

SOCIAL DEVELOPMENT STRATEGIES OF THE FOODBANK OF INDONESIA APPLIED AT THE CHILDREN'S WELFARE VILLAGE PROGRAM

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Abstract

Foodbank has become one of the organizations that able to have a role in alleviating the problem of hunger and food insecurity caused by poverty, as well as being a controversial organization with criticism addressed to foodbank because it is not considered to solve the entire problem of hunger and food insecurity. The critical thought is that most of the foodbank's approaches can be categorized only as emergency assistance. However, it was found differently at foodbanks in Indonesia, specifically the Foodbank of Indonesia (FOI). In the context of social welfare, this study is the first study related to foodbanks in Indonesia. The purpose of this study is to analyze the social development strategies used by Foodbank of Indonesia in assisting to solve the problems of hunger and malnutrition due to poverty through the KAS-Kampung Anak Sejahtera (Children's Welfare Village) program in Cibatok Village, Bogor Regency. This study used a qualitative approach with descriptive research type, focusing more on description of social activities and phenomena. Data collection was conducted through documentary and literature studies, in-depth interviews, and observations. The informants consist of FOI staff, local-government and beneficiaries with purposive sampling as a selection technique. The result of this study is that FOI using a social development approach that synergizes the three social development strategies, namely individual, community and government strategies. Moreover, FOI is not only limited to providing assistance in form of food, but there are other approaches that aim to create an access to food, alleviate malnutrition and also to empower women.

Keywords: Foodbank, Foodbank of Indonesia, Poverty, Social development.

I. Introduction

Foodbank is an organization that strives to solve food insecurity problems experienced by underprivileged communities. Foodbank has been widely established in various parts of the world such as Canada, United States to Australia and has had a good impact on the problem of hunger in each of these countries. In the process, food banks in each country have different strategies in providing assistance to their people, this is because each country has different cultural, social and political types, as well as the constraints of each food bank. So, it is not uncommon for food banks in many countries to be unable to continue their activities.

Through-out the world, most of the food banks depend on donations of food then be given to families or individuals in need without any other approach, so that it raises a lot of criticism from various levels who state that foodbank is not a way to overcome hunger and food insecurity problems which addresses the root of the problem. It is believed that most food banks are limited to providing food which makes the beneficiaries dependent on the food bank to help them every time they are hungry. While most of the existing food banks have a system of dependency on donations as explained by Graham Riches (2002) who claims that the basics of food banks depend on supplies and must often divide the supply of scarce donated goods; often the donations do not go hand in hand with the increasing beneficiaries. As a result, there are still many people in the aid area who do not obtain assistance. Under this circumstances, the problem of hunger is addressed only on the surface, cannot solve the root of the problem that is poverty.

Food bank in Indonesia was established in 2016 or within the last three years. One of which is Foodbank of Indonesia based in Cipete, South Jakarta. Foodbank of Indonesia (FOI) has an effort that is not much different from food banks in other parts of the world to help the underprivileged people to access good

and nutritious food. As explained earlier in relation to strategies undertaken by food banks in various countries, FOI also has strategies that are appropriate to the social conditions of the aid area. FOI's mission is to create more equitable access to food for the community and the poor, combat malnutrition in children, and help increase the productivity of women farmers and fishermen. Regarding its missions, it can be illustrated that FOI does not only focus on providing assistance in the form of food, but also seeks to create access to food, fight for malnutrition and also empower women.

FOI has been operating since 2016 and still be able to operate until today. In addition, by looking at the increasing coverage area of foodbank on 27 points in 10 provinces in Indonesia, assisted by volunteers at each point, it could give an affirmation that FOI can be well received by the people of Indonesia. FOI also cooperates with various companies which carries out their program of Corporate Social Responsibility (CSR) using the programs offered by FOI. FOI also collaborates with various elementary schools around South Jakarta to run a program that is designed to educate on healthy living. In addition, since 2018 FOI collaborates with the Ministry of Women's Empowerment and Child Protection (KPPPA)¹ of the Republic of Indonesia together with the local government in carrying out Children's Welfare Village Program (KAS)². For the first project, the local government that was collaborated were Bogor Regency, Pandeglang Regency, Magelang Regency and Sidoarjo Regency.

Children's Welfare Village Program (KAS) is a community assistance program that aims to establish a village that can meet the food needs of children, and educate families for the achievement of children's welfare with the main focus of the program is to prevent stunting and malnutrition of children. The interesting thing about the program is that in addition to providing food assistance, FOI also seeks to carry out social development in the area of assistance with social investment in children, youth and also mothers through the program.

