# SOCIAL TRANSFORMATION OF RURAL COMMUNITIES TOWARDS INDEPENDENT PROSPEROUS VILLAGE IN INDONESIA

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## Abstract

*This qualitative study aims to describe the social transformation of rural communities towards the self prosperous villages and the factors that influence it. Independent Prosperous Village (Desa Sejahtera Mandiri/DSM) is a program of the Ministry of the Social Republic of Indonesia that puts the role of universities as initiators and agents of change in bringing about social transformation of society on four aspects: 1)human resources, 2)community self-help businesses, 3)environmental management, 4)acceptability of social welfare services for the welfare of the villagers to manage the assets and potentials as well as take advantage of existing opportunities. The theoretical framework used in this research is the theory of social transformation and social change. The study was conducted in the districts of Cianjur West Java  Data were mainly obtained from change agents consisting of Academics, Government Bureaucrats, Community Leaders, and Local Institution through individual and group interviews as well as observation. The study found  positive social transformation in the form of:1)the growth of awareness and knowledge of human resources about the potential and resources that can be used to deal with social problems, 2)the growth of social movements in developing community self-help businesses, 3)organized activities community activities in increasing acceptability of social welfare services. The success of the social transformation is shaped by the presence of planned program; the desire of the community to improve their conditions; the availability and utilization of resources; and the commitment of agents of change to work for the welfare of the community.*

*Keywords:*
*Agents of Change, Community Development, Social Transformation, Social Welfare*

## PRELIMINARY

Social transformation is associated with positive social changes that occur in society, namely a change in form from one form to another due to the process of creating a new thing produced by science and technology. Transformation can run in a long and gradual mechanism, but it can also run fast even if it changes fundamentally. Thus, social transformation is related to social changes that occur in a society that affect its social system, including values, social attitudes, and patterns of behavior among groups in society. These changes occur as a result of the inclusion of reform ideas adopted by members of the social system concerned (Kayam, 1981; Amin, 1993; Raharjo, 1999; Salim, 2002; Mahmuddin, 2017).

Toffler's theory of the power behind transformation becomes the hypothesis. Toffler in looking at development in the third world has generally been carried out by the government. In the future, there will be a tendency to hand more development activities to the people themselves. According to Toffler (1988), the forces that drive these changes are; 1) gaps caused by centralization on the one hand and marginalizing the other, 2) constraints on the environment and existing resources that have experienced a lot of destruction and irregularities, 3) organizational structures that are isolating personal contributions, and 4) opportunities presented by new technology. Thus, the study of social transformation can be understood as an analysis of transnational connectedness and this way affects national society, local communities, and individuals (Castles, Stephen).

The answer to the gaps that formed in the third world's development now to transform with the emergence of a tendency to hand over development activities to the people themselves. The government has a role in strengthening the capacity and intensity of the people and not vice versa. Development is formed into a scheme that is realized through the learning process. The self-help and self-help model is an alternative change in implementing development management. The community plays an active role in government programs through management carried out by the community itself (Mahmuddin, 2017).

This condition is in line with the theory of social transformation which refers to the theory of social change. The theory of social change states that change occurs when there is a desire by community members to give up conventional social systems and begin to determine and use new models and social systems (Hooguelt, 1995; Bungin, 2009). Thus, the social transformation will refer to changes that are fundamentally and continuously increasing larger networks and entire communities (Mosk, 2007).

There are planned and unplanned social changes. The planned change can take place because of the transformation in the community system, that is, changes that are suspected or that have been prepared in advance by the parties who will make changes to the community. Planned changes are always under the regulation and supervision of the agent of change (Soekanto, 2007). Barker (2003) in Segal (2015: 28) defines agents of change as social workers or other professional aid providers or groups of aid providers that aim to facilitate change. The parties who want a change in society are called agents of change.

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One way to carry out social transformation or planned social change is to do social engineering. Rachmat (2000), states that social engineering is the interference of scientific movements from certain ideal visions aimed at influencing social change. The scientific movement in question is an idea of changes in the standard of people's lives for the achievement of prosperity and independence. Thus, social engineering becomes a tool that can be used to integrate society in achieving social change goals toward a prosperous state or an effort to shift from a form to a more established form (Gunawan, 1993).

