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Role of the socio-entrepreneur in the construction of safe latrines for community development in east Java, Indonesia

Rol del socio-empresario en la construcción de letrinas seguras para el
desarrollo comunitario del este de Java, Indonesia

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ABSTRACT

The purpose of this article was to analyze the role and existence of safe latrine sociopreneur to building community development in East Java Province based on case studies. Judging from the type of data, the research approach used in this study was a qualitative approach. It was concluded that the process of implementing community empowerment programs carried out by safe latrine sociopreneur to improve health and accessed sanitation in the East Java province with the implementation instructions and technical instructions, was made through 5 community empowerment strategies, namely: enabling, strengthening, protection, support, and maintenance.

Keywords: Community development, sanitation, safe latrine, sociopreneur.

RESUMEN

El propósito de este artículo fue analizar el papel y la existencia de socioempresarios de letrinas seguras para construir el desarrollo comunitario en la provincia de Java Oriental basado en un estudio de caso. A juzgar por el tipo de datos, el enfoque de investigación utilizado fue un enfoque cualitativo. Se concluyó que el proceso de implementación de programas de empoderamiento comunitario llevados a cabo por socioempresarios de letrinas seguras para mejorar la salud y el acceso al saneamiento en la provincia de Java Oriental con las instrucciones de implementación de técnicas, se realizó a través de 5 estrategias de empoderamiento comunitario, a saber: habilitación, fortalecimiento, protección, apoyo y mantenimiento

Palabras clave: Desarrollo comunitario, letrina segura, saneamiento, socioempresario.

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INTRODUCTION

Health problems are very complex, which are interrelated with other issues outside of their health (Tabor, Kibret, Abera: 2011). Likewise, the solution to public health problems is not only seen in terms of their health but must be seen from the aspects that have an impact on the issue of 'sickness' or health. According to Blum in Kumwenda et al. 4 factors affect health, both individual, and public, namely: offspring, environment, behavior, and health services (Kumwenda et al.: 2017). Health status will be achieved optimally if all four factors together have optimal conditions. One factor is in a disturbed state, so health status shifts below optimal (Kawale, Thakur, Sharma: 2018).

The challenge of sanitation development in Indonesia is the socio-cultural problem and the behavior of residents who are used to defecating in vain places, especially in water bodies that are also used for washing, bathing, and other hygienic needs. Latrine is a safe and comfortable place to use as a place to defecate (Budhathoki et al.: 2017). Various types of latrines are used in households, schools, synagogues, and other institutions (Bhar et al.: 2017). Healthy latrines are disposal facilities, effective stool to break the chain of disease transmission (Biran, Jenkins, Dabrase, Bhagwat: 2011). According to the handling of the problem of human waste disposal (feces) is one of the efforts to improve environmental health, because if seen from a public health point of view the problem of fecal disposal is the principal to be addressed as early as possible, because feces are a source of multicomplex diseases. (Debesay et al.: 2015).

The global studied by WHO and UNICEF (2015) of sanitation facilities found that more than 2.4 billion people have not access eligibility (WHO, UNICEF: 2015). The existence of latrines in Indonesia according to World Bank data in 2015 about 18% of Indonesia's population does not have latrines (WHO, UNICEF: 2015). The national coverage for urban areas are 79% and for rural areas are 49%. Most of the sewage disposal is still carried out into rivers or using excavated wells that do not meet the requirements so they contaminate ground water (Wolf, Prüss-Ustün, Cumming, Bartram, Bonjour, Cairncross: 2014).

According to Chuthbertson, et. al., health development is one of the national development efforts aimed at achieving awareness, willingness and ability to live healthy for everyone so that the realization of public health degrees that are optimal takes place in the orientation of health development (Chuthbertson et al.: 2016). Health efforts which were initially focused on healing efforts gradually developed towards the integration of comprehensive health efforts (Greenland et al.: 2016). Indicators that show that a village or region has a healthy environmental condition is to have and use various environmental health facilities (Grimason et al.: 2000).

