

COMMUNITY EMPOWERMENT STRATEGY IN PREVENTING RABIES BASED ON INDIGENOUS ADAT IN GIANYAR BALI

^{1*}I Made Suja, ²I Ketut Widnyana, ³I Ketut Sumantra

¹Students of Master of Regional Planning and Environmental Management University Graduate Mahasaraswati Denpasar,

²Lecturer in Science Program of Regional Planning and Environmental Management University Graduate Mahasaraswati
Denpasar

*Email madesuja44@gmail.com

Abstract: Rabies is a dangerous disease that increases from year to year. various efforts made by the government have not been able to break the chain of the spread of rabies virus. This study aims to create a strategy by empowering the community based adat institutions in the effort to prevent rabies virus in the village of PakramanDemayu. This study used a qualitative approach using SWOT analysis and supported by quantitative data in viewing attitudes, behavior, and knowledge of the community described descriptively. The instrument used there are 3, namely attitude questionnaire, behavior, and knowledge. The sample of this study amounted to 83 people selected by proportional random sampling technique. The results showed that attitude, behavior, and knowledge of the people of DesaPakramanDemayu on average quite good. Based on the result of respondent analysis on SWOT questionnaire, alternative strategy formula that can be recommended is Strength -Opportunity Strategy (SO), which is a strategy using force to exploit opportunities with alternative strategy that is optimizing existing resources, improving the implementation of awig-awig (pararem) pakraman village in the prevention of rabies disease, strengthening the participation of indigenous peoples in the health sector and determining priority programs / activities of indigenous villages in supporting the prevention of rabies disease. The results obtained from this research is the role of community-based institutional customs can be one important effort in the prevention of rabies. Completion of various Pakraman Village programs / activities that support health and tourism development such as rabies control.

Keywords: Community Empowerment Strategy, Rabies Prevention, Customary Institution.

1. INTRODUCTION

The population of dogs in Bali Province is called the largest in the world. Currently there are almost 500 thousand dogs in Bali (Media Indonesia, 2016).The large number of dog populations in Bali resulted in not all dogs receiving good care. Dogs are allowed to roam the streets, without being fed or monitored so as to endanger the safety of others. Actually the dog has the owner but 85% is intentionally left or not well maintained. The remaining 5% of the population are wild dogs but have been handled properly by eliminating them.That way only 10% of dogs in Bali out of the total population are well maintained by their owners. This causes the case of rabies in Bali is never completed and every year even increasing (Tanzil, 2014).

Based on the research conducted by Sintha (2005), it was reported that 53.5% of respondents or the public do not yet know about rabies and prevention, as well as the attitude of the community in 51.2% do not respond and behave relatively poorly against rabies prevention. Research conducted by Fong and Susanto (2014) prevention of rabies needs to pay attention to wild animals and community pets, as well as research Nasrul (2013) states that Local Customary Institutions in Rural Development greatly affect the level of program achievement.

A more comprehensive way of rabies prevention is needed to break the spread of the rabies virus. The handling of rabies is not only done by the government through the provision of vaccines, but also the participation of village officials Pakraman and the community. The role of Adat Institutions in making a village development program needs to know and pay attention to various specificities that exist in rural communities. The specificity in question is the cultural values, customs and religion of the society itself (Nasrul, 2013).

One of the important roles of customary institutions is to regulate the life of the villagers so as to create a comfortable, peaceful and peaceful society. Creating rules on the procedure of dog maintenance can be one solution to discipline people who have a pet especially dogs. Customary institutions can regulate what should be done by people who have dogs. Thus pet dogs are more well groomed, healthy and protected from rabies virus.

Starting from the above problem, where Gianyar is a rabies-infected district in Bali Province, and seeing the importance of public role in rabies prevention, the researcher is interested to know the Community Empowerment Strategy in Preventing Rabies Based on Indigenous Institution in Pakraman Village Demayu Singakerta Ubud Gianyar Bali. The village of Pakraman Demayu was chosen because the village is a supporting village of Ubud tourism area. In addition, the population of dogs or animals of rabies is quite high.

2. METHODS

The research was conducted in Desa Pakraman Demayu, Singakerta, Ubud, Gianyar, Bali. The sample of this research is the village of Pakraman Demayu consisting of five banjar adat namely Banjar Demayu Batuh, Banjar Demayu Buduk, Banjar Demayu Lodtunduh, Banjar Demayu Tewel, and Banjar Semana. The sampling technique used in this study is proportional random sampling, with a total sample of 83 people. Methods of data collection by using questionnaires to measure knowledge, attitudes, and behavior of people against rabies. After the data collected, descriptive analysis and SWOT analysis were performed.