Social welfare will be achieved when the problem of poverty is addressed. While until now poverty is still a major social problem in developing countries, including in Indonesia. Based on the report of *Financing the Sustainable Development Goals in ASEAN: Strengthening Integrated National Financing Frameworks to Deliver the 2030 Agenda*, currently it is estimated that around 36 million people in the ASEAN region still live below the international poverty line. The majority of them are in Indonesia and the Philippines. The number of poor people in both countries covers 90 percent of the total poor population in ASEAN. Indonesia alone accounts for around 60 percent of the total. Even though Indonesia's achievements in reducing poverty are quite good, not less than 40 million people managed to get out of extreme poverty in Indonesia in the period 2006-2014. While the Central Statistics Agency (2019) recorded the number of poor people in Indonesia in March 2019 of 25.14 million inhabitants. Of this amount, the percentage of poor people in the village reached 12.85 percent.

Barrientos & Zarazua (2011) stated that handling poverty is not enough to only provide social protection and social security programs. Poverty alleviation must be directed more towards efforts to transfer resources (social transfers) so that poor families have the power to deal with the problems they face. Various programs to overcome poverty from year to year continue to emerge. One of them which is a breakthrough is the Mandiri Prosperous Village Program (DSM), which is a form of social engineering through social transfers that the Ministry of Social Affairs has begun in 2015. The target of this program in rural areas, given that poverty in Indonesia, is still a rural phenomenon. This condition has the consequence that, in addition to spurring economic growth coupled with equity, the success of accelerating poverty reduction will only be maximized if the social transfer of energy or existing resources is truly focused on rural development (Ruslan, 2017).

The DSM program is one of the solutions to reduce poverty and is expected to bring positive social transformation to rural communities. The DSM program as stated by the Directorate General of Social Empowerment of the Ministry of Social Affairs of Republic Indonesia (2017), is a breakthrough in the acceleration approach to integrated poverty management which was jointly initiated between the Higher Education and the Ministry of Social Affairs. The DSM model approach began in 2015 with an initial target of 120 villages that have met established criteria, namely having a high number of social welfare services needed; have social institutions with social ties according to local wisdom, have the potential for community participation and self-sufficiency; and has economic potential that allows it to be developed by the poor.

Social transformation or social change that is ideally achieved in an independent prosperous village as mentioned in the Technical Guide for the Independent Prosperous Village (2017) will be related to achieving strengthening in several aspects as follows: (1)

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improvement of Human Resources (HR), (2) development community self-help businesses, and (3) social service acceptability. The evaluation results by the Directorate General of Social Empowerment of the Ministry of Social Affairs of the Republic of Indonesia show that some of the DSM program locations are considered to have succeeded in fulfilling the level of success indicators as an Independent Prosperous Village so that more than 25% of the 120 DSM locations have graduated as a form of success, because it is considered to have met the specified criteria and the achievement of objectives based on predetermined indicators.

West Java Province in 2016-2019 implemented DSM programs in 8 (eight) regions, all of which were graduated by the Minister of Social Affairs in 2018. One of the areas used as examples of successful implementation of the DSM Program is Sukaratu Village in Cianjur Regency. Sukaratu Village is one of the DSM program development sites accompanied by the Bandung School of Social Welfare (Sekolah Tinggi Kesejahteraan Sosial/STKS). STKS Bandung is a university that produces professional social workers. The existence of STKS Bandung in that location is as a consultant and supervisor carried out by lecturers, while for assistance is carried out by students who are carrying out social work practicum in community development with a block placement model. The assistance is carried out based on the stages of macro-social work practices ranging from assessment to monitoring and evaluation (Netting, 2012). Besides, Sukaratu Village has a local human resource with a background in social work education, so the color of DSM activities in this region is quite thick with a social work perspective. This condition encourages research to find a picture of how social transformation achieved by the community in Sukaratu Village through the implementation of the DSM Program and what factors influence social transformation.

**METHODS**

The research method used is descriptive method with a qualitative approach. This qualitative research was conducted to examine the process of social transformation in rural areas which is one of the processes of social change. In the process of social change, it is seen how the assistance made by the agents of change together with other individuals form group dynamics and contribute to the process of social change. The descriptive method is used to examine, explain, and describe the social transformation achieved by the people of Sukaratu Village through the DSM program. Data and information from primary data sources are obtained purposively based on the consideration of informants who can provide accurate information about the condition of Sukaratu Village before and after the implementation of the DSM program.

