptance of universal human rights.

#### Descriptive Statistics Variables that influence the Social Energy and Community Empowerment

Analysis of the distribution of respondents in Jayapura and Jayapura regency show flats are low in energy level of social and community empowerment program caused by weak program communication, participatory communication level, support the environment and the individual characteristics of the community. This condition shows that the level of community empowerment can be achieved through the development of social energy as a social force local communities in the development implementation. Communications are classified into low level, reflected by the role of facilitators, accuracy of information, communication and community participation. Participatory communication level is low, reflected by the implementation of government policies, infrastructure, access to information, and the capacity of social institutions of society. Overview of the

distribution of the average respondent in Jayapura and Jayapura regency can be seen in Table 1.

**Table 1.** Descriptive Statistics of Research variable

Variables	Value		Variables	Value	
	Mean	Std. Dev		Mean	Std. Dev
<b>Individual characteristic</b>			<b>Participation in communication</b>		
Age	42.69	11.83	Equality communication	55.19	17.50
Level of Education	2.65	0.69	Integration communication	56.71	16.60
Income level	2.52	0.89	Interdependence communication	59.26	15.52
Level of cosmopolitan	53.57	13.52			
Level of motivation	71.05	12.95			
Ownership means of Communication	40.77	19.30			
<b>Program communication</b>			<b>Energi Sosial Masyarakat</b>		
The role of companion	57.95	14.56	Aspect of goal	55.69	17.01
accuracy of information	57.32	12.77	Aspect of idea	57.00	16.13
Channel accuracy	66.55	13.90	Aspect of friendship	56.20	15.84
Participation in communication	56.57	14.36			
<b>Environmental support</b>			<b>Community empowerment</b>		
Government policy	56.70	15.17	Ability to access information	56.17	15.82
Infrastructure access of information	52.52	11.33	Ability to make decision	56.22	15.62
Capacity of social institution	56.01	15.33	Ability to make business	54.65	16.11
Cultural values of society	78.19	10.17	Ability to establish cooperation	55.11	15.17

Description: The mean of index score; very low (0-39), low (40-59), average (60-79), high (80-100)

The results of the analysis of distribution of the respondents in both study areas showed that, low communication program, especially on the role of mentor during the mentoring program to the public about the role of awareness of local social potential which can be utilized to increase the ability of individual communities. The Distribution of information is still in the same direction indicated for the low accuracy of the information about the empowerment programs. Community participation in the dialogue / discussion community programs is still in low category, whether in planning, implementing, and monitoring or enjoying the results. Participatory communication level classified as caused by weak communication equality, integrated communication and interdependence of public communication on the dialogue / consultation program. Environmental support to the implementation of government policies

is classified in low level due to the low implementation of government policies, infrastructure access of information and the capacity of social institutions in the implementation of community development programs in rural areas.

#### **Factors that influence the Social Energy Development and Community Empowerment**

The processing results for testing of the *goodness of fit* by using the *chi square* test obtained p-value conclusion  $0.000 > 0.05$  means that the resulting model is not *good fit*. One of the weaknesses of the SEM model is sensitive to the number of samples where a large number of samples will tend to produce high *chi-square* value resulting model is not *goodness of fit*. Therefore, SEM provides an alternative to the use of indicators of another *goodness of fit*. The criteria

RMSEA obtained the value  $\geq 0.095$  0:08 which means that the resulting model is categorized as *marginal fit*.

The use of other criteria of *good fit* are GFI, AGFI, CFI, IFI, NFI, and RFI, which means the resulting model obtained is already *good fit*. The test results of several indicators measuring of *goodness of fit* model taken conclusion model of *good fit*, it can be concluded that it is in the criteria of *goodness of fit*, so

that theory hypothesis testing can be done. This means that, the model tested is able to estimate covariance matrix population or the estimation of model parameters can be used to give an overall picture of the population in the study. Testing the model is done by using a two-stage procedure or a *two-step approach* (Anderson and Gerbing: Wijanto, 2008).

**Tables 2.** The Results of SEM Model Eligibility Criteria for Communication Development in developing Social Energy for Community Empowerment

Goodness-of-Fit	Cutt-off-Value	Result	Information
Chi square (p-value)	> 0.05	0.000	Not good fit
RMSEA	$\leq 0.08$	0.095	Marginal fit
GFI	$\geq 0.90$	0.96	good fit
AGFI	$\geq 0.90$	0.94	good fit
CFI	$\geq 0.90$	0.96	good fit
IFI	$\geq 0.90$	0.96	good fit
NFI	$\geq 0.90$	0.95	good fit
RFI	$\geq 0.90$	0.93	good fit

Source: Processed researchers

The results of the analysis showed that the development of social energy society is influenced by individual characteristics, communication programs, support the environment and the level of participatory communication. While community empowerment is influenced by individual characteristics, degree of participatory communication and social energy. This means that the higher the variable characteristics of the individual, the level of participatory communication

and social energy community, the more it will increase community empowerment. Social energy is positively influenced by the characteristics of the community, communication programs, support of the environment and the level of participatory communication. The Influence between exogenous and endogenous variables in the development of social energy for community empowerment can be seen in Table 2.

