The Village Head's Strategy to Enhance Social Inclusion in Bulo-Bulo Village Pujananting District Barru Regency

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ABSTRACT

This research aims to analyze the strategies implemented by the Village Head to enhance social inclusion in Bulo-Bulo Village, Pujananting District, Barru Regency. The research methodology utilized is qualitative research with a case study approach. Data were obtained through in-depth interviews with the Village Head, community leaders, and other stakeholders in the village. The results of the study indicate that the Village Head has implemented various effective strategies to improve social inclusion in Bulo-Bulo Village. These strategies include enhancing accessibility to public services, developing inclusive infrastructure, empowering the community through training programs and skill development, and utilizing information technology to expand communication and information dissemination. The implementation of these strategies has had a significantly positive impact on the level of social inclusion in Bulo-Bulo Village. There has been an increase in community participation in social and economic activities, improved access to healthcare and education services, and heightened awareness of the importance of social inclusion in village development. Based on the research findings, it is concluded that the strategies employed by the Village Head to enhance social inclusion in Bulo-Bulo Village can serve as a relevant model for application in other areas. Cooperation among local governments, communities, and the private sector is necessary to support the broader and sustainable implementation of social inclusion strategies across various regions in Indonesia.

INTRODUCTION

Social inclusion is an important concept in the development of a fair and sustainable society. In the context of Bulo-Bulo Village, Pujananting District, Barru Regency, the concept of social inclusion becomes the main focus to strengthen the involvement of all layers of society in social, economic, and political activities. In many regions in Indonesia, including Bulo-Bulo Village, social inclusion challenges are inseparable from issues related to accessibility to

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basic services such as education, health, and employment. Additionally, factors like economic inequality, social stigma, and lack of active community participation also hinder achieving optimal social inclusion.

Social inclusion in village development is a value that directs society towards two forms of movement: society's movement as a regulatory development subject based on laws and regulations, and society's movement as a subject eroding its marginalization. These two are interconnected, where the position of society as a subject eroding its marginalization is an integral part of its role as a development subject based on its formal legal basis. This is based theoretically and legally (Gutama & Widiyahseno, 2020).

The Village Head's strategy to enhance social inclusion in Bulo-Bulo Village, Pujananting District, Barru Regency, is a crucial step towards building an inclusive and just society. The initial step is to conduct an in-depth analysis of the social, economic, and cultural conditions in the village. This analysis includes identifying vulnerable groups such as people with disabilities, the elderly, and economically disadvantaged groups, as well as factors causing inequality and disparities in access to services and resources.

After conducting the analysis, the Village Head needs to design social inclusion programs focusing on community empowerment and poverty alleviation. These programs should be designed considering the diversity of Bulo-Bulo Village's community, such as integrating marginalized groups and ensuring active participation from all layers of society. Additionally, it's important to ensure that these programs can provide tangible and sustainable benefits to the entire village community.

According to Rahmat, strategy is a broad series describing how a company should operate to achieve its goals. Strategy represents creativity and innovation, as well as the means of achieving predetermined goals by top company leaders, while marketing focus is carried out by company managers (Rachman et al., 2019). In this context, the strategy must include collaboration efforts between the village government, civil society organizations, private sectors, and various other relevant parties. This collaboration will strengthen synergy in implementing social inclusion programs and ensure sufficient resources to support the success of this strategy. Furthermore, the Village Head also needs to strengthen the role of the local community in decision-making and implementing social inclusion programs to ensure active participation and broad support from the community.

Capacity building and skills enhancement of the community are also the focus of this strategy. Through training, education, and skill development programs, the Bulo-Bulo Village community can improve their access to

economic, educational, and healthcare opportunities. This will not only benefit individuals but also have a positive impact on the entire village community in achieving better social inclusion.

One place for improving work skills is community youth organizations. As organizations, young people will be required to engage in various community activities. By participating in these activities, they will gradually develop organizational skills, namely the ability to work, understand what is being done, be aware of the environment/able to collaborate, and be aware of the goals to be achieved (Mawardi et al., 2021).