To maintain good latrines, it is necessary to provide adequate management facilities, because without facilities, family latrine management efforts cannot be carried out so that latrine management tools such as cleaning tools, sewers and other facilities should be provided (Hazarika: 2015). With the availability of sufficient facilities, the latrines of the family can be maintained properly and subsequently follow up on routine maintenance (Jenkins, Cumming, Scott, Cairncross: 2014). Facilities are a supporting factor for managing family latrines (Beyene, Hailu, Faris, Kloos: 2015).

Therefore, it is necessary to have adequate facilities, because without them, the community toilet management business cannot be carried out. (Jeratagi, Kumar, Mallapur: 2017). Based on the Indonesian Health Profile 2014-2018 the population with access to proper sanitation facilities was 74.91% (WHO, UNICEF: 2015). The provision of facilities for the disposal of community feces, especially in its implementation, is not easy, because it involves community participation which is usually related to behavior, economic, cultural and educational levels through a variety of community empowerment activities very closely (Farmer, Kilpatrick: 2009).

For community development activists, according to Bitew, Woldu, and Gizaw defined that the disposal of feces needs special attention because it is a waste material that has many problems in the health sector and is a media for germs, such as diarrhea, typhus, vomiting, dysentery, worms and itching and can cause environmental pollution in water sources and foul odors and aesthetics (Bitew, Woldu, Gizaw: 2017). To overcome this problem, there are several alternative policies that can be applied, among others, by

empowering the community, promoting more intensive health care, increasing the support of the government and other stakeholders in improving hygiene behavior (Jenkins, Cumming, Scott, Cairncross: 2014).

Community empowerment aims to make people feel more motivated to change their behavior in maintaining latrines. Because the principle of empowerment is from, by and for the community (Budhathoki et al.: 2017). The community empowerment activity currently being intensified by the government is Community Based Total Sanitation. The various of problems that occur the first step is to increase community knowledge by working with related health parties to form health cadres to provide guidance to the wider community about the importance of maintaining health, especially defecating in healthy latrines is one of the various actions the Community Development carried out (Hervieux, Gedajlovic, Turcotte: 2010). One alternative improvement in solving this sanitation problem is that it can be done through the role of sociopreneur hands who have creative ideas. (Joshi et al.: 2013).

Today, there are many people who have a sociopreneurship spirit by carrying out concrete actions in solving problems in the surrounding environment through Community Development activities where a sociopreneur is different from an ordinary entrepreneur and the key to the difference is a sociopreneur standing with a clear mission and social goals (Dhesi: 2010). Their main goal is how to make their social environment better (Dees, 2007). The sociopreneur acts as an agent of change in solving social sector problems through adopting a mission to create and maintain the social values that exist in the community, and strive for new opportunities to ensure the sustainability of the mission by involving continuous processes of innovation, adaptation and learning (Clark, Brennan: 2012).

Bloom and Chatterji stated that solving this social problem can be done through developing work patterns to make changes in the fields of education, environment, health, human rights, and economic development (Bloom, Chatterji: 2009). This is consistent with the theory of health behavior by Green in Bhar, et. al. said that a person's health behavior is influenced by three factors, namely predisposing factor, enabling factor, and reinforcing factor (Bhar et al.: 2017). These three factors can greatly support the success of good health behavior in the community such as the behavior of using healthy latrines.

Research conducted by Beyene et. al. stated that there was a correlation of knowledge, attitude (facilitation factor) and availability of facilities (driving factors) with the use of family latrines (Beyene, Hailu, Faris, Kloos: 2015). This is in line with previous research conducted by Joshi found that knowledge, attitudes, education levels have a relationship with the use of family latrines (Joshi et al.: 2013). Data on the progress of sanitation utilization in East Java Province of Indonesia until 2018 only reached 98% so that coverage of family toilet availability as a problem solving fecal sanitation problem is still below the target of health-related minimum service standards, which is 100% target in 2017 according to expectations.

The purpose of this study is to analyzed the roles and existance of safe latrine sociopreneur building community development in East Java Province of Indonesia based on case studies. The benefits of this study include contributing knowledge related to human resource development in the field of sociopreneur and community development and being able to apply community development programs initiated by safe latrine sociopreneur to achieve social welfare and healthy behavior.