Data and information obtained through in-depth interviews and observations to informants consisting of Academics (lecturers and students), Government Bureaucrats (Village Secretary and Head of People's Welfare Section), Community Leaders, and Local Institution Management (Chair and Secretary of Social Welfare Center and Group Management Joint ventures). The total number of informants is 7 (seven) people. Qualitative data analysis is carried out continuously from the beginning of the research process to the end of the research. Starting from preparing the materials for analysis, identifyng relationships and summarizing, identifyng relationships through flow diagrams and tabular frames, summarizing data with multiple sites and multiple ca studies, then writing the report (Arce,2001) .

**RESEARCH RESULTS**

**General description of research location.**
Sukaratu Village, located in Gekbrong District, Cianjur Regency, Indonesia has an area of 941,410 ha/m2 with a total population of 6,132 people. Administratively, Sukaratu Village is divided into 2 regions, namely West Sukaratu and East Sukaratu. The two regions are separated by two villages, namely Songgom and Bangbayang Villages. Sukaratu Village area which is divided into two regions with considerable distance results in difficulty accessing services, both population administration services, and social services. In general, the education level of the population in Sukaratu Village is still relatively low, with a percentage of 55% being elementary school graduates. The large composition of the population who graduated from basic education influences the types of daily work of the people of Sukaratu Village, the majority of whom work as farmers and farm laborers.

**Asset of the Sukarartu Village Community**
Community assets are existing assets that are owned by the community in each village. Assets have many positive effects on well-being (Deborah, 1997). Schweke's (2015) research results show that asset-building strategies hold the key to reducing poverty for millions of economically disadvantaged Americans. Green and Haines (2002: 8) in his research Fedryansyah (2017) states that there are five types of assets in the community, namely physical assets, human assets, social assets, financial assets, and environmental assets. Likewise with the United Kingdom Department for International Development in Dahlan's research (2017) also identified five assets, the difference is in the use of the term natural assets into environmental assets.

Table 1. Sukaratu Village Community Assets

| No | Type of Community Assets | Form of assets |
|---|---|---|
| 1 | Physical Assets | 1. Worship Facilities: 16 mosques, 25 prayer rooms, 44 majelis taklim <br> 2. Educational Facilities: 4 (four) Early Childhood Education (PAUD), 4 (four) Elementary Schools, 2 (two) Open Junior High Schools, 1 (one) Ibtidaiyah Madrasah (MI) <br> 3. Health Facilities: 1 (one) Village Health Post (Poskesdes), 4 (four) Integrated Service Posts (Posyandu) |
| 2 | Financial Assets | 1. Village Consultative Body (BPD) tasked with accommodating the aspirations of the community through deliberation media and setting these aspirations together with the village head <br> 2. The Merger of Farmers Groups (Gapoktan) and the Women Farmers Group (KWT) is a local social institution consisting of a group of farmers in Sukaratu Village whose aim is to increase the quantity and quality of agriculture <br> 3. Family Welfare Empowerment (PKK) is a social organization that empowers women to participate |

| | | | |
|---|---|---|---|
| | | | in the development |
| | | 4. | The Center for Social Welfare (Puskesos) functions to carry out social service activities in a synergistic and integrated manner between community groups. |
| 3 | Social Assets | 1. | *Ngaos*: the Qur'an reading tradition that colors people's daily lives |
| | | 2. | *Mamaos*: art and culture that illustrates the subtlety of character and sense of being the glue of brotherhood and kinship in social relations |
| | | 3. | *Maenpo*: a special martial art that has always been known as the martial arts of Pencak Silat, this art is usually displayed on holiday activities or when there are visitors. |
| 4 | Human assets | 1. | Population: 1,835 households with a population of 5,771 people |
| | | 2. | More than 65% of the population are productive age and 35% are non-productive with a predominance of age between 0-15 years |
| | | 3. | The education level of the population in Sukaratu Village is relatively low, with a percentage of 55% being elementary school graduates |
| 5. | Environmental/Natural Assets | 1. | Resources in the agriculture and tea plantations sector |
| | | 2. | Tourism potential: Sanghiyang Tread Site (historic stone, Batu Datar (flat-shaped stone), Pesantren Dam, and Pacaku Stone |

Source**:** Green and Haines (2002) and Results of STKS Student Practicum (2019)


**Community Social Transformation through the DSM Program in Sukaratu Village**

**Embryo of Community Social Transformation in Sukaratu Village**
The embryo of social transformation in Sukaratu Village through the DSM program begins with the implementation of Social Work Practicum activities in the development of local communities of Bandung Social Welfare College (STKS) students. Practicum activities have been carried out for 3 (years) in a row starting in 2016-2018, this is following the technical guidelines of the Directorate General of Social Empowerment of the Indonesian Ministry of Social Affairs which states that the DSM location assistance is determined and carried out by the relevant tertiary institution for at least 3 (three) years. Practicum activities are carried out annually with a block placement model by STKS students for approximately 3 (three) months at the practicum location.

