

THE ROLE OF THE COMMUNITY EMPOWERMENT PROGRAM IN RAISING AWARENESS OF THE IMPORTANCE OF EDUCATION IN KITERAN HAMLET

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Abstract - Kiteran Hamlet, Kembang Village, Pacitan Sub-district, Pacitan Regency has a fairly low level of awareness of education. The lack of community awareness of the importance of education has been a challenge in achieving a better quality of life and sustainable socioeconomic development. Kiteran Hamlet needs to realize that education is the key to unlocking opportunities and improving the quality of life for the whole community. The development potential in this village is limited due to the lack of access to education. Children and young people in Kiteran Hamlet face obstacles to developing their potential due to limited educational opportunities caused by those who have gotten jobs at school age, causing them to drop out of school and the assumption that school is to get a job. Based on this statement, several efforts were made to increase community awareness of the importance of education, namely the socialization of education and the provision of tutoring in Kiteran Hamlet.

Keywords: Community, Awareness, Education, Kiteran Hamlet

1. INTRODUCTION

Education is the most important thing in human life, this means that every Indonesian human being has the right to get it and is expected to always develop in it, education will never end, education in general means a life process in developing each individual to be able to live and continue life. The role of education is very large in preparing and developing reliable Human Resources (HR) who are able to compete healthily but also have a sense of togetherness with fellow humans increases.

The importance of education in efforts to educate the nation's life, improve the welfare of society, and build the dignity of the nation, the government is trying to give serious attention to addressing various problems in the field of improving education ranging from primary, secondary, to higher levels. This attention is addressed, among others, by providing meaningful budget allocations. As well as making policies related to efforts to improve the quality of education. Even more important is to continue to make Subscribe to DeepL Pro to edit this document. Visit www.DeepL.com/pro for more information. various kinds of efforts to expand opportunities for people to obtain education at all levels.

This is reinforced by the definition of education contained in UUSISDIKNAS No.20 of 2003 that education is a planned conscious effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and skills needed by themselves, society, nation and state. In a simple and general sense, the meaning of education as a human effort to grow and develop innate potentials both physically and spiritually in accordance with the values and norms that exist in society.

Kiteran Hamlet is one of the hamlets in Kembang Village, Pacitan District, Pacitan Regency, East Java Province. Kiteran Hamlet has 1 RW and 2 RT, Based on population data, the community of Kiteran Hamlet has 97 male family heads and 12 female family heads. The total population living in Kiteran Hamlet is 318 people and the male gender is 163 people, while the female gender is 155 people.

Based on our observations and analysis before carrying out the activities of the Real Work Lecture (KKN), several factors were found that caused dropping out of school or not realizing the compulsory education program in Kiteran Hamlet, including economic, cultural, social factors, and lack of public awareness of the importance of education. It is also said in previous research that the factors that cause dropping out of school include poverty, low income, unemployment, chaos in the family, sociocultural views of families and communities about the importance or not of school (Hikmah et al., 2016).

Human resources are one of the potentials that need to be explored and developed in order to develop, one way to explore this ability is through education (Aini et al., 2018). Given the importance of education to build the quality of Community Resources, it is necessary to raise awareness to the community of the importance of education.

2. METHOD

This activity was carried out on July 11 to August 25, 2023 in Kiteran Hamlet, Kembang Village, Pacitan District, Pacitan Regency. With the target activities ranging from children, teenagers to parents. The methods used are as follows:

1. Observation and Problem Mapping

Observation is a way of collecting information about objects or events that are visible or can be detected with the five senses. Observation is a way or method of collecting information or data by systematically observing and recording the phenomenon that is being observed. It can be concluded that observation means a way or method to collect data and information about objects or phenomena.

Problem mapping is done after obtaining data and information, and knowing the problems of the people of Kiteran Hamlet. In this stage, we had a light discussion to determine the solution to the problems experienced by Kiteran Hamlet. A problem is a mismatch between expectations and reality, the unfulfillment of one's needs, or something that can prevent someone from achieving their goals.