LITERATURE REVIEW

Safe Latrine

Latrines are human waste disposal facilities that really need to be used by humans through qualified shelter and disposal, because if they do not meet the requirements, they can cause environmental pollution and become a chain of disease transmission (Nakagiri et al.: 2016). To prevent fecal contamination of the environment, human waste disposal must be managed properly, meaning that sewage must be in a certain place or healthy toilet (Sibiya, Gumbo: 2013).

According to Tilmans, et. al., the benefits of latrines are an attempt to prevent the occurrence of disease transmission and pollution from human waste which is one of the basic human needs (Tilmans et al.: 2015). Making latrines is a human effort to maintain health and create a healthy living environment (Wolf, Prüss-Ustün, Cumming, Bartram, Bonjour, and Cairncross: 2014). In making latrines as far as possible, it should be tried so that the latrine does not cause foul odor, in addition to sturdy construction and affordable costs. (Yimam et al.: 2014).

A latrine is called a healthy toilet if it meets the following conditions: 1.) Does not pollute the soil surface and around the toilet; 2.) Does not pollute ground water and surrounding settlements; 3.) Insects cannot be reached, especially flies and cockroaches and other animals; 4.) Does not cause odor; 5.) Easy to use with a simple design with low costs; 6.) Acceptable by the wearer; 7.) The toilet building should have a strong floor; 8.) Latrine building as far as possible placed in a closed location; 9.) As much as possible, cleaning equipment such as water or cleaning paper is provided (Kumar, Das: 2014).

Sociopreneur

Sociopreneur or social entrepreneur is someone who understands social problems and uses entrepreneurial skills to make social changes, especially covering the fields of welfare, education and health (Basq, Janssen: 2011). If entrepreneurship measures the success of its financial performance (profit or income), the success of the sociopreneur is measured by the benefits felt by the community (Di Domenico et al.:2010). According to Di Domenico, Haugh, and Tracey, social entrepreneurship begins with concerns about social conditions that culminate in a new business model (Di Domenico et al.:2010).

Social entrepreneurship is a combination of great enthusiasm in social mission with discipline, innovation and determination as is commonly found in the business world (Malunga et al.: 2014). It can be said that social entrepreneurship uses entrepreneurial mental attitudes for social purposes (Hervieux, Gedajlovic, Turcotte: 2010). They often get the great nickname, namely the change maker nickname gives an illustration that the sociopreneur figures are indeed very special people (Perrini et al.: 2010). They came up with brilliant ideas and dared to go against the flow so that they succeeded in the creation of products and services that dramatically changed the lives of their people.

Welsh said that as a leader, sociopreneur must always follow even more than changing times, because a leader must always be dynamic in thinking to move and move other people (Welsh: 2012). Building a team is like creating many leaders in each of its business units and being able to synergize one team with another through a strategy to achieve a common goal (Light: 2010). Social entrepreneurs are people who have the power of innovation, highly motivated, and critical thinkers (Welsh: 2012). Clark and Brennan said that the results of social entrepreneurial work are not measured by the amount of return or the rate of return on investment as in other business entrepreneurs but in its success in the social impact it causes and the return on capital and profits (Clark, Brennan: 2012).

Although social entrepreneurs are often associated with non-profits, it does not mean that they do not have the ability to generate profits because social enterprises are to profit (Di Domenico et al.:2010). The social entrepreneurship dimension which includes identification of social problems, identification of business opportunities, and actions of change will be a challenge for a sociopreneur (Mugoho, Ukpere: 2012).

Community Development

Pstross, Vurro, and Knopf suggested that the concept of community empowerment includes the notion of community development and community based development, and the next stage came the term community driven development which was translated as development directed towards the community or termed as community driven development (Pstross et al.: 2014). Cohen, et. al. stated that community empowerment is

an approach that provides opportunities, greater authority to the community, especially local communities to manage the development process (Cohen et al.: 2008).