The overall strategy must be based on principles of justice, active participation, sustainability, and community empowerment. Thus, the Village Head's strategy can serve as a solid foundation in efforts to improve social inclusion in Bulo-Bulo Village and ensure that every village resident can benefit from sustainable and just development. Based on theoretical and formal legal exposition, social inclusion is an effort to guide marginalized communities towards prosperity, not a result or prosperity itself. In village development, social inclusion is interpreted as a value advocating for marginalized communities to achieve their ideal conditions and become development subjects within village development (Gutama & Widiyahseno, 2020).

The Village Head's strategy to enhance social inclusion in Bulo-Bulo Village, Pujananting District, Barru Regency, requires integrated and sustainable concrete steps. The first step is to establish an inclusive and participatory framework by involving all stakeholders, from local communities, civil society organizations, to relevant government agencies.

Law Number 6 of 2014 concerning Villages outlines three forms of social inclusion based on target groups, including indigenous law communities, women and the poor, and all village residents. The discussion of the legal framework and policy implementation obstacles related to indigenous villages is not covered in this article, focusing more on social inclusion towards women, the poor, and all village residents (Simarmata & Zakaria, 2017). In the social inclusion framework, it should accommodate various needs and aspirations of diverse groups in Bulo-Bulo Village's community. This includes comprehensive needs mapping and in-depth analysis of barriers that hinder accessibility and involvement of marginalized groups. Moreover, this framework should also integrate principles of justice, equality, and diversity in every aspect of formulated programs and policies.

In third-world countries like Indonesia, there is a tendency towards poverty alleviation based on community empowerment. Community empowerment in the context of community development means the growth of

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power and authority for communities to address their own issues such as economic and health matters. The manifestation of this power and authority growth is by providing opportunities for communities to plan and enjoy development programs determined by themselves, even giving them the chance to independently manage the implementation funds of development programs (Wijaya, 2010).

Furthermore, this strategy requires implementing evidence-based social inclusion programs and appropriate analysis results. These programs must be carefully designed according to the needs of Bulo-Bulo Village's community, such as economic empowerment programs for vulnerable groups, inclusive education programs, equitable access to healthcare services, and efforts to raise awareness of human rights and social justice.

The importance of periodic monitoring and evaluation should not be overlooked in this strategy. The Village Head must ensure that social inclusion programs run according to plan, have a significant impact, and can be objectively measured for their success. With effective monitoring and evaluation mechanisms, program improvements and adjustments can be made continuously to achieve more optimal results.

This strategy must consider aspects of sustainability and legacy for future generations. The Village Head must ensure that efforts to improve social inclusion in Bulo-Bulo Village are not temporary but sustainable in the long term. This can be achieved through strengthening local capacities, developing inclusive social infrastructure, and efforts to reinforce values of justice and equality in the village's culture and daily life.

In implementing the strategy to improve social inclusion in Bulo-Bulo Village, Pujananting District, Barru Regency, the Village Head must consider several key factors that are essential for success. Firstly, the Village Head needs to build strong synergy among various stakeholders, including government agencies, civil society organizations, and the Bulo-Bulo Village community itself. Good collaboration between various parties will strengthen the implementation of social inclusion strategies and ensure broad support from the community.

Additionally, the Village Head must consider budgetary aspects and resources required to implement social inclusion programs. Efficient and effective fund allocation will ensure the smooth implementation of social inclusion programs without significant financial obstacles. Furthermore, high-quality human resources are also a key factor in this strategy. The Village Head needs to ensure that staff and volunteers involved in program implementation have adequate competence in the field of social inclusion.

Furthermore, the use of information and communication technology (ICT) can also be an effective means to support social inclusion strategies. Utilizing digital platforms to disseminate information, organize participatory activities, and monitor program progress can enhance the efficiency and effectiveness of this strategy. Moreover, ICT can also be a tool to increase active participation of the community in decision-making processes related to social inclusion programs.

