ABSTRACT

The Reconstructive Strategy of Community Development Programs Organization for A Geothermal Industry
(A Case Study for A and B Subdistricts’s Priority Locations, in The C District in West Java Province, Indonesia)
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This thesis presents the learning experience of a geothermal industry in organizing community development (comdev) programs for A and B subdistricts’s priority locations in the C district in West Java province, Indonesia. There are a number of obstacles to the implementation of comdev programs, in which the programs are not designed based on needs and potential resources then adapted to the sociocultural condition of local community. Program and social mapping is carried out by rapid appraisal methods for the final purposes of program compatible to local community and potential conflicts identification. Capacity of local community is minimum for all aspects. In fact, they must be supported using programs (rescue and crash programs, empowerment programs, and rehabilitation programs) covering from basic needs to social needs. This qualitative research generates a reconstructive strategy to explore the best solution to overcome the complexities reflected on social map including potential conflicts related to the implementation of comdev programs. Using benchlearning approach and supporting method like cause and effect diagram, this reconstructive strategy is composed to increase effectiveness of comdev programs organization. The sociocultural is detected as root cause of low effectiveness of comdev program organization, so this need extraordinary efforts to support capacity building for local community. The next step, discussion offers social reengineering as a part of reconstructive strategy to overcome the complexities included critical factors and implications for that geothermal industry’s management. In line with implementation of the reconstructive strategy, the coverage point of critical factors are resistance of local staff and local community, cost-effective paradigm, potential conflicts and the unique of programs. The implications, management might be using problem solving approach like “think outside of the box”, cost-effective leadership, comdev intelligence and coaching approach. Thus, a conceptual and action framework which is provided as a 15-years-master plan from the year 2006 to 2020, that is supported by six excellent and innovative programs (comdev award, distance course, learning award, research award, “peduli masyarakat adat”, and open mind tour) is proposed and used to catalyze self reliance process of local community. For this purpose, this geothermal industry might need strategic alliance with competent external participants in the future.