

Private Extensionists' Role in an Effort to Achieve SDGs through Peri-Urban Community Empowerment

Peran Penyuluh Swasta dalam Upaya Pencapaian SDGs Melalui Pemberdayaan Masyarakat Peri-Urban

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ABSTRACT

Infrastructure development has forced the transformation of rural farming communities to peri-urban communities and impacted community unreadiness. In Presidential Decree No. 59/2017, the Sustainable Development Goals (SDGs) have been set as indicators of Indonesia's development. Private extensionists have a fundamental role in community empowerment as the implementation of Corporate Social Responsibility (CSR) in large companies. This research has built an alternative concept of private extensionists in the SDGs. The research objectives are to analyze the role of private extensionists in community empowerment through self-social engineering and to analyze the impact of community empowerment on the SDGs' achievement. The research method used is participatory action research supported by a cybernetic approach: participant-observer, triangulation techniques, and focus group discussion (FGD). The results showed that private extensionists' implementing the concept of self-social engineering effectively empowered the community. This effectiveness occurs by placing the community as the subject of creative social energy in empowerment. This is in line with the application of the participatory communication paradigm and dialogue, which causes a communication convergence between participants. The peri-urban community empowerment approach in organic farming development positively impacts the achievement of SDGs.

Keywords: Agriculture, community empowerment, private extensionist

ABSTRAK

Pembangunan infrastruktur menyebabkan terjadinya transformasi masyarakat pedesaan pertanian bergeser ke masyarakat peri urban, dan berdampak terhadap ketidaksiapan masyarakat. Pada Perpres Nomor 59 Tahun 2017 telah ditetapkan Sustainable Development Goals (SDGs) sebagai indikator capaian pembangunan di Indonesia. Penyuluh swasta berperan nyata dalam pemberdayaan masyarakat sebagai implementasi Corporate Social Responsibility (CSR) pada perusahaan besar. Penelitian ini potensial membangun konsep alternatif peran penyuluh swasta dalam SDGs. Tujuan penelitian adalah menganalisis peran penyuluh swasta dalam pemberdayaan masyarakat melalui implementasi konsep self-social engineering, dan menganalisis dampak pemberdayaan masyarakat terhadap pencapaian SDGs. Metode penelitian yang digunakan adalah participatory action research yang didukung dengan pendekatan sibernetika: partisipan observer, pendekatan sinergis dengan teknik triangulasi dan FGD. Hasil penelitian menunjukkan bahwa implementasi konsep self-social engineering oleh penyuluh swasta ternyata efektif dalam pemberdayaan masyarakat. Keefektifan ini terjadi dengan menempatkan masyarakat sebagai subyek pengembangan energi social kreatif dalam pemberdayaan. Hal ini sejalan dengan penerapan paradigma komunikasi partisipatif, dialog, sehingga terjadi konvergensi komunikasi antar pesertanya. Pendekatan pemberdayaan masyarakat peri urban dalam pengembangan pertanian organik ternyata berdampak positif terhadap upaya pencapaian SDGs.

Kata kunci: Pemberdayaan masyarakat, penyuluh swasta, pertanian



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INTRODUCTION

Infrastructure development has impacted the transformation of rural agricultural communities to peri-urban communities and the unreadiness of the community. In relation to the Sustainable Development Goals (SDGs), Presidential Decree No. 59 of 2017 has been set as an achievement in Indonesia. The shift from an agricultural society to peri-urban in this study is in the form of the development and application of organic agriculture in community empowerment, accompanied by Community Development Officers (CDOs) who act as private extensionists. Here, the CDO does not only act as a community organizer but is also equipped with a process area and content area as an extension agent. The process area is an extension competency to empower the community. The content area is an empowerment substance following the community's actual and factual needs and felt needs. CDOs act as private extensionists because in carrying out their functions they are not financed by the government (APBN) but by the company's CSR.