2. Program Planning

Based on the results of observations and problem mapping, several ways are carried out, namely holding a tutoring program and education socialization which aims to provide counseling on the importance of education. Tutoring is a learning process that focuses on the assistance, support, and guidance provided to students so that they can achieve their educational goals more effectively and efficiently. Tutoring aims to help students overcome difficulties in learning, improve their understanding of the subject matter, and improve their general learning ability.

3. Program Implementation

Program implementation is a series of tutoring process activities and educational socialization in accordance with the plans that have been prepared. Tutoring activities are carried out on Monday to Thursday with a duration of one hour each day with the target of the activity being the children of Kiteran Hamlet. While the educational socialization activities were carried out on August 20, 2023 with the target activities being teenagers and parents in Kiteran Hamlet.

4. Program evaluation

The program evaluation aims to test and assess whether the tutoring and education socialization program that has been undertaken, is effectively able to achieve the objectives set, namely as an alternative education and advice to raise awareness to the people of Kiteran Hamlet about the importance of education. The ultimate goal is to reduce the number of school dropouts in Kiteran Hamlet.

3. RESULTS AND DISCUSSION

A. Definition of Education

According to KBBI, education is the process of changing the attitudes and behavior of a person or group in an effort to mature humans through teaching and training. Education has many roles and importance in society, both for individuals and for society as a whole. Some of the reasons why education is so important:

1. Improving Individual Quality of Life

Education provides the knowledge, skills and understanding needed to improve an individual's quality of life. With a good education, one has more opportunities to get a better job, higher income, and access to better healthcare and housing.

2. Individual Empowerment

Education empowers individuals with the knowledge and skills they need to make better decisions in their lives. This includes an understanding of their rights, active citizenship, and participation in democratic processes.

3. Reducing Inequality

Education can reduce inequalities in society by providing more equitable access to educational opportunities. It opens the door for individuals from different social, economic and cultural backgrounds to reach their potential.

4. Economic Growth

Education is closely related to economic growth. Countries with high levels of education tend to have stronger economies as they have a more skilled and innovative workforce.

5. Innovation and Progress

Education drives innovation and progress in many fields, including science, technology, medicine and the arts. Without education, progress in research and development would be limited.

6. Cultural and Social Understanding

Education helps individuals understand the culture, history and social values that shape their society. It promotes tolerance, respect for differences, and crosscultural understanding.

7. Health and Sustainability

Education plays a role in raising awareness about health and the environment. Education can influence healthy behavior and support environmental conservation efforts.

8. Resilience in Crisis

Education gives individuals and societies better tools to cope with crises and challenges such as natural disasters, pandemics, or economic changes.

9. Character Development

In addition to knowledge and skills, education also shapes individual character by teaching values such as integrity, responsibility, cooperation and ethics.

10. Social Progress and Civilization

Overall, education has a key role in social progress and civilization. It helps people develop their potential and create a better world.

B. Factors Causing Lack of Education Awareness in Kiteran Hamlet

Education data in Kiteran Hamlet in 2023 compulsory education age 7- 15 years as many as 37 people are still in school and 1 person who is not in school. Details of the number of graduates in 2023 in general education are kindergarten as many as 11 people, elementary school as many as 87 people, junior high school as many as 100

people, high school as many as 80 people, D-3 as many as 9 people, Bachelor 1 as many as 4 people, and Bachelor 2 as many as 1 person. As for community education institutional facilities, there is still no school located in Kiteran Hamlet. Lack of education awareness can be caused by a variety of complex factors originating from different levels of society, government, and the education system itself. Some of the factors causing the lack of education awareness in Kiteran Hamlet include:

1. Socio-Economic Conditions

The majority of people in Kiteran Hamlet work as fishermen, which is known that the income from the fishing profession is not fixed, but follows the season, so it can be said that the community's economy is less stable.