3. RESULTS AND DISCUSSION

Based on the results of research obtained from respondents' answers to the questionnaire of community behavior on the prevention of rabies disease in the village of Pakraman Demayu showed that most of the behavior of the people of Desa Pakraman Demayu against the prevention of rabies disease is a good category as many as 65 respondents or as much as 78.31%, and less categories as many as 18 respondents or as much as 21.69%.

The result of the research obtained from the respondent's answer to the questionnaire on the attitude of the society towards the prevention of rabies disease in Pakraman Demayu Village shows that most of the attitude of the people of Desa Pakraman Demayu to the prevention of rabies disease is positive category, 49 respondents (59.04%), and negative category 34 respondents (40.96%).

The results obtained from the respondents' answers to the questionnaire of public knowledge on the prevention of rabies disease in the village of Pakraman Demayu showed that most of the knowledge of the people of Desa Pakraman Demayu against the prevention of rabies disease is the category of 50.74%, the good category as much as 44.32% and less than 2.94% of categories and none in the bad category.

Result of weight assessment of IFAS and EFAS, hence obtained total IFAS score equal to 2,72 and total score EFAS equal to 2,75. Matrix comparison of internal factors and external factors in prevention of rabies disease in Desa Pakraman Demayu as in the following table.

Table Comparison of Internal Factors and External Factors

Internal factors	External Factors
<i>Strength</i>	<i>Opportunities</i>
1. Behavior, attitude & knowledge	1. Government policy in controlling rabies disease
2. Working ethos and tenacity of indigenous peoples	2. Policy of the Pakraman Village Assembly
3. Quality and quantity of Human Resources	3. Central government support in the form of village funds
4. Synergy of Indigenous Villages with Desa Dinas	4. District government support
5. Authority to arrange awig-awig (pararem)	5. Free Bali Rabies Program

6. Determining the priritas of customary activities		6. Sospol Condition Kab. Gianyar in rabies prevention 7. Globalization that supports rabies prevention 8. Trend of rabies disease that is still a public concern
<i>Weakness</i>	VS	<i>Threats</i>
1. Performance of customary institutions 2. Availability of rabies risk information 3. Availability of SOP for rabies prevention 4. Availability of dog breeding facilities by the community 5. Participation of indigenous peoples 6. The feasibility of a dog breeding facility		1. Private Participation in rabies prevention 2. PHDI support in rabies prevention 3. Support village administration 4. The effectiveness of the pakraman village race 5. Accountability of government performance

Strategy formulation is done by using SWOT matrix and IFAS - EFAS matrix. Referring to the results of external environmental analysis and the internal environmental condition of Desa Pakraman Demayu, with IFAS score of 2.72 and EFAS 2.75, the prevention strategy of rabies disease based on adat culture in Desa Pakraman Demayu, using SWOT matrix, obtained Strategy Strength and Strategy Opportunity SO), as presented in the following table:

TableMatrik SWOT to Determine the Community Empowerment Strategy in the prevention of custom-based rabies institutional.

IFAS \ EFAS	Strenghts (S)/ (Skor IFAS : >2)	Weaknesses (W)/ (Skor IFAS : <=2)
Opportunities (O)/ (Skor EFAS : >2)	Strategy S – O	Strategy W – O
Treaths (T)/ Skor EFAS : <=2)	Strategy S – T	Strategy W – T

In summary, the results of IFAS-EFAS interaction formulation, based on SO, ST, WO and WT strategies, weighted the assessment to determine the priority scale. The arrangement of alternative strategies based on their priority order obtained from the weighting of the SWOT interaction matrix is presented in the following table:

Weighted Table of IFAS-EFAS Interaction Results

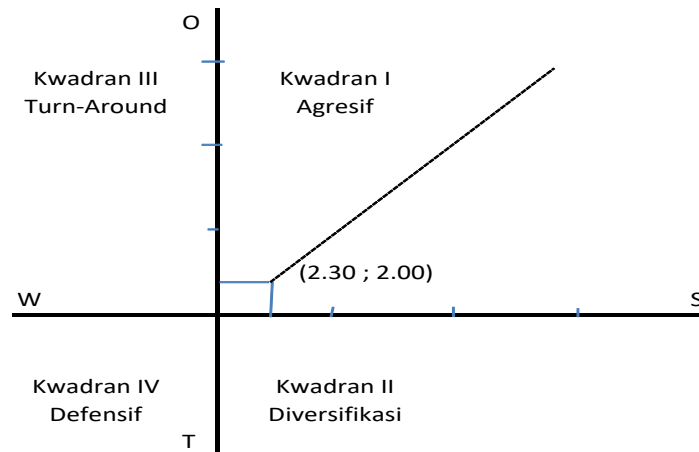
	S = 2,76	W = 0,46
O = 2,38	SO = 5,14	WO = 2,84
T = 0,38	ST = 3,14	WT = 0,84

In accordance with IFAS-EFAS interaction results, the priority set of strategies is based on a combination of strategies that have the highest value up to the lowest value.