The role of private extensionists is increasingly important in line with the government's difficulties in building the readiness of communities undergoing a widespread transformation of livelihood changes in West Java (Sumardjo et al., 2020). On the other hand, for community empowerment in realizing the SDGs, the government faces obstacles in the form of limited recruitment of State Civil Apparatus (ASN) extensionists. This has implications for the importance of the role of private extensionists in community empowerment, but the concept of private extensionists in Indonesia has not been clearly defined. Private extensionists have played a role in community empowerment (Sulandjari et al., 2020; Suryanti et al., 2019). This research has the potential to build an alternative concept of the role of private extensionists in the SDGs through the implementation of Corporate Social Responsibility (CSR) in large companies.

Since 2016, sustainable development indicators (SDGs) have been set, but until now, various efforts are still needed to achieve them. This encourages companies, especially those related to natural resource management, to use SDGs indicators as achievement orientation in implementing their CSR. SDGs is a world development plan that aims at human and environmental welfare, published on October 21, 2015, as a common development goal until 2030. Various countries have agreed with this in the United Nations (UN) forum, with 17 goals, 168 targets, and 241 development indicators.

Presidential Decree No. 59 of 2017 concerning the Implementation of Achieving Sustainable Development Goals requires business actors to create programs related to the SDGs. This is supported by the issuance of Regulation of the Minister of National Development Planning/Head of BAPPENAS Number 7 of 2018 concerning Coordination, Planning, Monitoring, Evaluation, and Reporting on the Implementation of Sustainable Development Goals (Ministry Regulation No. 7/2018). Indonesia is one of the countries that became the United Nations Voluntary National Review in implementing the SDGs. Business actors also respond by trying to contribute directly or indirectly to the SDGs to improve the company's image. This study examines the community empowerment model in implementing PT Pertamina EP's CSR, which is engaged in the exploitation of petroleum in collaboration with CARE LPPM IPB. The empowerment applies the concept of Creative Social Energy (CSE) as a self social engineering implementation.

The application of this CSE in the context of social engineering is an embodiment of self-social engineering where community empowerment is carried out in a participatory manner and places the community as the subject of development for themselves. This is different from the concept of social engineering, which is often known as a form of domination by outsiders over the community. What happens is not empowerment but tends to be social exploitation. Social engineering places the community as an object and what is achieved is more in the interests of outsiders who intervene in the local community. The application of creative social energy concept in the self-social engineering is an adaptation from the concept of Creative Socio-Cultural Energy (CSCE).

This CSCE includes three components, namely ideal, ideas, friendship (Sumardjo et al., 2014, 2020; Sumardjo et al., 2019; Sumardjo et al., 2019; Uphoff, 1992). Ideal is the best condition to be realized in the empowerment process. Ideas are a way to achieve these ideal conditions, namely programs / activities that are arranged creatively for the realization of the ideal. Friendship is the activities of internal cooperation with external parties in the community that the community chooses to implement ideas in realizing the ideal.

Sumardjo et al., (2020) finds an indication that community empowerment activities take place effectively when they succeed in developing the potential of this creative socio-cultural energy. Social

energy is a collection of mental energy which in this case is defined as motivation, emotions and awareness that move each individual to act towards the desired goal (Faucher, 2010). Social energy as a relationship between energy and society is not defined by external factors and driving forces (Shove & Walker, 2014). Social energy in groups is manifested in various levels including micro level, meso to macro. In the context of groups, existing social energies include kinship, locality, cooperation with various parties, and the local leadership found that the development of community (Mutmainah & Sumardjo, 2015; Sulistiani et al., 2017b, 2018; Sumardjo, 2010) social energy in Papua has succeeded to increase the level of community income. On the basis of the various references above in this study a proposition was chosen that the analysis of empowerment using CSE is thought to have a positive contribution to SDGs outcomes. The research objectives are (1) to analyze the role of private extensionists in community empowerment through self social engineering, and (2) to analyze the impact of community empowerment on the SDGs' achievement.

METHODS

The research method used is Participatory Action Research (PAR) supported by a cybernetic approach: participant-observer, triangulation techniques, and focus group discussion (FGD). With a cybernetic approach, it can clarify the objectivity of information by combining secondary data from reports of program managers with data from result key informant interviews, especially data related to the achievement of SDGs. The same approach is also found in the research case of Sumardjo et al. (2021); Sumardjo et al. (2020); Sumardjo et al. (2019). In this case the authors entrust the primary data from related informant sources.

