

Dynamics of Advocacy and Community Empowerment Stage through the Resettlement Action Plan Program for the *Kampung Bayam* Community in the Construction of the Jakarta International Stadium Project by PT Jakarta Propertindo (Perseroda)

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KEYWORDS

Social Advocacy; Advocacy Dynamics; Community Empowerment; Resettlement Action Plan, Jakarta International Stadium; PT. Jakarta Propertindo

ABSTRACT

Kampung Bayam has been included in the development of the Jakarta International Stadium (JIS) area, which has had social and economic impacts on the community. PT Jakarta Propertindo, the area manager, has a social responsibility to implement a Resettlement Action Plan (RAP). This research aims to describe the advocacy dynamics of the Kampung Bayam community in the RAP program, as well as community empowerment in the same program. The research used a qualitative approach with a descriptive research type. Data collection involved in-depth interviews with 18 informants using purposive sampling techniques. The research findings reveal that advocacy for the RAP program was carried out through contextual principles that included information delivery, negotiation, and consensus building. There were plans for community participation through FGD and mentoring activities. Community empowerment in the RAP program was achieved through enabling, empowering, and protecting processes. The community formed organizations such as cooperatives and opened business stalls to promote empowerment. Efforts were also made to increase the capacity of the Kampung Bayam community.

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1. Introduction

DKI Jakarta, as the largest province and city in Indonesia, faces high growth dynamics. To accommodate the dynamics of growth, DKI Jakarta must ensure the availability of infrastructure and facilities that can support the activities of its citizens. One of them is the initiation of the development of an integrated sports area, which started with the construction of the Jakarta International Stadium (JIS). At the beginning of (2019), most of the land in this region was vacant. In the northern part of

the area, residential areas develop linearly along the railway network. The area, locally known as the Kampung Bayam Area, is included in the development of the JIS Area, and the people living in the Kampung Bayam Area are affected both socially and economically by the development of JIS. Economically, many communities have lost their source of income. In addition, from a social perspective, many of their homes were displaced, so their social conditions changed.

The development of the JIS Area that can synergize with the existence of community settlements requires a Resettlement Action Plan (RAP) or resettlement action prepared based on the actual socio-economic conditions of the people of Kampung Bayam. PT Jakarta Propertindo (Jakpro), as the manager of the area, certainly has a social responsibility to carry out resettlement actions and empower affected communities. The implementation stage of community empowerment carried out by Jakpro through the RAP program is arguably interesting and quite rarely done by other companies because Jakpro chooses steps to resettle and empower the community around Kampung Bayam rather than just providing compensation in the form of money so that it can improve the quality of life of the community. Community empowerment has become one of the most widely practiced methods in Indonesia as a form of overcoming the long-term effects of social development (Ife, 1995).

Jakpro conducts land acquisition planning relatively under laws and regulations. This research shows that the construction of Jakarta International Stadium (JIS) through the RAP program conducted by Jakpro as a Regional Owned Enterprise (BUMD) has succeeded in improving the quality of life of the community. Jakpro is committed to building physical and human beings at the project site in a balanced manner as the vision of the DKI Jakarta Provincial Government as a sustainable city in the RAP program to 642 heads of families in Kampung Bayam. Residents understand that JIS land belongs to the government, and JIS development is in the public interest, so the plan is a form of government program. Residents only contract in the area, but they hope that there will be appropriate compensation for the affected residents.

Based on reports from PT Deira Sygisindo (Consultant RAP PT Jakpro) shows that in October 2019, the average data shows that each family consists of 3 (three) family members. About 6% of residents admitted that it was only in 2019 that they lived in this area. Meanwhile, residents who lived less than 5 (five) years, which is 18.48% and there are 25.59% of residents have lived in this area from 2010 to 2014 (for four years). As many as 87.74% of residents expressed their willingness if the land they currently occupy is used for JIS development. Thus, 12.26% have yet to express their desire to give away the land they have lived on so far. Based on the results of research consultants appointed by Jakpro, in the end, Jakpro prioritizes discussion and deliberation efforts with residents affected by development in every decision.