2. Lack of forethought

Children and young people in Kiteran Hamlet also experience obstacles to developing their potential due to limited educational opportunities caused by those who have gotten jobs at school age, causing them to drop out of school. And there is still an assumption that school is for getting a job.

3. Lack of Information

Sometimes, communities or individuals do not realize the importance of education or do not have sufficient access to information about its benefits. Lack of understanding of the positive impact of education on one's life can hinder education awareness.

Raising awareness of education requires cross-sectoral efforts, including formal education, civil society organizations, government and the general public to address these factors and ensure that education is considered an important priority for individual and community development.

C. Efforts to overcome the lack of education awareness in Kiteran Disun

Lack of educational awareness is a serious problem that can have a negative impact on society and the socio-economic development of a country. To overcome this problem, KKN UIN Sunan Kalijaga Yogyakarta Group 276 held several work programs to increase community awareness of education.

1. Education Socialization

Socialization is a process of social interaction that aims to transmit habits, values and rules between generations in a society. Socialization is also known as role theory, which teaches the role of individuals that must be performed. Socialization has two types; (1) primary socialization, which is socialization that occurs in the family, (2) secondary socialization, which is socialization that occurs in society (Wulandari et al., 2018).

Education socialization is a community service activity in order to help Kiteran Hamlet to increase children's Long Expectancy Rate (HLS) for formal education. This socialization focuses on the role of families and communities in supporting education. By focusing on the importance of their role in creating an environment conducive to education, it is hoped that families and communities can provide stronger support for the education of children and young people. By

conducting appropriate and impactful socialization, we hope that the people of Kiteran Hamlet can understand how important education is as a foundation for their future development and progress.

Furthermore, global changes and technological developments have changed the demands of the world of work and the needs of society. Socialization is directed at highlighting the importance of having skills and knowledge that are relevant to today's times. Thus, it is expected that the people of Kiteran Hamlet can adapt and compete more effectively in this ever-changing world. In addition, the main focus of this socialization is on improving the quality of human resources in Kiteran Hamlet. Improving the quality of human resources is a key factor in the progress and development of the village. Therefore, education is considered an effective means to improve the quality of human resources and open up wider opportunities for social and economic progress.

Socialization also aims to raise awareness of every citizen's right to a proper education. This includes an understanding of the benefits of education and the consequences of its absence. With a better understanding of their rights, the people of Kiteran Hamlet will hopefully value and take advantage of opportunities to learn more.



Figure 1.1. Exposure of education socialization material



Figure 1.2. Participants, committee, and resource persons for education socialization

On that occasion, the speaker explained that the importance of education does not only apply to formal levels such as schools and universities, but also lifelong education and lifelong learning. In today's information age, education is constantly changing and adapting, and the ability to learn throughout life is increasingly important in maintaining personal well-being and societal progress.

2. Tutoring Program

The tutoring program held by KKN UIN Sunan Kalijaga Yogyakarta Group 276 aims to provide understanding to the community about the importance of education and to inspire children in Kiteran Hamlet to be more enthusiastic in their learning process. The service with the tutoring program has been carried out by (Santoso & Rusmawati, 2019). Through this initiative, KKN students play a role in encouraging community participation in the world of education and also provide encouragement to children to continue to hone their learning abilities. The implementation is every Monday to Thursday and lasts for one hour. After the tutoring participants are divided into three categories, namely, reading, writing and arithmetic, the KKN UIN group divides the team into three teams. At the implementation stage, the guidance is carried out as follows:

a. Providing Motivation and Encouragement

Tutoring participants are given encouragement to stay enthusiastic in the learning process. Students are tasked with motivating the children by making learning fun and entertaining.

b. School Assignment Guidance

For tutoring participants who are already in school, they will get assistance in completing their school assignments. In addition, students also provide additional material or new knowledge that they may not have gotten at school.