Researchers who lived in the research location during the study period acted as participant observers, and they supervised data collection by using triangulation techniques. Triangulation includes observation, participatory action research, and in-depth interviews with informal figures related to empowerment programs and FGDs. The FGDs involved informal leaders at the RT, RW, community, and village levels as well as facilitators for empowerment programs.

This method was chosen with the consideration that the activity of applying the concept of Self-Social Engineering (SSE) in social empowerment. In this case, SSE has been implemented since 2020 until this research was carried out. SSE is applied in community empowerment through the strengthening of Creative Social Energy (CSE), where the community is placed as a subject in developing ideals, ideas, and friendships.

The main method of this research is a participatory action assessment, by placing research assistants who regularly attend and stay with the community during the research period. The qualitative data obtained on a grounded / emic were used as material for analysis to construct the relationship between the application of CSE in community empowerment and its contribution to the achievement of several relevant SDG aspects. This study was conducted for two years, from 2021 to 2022. The research was conducted in Segara Jaya Village, Bekasi Regency, West Java. This location was chosen because the location has an empowerment program assisted by private extensionists. This village is an peri-urban village with CSR program field assistants trained as extension workers. The company's CSR operationally finances these trained assistants. Other considerations for this village include an effective village in realizing the achievement of the SDGs by applying extension principles in developing organic agriculture.

RESULTS AND DISCUSSIONS

Implementation of CSE Concept in the Dynamics of Community Empowerment

During the research conditions, the development of agricultural businesses in the villages faced obstacles, especially with the increasing cost of farming, one of which was the cost of fertilizers. The use of chemical fertilizers and pesticides is a serious threat to environmental sustainability and human health.

This is in community empowerment, such as in Bekasi, with the use of organic fertilizers, which utilize the waste from "Daun Mas" Company. This activity produces a fairly large amount of plant waste, reaching 40-60 kwintals. In the other two villages the use of organic fertilizers was carried out by utilizing household organic waste and local agricultural waste. Utilization of these plant wastes can actually overcome environmental pollution, but with certain techniques (the analysis of which is

technically not explained here, namely the use of bio pores and composting). In this way, the decomposition process does not produce an unpleasant aroma and does not pollute the environment.

This is also a strong reason for the company and CARE LPPM IPB to encourage organic farming programs. The development of this program is important because it plays a role in: (1) improving public health, (2) increasing public awareness of the importance of waste management, (3) increasing co-benefits through additional revenue from the sale of medicinal plant by-products, and (4) reducing farming costs through the use of cheaper organic fertilizers.

From the perspective of self-social engineering of creative socio energy, this empowerment analysis by community themselves produces the following: the ideal is reflected in the objectives of the empowerment program; ideas are reflected in efforts / activities in community empowerment programs; and friendship is reflected in the efforts made by the community in developing cooperation between internal members of the community and external parties in the community. The three of them are implemented in a participatory and dialogical manner resulting in convergence of communication between related parties. This convergence is reflected in the occurrence of: (1) mutual understanding, (2) mutual agreement, and (3) collective actions among related parties in realizing program objectives (ideals) and program activities (ideas), and in choosing cooperation partners. The level of communication convergence is a determinant aspect of effective empowerment. This case is in line with the sodality concept by Sumardjo et al. (2021) about an effective community empowerment in the coastal areas in West Java.

The general objective (ideal) of the organic agriculture empowerment program is to develop farming with the perspective of "Honoring Nature" as well as having an ecological-economic perspective. The beneficiaries of the program are (a) members of the empowerment group and (b) communities, especially farmers in the three locations. The obstacles that were found in the implementation of the program included drought that hit the target area for about three months which could cause the plants to die. Another problem that was found was the limited land available for organic farming (medicinal plants and vegetables) and limited markets. To overcome this, this is done by replacing dead plants and expanding the planting in yards, as well as in vacant land around the village.

One of the efforts made by the community in overcoming the marketing constraints faced by products is by starting to accept orders at the scope of the village, even though the selling price is based on closeness of relationship or has not been professionally managed. This condition emerged and began to be published orally, for example in the village of Segara Jaya Bekasi, as a result of the presence of diabetes sufferers who had been nearly 3 years old, then a group of family medicinal plant farmers there were advised to try organic medicinal herbs produced by community empowerment participants. As a consequence of that, there was a significant development in which the patient's condition showed improved progress, and the results of a check-up with a doctor showed that his diabetes symptoms decreased. The implementation of the organic farming program has an impact on various parties, as can be seen in Table 1.