There are challenges faced by Jakpro and the current condition of the land, which has a population of approximately 642 households and ±488 residential buildings, this data based on reports from PT Deira Sygisindo and KJPP Anas Karim Rivai & Rekan. With the dynamics of development faced, Jakpro needs to determine the right strategy so that the implementation of development is in line with the ideal and practical stages of community empowerment so that the company can know the scale of stakeholder priorities, mitigate potential conflicts during the development process, determine the sustainability of development in the future, or other related matters related to post-development socio-economic impacts. In addition to being beneficial for the company, of course, the right stage of implementing community empowerment through the RAP

program is also a form of prevention so that the community or WTP (Warga Terdampak Proyek) does not experience a decrease in the quality of life after development.

Reports from planning and implementation consultant RAP PT Jakpro in August 2021, 99% of WTPs were willing to leave the Kampung Bayam location and abide by the agreement that had been signed together. There are 1% of WTPs who do not get compensation due to the inability to find the WTP and or have carried out Resettlement Action independently so that they leave Kampung Bayam first without any information left behind. After the implementation of the RAP Disclosure, the residents of Bayam Village were divided into several activity groups; some continued their lives in their hometowns, some continued empowerment programs through the cooperatives that were built, and there are still those who continue the same life but only move places.

Research on community empowerment has been widely conducted in Indonesia, but research on aspects of advocacy and community empowerment is very rarely carried out (Wilks, 2012). What is very different in every study on community empowerment is the target community in the empowerment program. Research that focuses on community empowerment has been carried out a lot; for example, research conducted by Rauf A. Hatu (2010) revealed how community empowerment in Nglanggeran Tourism Village has carried out three main strategies, namely building awareness, capacity building, and empowerment. In addition, there is also community empowerment research conducted by Sulistyowati & Prasetyono (2018) focusing more on the community empowerment model through Small and Medium Enterprises (SMEs) as a follow-up to the closure of the Dolly localization area in Surabaya. Previous research revealed that community empowerment as a form of mitigation of a development impact is not an easy thing; sometimes, in the process, there will always be various problems that are pretty hampering even before development begins as the conflict that occurred in the infrastructure development of Jatigede Reservoir, Sumedang Regency arose, especially during the stage before construction was carried out, both in structural and procedural aspects. In fact, research by Rachmawan (2016) shows that the level of conflict increases when empowerment is implemented through community involvement and agreement.

Previous research that discusses RAP is one of the studies conducted by Sugiana & Musty (2023), which revealed findings of her study that the RAP program in which there is economic empowerment of Pulo Village residents requires access to information, jobs, financial resources, loans, and credit schemes, vocational training and programs for the creation of small and medium enterprises, the research conducted also discusses policies and practices in housing urban Jakarta in revitalizing the environment of Kampung Pulo along the banks of the Ciliwung river. Then, Bawole (2015) also in his research discussed RAP used as a basis for conducting research, planning, and implementing community-based settlement relocation programs. Akib et al. (2020) examine the RAP law more. The results show that the law governing the design of resettlement actions must ensure the sustainability of affected parties needs to be done by accommodating Social Impact Assessment (SIA) and Social Impact Management Plan (SIMP).

Based on various previous studies conducted previously, no research has been found that focuses on the RAP program in the process of implementing advocacy and empowerment programs as a supporting factor for the success of the program. From several previous studies on community empowerment, research on the implementation of advocacy and community empowerment in the

RAP program to improve the quality of life of the community is essential. In addition, research on advocacy and community empowerment in improving the quality of life of the community will also be interesting to study because, in each empowerment program, there will be different cases both from the advocacy process, the purpose of its implementation, the characteristics of the community as beneficiaries, problems found and so on.

Based on empirical facts regarding the implementation of RAP by PT Jakpro, this study analyze the dynamics of advocacy for the RAP program. The formulation of the problem in this study is how the dynamics of Kampung Bayam advocacy in the Resettlement Action Plan (RAP) program carried out by PT Jakarta Propertindo? and how PT Jakarta Propertindo carries out the process of implementing community empowerment in the Resettlement Action Plan (RAP) program for the people of Kampung Bayam?

2. Materials and Methods

The approach used in this study is qualitative research. Qualitative research is a research approach that describes life experiences, cultures, and social processes from the perspective of the people involved. This research uses a qualitative approach to obtain detailed and accurate data adapted to field conditions (Neuman, 2014). According to Neuman (2014), this research was conducted by collecting and analyzing data on field findings and presenting them descriptively. The data presented is not only visual and oral but also contains the general meaning behind the visual and oral data. The format of the report in this study is descriptive writing about the stages of community empowerment through the RAP program, which aims to improve the quality of life of the people of Kampung Bayam. The purpose of this study is to describe and analyze these two things in depth so that various kinds of phenomena that occur in the field will be written descriptively and associated with the empowerment of the Kampung Bayam community through the RAP program. Where the process of implementing advocacy is very dynamic, this study can describe in-depth data on how community empowerment is carried out, describe what the stage of program implementation is like, and reveal how the RAP program can improve the quality of life of the community.