In addition, regular evaluation and monitoring need to be conducted to assess the impact of implemented social inclusion strategies. The Village Head must ensure that social inclusion programs provide tangible benefits to the Bulo-Bulo Village community and can be objectively measured. By conducting comprehensive evaluations, the Village Head can identify the successes and shortcomings of the strategies implemented and make necessary improvements to achieve more optimal results.

Communication is the key element in building good relationships among individuals. Effective communication greatly depends on an individual's skills in sending and receiving messages. We witness many projects or company programs getting stuck halfway due to miscommunication among their members. The simplest and most common problem arises from the lack of listening skills in communication. Listening skills should accompany questioning skills in effective communication. Effective and transparent communication is also a crucial aspect of this strategy (Sari, 2016).

The Village Head needs to establish good communication with all stakeholders and the Bulo-Bulo Village community, provide clear and accurate information about social inclusion programs, and open up participation opportunities for the community to provide input and express their aspirations. Thus, this social inclusion strategy can run smoothly and gain broad support from the community. In third-world countries like Indonesia, there is a trend towards poverty alleviation based on community empowerment. The empowerment of communities in the context of community development means the growth of power and authority for communities to address their own issues such as economic and health matters (Chambers: 1995). The manifestation of this growth of power and authority is by providing opportunities for communities to plan and enjoy development programs determined by themselves, even giving them the chance to independently manage the implementation funds of development programs.

RESEARCH METHODE

The research method employed in this study is qualitative with a case study approach. The case study approach was chosen because it can provide a deep understanding of the Village Head's strategies to enhance social inclusion in Bulo-Bulo Village. Qualitative method was used as the main focus of this research is to understand the context, process, and impact of the applied social inclusion strategies.

The research process began with the preparation stage, which included selecting the research location in Bulo-Bulo Village, Pujananting District, Barru Regency. After selecting the location, the researcher conducted a literature review to understand the concepts of social inclusion, Village Head's strategies, and the social context in Bulo-Bulo Village. This step aimed to establish a strong theoretical basis for examining the phenomenon of social inclusion at the local level.

Next, the data collection phase was carried out using observation techniques, in-depth interviews, and document analysis. Observation was conducted to directly observe the activities and social dynamics in Bulo-Bulo Village related to the social inclusion strategies implemented by the Village Head. In-depth interviews were conducted with various stakeholders, such as the Village Head, community leaders, community members, and relevant institutions, to gain a deeper understanding of their views, perceptions, and experiences regarding social inclusion.

Furthermore, document analysis was also conducted on various related documents, such as local government policies, implemented social inclusion programs, and activity records in Bulo-Bulo Village. The collected data were then qualitatively analyzed using an inductive approach, which involves organizing patterns of findings from the data without having a predefined conceptual framework. Data analysis was conducted repeatedly to ensure the validity and reliability of the findings.

Qualitative data analysis, as outlined by Miles and Huberman, involves several key steps. These include preparing the data, reading and reflecting, coding, categorizing, and developing themes (Ravindran, 2019).The final step in this research methodology is the qualitative data analysis according to Miles and Huberman, which involves several important steps that assist researchers in exploring the meaning of the collected data. Here are some steps in qualitative data analysis according to Miles and Huberman:

1. Data Collection: The initial step is collecting data through various techniques such as interviews, observation, and document analysis.

2. Data Reduction: After collecting data, the next step is to reduce the data by eliminating irrelevant information or grouping data into smaller and clustered units.
3. Data Display: The reduced data is then displayed in a more structured form, such as tables, diagrams, or matrices. This helps researchers to see patterns or relationships among the data.
4. Conclusion Drawing: Based on the data breakdown results, researchers can draw conclusions or make interpretations of the emerging findings. This involves a deep understanding of the context and meaning of the generated data.

By following these steps, qualitative data analysis according to Miles and Huberman's approach can provide a deep and systematic understanding of the researched phenomenon and generate findings that can be used for theory and practice development.