Table 1. Impact of the Organic Agriculture Program (the case of medicinal plants) 2017-2019 in Bekasi

Output	Outcome
<ul style="list-style-type: none"> ● There is 1 organic medicinal plant house in each village ● There are 150 types of medicinal plants ● There are 15 types of vegetable products ● There exists a new institution ● There are 2 cadres of organic farming and medicinal plants ● 900 kg of compost is available ● A synergistic partnership between parties is built ● Group member income increases 	<ul style="list-style-type: none"> ● Awareness to understand the cycle and age of plants at the Farmer Group level (Samudra Jaya Village) rises ● Awareness and understanding to increase the volume (number and type) through alternatives of making crop racks in conditions of limited land area is flown. ● There is an important value at the group level to build and enrich the collection of biodiversity for family medicinal plants and organic vegetables. ● Awareness of the importance of basic and supporting facilities and infrastructure in an effort to revitalize Sustainable Environmentally Friendly Healthy Agriculture, through family medicinal plants and organic vegetables rises ● An understanding to be creative at the group level in managing family medicinal plants through strengthening exercises in making simplicia and steeping godokan emerges ● Efforts to market products of family medicinal plants and organic vegetables at the group level at the scale of the village where the group

Output	Outcome
<ul style="list-style-type: none"> Six tons of herbal waste is utilized 	<ul style="list-style-type: none"> lives are initiated The resulting herbal waste is utilized Partnerships with local communities are established

Note: Report on CARE empowerment activities LPPM IPB 2017-2019 (analyzed)

Creative Socio Energy: A Form of Self Social Engineering

The effectiveness for strengthening creative social energy is determined by how far community is placed as a subject in empowering process. Community choose and set ideals, ideas and friendships to meet real needs for increasing their welfare. CDO plays a role as a private extensionist to facilitate the process of choosing appropriate innovations that are applicable to improve the quality of community life.

The target group for mentoring, namely the Villa Samudra Jaya farmer group, the case in Samudra Jaya Village which was facilitated by the community facilitator set the objectives in this program (ideal) as follows: (1) increasing community knowledge about the importance of using yards and cultivating organic medicinal plants; (2) increasing additional income from the sale of fresh, processed toga products and medicinal plant waste; and (3) realizing the herbal area model. These conditions were agreed upon by means of participatory group collaboration ideas through strengthening bargaining positions with partners in the downstream agribusiness sub-system (processing and marketing). The group also agreed that this program is in partnership with PT. Pertamina EP which is willing to place an empowerment program assistant in the context of implementing CSR in the village. Pertamina EP plays a role in providing assistance and strengthening the facilities and infrastructure.

Creative Socio-Cultural Energy as a form of participatory social engineering occurs through the determination of ideals, ideas, and friendships by group members who act as the main actors so that there is no domination in the process of planning and evaluating programs, implementing them, and utilizing the results of cooperation. This is a picture of the creative socio-cultural energy that is compiled in a participatory manner which is in line with the results of Hentihu and Sumardjo (Hentihu et al., 2020; Sulistiani et al., 2017a, 2017b, 2018; Sumardjo et al., 2020).

Within a period of six years, community empowerment based on organic toga prepared by group members and facilitated by field assistants can be seen in Figure 1.