Community empowerment is an effort to prepare the community along with efforts to strengthen community institutions to be able to realize progress, independence, and prosperity in an atmosphere of sustainable social justice (Matarrita-Cascante, Brennan: 2012). In addition, community empowerment is also an effort to improve the dignity of the people who are currently experiencing difficulties in escaping from the trap of poverty and underdevelopment (Talmage et al.: 2016).

In other words, empowerment is enabling and empowering the community. Community empowerment is an economic development concept that summarizes social values. This concept reflects the new development paradigm, which is "people-centered, participatory, empowering, and sustainable" (Malunga et al.: 2014). According to Talmage, et. al. said that community empowerment is an effort to empower the community through the realization of their potential capabilities (Talmage et al.: 2015). The community empowerment always involves two interrelated groups, namely the community as empowered parties and caring parties as empowering parties.

METHODOLOGY

The research approach used is a qualitative one with a case study method. Qualitative research intends to understand the phenomenon of what is experienced by research subjects holistically and by way of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods and focusing intensively on an object certain who learn it as a case (Griffiths: 2013). Good case studies must be carried out directly in the actual life of the case under investigation.

However, case study data can be obtained not only from the cases studied, but also from all parties who know and recognize the case well. Case study data can be obtained from all parties concerned, in other words in this study collected from various sources, especially on research subjects (Creswell: 2000). The research subjects were informants, which meant people in the research setting were used to provide information about the situation and background conditions of the study (Griffiths: 2013).

The subjects are 6 Sociopreneurs, who are engaged in Community Development sanitation development in the East Java Province which helps the Government program on Community Based Total Sanitation. It is in line with local government reform (Rahayuningsih, et al, 2019). Qualitative research instruments are build by the researchers which assisted by other instruments, namely guidelines for interviews, observation, and literature studies. Primary data collection techniques through interviews and observations, while secondary data collection techniques through literature studies and documentation studies.

Data analysis techniques used are theory induction, data reduction, and triangulation. Triangulation in testing credibility is interpreted as checking data from various sources in various ways and at various times. There is source trigulation, triangulation of data collection, and time triangulation (Creswell: 2000).

RESULTS AND DISCUSSION

This study retrieves data from interviews conducted by researchers with several informants who have been coded and listed in the following table:

Table 1. Codefication of Informant

Informant Identity	Codefication	Background Definition
Wahyoe Boedi Utomo	SE-01	Enterpreneurship of Profit Company / Enterpreneurship of Social Service
Pracihno Kurniawan	SE-02	Enterpreneurship of Information Technology and Communication
Wiwik Widjastuti	SE-03	Enterpreneurship of Profit Company / Enterpreneurship of Social Service
Sumarti Dwi Wahyuni	SE-04	Enterpreneurship of Profit Company / Enterpreneurship of Social Service
Agung Tri Pamungkas	SE-05	Enterpreneurship of Telemarketing
Suyanto	SE-06	Enterpreneurship of Profit Company / Enterpreneurship of Social Service

(Source: Primary Data, 2018)

The results of this study are analyzed using related theory induction, reduction of interview data, and specific triangulation looking at the case studies that occurred regarding the role and existence of safe latrine sociopathology to building community development in the East Java Province of Indonesia, namely as follows.

Core and Principle of Community Development

Community development programs in general are intended to improve the quality of life for the lower classes of society. Community development in general is actualized in several stages starting from planning, coordinating and developing various steps to handling community programs (Malunga et al.: 2014). The core community development program generally emphasizes the application of community-based management (CBM), a program management approach that makes local people's knowledge and awareness the basis (Talmage et al.: 2016).

The program of community-based management is defined as a program strategy to realize human-centered development practices, the center of decision-making regarding sustainable use of resources in an area in the hands of organizations in the community. The interview results from informant of SE-03 and SE-06 are consistent with the implementation of community-based management, where the two informants stated: "We are trusted to be partners of the Government and the community in planning, compiling and applying community empowerment programs together" (SE-03, 2018). "Gradually and enabling it to succeed, we always try to create a superior community empowerment program that is able to be accepted and applied by the community" (SE-06, 2018).