**Table 2.** The Variables that influence the Social Energy and the level of community empowerment in Jayapura and Jayapura regency, Papua, Indonesia

Effect of Variables	T-count value	Influence
X1 Individual characteristic → Y1 socio cultural energy	3.24	**
X2 Program of communication → Y1 socio cultural energy	9.67	**
X3 Environmental support → Y1 Socio cultural energy	5.38	**
X4 The level of communicative participation → Y1 Social energy	10.06	**
X1 Individual Characteristic → Y2 Community empowerment	2.11	**
X4 The level of communicative participation → Y2 Community empowerment	3.25	**

Y1 Socio cultural energy		
→ Y2 Community empowerment	7.53	**

Source: processed researchers

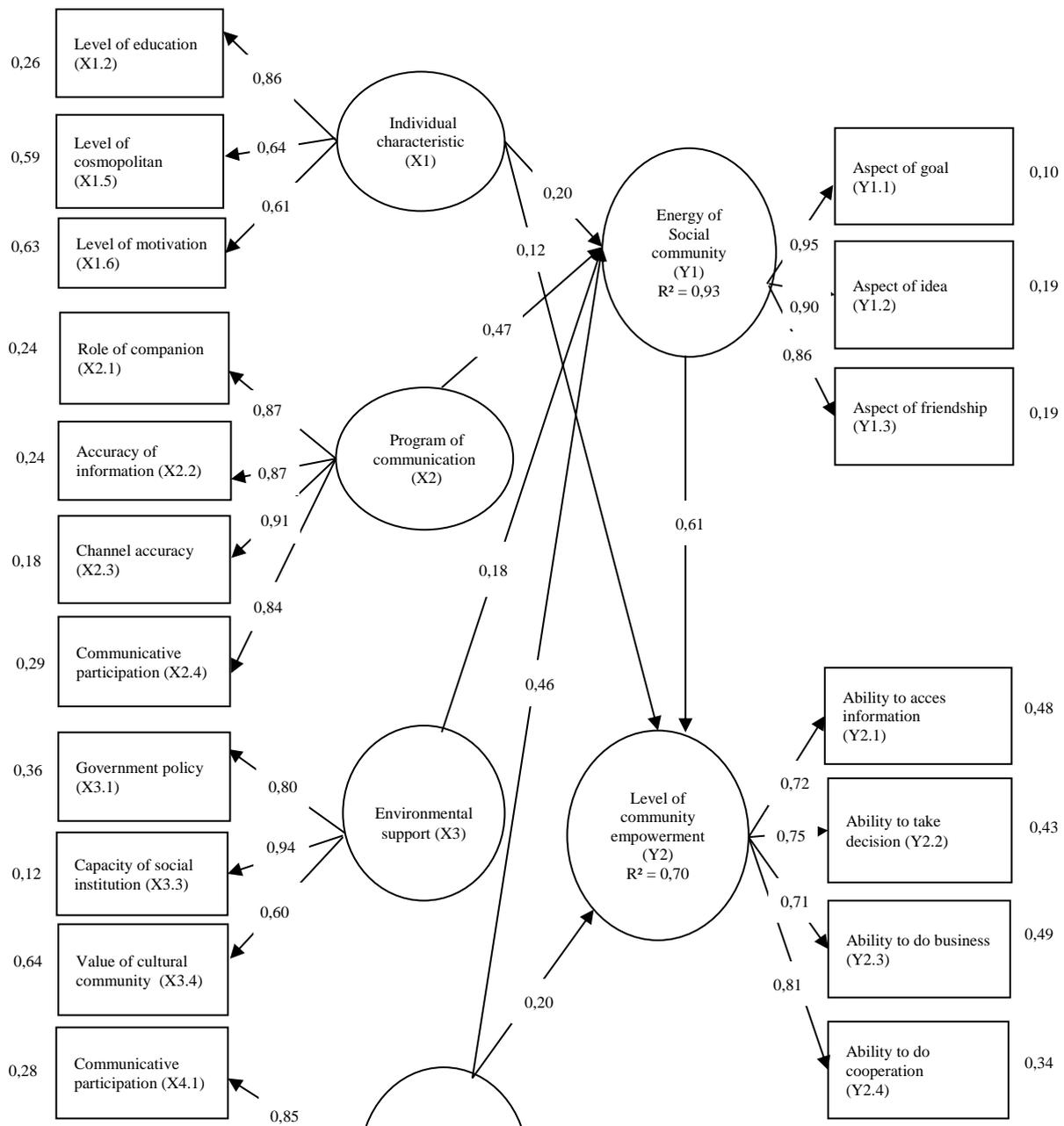
The results of SEM analysis (Figure 1) on the model explains that, social energy positively is influenced by the communication program, the level of participatory communication, the individual characteristics of the community and support of the environment with coefficient (loading factor) 0.47 respectively; 0.46; 0.20 and 0.18. The level of community empowerment is positively influenced by the energy of social, participatory communication and the level of the individual characteristics of people with coefficient 0.61 respectively; 0.20, and 0.12. It shows that the level of community empowerment effectively improved, especially when variable X2 (communication program) and variable X4 (participatory communications) is able to develop social energy. Things that need to be improved in the