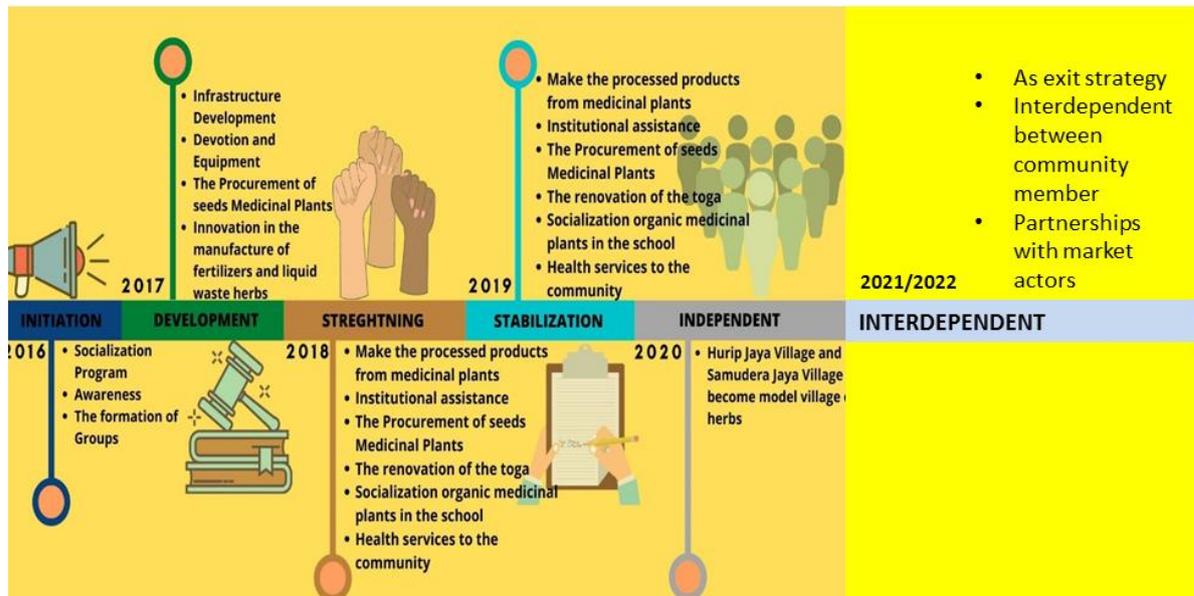


Figure 1. Ideal and Ideas in The Community Empowerment of Organic Farming

The ideal of community empowerment is agreed to be a "group independence", not only in cultivation but also in product processing and market expansion. The ideas start from program initiation, program development, strengthening and strengthening, which are detailed in Figure 1 and Table 2 (page 301).

Table 2. Ideas of Program Implementation of Organic Farming Community Empowerment

Stages	Activities	Outputs	Times	Stakeholders
Initiation	<ul style="list-style-type: none"> ● Cadre Recruitment and Group Formation ● Collection of Compost Materials from Herbal Waste ● Composting training from organic fertilizer waste 	<ul style="list-style-type: none"> ● The formation of groups in both villages ● There are 20 program cadres ● Produce compost 	1st Year	<ul style="list-style-type: none"> ● PT. Pertamina EP ● Community empowerment participants ● Facilitator
	<ul style="list-style-type: none"> ● Home manufacture of medicinal plants and vegetables ● Herbal Medicine Making Training ● Addition and expansion of medicinal plants and vegetables ● Diversify medicine plant and vegetable products 	<ul style="list-style-type: none"> ● The development of a house for medicinal plants and vegetables as a demonstration plot ● Implementation of repair and replacement of productive plants ● There are 50 out of 150 types of medicinal plants and vegetables identified by the community 	1st year	<ul style="list-style-type: none"> ● PT. Pertamina EP ● Community empowerment participants
	<ul style="list-style-type: none"> ● Home care medicinal plants and vegetables ● Campaigns and applications for the use of organic fertilizers in the cultivation of medicinal plants and vegetables ● Initiation of the sale of medicinal plants and organic vegetables 	<ul style="list-style-type: none"> ● Implementing the revitalization of medicinal plants and vegetables houses ● Socialized organic farming in the community ● Increased member income 	2nd year	<ul style="list-style-type: none"> ● PT. Pertamina EP ● Community empowerment participants
Revitali- zation	<ul style="list-style-type: none"> ● Expansion of beneficiaries outside the group ● Medicinal plant development and yard vegetables 	<ul style="list-style-type: none"> ● Increase in the number of beneficiaries up to. 50 people ● Cultivation of medicinal plants and organic vegetables in each member's yard 	3rd year	<ul style="list-style-type: none"> ● PT. Pertamina EP ● Community empowerment participants
	<ul style="list-style-type: none"> ● Partnership Development 	There is 1 organic farming program partner	3rd year	<ul style="list-style-type: none"> ● PT. Pertamina EP ● Community empowerment participants ● PT. Daun Mas