Community empowerment carried out by safe latrine sociopreneur is an innovation that is being implemented (Ngondi et al.: 2010). Through several independent and applied programs from the East Java Province Government program, they invited the community to participate in applying programs not only for the Community-Based Total Sanitation program but also for other programs related to solving sanitation problems. Interviews from SE-01 and SE-04 state: "This Pasuruan City community needs program innovation related to current sanitation issues ..." (SE-01, 2018). "... we are at Probolinggo District only adjusting efforts related to community empowerment programs to the main problems that occur ..." (SE-04, 2018).

The results of the interview in accordance with Talmage, Pstross, and Knopf related to the main efforts in each community empowerment include the following (Talmage et al.: 2016): Developing human beings, are all activities that are included in efforts to strengthen or develop individual capacity, which include: a) Personality capacity; b) Capacity in the world of work; c.) Professional development.

Development of entity or institutional capacity, which includes: a) Clarity of vision, mission and organizational culture; b.) Clarity of organizational structure, competency and organizational strategy; c.) Development of quantity and quality of resources; d) Interactions between individuals within the organization; e.) Interaction with organizational entities with other stakeholders.

Development of system capacity (networking) which includes: a) Development of interactions between entities (organizations) in the same system; b) Development of interactions with entities or organizations outside the system.

Business development, is an important effort in every empowerment because human development without giving an impact or benefit to improving welfare (economic or non-economic) will add to disappointment. Conversely, only human development that is able (in the near future) to have an impact or benefit to improve welfare will receive support in the form of community participation.

Community development, where all obligations are stipulated in the investment and operating requirements related to protection, preservation and recovery (rehabilitation / reclamation) of natural resources and the environment.

Establish institutions, where institutions are often interpreted as social institutions or social organizations, if they fulfill 4 components, namely: a) Person component; b) Components of interest; c.) Component rules; d.) Component structure.

Referring to the importance of the principle component of the community development program, informants of SE-02 and SE-05 state: "We have our own principles in making and implementing this community empowerment program with a variety of considerations, such as being oriented to the public interest, prioritizing the principle of neutrality, eliminating social conflicts, involving the surrounding community, and easily accessible to anyone" (SE-02, 2018). "The purpose of this community empowerment program focuses on the things that are fundamental and substantial to be a convenience and usefulness for the community related ..." (SE-05, 2018)

Broadly speaking, the answers to the information in the interview results with both information have the same four principles of community development according to Matarrita-Cascante and Brennan (Matarrita-Cascante, Brennan: 2012), namely:

Community development rejects views that do not favor disinterest. In this principle, community development seeks to express values and articulate them clearly. In this principle the development of the community is committed to the poor and social justice, human rights and citizenship, empowerment and self-determination, collective action and diversity.

Change and engage in conflict. Community development aims to change structures that are discriminatory, coercive and oppressive in society. To achieve this goal the development of the community arouses, presents unpleasant and sometimes disturbing information. Here community development complements its activities with new social movements such as human rights and peace movements.

Freeing, opening up society and creating participatory democracy. Liberation or liberation is the reaction of opposition to forms of power, slavery and oppression. Liberation requires empowerment and autonomy. Liberation involves opposing and liberating struggles from very powerful people, ideologies, and structures.

Ability to access community service programs. Community development places its programs in strategic locations accessible to the community. The physical environment created through the development of society has a friendly and informal atmosphere, not a bureaucratic, formal and depressed atmosphere.

Analysis of Case Study

The community is given the opportunity and responsibility for managing the resources it has. They themselves define the needs, goals, aspirations and make decisions in order to achieve the dream of prosperity. Most safe latrine sociopreneur arranges community development activities in the city of East Java through several steps in stages according to the conditions and needs of the people who are the target of the activity. There are six stages in planning the program including:

First, the stage of problem posing (activating the problem) that activists do by grouping and determining the problems and problems faced by the community of the target group. The community is generally aware of the problems faced. However, this was not disclosed. The role of safe latrine sociopreneur in this stage is to provide explanation, information and facilitate deliberation or discussion activities among residents of the target group.