Based on the results of initial review, it is found that the programs are carried out in four areas and have different results. Bogor Regency is a pilot area and has the best results. Because of this, the researcher intends to examine food banks in Indonesia through the scope of the Children's Welfare Village Program (KAS) program from FOI.

As indicated earlier, FOI carries out programs with social development approach. According to Midgley (1995), social development is defined as a process of planned social change that is designed to raise the overall welfare of the population by combining it with a dynamic process of economic development. The relationship is not only with the economy but also other fields such as politics, culture and the environment. Furthermore, according to Midgley (1995; p.23), Social development differs from social philanthropy, social work and social administration in several ways. Unlike philanthropy and social work, social development does not deal with individuals either by providing them with goods or services, or by treating or rehabilitating them. Instead, social development focuses on the community or society, and on wider social processes and structures. In addition, the social development approach is also comprehensive and universalistic. Unlike social philanthropy and social work, social development does not cater only to needy individuals but seeks to enhance the well-being of the whole population.

Based on these definitions, Midgley (1995) provides eight characteristics of social development that need attention, including social development related to economic development, having an interdisciplinary focus, having a process, being progressive, interventive, inclusive and universalistic, having the aim of improving the welfare of the community achieved through various strategies.

In terms of strategies, Midgley (1995) said that in social development there are strategies carried out by three parties, such as the strategies that place individuals as the main responsibility in efforts to promote social development, then strategies that emphasize the role of local communities in supporting social development, as well as strategies that depend on the government in an effort to promote social development.

The aim of this research is to analyze the social development strategy used by Foodbank of Indonesia in helping to solve the problem of hunger and malnutrition due to poverty through the Children's Welfare Village Program (KAS) program in Cibatok Village, Bogor Regency, by elaborating and analyzing the social development strategies used at FOI.

¹ KPPPA: *Kementerian Pemberdayaan Perempuan dan Perlindungan Anak* (Ministry of Women's Empowerment and Child Protection)

² KAS: *Kampung Anak Sejahtera* (Children's Welfare Village)

II. Research Method

This study uses a qualitative descriptive method that describes the process of the Foodbank of Indonesia in carrying out its role based on facts and information that occurs, which this research focuses on social development strategies used in the KAS program. The location of this research was conducted at the head office of Foodbank of Indonesia conducted in August-September 2019.

Data collection techniques are carried out through primary and secondary data sources that are dependent with each other, primary data obtained through in-depth interviews with the technique of selecting informants was carried out by using purposive sampling technique to 6 informants who were divided into President of Yayasan Lumbung Pangan (as a holding foundation), Founder of FOI and staff. Secondary data is collected through literature and documents to support the field research data.

III. Finding and Discussion

Foodbank of Indonesia overview on Children's Welfare Village Program

Children's Welfare Village Program (KAS) is a community assistance program that aims to establish a village that can meet the food needs of children, and educate families for the achievement of children's welfare with the main focus of the program is to prevent stunting and malnutrition in children. The interesting thing about the program is that in addition to providing food assistance, FOI also seeks to carry out social development in the area of assistance with social investment in children, youth and also mothers through the program.

The program is a collaboration between central government institutions represented by the Ministry of Women's Empowerment and Child Protection, local governments and the Foodbank of Indonesia. The program is adapted from the program owned by FOI named Sedari³ (Wings of Mother). The KAS program is a holistic program in which the program not only give an intervention to children, but also interventions to mothers and adolescents in the environment. Interventions carried out to children in the form of food interventions for aged 2-5 years who have nutritional status in the yellow line and under the red line based on the card to health. This intervention was carried out by FOI in coordination with the local Community Health Center which acts as a government agency. The intervention is not enough just for the toddler, but also carried out intervention for the mother of the toddler by providing capacity building in the form of education and also training which is divided into four sessions, each session will be filled by academics and professionals working in the relevant fields

The first session, FOI will provide basic and compulsory training, namely training related to health and nutrition. This topic is a compulsory training for the beneficiaries and the volunteers involved because these are the basic things that need to be understood to be able to participate in the KAS program.

The second session, FOI provided training related to strengthening the role of the family. The topic is given so that the role of the family can function properly to support child growth and development, this is necessary because it is not enough to intervene against the mother and child alone, it is necessary to have good cooperation also in the family environment as the main environment for children to grow and develop.