Conceptual framework

This research aims to explore the strategies implemented by the Village Head in increasing social inclusion in Bulo-Bulo Village, by referring to a conceptual framework that includes the role of the Village Head, community empowerment strategies, community participation, impact of social inclusion programs, policy framework , as well as supporting and inhibiting factors. "Through this analysis, this research aims to develop a model or recommendation that can increase social inclusion at the village level."

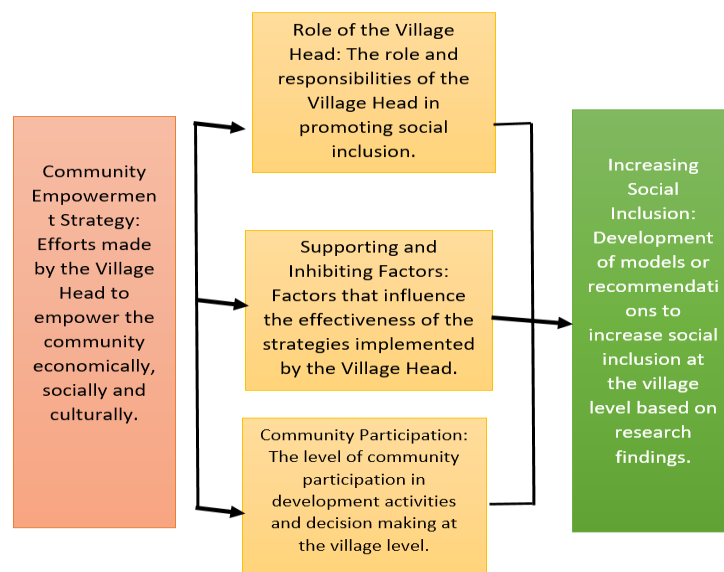Chart of the Village Head's roles and responsibilities in promoting social inclusion.

Figure 1.
Conceptual Framework Chart

RESULT AND DISCUSSION

Research and publication trends

Research trends and related publications, Research and publication trends related to social inclusion and village chief strategies exhibit a diverse array of focal points and methodologies. One prominent trend centers on community participation, exploring the effectiveness of mechanisms such as community forums and participatory programs in fostering social inclusion. Concurrently, there is a burgeoning interest in understanding the role of public policy in promoting social inclusion, with studies delving into the impact of governmental policies at various levels. Furthermore, research spotlighting the pivotal role of local leadership, particularly village chiefs, in advancing social inclusion has gained prominence, shedding light on specific strategies employed and their outcomes within local communities. Another notable trend involves the exploration of technology's role in enhancing social inclusion, particularly through digital platforms and innovative applications. Additionally, analyses spanning multiple levels provide comprehensive insights into the complex interplay of individual, familial, communal, and policy factors shaping social inclusion dynamics. In the context of developing countries, research endeavors aim to elucidate the unique challenges and opportunities in achieving social inclusion, often through illuminating case studies across diverse socio-political landscapes. Evaluation of intervention programs aimed at fostering social inclusion represents another significant trend, elucidating the efficacy of various initiatives in realizing inclusionary goals. Lastly, interdisciplinary collaboration underscores contemporary research efforts, fostering synergies across disciplines such as sociology, anthropology, economics, politics, and communication science to deepen our understanding of social inclusion and inform effective strategies moving forward. These trends collectively contribute to a nuanced understanding of social inclusion dynamics and the strategies employed by village chiefs and other stakeholders to foster inclusive societies.