community empowerment is the equality of communication, communication integration, interdependence communications, precision channel, the accuracy of the information, the role of companion and participation of public communication in the community empowerment program. Mathematically structural equation modeling the factors that influence to develop social energy are:

$$Y1 = 0.20 \cdot 0.47 \cdot X1 + X2 + X3 + 0.46 \cdot 0.18 \cdot X4, R^2 = 0.93 \dots\dots \text{(equation 1)}$$

While structural equation model of the factors that affect the level of community empowerment can be described as follows:

$$Y2 = Y1 + 0.61 \cdot 0.12 \cdot 0.20 \cdot X1 + X4, R^2 = 0.70 \dots\dots \text{(equation 2)}$$



Chi-Square = 478.42; df = 129; P=Value = 0,00; RMSEA= 0,095; GFI=0,96; CFI= 0,96; NFI=0,95

**Figure 1.** Structural Model / hybrid model (*standardized*) social energy development communication factors and community empowerment.

The communication Program on the implementation of community development programs in Jayapura and Jayapura regency in Papua province is classified in low level, it is reflected on the role of facilitator, accuracy of information, communication and participation channel information. This condition shows that the communication program is still low in increasing community empowerment. The role companions should be improved to facilitate citizens in dialogue, establish partnerships with various stakeholders, build awareness, gain resource activities in the empowerment program of activities. Interpersonal communication should be improved between the community and relevant parties such as companion, government officials, traditional leaders / religious / community, the implementation team village, district implementation team as well as non-governmental organizations that exist. In the group communication channel is known that, people use the group as a tool to convey the aspirations of the citizens, facilitate the interests of members, gathering place between citizens, means of socialization program of activities, and as a means of mutual learning between communities.

The environmental support in the implementation of community development programs in Papua is relatively low, reflected in government policies, infrastructure, information access, public social institutions except in the aspect of cultural values of communities classified as moderate. This condition shows that The support of environment is still low in supporting the achievement of the level of community empowerment. It is reflected in government policies, social institutions and cultural values of society. Social institutions of society has functions as a place for gathering of citizens, to share their aspirations and relationship between the citizen forum, and the bonds of solidarity between citizens. On the cultural values of society are reflected in the cultural symbols, beliefs

customs, local knowledge, norms, and local knowledge that is believed to be hereditary. Cultural values have a role as a guide for citizens in their behavior, social control, a driving force in the life of society, as solidarity activator to fellow citizens and maintain the stability of their social lives.

The Level of participatory communication on the implementation of dialogue / consultation program is in low category, reflected on the equality of communication, communication integration and interdependence of communication. This condition is a portrait that dialogue / consultation on development programs is still low in enhancing community empowerment. In-depth interviews, participatory communication level is relatively low due to the dominance of elites in dialogue / consultation program, so that the villagers mostly who have low level of knowledge are difficult to take chances. Pertaining to Aminah (2012) in her research states that the level of communication on the implementation of participatory community empowerment program has not reached in the level of participatory communication yet. Otsyina (1997) emphasizes on the importance of community participation in development through the role played by tradition, values and aspirations of the people in the countryside.