The third session, FOI provided training related to the processing of local food into nutritious food. The topic is given so that the child's parents are not dependent on donations of food provided by FOI, but they can also provide nutritious food to their children by processing the local food sources owned in the village into nutritious food. Besides aiming to provide nutritious food to their children, the training is also expected to enable beneficiaries to be creative and make product that can be sold from the local source so it could help the family economy.

The fourth session, FOI provided training related to adolescent reproductive health. This topic is given to parents and also adolescents in the target village, the aims to raise awareness related to adolescent reproduction. This is needed because of the high number of early marriages in the target villages, especially

³ Sedari : *Sayap dari Ibu* (Wings of mother)

in Bogor Regency. The high rate of early marriage is in line with the high rate of infant mortality in the womb, so there is a need to increase awareness regarding this matter.

Social development analysis overview toward Children's Welfare Village program

Based on the explanation of Midgley (1995; p.23) which states that Social development differs from social philanthropy, social work and social administration in several ways. Unlike philanthropy and social work, social development does not deal with individuals either by providing them with goods or services, or by treating or rehabilitating them. Instead, social development focuses on the community or society, and on wider social processes and structures. Referring to the statement, the approach taken by most food banks globally can be categorized as social philanthropy, because the approach they take is only providing goods and services for individuals, not focusing on broader social processes and structures.

This approach is different from the strategy carried out by Foodbank of Indonesia in the Children's Welfare Village Program (KAS) program. The programs conducted by FOI in KAS indicate that the approach used by FOI is a social development approach because the approach taken by FOI does not only provide services by providing assistance to individuals, but rather focuses on broader social processes and structures.

Furthermore, to find out whether or not the KAS program is included in the social development strategy, it is necessary to link the character of social development to the program. Based on the explanation related to the KAS program, there are efforts to increase the capacity of beneficiaries and volunteers through various trainings involving interdisciplinary focus which is one of the characteristics of social development. In addition, the KAS program has also passed the program design process with specific objectives, so that this program can be said to be interventive.

In the KAS program, there is capacity building training to be able to process nutritious food using local food ingredients. Besides aiming to reduce dependency on donation assistance, the training also aims to make the results of the training available to beneficiaries as a product that can be sold so that it can provide an economic improvement effort for the family. This is in accordance with the characteristics of the social development approach that is related to economic development. Then the KAS program is also inclusive and universal because it is not only given to individuals, but is given to all communities in the area of assistance, especially beneficiaries and volunteers

The entire KAS program is carried out for a certain time, so that the program has a process with changes from the initial condition to the final condition, which in the end the various strategies outlined in the program have a goal to improve community welfare. When referring to these explanations, it can be said that the KAS program has the characteristics of a social development strategy.

After the analysis in the terms of ownership of social development characteristics in KAS program, the program needs to be linked to three social development strategies to find out what strategies are being carried out by FOI in the KAS program. As explained earlier, there are three social development strategies, namely individual, community and government strategies

In the KAS program, the community in the area of assistance, especially beneficiaries and volunteers, was given various trainings such as training on health and nutrition aimed at raising awareness related to the two matters, training on strengthening the role of families aimed at increasing the role of the family as a place for good child growth and development, local food processing training which aims to reduce the dependence of beneficiaries on donations and also to be used as a product to improve the family economy, the last is training related to adolescent reproduction which aims to increase public awareness related to reproductive issues which is a serious matter to note with the high rate of early marriage.

Based on this, FOI provides training to individuals so that they are able to achieve social development, in addition to that the people in the aid area are also given training so that the community creates a good environment for their children's growth and development and can achieve social development. Finally, the KAS program is a collaboration between FOI and the government represented through the relevant ministries and services, so that the government itself makes efforts to raise the social development of the region. Therefore, the KAS program could be said to have all three social development strategies, namely individual, community and government strategies.

IV. Conclusion

Based on the results of the study, FOI has a different approach compared to most food banks that exist globally. FOI has a social development approach because the approach taken by FOI does not only provide services by providing assistance to individuals, but rather focuses on broader social processes and structures

Then the KAS program has an effort to achieve social welfare in the aid area in various ways. When referring to the explanations related to the characteristics of social development it can be stated that the KAS program has the characteristics of social development approach.

Finally, the KAS program run by FOI and the government has three social development strategies, namely social development strategies that place the individual as the main responsibility in efforts to promote social development, then strategies that emphasize the role of local communities in supporting social development, as well as strategies depends on the government in an effort to promote social development.

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