Several research trends based on the topics studied and interrelated in the documents look as follows (Figure 2)
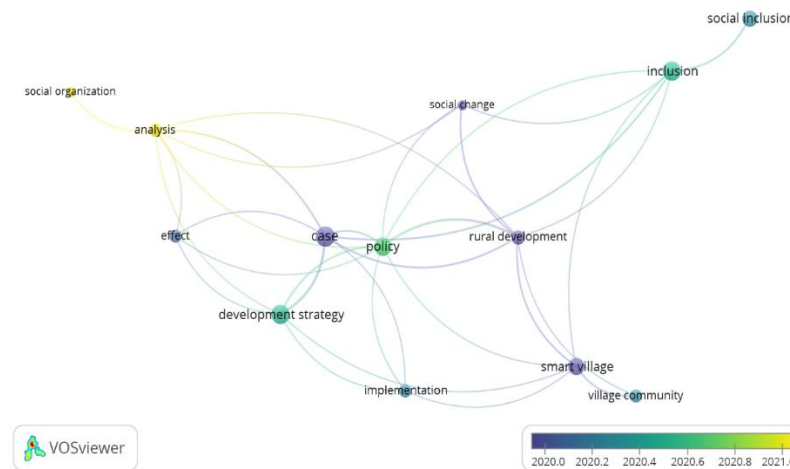
Figure 2.
Research and Publication Trends

Several interrelated research topics include: Social inclusion,social change,inclusion,rural development,socialorganization,developmentstrategy,smartvillage,villagecommunity,implementation,social organization,policy,effect,analysis.

In addition, several related research topics include: Community Empowerment and Social Inclusion: A Case Study in Rural Indonesia" by Fitriani Nurhadi, 2019. This research investigates the relationship between community empowerment and social inclusion in rural areas of Indonesia, with a focus on strategies that used to increase participation and welfare of local communities."Local Governance and Social Inclusion: Lessons from a Rural Village in Southeast Asia" by John Smith, 2018. This research reviews the role of local government in promoting social inclusion in rural villages in Southeast Asia, by exploring successful policies and practices in improving community participation and welfare.

The novelty of this research lies in its focus on the strategies employed by the Village Head to enhance social inclusion in Bulo-Bulo Village, Pujananting District, Barru Regency. This study is distinctive because it specifically examines how the village head, as a local leader, utilizes particular strategies and policies to address social barriers and enhance community participation and welfare. As such, this research provides valuable insights into the practical implementation of the concept of social inclusion at the local level, serving as a guide for decision-makers and practitioners in the context of village development and community empowerment.

Research Result

The research findings indicate that the community empowerment programs implemented by the Village Head in Bulo-Bulo Village have had a significant impact on enhancing social inclusion. These programs include various activities designed to empower the community economically, socially, and culturally. One successful economic empowerment program is skills training and small-scale business development, which has increased income and economic self-reliance among the local community.

The impact of community empowerment programs on social inclusion is evident in various studies. Aminuddin (2022) and Cristina (2020) both highlight the positive effects of such programs on community welfare and income, with Aminuddin specifically emphasizing the role of creative economy in this process. Alex (2016) underscores the importance of considering local culture and human resources in the design of these programs, while Muhammad (2023) provides empirical evidence of the positive influence of community empowerment on family welfare. These findings collectively support the significant impact of community empowerment programs, such as those in Bulo-Bulo Village, on enhancing social inclusionAdditionally, social empowerment programs also play a major role in efforts to enhance social inclusion. Activities such as social assistance programs, improved access to healthcare and education services, and infrastructure development supporting community accessibility are integral parts of this strategy. With these programs in place, the Bulo-Bulo Village community has experienced increased well-being and overall quality of life.

The strategies implemented by the Bulo-Bulo Village Government to enhance community participation are reflected in social inclusion programs. These programs aim to ensure that communities have the freedom to participate and are not hindered by social barriers such as discrimination, stereotypes, and prejudices, thus allowing regional development to thrive.

According to Barru Regency Local Regulation Number 6 of 2016 Chapter III Article 4 paragraph 2, regional development programs for the period 2016-2021 prioritize several aspects, including:

1. Supporting collaboration among development stakeholders.
2. Ensuring the interconnectedness and continuity of planning, budgeting, implementation, and supervision.
3. Increasing community participation in the development process.
4. Ensuring the efficient, effective, fair, and sustainable use of resources.

Furthermore, based on Republic of Indonesia Law Number 6 of 2014 Article 4 Point d, village regulations are aimed at encouraging active

participation of village communities in developing village potential and assets to improve collective well-being.