In the implementation of the DSM Program, program implementers consist of the Bandung Institute of Social Welfare (STKS) as a mentoring consultant, DSM Supervisor namely the STKS Bandung Lecturer, and the Assistance of 6-7 students assigned by STKS Bandung to carry out village assistance during carrying out social work practices in the development of local communities, research activities, and community service activities carried out by STKS Bandung lecturers along with several students.

**Strengthening Strategy for an independent Prosperous Village in Sukaratu Village**

The strategy to strengthen Sukaratu Village towards an independent prosperous village is implemented through the strategies as presented in Table 2.

Table 2: Strengthening Strategy for Independent Prosperous Villages in Sukaratu Village

| Stages | Strengthening Strategy | Activities |
|---|---|---|
| Entry Strategy | Initial Approach | • Field orientation<br>• Assessment<br>• Observation |
| | Social contact | Advance social relationships with:<br>• Cianjur Regency Social Services<br>• Government Bureaucrats of Gekbrong District<br>• Chief of Sukaratu VillagE |
| | The determination of eligibility | Feasibility study |
| | Agreement between STKS Bandung and Sukaratu Village | Signing of work agreement |
| Process Strategy | Social initiation | • Visiting village offices, public figures<br>• Participating in various activities conducted in Sukaratu Village |
| | Social Organizing | • *Community Meeting*<br>• Identifying of People with Social Welfare Problems (PMKS) and Potential Sources of Social Welfare (PSKS) |
| | Social assessment | • Assessment of social problems<br>• Requirement assessment<br>• Assessment of potential and source of social welfare<br>• Determination of priority problems |
| | Intervention planning | Forming a community work team (TKM) for each priority issue |
| | Social intervention | Coordination, organizing and controlling various intervention activities with the Community Work Team |
| | Evaluation | Process and results |
| Exit Strategy | Termination and Referral | Determination of the village icon as an Eco-tourism village that develops human potential, natural potential and cultural potential<br>Termination was marked by the inauguration of Sukaratu Village as an Independent Prosperous Village |

| | Referral to the Cianjur Regency Government, the Sukaratu Village Government, as well as several local institutions |
|---|---|

Source: Results of 2019 STKS Student Practicum

**Social Transformation of Sukaratu Village towards Mandiri Prosperous Village**
The process of social transformation in Sukaratu Village took place along with the activities carried out through student practicums from Bandung Social Welfare College (STKS) which had been carried out in 3 (three) periods, which are 2016-2019. The forms of activities are carried out by involving external and internal change agents in a participatory manner by involving community members, community cadres, community leaders, administrators of local institutions, and village government bureaucrats.

The initial condition of the Sukaratu Village community was obtained by conducting a social assessment that was carried out in a participatory manner by agents of change together with the community using The Methodology Partisipatory Assesment (MPA). The results of the social assessment show that various social problems have not yet been able to be addressed in Sukaratu Village, as presented in the following table:

Table 3. Sukaratu Village Social Welfare Services Government Needs

| No. | Types of people who need Social Welfare Services | Number of people |
|---|---|---|
| 1. | The poor | 815 |
| 2. | Elderly | 103 |
| 3. | School Dropouts | 74 |
| 4. | Women with Social-Economical Vulnerability | 37 |
| 5. | People with disabilities | 36 |
| 6. | Children with disabilities | 13 |
| 7. | Victims of drugs abuse | 4 |
| 8. | Scavengers | 1 |

Source: Results of 2019 STKS Student Practicum

Based on the results of the social assessment, the priority handling of problems is the problem with the number of quantitatively high people, namely: 1) Poverty; 2) School dropouts; 3) Women with Social-Economical Vulnerability (PRSE); 4) People with disabilities. Furthermore, social planning is carried out by external change agents by involving the participation of stakeholders in Sukaratu Village such as community leaders, local organization officials, and community cadres. They carry out their duties and functions as agents of internal change in the Community Work Team (TKM) formed to handle each priority problem to be addressed through social intervention activities.