3. Result and Discussion

In this segment, we will delve into two crucial areas. First, we will examine the dynamics of the advocacy program at Kampung Bayam in the Resettlement Action Plan (RAP) initiative spearheaded by PT Jakarta Propertindo. Second, we will explore the process taken to strengthen the Spinach Village Community within the same program. As previously stated, our emphasis on empowerment is centered on advocacy-driven concepts.

Dynamics of Resettlement Action Plan (RAP) Program Advocacy in the Kampung Bayam Community

The Resettlement Action Plan (RAP) program or resettlement action plan is carried out by PT Jakarta Propertindo (PT Jakpro) to carry out resettlement by detailing all procedures that follow the rules of action to be taken to resettle and compensate the people of Kampung Bayam. The implementation of the program is relevant to the theory of the Resettlement Action Plan (RAP), where the RAP program becomes a document containing the project sponsor or other responsible body

detailing the procedures to be followed and actions to be taken to mitigate adverse impacts, by providing assistance or compensation provided to the community of Kampung Bayam including cash allowances that compensate affected communities for inconveniences that related to resettlement and financing the costs of transitioning to a new location, such as moving expenses and lost working days.

The implementation of the RAP Program for the people of Kampung Bayam was previously carried out by delivering information for the Resettlement Action Plan (RAP) program to the people of Kampung Bayam for the first time before socialization related to the program, the organizers heard aspirations. The activity was carried out among the people of Kampung Bayam by dividing the entire community into three groups, with one group of 10 people representing. The purpose of the group division is that all socialization materials can be appropriately conveyed clearly so that the community can better understand the RAP program. The principle of delivering information on the RAP program is quite relevant to the theory presented by Payne (2014), where the delivery of information becomes a form of advocacy by trying to represent the interests of helpless communities to parties who have more power in the social structure in the environment in question.

The RAP must identify all Kampung Bayam community groups affected by the JIS development project and justify their displacement after considering alternatives that can minimize or avoid displacement. In the process of hearing the aspirations of the socialization, the implementer of the RAP program, in this case, PT Jakpro, outlined the eligibility criteria for affected parties, determined the level of compensation for lost assets, and explained the level of assistance for the relocation and reconstruction of affected households.

The implementation of the RAP program carried out by PT Jakpro is quite relevant to the theory that the RAP must be prepared through a public consultation process with all interested and affected parties, in this case, the people of Kampung Bayam (Leo, 2008). These conditions are relevant to those conveyed by the IFC, which recommends that sponsors consult the publication *Doing Better Business through Effective Consultation and Disclosure: A Guide to Good Practice*. Based on these conditions, it can be emphasized in the IFC document that empirical facts on the ground show that appropriate consultation with affected parties can increase the effectiveness and reduce the cost of implementing the RAP for sponsors or other responsible parties, in this case, PT Jakpro.

Advocacy carried out by PT Jakpro is carried out by representing the community to be able to convey their aspirations and interpret and represent to the authorities the construction of the Jakarta International Stadium (JIS). The socialization process of conveying the aims and objectives of the RAP Program can be carried out by negotiating with the people of Kampung Bayam and producing consensus. The advocacy practice that PT Jakpro has carried out is quite relevant to the theory presented by Rose (1990), which mentions the principle of advocacy and empowerment at the same time by looking at the contextual focus related to the community's understanding of their aspirations to be reflected, aspects of empowerment by seeing the implementation of the RAP Program supporting the community to identify all possibilities to meet the needs of the community. Negotiations and consensus carried out with the people of Kampung Bayam in its implementation emerged an identity crisis, where there are still some people who still need to have Identity Cards to Family Cards as a process to carry out this RAP program. The existence of socialization to negotiation

is relevant to the advocacy approach that can be carried out through the process of educational approach, which includes increasing understanding, as well as a negotiation approach in which there is an effort to use communication methods in obtaining approval from the people of Kampung Bayam.

