


Social Empowerment Strategy For Urban Poor Communities

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Article Info	ABSTRACT
Keywords: Strategy, Social Empowerment, Poverty, Poor Communities, Urban	Urban poor communities often face complex challenges, including limited access to resources and opportunities. This research aims to analyze and identify effective social empowerment strategies for poor urban communities. This research uses a qualitative approach with descriptive methods. The research results show that overcoming poverty in urban areas requires a holistic approach that takes into account a number of interrelated and multidimensional factors. Education, employment, infrastructure, gender inequality, housing, health conditions, social mobility and environmental sustainability emerge as key elements influencing poverty levels. Integrated strategies, such as increasing access to education, establishing decent work, adequate infrastructure, overcoming gender inequality, providing affordable housing, improving health, and environmental sustainability, receive primary attention. Social empowerment through holistic strategies, including education, economic empowerment, community group formation, primary health services, and active community participation, has proven effective in increasing capacity and overcoming economic challenges.
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INTRODUCTION

Poverty is a complex problem because it is influenced by a number of interrelated factors. These factors involve income level, education, access to goods and services, geographic location, gender, and environmental conditions (Sutarto, 2018). Understanding poverty is not only limited to aspects of economic disability, but also includes failure to fulfill basic rights and fair treatment for individuals or groups (Wulandari et al, 2022). Generally recognized basic rights include meeting the needs for food, health, employment, housing, clean water, land, natural resources and the environment. Apart from that, feeling safe from treatment or threats of violence is also included in the basic rights that must be recognized and guaranteed (Mafizar, 2018).

It needs to be acknowledged that solving the problem of poverty requires a holistic approach that includes efforts to increase income, access to education and equal distribution of health services (Maharani et al, 2014). Apart from that, protecting basic rights and overcoming gender discrimination is also key in overcoming the root causes of poverty. Efforts to strengthen the local economy, infrastructure development and sustainable environmental policies can also make a significant contribution to reducing

poverty levels (Sembiring & Alfarizi, 2023). By integrating these approaches, society can build a solid foundation to achieve social and economic sustainability and give every individual the opportunity to live without being constrained by poverty (Indranika et al, 2024).

With the increasingly rapid growth and development of urban areas, there is also an increase in heterogeneity in society, reflecting social differences among the population (Jamaludin, 2015). This heterogeneity is reflected in more detail through the division between the formal and informal sectors in urban areas. Economic and social differences underlie the separation of population groups, where formal economic activities in urban areas tend to be unable to absorb workers with low levels of education and skills. As a result, workers with low levels of productivity tend to be encouraged to work in the informal sector (Renggapratiwi, 2009).

Apart from that, this phenomenon has also given rise to slum settlements with limited supporting facilities and infrastructure, which have become clear as pockets of poverty or slum areas in the middle of urban areas. The existence of these slum areas reflects inequality in access to basic facilities and infrastructure, posing serious challenges to the welfare of the residents there (Evers & Korff, 2022). Therefore, urban growth management needs to pay attention to efforts to reduce social disparities, increase educational accessibility and employment opportunities, and improve residential conditions to achieve sustainable and inclusive urban development (Warsilah, 2015).

Poverty that hits urban areas is generally triggered by the low quality of public health, which becomes increasingly critical due to infrastructure and basic service problems that accumulate among the urban poor (Banowati & Paramita, 2015). Although access to infrastructure and basic services in urban areas should be easier than in rural areas, the reality is very different for the urban poor. This factor creates gaps in accessibility, where low-income city residents face serious obstacles in obtaining adequate health services and infrastructure (Pasya, 2016). This problem is exacerbated by inequalities in the distribution of health facilities and infrastructure in various urban areas, increasing the risk of poverty among underprivileged populations (Maizunati, 2017).