At the social planning stage, the agents of change use the Technology of Participatory (ToP) technique utilizing group discussions and planning activities that are tailored to the needs and problems that exist in Sukaratu Village. The practice of macro-social work uses the Community Organization/Community Development method which in the process uses a variety of strategies, such as collaboration and campaigns because not all target systems agree with the changes that will be made by the volunteers working with the community. In collaboration, the tactics used are participation and

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empowerment. While in the campaign strategy, the tactics used are education and persuasion which in this case is done through counseling, socialization and through posters or the media. The results of social planning establish a system of activities, namely: (1) strengthening the capacity of human resources, (2) developing community self-help businesses, and (3) increasing the acceptability of social welfare services.

**Social Transformation in Human Resources**
Preparation of Human Resources (HR) is the key to the success of rural development both in terms of economic and social culture. Strengthening the capacity of human resources is one of the activities carried out to shape quality human beings by possessing work skills and abilities. The first stage carried out in increasing the capacity of HR Sukaratu Village is to conduct an awareness process to HR about the importance of the involvement of all members of the community to jointly design various activities to deal with perceived social problems and meet the needs of the community. Activities to build public awareness are carried out by agents of change by conducting socialization activities regarding the focus of the problem to be addressed, namely strengthening of the Social Welfare Center (Puskesos) and handling of problems: Elderly, Children dropping out of school, Persons with Disabilities, Women with Social-Economical Vulnerability.

The form of activities is tailored to the results of social assessments focused on issues that are priorities to be addressed. The process and results of social transformation on strengthening community resources are presented in the following table:

Table 4. Social Transformation in Human Resources

| No | Initial conditions | Activities | Final conditions |
|---|---|---|---|
| 1 | The limited knowledge and capabilities of the Village Government Bureaucrats and Puskesos Administrators regarding: 1. Tasks and Functions of the Puskesos 2. Social protection and service programs for people with social welfare problems 3. An accessible source system for handling social problems | Capacity Building and Optimization of Social Welfare Center (Puskesos) Performance: 1. Socialization of Regulations No. 97 of 2019 which provided strength for the Puskesos to carry out activities, the basis for submitting operational funds and as a motivation for the delivery of the Puskesos program 2. Socialization of regional social security and protection programs 3. Socialization about Shelter Houses and and social care | Increased awareness, knowledge and understanding of the village government bureaucrats and Puskesos management on: 1. Legal basis for the implementation of the duties and functions of the Health Center 2. Social Protection and Health Insurance Programs for poor families covered by the State Budget (APBD)Directory of services about various social welfare institutions for people in need |

| | | communication forums Resource persons from the Social Service and Social Workers of Cianjur Regency | |
|---|---|---|---|
| 2 | 1. Limited public understanding of disability 2. People with disabilities in Sukaratu Village are not well recorded 3. Persons with disabilities have not received social services | 1. Counseling about the Communication Forum for Children with Disability (FKKADK) by Cianjur Regency Social Workers 2. Development of Disability Friendly Programs 3. Formation and Development of Community-Based Rehabilitation (RBM) 4. Health insurance advocacy for people with disabilities | 1. Increasing people's understanding of disability 2. People with disabilities get recorded 3. People with disabilities get wheelchairs and crutches 4. People with disabilities get educational services. |

Source: The results of the 2019 STKS Bandung Student Practicum

**Social Transformation in the Strengthening of Community Self-help Businesses**
Strengthening community self-help businesses is carried out to improve the ability of the community, especially poor families or poor families in Sukaratu Village. The targets of this activity are households, joint business groups, and financial institutions and technical institutions that can boost capital strengthening for the continuation of individual or group businesses.

Activities undertaken to develop productive businesses in the village of Sukaratu are adjusted to their potential and assets. The strengthened resources are the management and members of local institutions such as the Joint Business Group (KUBE), teenagers who have dropped out of school and community cadres. Strengthening community resources is aimed at realizing the DSM slogan, namely one village one product. This means that the forms of activities carried out in the development of non-governmental businesses must lead to the development of local economic ventures in Sukaratu Village.