The implementation of the RAP program by PT Jakpro requires planning the participation of the Kampung Bayam community in carrying out the RAP Program by holding a Forum Group Discussion (FGD) activity, the activity is to discuss openly related to the holding of the RAP Program. The participation of the Kampung Bayam community, when viewed based on Payne's theory (2020), shows a trend of relevance where community participation is essential in decision-making making, including related to the right and opportunity to choose alternatives. It means that the people of Kampung Bayam still have the right to their residence to be given resettlement replacement related to the construction of the Jakarta International Stadium (JIS).

Advocacy carried out by PT. Jakpro, through the delivery of aspirations, has been successfully collected from the people of Kampung Bayam in various ways and methods carried out by the management of the RAP Program, showing that there are several aspiration management so that they become an integral part of the implementation of the RAP Program, such as the emergence of community expectations and the hope of well-carried out negotiations. The advocacy practice that PT Jakpro has carried out is quite relevant to the theory presented by Rose (1990), which mentions the principle of advocacy and empowerment at the same time by looking at the contextual focus related to the community's understanding of their aspirations to be reflected, aspects of empowerment by seeing the implementation of the RAP Program supporting the community to identify all possibilities to meet community needs by developing training and development of community empowerment in Kampung Bayam.

The implementation of the RAP program also involves stakeholders with the division of roles between stakeholders, mapping related to the priority of scope and limits of roles, the synergy that arises, and collaboration from program implementation. PT Jakpro is mainly associated with its role as a facilitator, which includes providing advocacy assistance for the people of Kampung Bayam, facilitating the community to express their opinions, and becoming a conveyor of information to the local government. The involvement of stakeholders is in accordance with what was conveyed by Ife (1997), which states that change actors in community empowerment efforts are seen with several roles, such as roles and skills as educators, facilitators, and representatives. In addition, the involvement of stakeholders in the implementation of the RAP program is quite relevant to the theory presented by the Scheme (2020), where to minimize the impact of the RAP program, it is necessary to fully involve all stakeholders, especially direct stakeholders such as communities affected by development projects that are accommodated through public participation and community involvement.

Advocacy carried out by PT. Jakpro, through the delivery of aspirations, has been collected from the people of Kampung Bayam in various ways and methods carried out by the management of the RAP Program, showing that there are several aspiration management so that they become an integral part of the implementation of the RAP Program, such as the emergence of community expectations and the hope of well-carried out negotiations. The management of community aspirations towards the RAP Program implementation is carried out with the emergence of community sustainability. The advocacy carried out is quite relevant to the opinion of Freddolino et al. (2004), which states the types

of advocacies, and one of them is providing advocacy services to vulnerable parties by creating support to improve their function. Advocacy for the RAP Program for the people of Kampung Bayam based on empirical facts is carried out by taking a person-centered advocacy approach, where practitioners, in this case, PT Jakpro, develop a trusting relationship with the people of Kampung Bayam, thus enabling them to be able to behave and act on behalf of the people of Kampung Bayam. Advocacy for the people of Kampung Bayam with the RAP Program is also reflected through the implementation of advocacy based on Human Rights (HAM), where PT Jakpro determines decisions and policies based on the rights of the people of Kampung Bayam based on the principles of rights and humanity. An essential point in the implementation of the RAP program is that advocacy becomes a social democratic practice that allows the community to overcome obstacles in achieving life goals for the people of Kampung Bayam.

The implementation of the RAP program carried out by PT Jakpro is quite in line with the theory conveyed by Kurniati et al. (2013), wherein the development of the RAP program the best resettlement area is an area that is economically and environmentally beneficial to the affected community, in this case, it is the community of Kampung Bayam due to the development of JIS. The responsibility of PT Jakpro and the RAP compensation scheme stipulates that PT Jakpro and the Government of DKI Jakarta are responsible for granting rights to all Kampung Bayam community groups entitled to receive resettlement assistance and the schedule for granting their rights.

The site selection process and choice of shelter and infrastructure provided in the new location for the people of Kampung Bayam adequately reflect the preferences of the affected residents and the best opportunities for timely livelihood recovery. This is in accordance with the IFC theory, which conveys that the RAP must identify and provide details regarding the roles and responsibilities of all organizations, be they government or private, government or non-government, that will be responsible for resettlement activities, especially for the people of Kampung Bayam.