Note: Report on CARE empowerment activities LPPM IPB 2017-2019 (analyzed)

The application of the concept of creative cultural social energy compiled in a participatory manner in the three locations has actually inspired ideals, ideas and friendship. The ideals and ideas that have been developed have made it easier for partners to choose friendships as a form of synergistic collaboration network. This results in a synergy of cooperation between farmers and with other parties, as shown in Figure 2 (page 302). In developing a network of cooperation (friendship), this figure illustrates the quality of their social capital.

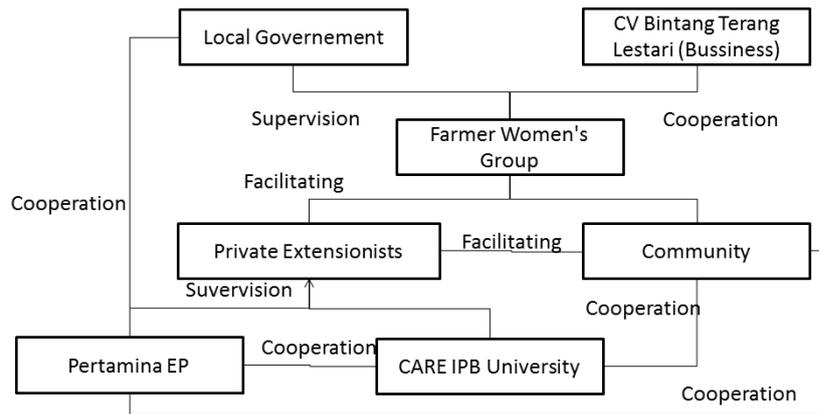


Figure 2. Partnership of the Parties in the Organic Farming Program

It seems that in order to maintain sustainability and strengthen community capacity in the future, we will need to apply concepts related to a social capital. According to Sumardjo (2010), to improve social capital, we need to focus on improving human capital, which is created through efforts to empower community or extension services. Therefore, in the future the empowerment approach is the right way and needs to be taken consistently in implementing the strategic planning that has been prepared by community empowerment participants (Sudarko et al., 2020).

Sustainable organic agriculture institutionalization occurs in Bekasi District and two other districts, and it has involved synergistic partnerships (friendships) with various actors. Each actor plays a role according to status, rights and obligations, which are in line with the goal of obtaining economic, social and ecological benefits. Farmers who are members of farmer groups and join the group have an important role as vegetable producers and organic medicinal plants for the family. Meanwhile, group farmers leaders are responsible for managing the rules for fulfilling orders for organic vegetables, and for product delivery to consumers. The facilitator helps organic farmers by providing information they need, such as reducing plant pests, getting access to training, and building market connections. The local government supports the development of organic agriculture, with the help of extension workers who assist farmers in the field. The role of each stakeholder can be seen in Figure 3.



Figure 3. The Role of the Extension Officer in the Development of a Partnership Network (Friendship)

The Role of Assistants in Community Empowerment as Extension Agents

Community facilitators or extension workers have a central role in community empowerment. There are five components or roles that need to be raised together in order to empower the community as an

extension worker, namely advocacy, community organizing, capacity building, network development as well as communication, information and education (Firmansyah et al., 2019; Lubis, 2010).

Advocacy is an attempt to change or influence the behavior of policymakers to advance the public interest by delivering messages based on arguments that are scientifically, legally, and morally sound. Through advocacy activities, identification and involvement of all sectors are carried out in order to support the program. Community organizing is a way for people to come together and discuss problems and come up with solutions. When people are organized, they can find the resources they need to succeed. Usually, in community development, groups are formed as a forum for reflection and joint action with community members. This organization can be formed in stages: at the community level, between communities at the village level, between villages at the sub-district level and so on up to the national and even regional levels. Network development is an effort to collaborate with other parties to jointly support each other to achieve goals. Networking and mutual trust is an important element of social capital, thus becoming an important component in community development. Capacity building is intended to increase the capacity of society in all fields (including for advocacy, self-organizing, and developing networks).