The process and results of social transformation in strengthening non-governmental organizations are presented in the following table:

Table 5. Social Transformation in the Strengthening of Community Self-help Businesses

| No | Initial Conditions | Activities | Final Conditions |
|---|---|---|---|

| 1 | Lack of knowledge and understanding of the socio-economic vulnerable women on business development strategies of local economy | Increasing the capacity of women with socio-economic vulnerability: 1. Socialization of Joint Business Groups (KUBE) by KUBE assistants Kab. Cianjur 2. Socialization of the Head of Family Empowerment Program (PEKKA) by PEKKA Cianjur district manager 3. Training on making food products for banana weevil chips 4. Training in packaging, marketing, and developing a network of food products | 1. Increasing the understanding and comprehension of women with socio-economic velnerability to local economic development strategies 2. Information obtained about the PEKKA program which can be used as a source system for developing local economic ventures 3. The development of the marketing area of food products 4. The development of the PRSE network with partner institutions, namely PT. Sumber Alfaria Trijaya (Alfamart) Cianjur and PT. Tirta Investama (Aqua) Cianjur |
|---|---|---|---|
| 2 | Limited employment and teenage drop out skills in developing economically productive businesses | 1. Counseling about Social Entrepreneurship 2. Skill Training in Making Bags from Used Jeans 3. Training on resource mobilization in strengthening productive economic endeavors 4. Training on marketing products through social media | 1. Teenagers dropping out of school get an understanding of social entrepreneurship in the development of productive economic enterprises (resource mobilization, network development, product marketing through social media) 2. Formed a forum for social entrepreneurship, communication, friendship and interaction between adolescents 3. Creating a product that is the hallmark of Sukaratu Village such as bags from used jeans |

Source: The results of the 2019 STKS Bandung Student Practicum

**Social Transformation of Acceptance of Social Welfare Services**
Acceptability or community acceptance of social welfare services is a form of social transformation that has been achieved by Sukaratu Village. Acceptability of social welfare services is very important to facilitate the community to obtain various services needed. The acceptability of the community towards social welfare services in Sukaratu Village starts from individual expressions, namely the expression of the community members to show themselves that the community has an awareness of the importance of social change so that the community does not behave apathetically. Furthermore, it is proven by the results achieved followed by the activity process and finally the process of community evaluation that raises self-awareness whether the community accepts or rejects social change.

Sukaratu Village people's acceptability towards social welfare services is characterized by growing awareness, enthusiasm and a strong desire for the community to change in better conditions. This is indicated by the high level of community participation in following the phases of activities carried out by the agents of change together with the Community Work Team so this has paid off, as presented in the acceptability table of social welfare services as follows:

Table 6. Social Transformation of Acceptance of Social Welfare Services

| No | Initial Conditions | Activities | Final conditions |
|---|---|---|---|
| 1 | 1. Limited knowledge about various social welfare services 2. Limited awareness to utilize social welfare services 3. Limited information about types of social welfare services | 1. Socialization of social welfare services programs: Puskesos, PEKKA, Informal Education, Community-Based Rehabilitation, Regional Social Protection and Health Insurance Programs, Shelter Houses, Skills Training Programs 2. Community mediation to increase accessibility to formal, informal and community source systems | 1. Increasing knowledge about social welfare service programs 2. Forming an understanding of the accessibility mechanism for social welfare services programs 3. Forming social movement forums to assist the community so that they are acceptable for social welfare services 4. The establishment of acceptability towards social welfare services |

Source: The results of the 2019 STKS Bandung Student Practicum

**DISCUSSION**
Social transformation is changes that affect the social system, including values, social attitudes, and patterns of behavior among groups in society. The change occurred as a

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result of the inclusion of reform ideas adopted by the community concerned. Khondker and Schuerkens (2014) in their research results state that: "Social transformation implies a fundamental change in society, which can be contrasted with social change seen as gradual or gradual change over time". Likewise, with the people of Sukaratu Village, ideas for reform have been brought by change agents through the Mandiri Prosperous Village Program. The positive dimension of social transformation gradually occurs in three aspects of Sukaratu Village community as follows: (1) growing awareness and human resource knowledge about potential and resources that can be used to deal with social problems, (2) growing social movements in developing community self-help businesses, and (3) organizing community activities in increasing acceptability of social welfare services.