The findings show that Jakpro has conducted an assessment of the needs and desires of the Kampung Bayam community. The conditions follow the theory presented in the advocacy table from Dalrymple & Boylan (2013). The planning process is quite relevant to the theory, where the planning process is carried out by developing several strategies to overcome all obstacles of the Kampung Bayam community and achieve the expected goals together. The process of advocating in this research is demonstrated in Figure 1."

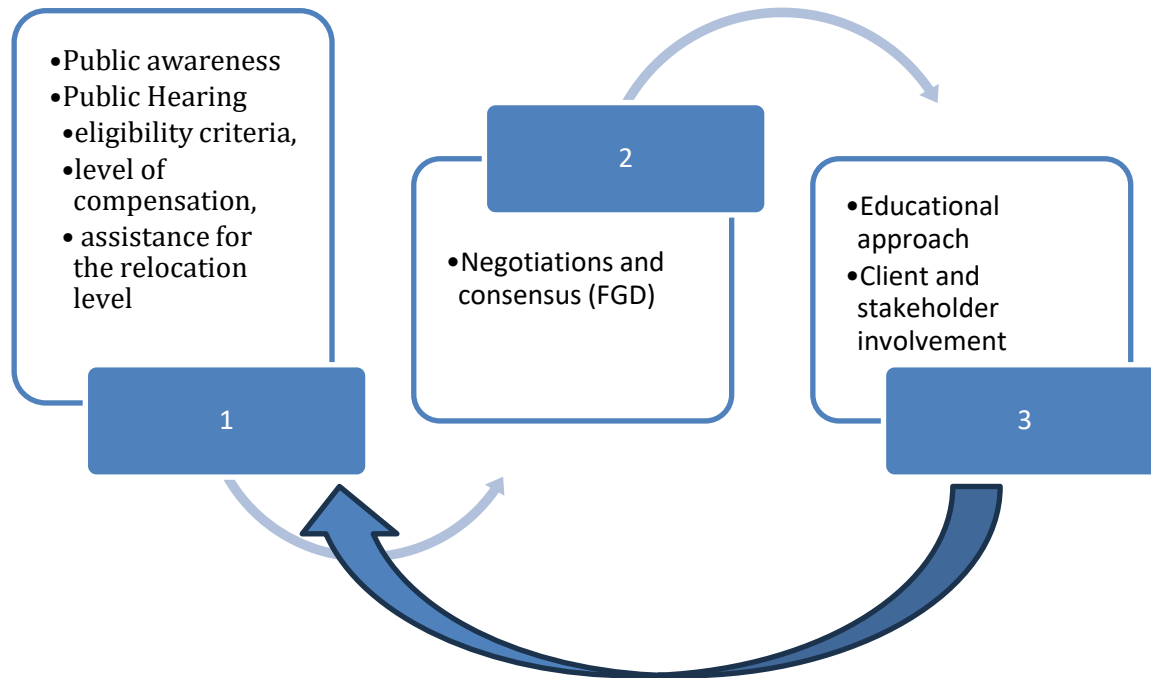


Figure 1 Advocacy dynamic in a community

The Process of Empowering the Spinach Village Community in the Resettlement Action Plan (RAP) Program in the Context of Advocacy

The implementation of community empowerment in Kampung Bayam carried out by PT Jakpro through the RAP program has been done through an assessment, planning, intervention, evaluation, and review. In every process, PT Jakpro prioritizes enabling, empowering, and protecting. The enabling principle is carried out by increasing the potential or willingness of the people of Kampung Bayam. The empowering principle is carried out by providing MSME management with training in plant cultivation. In addition, PT Jakpro also offers facilities to practice the training provided, such as facilitating the formation of cooperatives and worker canteens in the JIS development project. Then, the scheme of the protective implementation process is also carried out by maintaining the community, especially the people of Kampung Bayam. The protection scheme is carried out by forming cooperatives and holding social activities as one of the first steps.

The process of implementing community advocacy in Kampung Bayam is by various aspects of empowerment proposed by Friedmann (1994) in Noor (2011), which states that community empowerment is a concept of economic development that formulates community values to build a new paradigm in development which includes three enabling aspects by increasing community potential through a potential developed to build strength by encouraging the people of Kampung Bayam. The empowering aspect that PT Jakpro has carried out is carried out by strengthening the potential of the existing Kampung Bayam community through genuine efforts to implement various community-strengthening opportunities, one of which is carried out through capacity-building efforts through training and opening access to employment by building food stalls MSMEs. The protecting

aspect that PT Jakpro has carried out is relevant to the theory, where it is stated that the protecting element is carried out by maintaining vulnerable communities by referring to the pattern of participation shown by the people of Kampung Bayam.