"The interview results with Village Head of Bulo-Bulo, Mr. Rahman S.Pd, indicate that the strategies employed in enhancing social inclusion in Bulo-Bulo Village prioritize active community participation in various empowerment and village development programs."

Moreover, cultural empowerment programs are also a crucial aspect of the Village Head's strategy to enhance social inclusion. These programs aim to preserve and develop local culture, as well as ensure active community participation in cultural activities. Thus, the awareness and cultural identity of the Bulo-Bulo Village community are strengthened, ultimately contributing to increased sense of ownership and social solidarity among residents.

In an interview with the village head regarding community participation in Bulo-Bulo Village, it was revealed that "Active community participation is a crucial aspect in efforts to enhance social inclusion. Mr. Village Head explained that through various empowerment programs implemented, the community in Bulo-Bulo Village is increasingly involved in the development process. The community not only plays a role as beneficiaries but also actively provides input, suggestions, and significant support for the social inclusion development strategies carried out by the village government."

Overall, the community empowerment programs implemented by the Village Head in Bulo-Bulo Village have had positive impacts on enhancing social inclusion. These programs not only provide economic, social, and cultural benefits to the community but also strengthen networks and cooperation among residents, providing a strong foundation for inclusive and sustainable development at the local level.

The development and expansion of health centers or clinics closer to the residential locations of the community have been observed. This allows village residents to easily access basic health services such as routine medical check-ups, treatment of minor illnesses, and immunizations for children.

Additionally, efforts to improve accessibility to education services can be seen through the construction of larger and modern schools, as well as the availability of adequate public transportation to transport children to school. With these facilities in place, children in Bulo-Bulo Village can access education more effectively and evenly, without facing geographical or transportation access constraints.

The research findings indicate that the strategies implemented by the Village Head in Bulo-Bulo Village, Pujananting District, Barru Regency, have successfully increased community participation in various aspects of social,

economic, and cultural life. One indicator that can be used as a reference is the increased participation in village deliberation activities and other community events forums. These activities allow village residents to actively participate in decision-making processes that impact overall village development and progress.

An interview with Village Head of Bulo-Bulo, Mr. Rahman S.Pd, revealed that "the strategies implemented have had a positive impact on increasing community participation in Bulo-Bulo Village. Mr. Rahman explained that through village deliberation activities and other community events forums, village residents have become more active in participating in village development and progress. He emphasized the importance of active community participation in decision-making processes that directly impact the welfare and progress of the village."

Furthermore, Mr. Rahman stated that these strategies also had a positive impact on improving the community's access to healthcare, education, and infrastructure services. With improvements in service accessibility, the overall quality of life and welfare of the Bulo-Bulo Village community also increased.

From this interview, it can be concluded that the strategies implemented by the Village Head of Bulo-Bulo have significantly contributed to enhancing community participation and welfare in the village. The Village Head is committed to continuing to develop these strategies to achieve better progress and welfare for all village residents.

Moreover, the strategies implemented also successfully strengthened community participation in development programs and local economic activities. For example, increased participation in agricultural programs, micro and small business activities, and community economic empowerment programs. Consequently, the Bulo-Bulo Village community can be more active and engaged in efforts to improve their economic well-being.

Based on observations and interviews with one of the villagers, Mr. Agung revealed that "I highly appreciate the efforts of the Village Head in enhancing community participation. He has organized activities that invite active participation from residents and provides space for every opinion and input from the community. This is a positive step towards building a more inclusive and sustainable village."

In addition to increasing community participation in various social and economic activities, the strategies implemented also had a positive impact on enhancing the overall welfare of the community. This is evident from the increased community access to healthcare, education, infrastructure, and other social assistance programs. Improvements in service accessibility help

significantly improve the quality of life and welfare of the Bulo-Bulo Village community.

Overall, the strategies implemented by the Village Head in Bulo-Bulo Village have successfully strengthened community participation in various aspects of life and improved the welfare of the community at large. By continuing to develop and optimize these strategies, it is hoped that they can have a more positive and sustainable impact on the village's progress and the welfare of its residents.