The social transformation of the Sukaratu Village community that began gradually in 2016-2019 is also in line with his research Nurasyikin Miskam and Haryati Shafii (2017) who researched physical transformation and tourism-based social-economic transformation in Temukus Village. The transformation process took place gradually starting in 2012-2016. This shows that the transformation process takes place over a long time, as conveyed by Mahmudin 2017 that: "Sometimes a change requires a very long time, because of a series of small changes that follow each other slowly".

The process of social transformation that occurred in Sukaratu Village community is in line with the opinion of Soekanto (2007) which states that: "in the theory of social change to change the conditions of society there are five stages that must go together and support one another", the five stages are:

1. There should be a common desire to establish a change in society, there must be a feeling of discontent with the situation and there should be a desire to achieve an improvement in the situation changes. The community awareness process begins with a discussion of the results of social assessments which indicate the existence of various social problems faced by the people of Sukaratu Village, such as poor families, women who are vulnerable to socio-economics, disability, and children dropping out of school. Explanation of the impact caused by these problems opens public awareness about the urgency of its handling by making various efforts to change the situation.

2. There must be a leader or group of people who are considered capable of leading the community. A desired or planned change is always under the control and supervision of the agent of change. The existence of change agents, both external change agents (academics, social workers) and internal change agents (village government bureaucrats, administrators of local social institutions, and Community work teams) are the figures who lead the community to move towards expected social change.

3. The leader can accommodate these desires then formulated and confirmed to the community to be used as a program and direction for the movement of the community. Change agents as leaders accommodate the wishes of the people, then formulated and confirmed to be a program and direction for the movement of the community. Efforts to accommodate the desires of the community carried out by preparing social planning in a participatory manner with the community, to accommodate the desires of the community under the needs that are felt based on the social problems they experience.

4. The realization of an independent prosperous village is a common goal that has been achieved by the people of Sukaratu Village. These objectives are stated in the DSM

Program as a program that can be relied upon to improve the welfare of the community. Achieving this goal is supported by the availability of adequate community assets such as the existence of human resources who have high attention and concern for social welfare issues so that they can be agents of change in social transformation achieved by the people of Sukaratu Village, the existence of potential non-governmental businesses to be developed into superior products of Sukaratu Village, and the potential and resources of Sukaratu Village.

5. There must be momentum to start the movement. Momentum to start social movements in achieving desired social change begins with practical work on social work in community development by academics who act as agents of change in the implementation of the DSM Program. Various activities to solve problems and meet the needs of the community according to the focus of the problem found from the results of social assessments carried out by the agents of change with the Community Work Team.

The social transformation of Sukaratu Village occurs through participatory social engineering, meaning that social change occurs through a social planning process involving various elements in the community, not only relying on government assistance programs but also carried out by exploring and utilizing local assets and potential. Community participation can be implemented well through social engineering and village development efforts through improving the quality of human resources, increasing knowledge and technology, involvement in determining development policies, maintaining the culture and local wisdom of the village, and the role of village governments in meeting economic needs through facilities and infrastructure according to community priority needs (Tan, 2010; Susilo, et al, 2018).

Planned changes are social changes that occur with social planning that is predicted in advance by related parties in a community. The process of engineering the social transformation of the Sukaratu Village community is in line with the results of his research Firmansyah, et al (2019) which shows that several instruments need to be prepared in carrying out social transformation in handling poverty, namely: (1) it is necessary to build collective understanding or large movements that continue to be campaigned; (2) making use of the existence of community leaders to encourage the community to make positive social changes; (3) revitalizing and reintegrating the role of financial institutions for poor families; (4) it is necessary to collect data on the poor in real terms on a village or RW basis up to a community-based poverty alleviation action plan.

## CONCLUSION

The implementation of the DSM program in Sukaratu Village brought social transformation to people's lives. The social transformation of Sukaratu Village is a social engineering activity that is characterized by the interference of agents of change who carry out social planning on the condition of the community so that a positive dimension of social change occurs. The social transformation of Sukaratu Village is a way to achieve a planned social change.

The social transformation of Sukaratu Village has an impact on improving the welfare of the community, it can be seen from various aspects as follows: (1) increasing

the capacity of human resources, (2) increasing the development of community businesses and (3) increasing acceptability of social services. This success is influenced by several things as follows: (1) a planned and systematic DSM program, (2) there is community participation, (3) there is a desire of the community to develop, and (4) there are people who have more concern for community welfare called change agents (social agents).

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