#### **Communication strategy development**

Strategy viewed as a plan (manual action or specific actions for the future), as a strategy (maneuver specific consistent over time), a position (particular place in the framework of the market), and a perspective (fundamental ways of the organization to do something) (Mintzberg; Widjajanto, 2013). While Conelissen (2004) views, the strategy in three major ways: the strategy is a combination of processes planned and appear suddenly, the strategy involves referrals are common and not planning or simple

tactics, and the strategy is always associated with the organization and its environment,

The results of research known that, the communication process that occurs in the empowerment program is a combination of the process monologic communication (unidirectional) and dialogic communication (two-ways). Referring to the concept of Tufte and Mefalopoulos (2009) with *Multi-Track Model* derived from the need to combine the richness and complexity of operational approaches and challenges to development within the framework of a consistent methodological communication. This approach is used to highlight the flexibility and adaptability to a variety of situations. This model divides the approach to communication into two basic categories: Monologic communication (*linear*) and dialogical communication (*converging*). Monologic communication refers to the approach of one-way communication, such as information dissemination programs, media campaigns, and other diffusion approach. While the approach communication refers to the two-ways communication, which processes and outputs are open-ended and scope discuss issues and generate new knowledge and solutions not just transmit information.

The Results of research conducted in both city of Jayapura and Jayapura regency, monologic communication process (communication unidirectional) conducted by the government through an act of communication to the public in the form of instruction (briefing) on the program information, socialization benefits of the program, dissemination of innovation / new knowledge, transfer technical skills aimed at giving people's understanding of the technical activities such as the manufacture of concrete rebates, construction of embankments, construction of bridges, construction of houses / buildings, boat moorings and others. Monologic communication actions taken by the government as a communicator through the mass media, both print and electronic. While the act of dialogical communication is in personal or group done by the mentor program, government officials are involved (head of department / head of district / village head) and non-governmental organizations that also provide assistance to the community.

Dialogic communication is done through dialogue / consultation at the stage of planning, implementation, supervision / monitoring and benefit the development stage. Application of dialogical communication is low, reflected on the equality of communication, communication integration and interdependence of communication. Most respondents assess equivalence of communication cannot be achieved through the involvement of all members of the public on the implementation of dialogue / consultation due to several factors such as barriers to internal and external that exist in the community such

as social status, educational background, level of economic ability, the ability to communicate and the ability to access information. Schedule dialogue is less well distributed also make the most of the citizens are not present. Besides the focus of dialogue still dominated by the elite and intellectuals so that decision-making geared to specific interests. The final stage of development of communication strategies are formulated aimed at the increase of social energy and achieve the level of community empowerment through community participation in the stages of development programs to improve the welfare of living so prosperous, independent and competitive.

The important point here is that social energy is something every organization has in different forms and varying quantities, and that it can be channeled. Social energy differs from physical energy (e.g. mechanical, chemical, and electrical energy) that comes from food and other energy supplies used by humans to operate in their environment. Social energy is the collective manifestation of mental energy, here defined as the motivations, emotions, and cognition (Faucher, 2010).

Strategic Communication in community development programs in the development of social energy to increase community empowerment can be done based on the results of the estimation model (Figure 1) can be done through: (1) the communication strategy through the promotion of social energy community that focuses on dialogue as a process of public awareness of the potential that they have as a local social forces; (2) the communication strategy through the promotion of participatory communication that emphasizes equal dialogue with all relevant stakeholder; (3) the communication strategy through increased individual characteristics by emphasizing dialogue as a non-formal learning process to improve the ability of individual communities.

#### 4. CONCLUSION

Social energy that classified in low category is influenced mainly by the communication program, the level of participatory communication, individual characteristics and environmental support. The individual characteristics are reflected in the low level of education, level of cosmopolitan and motivation. Communications are reflected in the low role of facilitators, accuracy of information, accuracy and participatory channels of public communication on the dialogue / consultation empowerment program. Support the environment is reflected by the implementation of government policies, social institutions and cultural values of society. Participatory communication level is reflected by the equality of communication, communication integration and interdependence of communication.

Community empowerment classified in low category influenced by energy of social community, participatory communication level and individual characteristics. Community empowerment reflected by the low ability of communities to access information, the ability to take decisions, ability to strive and ability to establish relationships. It is reflected to the ability of respondents in the aspects of knowledge (*cognitive*), aspects of attitude (affective) aspects of society and skills (*psychomotor*).

The communication strategy in developing of social energy of community and community empowerment can be done through a linear communication approach and dialogue. The Government, both Provincial and District / Municipality in Papua need to improve the effectiveness of development communication at community empowerment program. Especially on the level of participatory communication through the implementation of dialogic communication among stakeholders based on the principle of equality of communication, communication integration and interdependence of communication. Having repair and improvement of the quantity and quality of information about the program can be done by considering the conditions, potential and specific needs of local communities in the countryside. The limited access to infrastructure and means of communication to convey information about the program can be conducted through the dissemination of direct information by utilizing existing groups through the role of traditional leaders, community leaders, intellectuals and religious leaders who have high level of trust in the environment of indigenous Papuans.

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