The causes of urban poverty in Indonesia are in line with problems faced by other countries, which include low levels of education, work in the informal sector with low wages, living in low-quality settlements, lack of job security, and limited access to basic services (Wahab & Sudirman, 2023). Particularly vulnerable groups of the urban poor include new arrivals, child laborers, street children, and those living in informal settlements. They are the hardest hit subgroup, facing multiple challenges in accessing resources and services that support their well-being (Rifa'i, 2016). Therefore, handling urban poverty requires a comprehensive and inclusive approach, which includes improving the quality of basic services, economic empowerment, and social protection for vulnerable groups within it (Setiawan, 2017).

Social empowerment plays a very relevant role in efforts to eradicate poverty in cities. Through increasing community awareness and participation in local decision making, development policies and programs that are more inclusive and responsive to the real needs of the community can be formed (Sumodiningrat, 2007). This participatory process

also opens up opportunities for those who are marginalized or underrepresented to express their aspirations and needs. Social empowerment can produce strong networks and collaboration between various community groups (Dhairyya & Herawati, 2019). By building solidarity and cooperation, communities can jointly identify local resources, develop joint economic initiatives, and support each other in overcoming the challenges of poverty. This strengthens the sense of local ownership of poverty alleviation efforts and creates an environment that supports inclusive economic growth (Ismowati & Subhan, 2018).

Through social empowerment programs, leadership and management skills can be developed that help communities overcome internal and external obstacles. Empowered communities can be more effective in managing local resources, identifying economic opportunities, and designing sustainable solutions to poverty problems (Hendra et al, 2023). Social empowerment does not only involve increasing individual capacity, but also strengthening the collective capacity of society to adapt and grow together. By focusing on social empowerment, we can create a supportive, inclusive and sustainable environment to overcome poverty in the city (Susilawati, 2016). By actively involving the community in the development process, we can achieve more effective change and have a positive impact on improving the overall welfare of the city community (Fathy, 2019).

This research aims to provide in-depth insight into tactics and approaches that can help overcome the obstacles faced by poor communities, such as access to education, decent work, and basic health services and infrastructure. The benefits involve contributing to the development of more focused and relevant social empowerment programs, so that they can have a more significant positive impact on improving the quality of life of the urban poor. By understanding successful social empowerment strategies, it is hoped that this research can provide guidance for policy makers, practitioners and related parties in designing and implementing programs that are more effective in alleviating poverty in urban contexts.

METHOD

In carrying out this research, the researcher applied qualitative descriptive methods to describe, analyze and form an understanding of the phenomenon being investigated. This qualitative method is carried out in a real life context with the aim of investigating and understanding the observed phenomena (Yulianah, 2022). The aim of this research is to produce a systematic, factual and accurate description, providing a detailed picture or depiction of the facts, characteristics and interrelationships between phenomena that are the focus of the research. In order to collect data, researchers adopted library research, referring to various literary sources such as books, magazines, journals and previous research reports. This approach aims to obtain information that is relevant to the research objectives and avoid duplication of results. According to Nazir (2013), library studies provide benefits for researchers by utilizing all information and thoughts that are appropriate to the scope of their research.

RESULTS AND DISCUSSION

Factors that Influence Poverty Levels in Urban Areas

Poverty, as a problem that penetrates almost all countries in the world, especially in developing countries, is characterized by its complexity with a multidimensional nature that covers various human needs. The impact of poverty is very complicated, where individuals in this condition experience difficulty in meeting basic needs, especially in terms of food, which then has an impact on their health and productivity levels (Annur, 2013). Low levels of productivity trigger low incomes, making it increasingly difficult for poor individuals to meet their daily needs, and this also includes the context of poverty in urban areas. By understanding the multidimensional impact of poverty, efforts to prevent and eradicate it can be focused on various aspects of human needs, creating an environment that supports holistic welfare improvement (Ariyani et al, 2016).