Second, the problem analysis stage. This stage safe latrine sociopreneur collects information ranging from type, size, and scope of problems faced by citizens and makes the information accessible to interested parties.

Third, the stage of determining goals and objectives. Objectives refer to vision, long-term goals, and statements about general instructions. An example of a community development vision formulated by safe latrine sociopreneur is the formation of a society where all citizens are actively involved in programs to maintain the environmental system and make available social, economic and political factors to ensure maximum equality among citizens to obtain basic needs and services. While the target is more specific than the goal. Safe latrine sociopreneur determines what becomes trust and what will be achieved then compiles specific processes and tasks. The targets set consist of activities that can be identified, analyzed and can be clearly disclosed to citizens. The targets may be long, medium and short term. Long-term goals generally require a number of different strategies and are often arranged in various stages. Scale medium and short-term goals are even smaller. Understand long-term, medium and short-term goals and objectives understood from something broad to specific, from abstract to concrete.

Fourth, the action plans stage (action planning). This stage is carried out by social workers with activities for planning various actions to achieve the objectives. In planning the action, the safe latrine sociopreneurs pay attention to labor, equipment, social networks, funds, place, information, available time, inhibiting factors, supporting factors, stakeholder problems, real tasks performed, parties significant influence on outcomes, key players both individually and in groups, dilemmas or contradictions or tensions between the tool and the objectives and possible outcomes.

Fifth, the implementation phase of the activity. This stage is carried out by safe latrine sociopreneur by implementing community development steps that have been designed. Activists at this stage are required to pay attention to the consequences that might arise as a result of the actions taken.

Sixth, the evaluation phase is carried out by safe latrine sociopreneur continuously, both formally and semi-formally at the end of the community development process and informally in every month, weekly, and even daily.

CONCLUSION

This study concluded that the process of implementing community empowerment programs carried out by safe latrine sociopreneur in order to improve health and ease of access to sanitation in the city of East Java Province of Indonesia in accordance with the implementation instructions and technical instructions through 5's community empowerment strategies namely enabling, strengthening, protection, support and maintenance. The possible strategy is carried out by triggering activities by the sociopreneur to change defecation habits, determine program objectives, empower the community to become the village level administrators and provide awareness to the community that they have the potential to make latrines.

The community is enthusiastic in participating in activities related to likelihood but for the results of the community accessing healthy latrines is still lacking, this is due to the bad habits of difficult-to-change communities and a lack of public awareness for healthy living. The strengthening strategy is carried out through counseling, promotion, socialization and healthy latrine campaigns and meeting needs that support community independence by allocating budgets and providing healthy latrine stimulants.

This stage is supported by the availability of the budget while the obstacles are the weak economic condition of the community so that the implementation of latrine construction by the community through the

provision of latrine stimulants is not smooth. The protection strategy is carried out through data collection on program targets, information dissemination through radio and internet broadcasts, as well as the existence of community self-help in the form of funds and volunteer submissions. Through these efforts the community gets the same opportunity to access healthy latrines so that there is no discrimination.

Support strategy to provide guidance for health cadres and social entrepreneurship training in the field of health and sanitation. After the guidance, assistance was provided during planning to the implementation of the program as well as socialization of the existence of social entrepreneurship in the field of health and sanitation as a form of direct support. To support the community from falling into an increasingly weak and marginalized state, latrine packages are managed by social entrepreneurs in the field of health and sanitation. The support strategy is carried out by linking good cross-sectoral performance and the support of all parties from the Mayor to the Village Head and related Offices.

Activities in this cross-sectoral support phase have been able to help increase the coverage of healthy latrines. The maintenance strategy is in the form of monitoring the program in monitoring and evaluation activities for making periodic reports. Monitoring and evaluation is carried out by recording community access to healthy latrines and reminding the community through contracts containing promises to make latrines and being specifically monitored.

Monitoring and evaluation aims to ensure a balanced distribution of empowerment in the community and to ensure harmony and balance that allows everyone to strive, marked by the division of tasks in each program implementation and the community is permitted to convey the difficulties they experience in making latrines during monitoring and evaluation activities so that the program runs smoothly and problems in the community can be known.

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