c. Basic Introduction to Education

For students who are not yet in school, they will be directed to recognize alphabets and numbers. Students will provide assistance to these children by using the small group teaching method, where three or four children will be guided together to learn to write, count and read the alphabet.

d. Nature Exploration and Conservation

Participants will be invited to explore nature, or what is commonly referred to as "ngalam." Through this exploration, they will be given an understanding of the importance of preserving nature and the benefits of plants. The main goal is to increase their awareness of the environment and how to contribute to preserving it.

e. Counseling for Parents

When parents take their children to tutoring, this is a good opportunity to provide counseling or socialization to mothers about the importance of their children's education. This is done indirectly with the hope that parents will also support and encourage children in their learning process.

The implementation stages of tutoring are; introduction and adaptation stage (customization), implementation of tutoring, and evaluation.

a. Introduction and adaptation stage

This first stage is a very important first step in the implementation of Bimbel. In this stage, an analysis of the needs of Bimbel participants is carried out to determine the right direction and focus. The aim is to understand children's level of understanding and ability in various subjects. The results of this analysis will help in grouping Bimbel participants into categories that suit their needs. For example, reading, arithmetic, or writing categories. Thus, each participant can get guidance that suits their ability level, allowing for better customization.

b. Tutoring Implementation

The second stage is the implementation of Bimbel itself. This activity is usually carried out from Monday to Thursday, with a duration of one hour each day. At this stage, tutors provide the guidance, training and support that participants need. In accordance with the grouping of participants based on their needs, learning materials are presented in a way that is relevant and appropriate to the participants' level of understanding. The interaction between the tutor and the participant at this stage is crucial to ensure good understanding and achievement of the learning objectives.

c. Evaluation

The third stage is evaluation. Evaluation is conducted to measure the extent of the success of the Bimbel activities and to identify areas for improvement. Evaluation also plays a role in determining the positive impact of Bimbel on the community's awareness of the importance of education. In this stage, participants' learning outcomes are evaluated, and feedback is given to participants and their parents. The results of the evaluation are used to take corrective action, if needed, to ensure the effectiveness of Bimbel in achieving the set educational goals.



Figure 1.3. Tutoring documentation

4. CONCLUSION

Based on the results of the problem analysis in Kiteran Hamlet, Kembang Village, it can be concluded that public awareness about the importance of education is still low.

Due to the fact that the majority of the people in Kiteran Hamlet work as fishermen whose results are uncertain, which affects their economy. As a result, children face a lack of encouragement to pursue education, which ultimately hinders the development of their abilities and knowledge. There are a number of children at the primary level who have not mastered basic skills such as reading, and they also struggle with basic math operations such as addition, subtraction, multiplication and division. In addition, their understanding of the importance of education and learning is limited due to a lack of information.

One of the efforts made by the KKN UIN Sunan Kalijaga Yogyakarta student group to overcome the above problems is to hold a tutoring program through a teaching approach and educational socialization for the Kiteran hamlet community. This tutoring program aims to provide understanding to the community about the importance of education and to inspire children in Kiteran hamlet to be more enthusiastic in their learning process. The method of implementing tutoring is carried out through three stages, namely the introduction and adaptation (adjustment) stage, the implementation stage, and the evaluation stage. Meanwhile, educational socialization has the aim of channeling or providing learning related to role theory, habits, values, and rules to the community about the importance of education for the younger generation. Therefore, both programs are efforts and solutions made by KKN UIN Sunan Kalijaga Yogyakarta students to increase public awareness and motivation about the importance of having a high education, especially for the younger generation of Kiteran hamlet.

As a future effort to be able to further improve education in the Kiteran hamlet, this advice can be a consideration and reference to determine how the best efforts will be given to the community. Among them are by making broad and thorough observations related to this problem, then determining what is the root or key to the problem, determining the best efforts and solutions that can be given to the community, and do not forget that everything must be consulted in advance with experts in this field and also the parties concerned.

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