Poverty levels in urban areas are influenced by a number of complex interrelated factors. Some of the main factors that influence poverty in urban areas include:

1. Education

Education plays a crucial role in determining the level of poverty in urban areas. Low levels of education are often the main obstacle for urban communities to access quality employment opportunities. Individuals with limited education tend to be trapped in informal jobs with low wages and limited social security. In addition, low levels of education also limit their access to information, skills and self-development opportunities that can help increase their economic mobility. Efforts to increase education levels in urban areas are important in reducing poverty levels. Investments in equitable access to education, including higher education and skills training, can open doors of opportunity for urban communities to obtain better jobs and improve their standard of living. Additionally, programs that encourage active participation in education, especially for women and other vulnerable groups, can help address inequalities in educational access. By creating an inclusive and empowering educational environment, urban communities can overcome barriers to education as a strategic step in alleviating poverty.

2. Employment and Wages

The second factor that plays an important role in urban poverty levels is the jobs and wages available. Urban communities are often faced with high rates of employment in the informal sector, which is often characterized by low wages and minimal availability of social security. These conditions create an environment where many individuals struggle to meet their basic needs, such as food, housing, and healthcare. Additionally, informal employment tends to be unstable, providing economic uncertainty and increasing the risk of poverty. To overcome this problem, policies are needed that support the creation of decent jobs and provide adequate wages for urban communities. This involves investing in sectors that create jobs, as well as improving working conditions, workers' rights, and access to social security. Increased efforts to strengthen the formal sector and ensure protection of informal workers can help reduce levels of wage inequality and improve the overall well-being of urban communities. By providing better job opportunities and fairer wages, urban communities can overcome underlying economic challenges and significantly reduce poverty levels in urban environments.

3. Basic Infrastructure and Services

Infrastructure and basic services play a key role in shaping poverty levels in urban areas. Limited access to infrastructure such as clean water, sanitation and health services can have a serious impact on the quality of life of urban communities, especially those at the bottom of the economic strata. Settlements that lack basic facilities often become pockets of urban poverty, creating unhealthy and unsafe environments. Efforts to reduce poverty in urban areas need to focus on increasing access to basic infrastructure and services. This involves investing in building and maintaining critical infrastructure, such as providing affordable clean water, adequate sanitation, and accessible healthcare systems. In addition, affordable and quality housing programs can help overcome housing problems that are often a source of economic instability for urban communities. By improving access to basic infrastructure and services, urban communities can have a more solid foundation for improving their quality of life and reducing poverty levels.

4. Gender Inequality

The role of gender inequality as a factor influencing poverty levels in urban areas is becoming increasingly important to recognize and address. Gender discrimination can create inequalities in access to education and employment opportunities, especially for women in urban areas. Limited opportunities for decent work and fair wages often result in women being trapped in informal work or the service sector with low income. Gender inequality can also limit women's access to economic and financial resources, thereby exacerbating inequalities in social and economic structures. In overcoming gender inequality as a cause of poverty in urban areas, efforts are needed to promote equality in access to education, employment opportunities and women's economic empowerment. Programs that support women's skills training and entrepreneurship, as well as policies that protect women's workers' rights, can help reduce the gender gap in the formal employment sector. Additionally, approaches that support women as agents of social and economic change can help create a more inclusive and equitable environment for them. By paving the way for gender equality, urban communities can achieve the full potential of all their members, which in turn will support efforts to significantly reduce poverty levels.

5. Inadequate Housing and Settlements

Inadequate housing and settlements are crucial factors that influence poverty levels in urban areas. The high cost of housing, especially in densely populated urban areas, often makes adequate housing difficult to reach for low-income people. As a result, many of them are forced to live in slums or informal settlements which often lack access to basic facilities such as clean water, sanitation and health services. Poor housing conditions can also increase risks to crime, health and safety, thereby worsening conditions of poverty. Efforts to overcome poverty in urban areas need to be accompanied by efforts to increase access to decent and affordable housing. This involves inclusive and sustainable housing policies that take into account the needs of low-income communities. Housing development that is integrated with basic infrastructure, such as providing clean water, sanitation and transportation access, can help create a more sustainable and inclusive environment for urban communities. Additionally, resettlement programs that focus on slum rehabilitation

and the development of affordable housing can help reduce poverty levels and improve the overall quality of life for urban communities.