Alternative Sequence Table SWOT Strategy

Priority	Strategy	Value
I	<i>Strength - Opportunity (SO)</i>	5,14
II	<i>Strength – Threat (ST)</i>	3,14
III	<i>Weakness – Opportunity (WO)</i>	2,84
IV	<i>Weakness – Threat (WT)</i>	0,84

The IFAS-EFAS interaction result which yields the most strategic alternative with the highest weights is Strength - Opportunity (SO), which can be translated as a strategy of using force to exploit opportunities or opportunities. This condition is advantageous for Pakraman Demayu Village, because from the side of internal factors, Desa Pakraman Demayu has much greater strength than its weakness, in terms of external factors, the opportunities are also far greater than the threats. The SWOT scoring performance quadrant is shown in the following figure:



Kwadran Image Results of SWOT Assessment

The alternative strategy formula with the highest weight is Strength - Opportunity (SO), IFAS-EFAS interaction results are presented in the following table:

Table I : Strength - Opportunity (SO)

Strenght (S)	Opportunitis (O)
1. Behavior, attitude & knowledge 2. The ethos of work and resilience of indigenous peoples 3. Quality and quantity of Human Resources 4. Synergy of Indigenous Villages with Village Service 5. Authority to set up awig-awig (pararem) 6. Determination of indigenous activities	1. Government policy in controlling rabies disease 2. Policy of Pakraman Village Assembly 3. Central government support in the form of village funds 4. District government support 9 Bali Rabies Free Program 5. Sospol Condition Kab. Gianyar in rabies prevention 6. Globalization that supports rabies prevention 7. The trends of rabies disease are still to the public's concern
Strenght- Opportunitis	
1. With the support of the central government program in the form of village funds, Desa Pakraman Demayu can utilize the authorized capital, such as behavior, attitude and knowledge that is beneficial, the quality and quantity of human resources sufficient, to maximize the implementation of government policy in controlling rabies disease in acceleration of the achievement of the rabies-free Bali program. (O3 + S1 + S5 + O1 + O9) 2. With the existence of the policy of Desa Pakraman Assembly in supporting the prevention of rabies disease, Desa Pakraman Demayu can increase its authority to apply awig-awig (pararem) in the control of rabies disease, which synergizes adat institutions with duty, in order to strengthen local wisdom in the era of globalization supports rabies prevention. (O2 + S8 + S6 + O11) 3. Strengthen work ethic and resilience of indigenous peoples in the health field owned by Desa Pakraman Demayu by exploiting the trend of rabies disease which is still a concern of the public and support of Gianyar Regency Government program in preventing rabies disease to succeed rabies-free Bali program in Desa Pakraman Demayu S3 + O12 + O9) 4. Determining the priority of adat programs / activities in supporting the control of rabies disease by utilizing the socio-political conditions of Gianyar Regency in preventing rabies disease to create rabies-free Bali. (S11 + O10 + O9)	

4. CONCLUDE

Conclusion:

Based on the above description, it can be disimplkan some things as follows:

1. The behavior of the people of Desa Pakraman Demayu in preventing rabies disease, most have shown good attitude category that is as much as 78,31% and as much as 21,69% indicate the less good attitude category. Similarly, the attitude of the community in preventing rabies disease as much as 59.04% showed the positive attitude, and as much as 40.96% showed the negative attitude. While knowledge of society in prevention of rabies disease indicate that enough category that is as much as 50,74%, good category as much as 44,32% and less category as much as 2,94% and not in bad category.

2. Formulation of alternative strategies. Based on the result of respondent analysis on SWOT questionnaire, alternative strategy formula that can be recommended is Strength -Opportunity Strategy (SO), which is a strategy using force to exploit opportunities with alternative strategy that is optimizing existing resources, improving the implementation of awig-awig (pararem) pakraman village in the prevention of rabies disease, strengthening the participation of indigenous peoples in the health sector and determining the priority of traditional village programs / activities in supporting the prevention of rabies disease. Prioritization of the development of Desa Pakraman Demayu should pay more attention to the development of health insight especially the prevention and control of infectious diseases because Pakraman Demayu Village is part of Ubud tourism area, because Ubud tourism potential has contributed sufficiently to the economic structure of Desa Pakraman Demayu and its surroundings.

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