Capacity development as an increase or change in the behavior of individuals, organizations and community systems in achieving predetermined goals effectively and efficiently. Individual enhancement includes changes in knowledge, attitudes and skills; enhancing institutional capacity including improving organizational and financial management, and organizational culture; increasing community capacity includes independence, self-sufficiency, and ability to anticipate change. Communication, Information and Education (CIE) is a process of information management, community education, and information dissemination to support the previous four components. Information management also involves finding and documenting information so that information is always available to people who need it. Educational activities need to be carried out so that the community's ability in all matters increases, so that people are able to solve their own problems at any time. To support the communication process, various communication media (modern-traditional; mass-individual-group) need to be used creatively. The role of the instructor is presented in Figure 3.

The important role of extension workers in community empowerment is also in terms of synergizing digital communication with conventional communication to build social capital through participatory social engineering in the form of creative socio-cultural energy. One result of the synergy of digital communication and conventional communication is in the form of inspiration on attractive packaging of herbal preparations and marketing through online media. The results of this study are in line with the results of previous studies that the factors of extension activities affect community empowerment (Aminah et al., 2015; Malta, 2018; Managanta, 2020; Managanta et al., 2019).

Contribution to The Impact of Empowerment on Achieving SDGs

The analysis of the contribution of the empowerment impact of organic farming communities on the contribution of SDGs achievements is carried out by identifying each aspect of the achievements set by the United Nations. The results of the analysis show that based on the application of the Creative Socio Energy (CSE) concept, the community empowerment is effective in contributing to the achievement of SDG indicators. Based on the results of observations and in-depth interviews with informants and focus group discussions, it turns out that this effectiveness is in line with the consistency of the application of participatory methods in empowering organic farming communities. It turns out that it is participatory communication that is effective in developing convergence among community empowerment participants. Its meaning for the development of CSE requires convergence of communication through the dialogue process.

At the beginning of the initiation, deliberations were carried out among community empowerment participants by implementing participatory practices. This approach is effective in producing convergence of communication in the form of: (1) mutual understanding, (2) mutual agreement, and (3) collective action. The deliberation became a stimulant for further communication processes in the existing communication media in the community, including further discussion at the participant group *arisan*, biweekly money companion and *WhatsApp* group. This convergent communication is increasingly effective in line with the conditioning of the dialogue process in the communication media among empowerment participants (Dharmawan et al., 2019, 2020; Oktarina et al., 2020).

This participatory communication increases the personal capacity of empowering participants and is conducive to the development process of social capital which is in line with the aspects of friendship

and CSE. This dialogue can be seen from the on-going communication that prioritizes equality or non-dominance (equity), and respects the opinions of participants (humanists) so that good participation occurs. These results are consistent with the concepts and findings of Sumardjo et al., (2021) in the case of coastal communities with the main livelihood pattern of seaweed and the role of cooperatives in sodality forums. In simple terms, the results of this analysis can be seen in Figure 4.

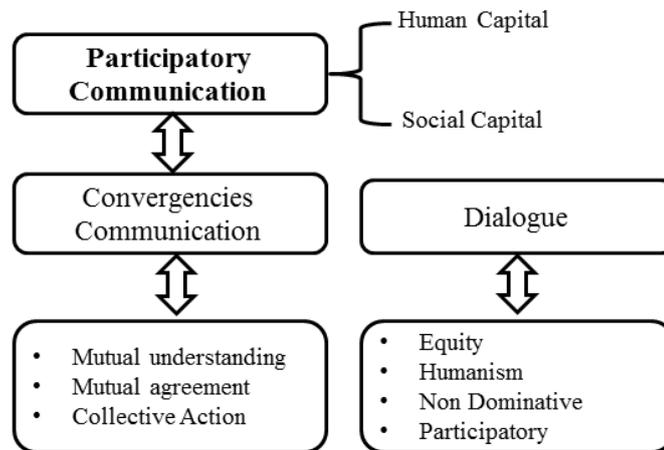


Figure 4. Participatory and Convergence Communication

The results of the analysis of the impact of community empowerment based on CSE on efforts to achieve the SDGs could be seen in detail in Table 3. Basically, community empowerment based on CSE contributes significantly to the achievement of the SDGs when implemented in a participatory manner. The meaning of social engineering for community empowerment is carried out by the empowerment participants themselves. The presence of a facilitator is more of a catalyst than a social worker. With proper participation among participants, there are forms of cooperation that become joint choices for empowerment participants.