6. Health condition

Poor health can be both a trigger and a consequence of poverty in urban areas. Urban communities in low economic conditions tend to experience limited access to quality health services. Factors such as the cost of medical care, transportation to health facilities, and lack of health literacy can pose serious barriers to them getting the care they need. Inability to access adequate health services can worsen health conditions, increase the risk of chronic disease, and ultimately burden families with additional economic burdens. In this context, the inability to overcome health problems can create a spiral of poverty that is difficult to stop. High medical costs, especially for chronic illnesses or medical emergencies, can cause a heavy financial burden for low-income families. These economic burdens, in turn, can result in a reduction in overall quality of life, limit the ability to participate in productive economic activities, or even lead to being out of work. Therefore, efforts to overcome poverty in urban areas must also include improving access to affordable and quality health services, so that people can maintain good health without being trapped in a deadly cycle of poverty.

7. Social Mobility and Environmental Sustainability

Limitations in social mobility, especially in urban environments, can be an important factor in maintaining poverty levels. People's inability to improve their economic and social status can be influenced by various factors, including unequal access to education and employment opportunities. In cities, inequalities in education and employment opportunities can create an inability to transcend the boundaries of certain social classes. This can create inequalities in the distribution of wealth and opportunities, exacerbating the economic disparities that underlie urban poverty. Urban environmental degradation can also be a trigger for poverty. Uncontrolled city development and lack of sustainable urban planning can cause environmental degradation which is detrimental to the people living in the area. Water and air contamination, industrial waste, and poor urban sanitation can increase the risk of disease and worsen public health. In addition, adverse environmental impacts can harm livelihoods, especially for those who depend on sectors that are highly affected by environmental degradation, such as agriculture or environmentally related service sectors. Therefore, efforts to overcome poverty in urban areas need to involve sustainable urban planning, wise environmental management, and increasing access to sustainable employment to minimize the impact of environmental degradation on poverty levels.

Social Empowerment Strategy for Urban Poor Communities

Social empowerment for poor communities in urban areas represents a holistic approach that aims to increase the capacity and independence of individuals and groups who are in disadvantaged social and economic conditions. In this context, social empowerment is not just providing assistance or instant solutions, but a process that involves collaboration between various parties to formulate sustainable strategies.

The importance of social empowerment lies in transforming poor communities into agents of change who can manage resources and opportunities more effectively. These

efforts involve increasing access to education, skills training, and decent work. Apart from that, supporting the formation of community groups that support each other and share knowledge is also an integral part of social empowerment. This empowerment also involves providing better access to information, health services, and basic infrastructure such as clean water and sanitation.

In efforts to social empower poor communities in urban areas, a number of strategies are certainly needed. There are several strategies that can be implemented in social empowerment efforts, namely as follows:

1. Education and Skills Training

Providing better access to formal education and skills training is a strategic step in improving qualifications and employment opportunities for the urban poor. Formal education provides a strong knowledge base, while skills training relevant to labor market needs increases individual competitiveness in the world of work. By expanding access to education and training, poor urban communities can develop the skills sought by industry, opening the door to opportunities for better jobs, and in turn, increasing levels of well-being. Investments in education and training not only meet individuals' needs for decent work, but also contribute to overall urban economic development by creating a more qualified workforce that can compete in an increasingly complex global marketplace.

2. Economic Empowerment

Supporting the formation of micro and small businesses is a proactive step in overcoming poverty among the urban poor. This involves providing easier access to financial resources, business training and market networks. By providing affordable business capital and supporting business skills training, urban poor communities can form sustainable micro and small businesses. In addition, providing access to markets helps overcome marketing obstacles and opens up new opportunities for products and services produced by these micro and small businesses. In this way, this support not only provides a direct economic boost, but also creates a solid foundation for local economic growth, creates jobs, and contributes to overall urban economic recovery.

3. Infrastructure and Access to Basic Services

Increasing access to basic infrastructure is a key aspect in efforts to improve the welfare of the urban poor. Adequate access to clean water is the basis for maintaining health and cleanliness, reducing the risk of disease, and increasing individual and community productivity. In addition, providing proper sanitation is a vital step to ensure healthy environmental conditions and prevent the spread of infectious diseases. Accessible and affordable health services are also an important factor in improving welfare, considering that limited access to medical care can be a major obstacle for poor people. Increasing access to adequate housing is also a central element in improving the welfare of urban communities. Good housing provides stability and security for individuals and families, creates an environment conducive to children's development, and improves the overall quality of life.