Based on the results of research and interviews with the Head of Bulo-Bulo Village, the data can be arranged in the following table (table 1)

Table 1.
Research results and interviews with the Head of Bulo-Bulo Village

Aspects of Community Empowerment Programs	Description
Economic Empowerment Programs	Skills training and small-scale business development have increased income and economic self-reliance among the local community. Increased participation in agricultural programs and micro/small business activities.
Social Empowerment Programs	Social assistance programs, improved access to healthcare and education services, and infrastructure development supporting community accessibility. Increased well-being and overall quality of life observed.
Cultural Empowerment Programs	Programs aimed at preserving and developing local culture, ensuring active community participation in cultural activities, strengthening cultural identity, and increasing social solidarity among residents.
Strategies for Enhancing Community Participation	Prioritize active community participation in various empowerment and village development programs. Increased participation observed in village deliberation activities and other community events forums.
Impact on Health and Education Services	Development and expansion of health centers or clinics closer to residential areas. Improvement in accessibility to education services through construction of larger and modern schools and adequate public transportation.
Feedback from Villagers	Positive feedback regarding the efforts of the Village Head in enhancing community participation and providing space for community input and opinions. Appreciation for inclusive and sustainable village development.
	Strengthened community participation in various aspects of life

Overall Impact	and improved welfare observed. Continued development and optimization of strategies aimed at achieving more positive and sustainable impact on village progress and resident welfare.

Source: processing of research data in 2024

These tables summarize the main aspects of the community empowerment program, strategies for increasing community participation, impact on health and education services, input from village residents, and the overall impact of the strategies implemented by the Village Head in Bulo-Bulo Village.

Discussion

The following discussion will cover an analysis of the strategies implemented by the Village Head in Bulo-Bulo Village, Pujananting District, Barru Regency, related to the concept of social inclusion, the challenges faced, and the implications of the research findings.

a) Analysis of the Implemented Strategies The Village Head has implemented effective strategies in enhancing social inclusion in Bulo-Bulo Village. These strategies involve various activities that support active community participation in decision-making and overall village development. Among these are village deliberation activities, community event forums, and community empowerment programs.

b) Relationship of Strategies with the Concept of Social Inclusion The strategies implemented by the Village Head are closely related to the concept of social inclusion. By empowering the community and providing them with greater access to the development process, the village creates an inclusive environment where every resident feels valued and plays a significant role in enhancing collective well-being.

c) Challenges Faced Despite the success of these strategies, there are several challenges encountered. One of them is the lack of adequate resources and funds to fully implement social inclusion programs. Additionally, there is resistance or lack of understanding from some community members regarding the concept of social inclusion.

d) Implications of Research Findings The findings of this research have significant implications in the context of sustainable village development. These implications include the importance of continually optimizing social inclusion strategies, increasing community participation, addressing challenges faced, and strengthening the understanding of social inclusion concepts among the entire village community.

This discussion highlights the importance of social inclusion strategies in building empowered and equitable communities, emphasizing the collective

efforts needed to overcome challenges for better social inclusion outcomes in the future.

CONCLUSION

Based on the research findings and discussions above, it can be concluded that the implemented strategies have had a positive impact on community participation and collective well-being. Through various empowerment activities and improved accessibility to public services, the community has a more active role in village development, thereby enhancing their quality of life and safety.

- Implications for Government and Village Heads
  The findings of this research have important implications for local governments and village heads in designing policies and development programs. These implications include the need to increase budget allocations and resources to support social inclusion programs, empower communities in decision-making processes, and strengthen inter-agency cooperation in providing equitable and quality public services.
- Recommendations for Future Research
  For future research, it is recommended to conduct more in-depth studies regarding the effectiveness evaluation of the implemented social inclusion strategies. Additionally, research can focus on identifying barriers still faced in the implementation of these strategies, as well as developing innovative models to enhance social inclusion at the local and national levels. Therefore, future research is expected to provide a more comprehensive insight and more effective solutions in strengthening social inclusion and sustainable development.

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