According to the analysis conducted by Sumardjo et al., (2019), in this study many of the SDG's goals can be achieved through the empowerment program, mainly the following objectives: (1) Efforts to eradicate poverty; (2) Efforts to achieve food security and nutrition improvement, and promote sustainable agriculture; (3) Promoting healthy lifestyle and supporting welfare for all ages; (5) Gender equality realization and women empowerment; (8) Generating income by producing products needed by the market; (9) Encouraging innovation for communities in the effort of organic farming; (11) Encouraging communities to have a sustainable business by implementing an integrated farming system; (12) Responsible consumption and production; and (17) Partnerships to achieve business goals in sustainable development. Details can be seen in Table 3.

Table 3. Contribution of social empowerment program of CSR to effort of SDGs achievements

No.	Aspects of SDGs achievements	Empowerment Impact	Evidence
1.	No poverty:	Efforts to eradicate poverty	10-15% increase in household income
2.	Zero hunger	Efforts to achieve food security and nutrition improvement, and promote sustainable agriculture	Consumption of medicinal plants and organic vegetables
3.	Good health and wellbeing	Promote healthy lifestyle and support welfare for all ages	Application of organic farming
4.	Gender equality realization and women empowerment	The division of duties for men and women in upstream downstream farming.	Men are in charge of preparing infrastructure, processing the results. Women are in charge of plant maintenance. Product marketing is carried out by both men and women

No.	Aspects of SDGs achievements	Empowerment Impact	Evidence
5.	Decent work and economic growth	Generate income by producing products needed by the market	Additional income: 300.000 IDR/household /month
6.	Industry, innovation and infrastructure	Innovation of medicinal plants and vegetables by utilizing organic agricultural technology	Adoption of organic agricultural technology
7.	Sustainable cities and communities	Sustainability of social, economic and ecological aspects	Produce products according to market needs Organic farming management by implementing an integrated farming system
8.	Responsible consumption and production	Organic agricultural products, vegetables and medicinal plants are safe for consumption	Avoid the residue of using hazardous chemicals
9.	Partnerships for the Goals	The element friendship actually generates synergy partnership between internal and external community	Improving social capital (bonding, bridging, and linking)

CONCLUSION

This research has built an alternative concept of private extensionists in the SDGs by implementing self-social engineering to improve creative social energy in community empowerment. The CDO role not only acts as a community organizer but is also equipped with a process area and content area as an extension agent. The process area is an extension competency to empower the community. The content area is an empowerment substance following the community's actual and factual needs and felt needs. CDOs act as private extensionists because they are not financed by the government (APBN) but by the company's CSR in carrying out their functions. The role of private extension workers is increasingly important in line with the government's difficulties in building the readiness of communities undergoing a widespread transformation of livelihood changes in community.

The impact of private extensionists implementing the concept of self-social engineering effectively empowers the community. This effectiveness occurs by placing the community as the subject of creative social energy in empowerment. This is in line with the application of the participatory communication paradigm and dialogue, that communication converges between participants. The peri-urban community empowerment approach in organic farming development positively impacts the achievement of several SDG indicators.

The implementation of the CSE concept in the dynamics of effective community empowerment is in line with the application of the participatory communication paradigm. The realization of the dialogue process can overcome obstacles in the development of CSC elements, both in determining ideals and ideas in the planning process, as well as in friendship in developing synergic cooperation in the form of internal and external partnerships between participants. Consistency in dialogue is effective in developing communication convergence in mutual understanding, mutual agreement, and in collective action among participants.

Two important notes from this study, both methodologically and substantially are: (1) Measuring the SDGs in community empowerment is effective when using cybernetic, because it is more objective with crosscheck information or data, and (2) The use of self-social engineering with the strengthening of creative social energy is the right approach for community empowerment based on counseling that strengthens internal strengths from adaptive-anticipatory to the dynamics of the community's strategic environment.

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