4. Formation of Community Groups and Networks

Encouraging the formation of community groups that support each other and share knowledge is an important strategy in efforts to increase the empowerment of urban poor

communities. In these groups, individuals can provide each other with moral support, share experiences, and inspire each other to overcome common challenges. By building cooperative networks, poor communities can access shared resources, including information, training and economic opportunities. This collaboration not only strengthens social solidarity, but also increases collective capacity to identify and overcome common problems. Through active participation in these groups, poor urban communities can experience positive impacts on their well-being, while sustainably strengthening the social foundations that support economic growth and overall community development.

5. Advocacy and Strengthening Rights

The formation of community groups that support each other and share knowledge is the main pillar in the strategy to empower poor communities in urban areas. In these groups, close cooperation is established, where individuals can provide each other with moral support, share experiences, and provide inspiration to face various life challenges. Through positive interactions, poor people can gain new knowledge, improve skills, and expand their social networks. In turn, this provides better access to information, training and economic opportunities that can increase the collective capacity of society. This collaboration not only strengthens social solidarity among group members, but also creates a strong foundation for sustainable economic growth and social development in the urban environment. By actively participating in these groups, poor communities can experience a direct positive impact on their well-being, while sustainably strengthening the social foundations essential for economic recovery and holistic development of society.

6. Primary Health Care

Increasing public understanding regarding health and providing affordable primary health services is an integral approach in improving the health conditions of poor communities in urban areas. By increasing health literacy, people can be more proactive in maintaining personal and family health, and can identify early symptoms of disease. Providing affordable primary health care is key, ensuring poor communities' access to necessary care without incurring heavy financial burdens. This effort also includes health education campaigns, providing vaccinations, and routine health monitoring to prevent infectious and chronic diseases. By aligning health literacy and access to affordable primary care, urban poor communities can experience significant improvements in their health outcomes, creating a stronger foundation for sustainable well-being and productivity.

7. Participatory Empowerment

Encouraging active community participation in designing and implementing empowerment programs is a crucial foundation in achieving sustainable success. By involving the community directly in planning and implementation, a strong sense of ownership of empowerment initiatives is created. The community is not only the beneficiary, but also the main agent of change in the process. This active participation not only ensures that programs meet local needs and realities, but also creates emotional ties and deep commitment to achieving shared goals. In addition, involving communities at every stage builds their capacity to become more effective leaders and decision makers. Initiatives that involve active community participation have a higher potential for sustainability, because they are driven by internal motivation and shared responsibility.

Therefore, supporting community participation not only creates more effective outcomes, but also creates a solid foundation for sustainable empowerment at the local level.

CONCLUSION

In order to overcome poverty in urban areas, it is necessary to pay attention to a number of interrelated and multidimensional factors. Education, employment, infrastructure, gender inequality, housing, health conditions, social mobility, and environmental sustainability are important elements that influence poverty levels in urban environments. Holistic and integrated strategies are needed to increase access to education, create decent jobs, improve infrastructure, address gender inequality, provide affordable housing, and improve health conditions and environmental sustainability. Social empowerment of urban poor communities involves a number of holistic strategies that include education, economic empowerment, infrastructure and access to basic services, the formation of community groups and networks, primary health services, and participatory empowerment. By providing access to education and skills training, supporting micro and small businesses, improving basic infrastructure and services, and forming community groups that support each other, poor communities can increase their capacity and overcome economic challenges. Increasing access to primary health services and promoting health literacy are also important steps in improving welfare. Involving active community participation in the planning and implementation of empowerment programs ensures the sustainability and effectiveness of these initiatives. Thus, social empowerment not only provides short-term solutions, but also creates a solid basis for economic growth, prosperity and sustainable social change in the urban environment.

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