Community empowerment of Kampung Bayam through the RAP Program is carried out by forming communities or organization empowerment such as creating community cooperatives and opening business stalls managed by the local community. The people of Kampung Bayam is also empowered by synergizing empowerment with the DKI Jakarta Provincial Government through training in the hope of creating sustainable benefits. The empowerment and advocacy carried out by PT Jakpro can be classified into social democracy practices that allow one to overcome obstacles in achieving the life goals of the people of Kampung Bayam to gain access and improve services, as well as contribute to the practice of focusing on social injustice. The empowerment of the Kampung Bayam community is relevant to the theory presented by Adi (2012), which states that empowerment becomes a continuous process, not a temporary empowerment, meaning that the empowerment carried out is also in collaboration with various stakeholders, both the DKI Jakarta Provincial Government and other institutions. The existing field findings are pretty in line with the theory presented by Payne (2020), where the form of empowerment in the advocacy process carried out by PT Jakpro can be classified into social democracy practices that allow someone to overcome obstacles in achieving the life goals of the Kampung Bayam community to gain access and improve services, as well as contribute to the practice of focusing on social injustice.

The fact of findings in the field are enough to show the closeness of the theory conveyed by Payne (2020), which states that empowerment and advocacy are two things that are interrelated with self-help and individuals so that the people of Kampung Bayam can participate in decision-making related to what empowerment they will run. This condition is reflected in the development process of the Kampung Bayam community by first discussing aspirations about what empowerment they will carry out by looking at the interests and potentials of the Kampung Bayam community. Empowerment formed based on the capital owned by the community, one of which is expertise, interest, and potential capital, will create an increase in the capacity of the community itself through empowerment.

In addition, the empowerment of the Kampung Bayam community is quite relevant to the theory presented by Ife (1995) that empowerment is the decision of the surrounding community itself related to how to survive the resettlement transfer in the construction of the Jakarta International Stadium (JIS). The implementation of community empowerment in Kampung Bayam is also carried out by increasing the capacity of the community. The provision of community capacity building is also carried out by utilizing relationship development. This shows that the advocacy process can also be carried out based on the principles of empowerment, which emphasizes the understanding that society is a collection of people who have potential as social beings. In Figure 2 below, we can see how advocacy implementation empowers community through the empowerment process.

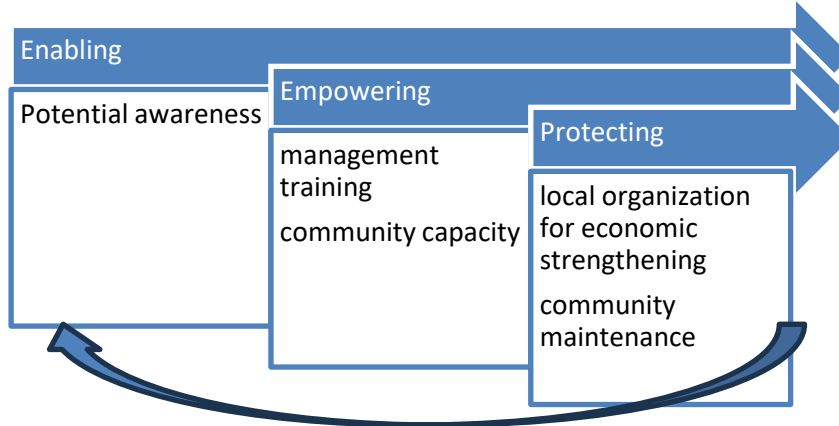


Figure 2 Empowerment process in advocacy implementation

4. Conclusion

The dynamics of advocacy for the Resettlement Action Plan (RAP) program in the Kampung Bayam Community is carried out by applying the contextual principles of delivering information on the RAP program through socialization, aspiration listening activities, discussion forums, and community consultations that PT Jakpro has facilitated. The application of the principles of negotiation and consensus is carried out by carrying out joint negotiation activities with the people of Kampung Bayam. Planning for community participation in the RAP program is carried out through the Group Discussion Forum, the creation of a forum for community aspirations, and the presence of facilitators or mentors. There is a role for stakeholders in the implementation of the RAP Program for the people of Kampung Bayam by involving the role of facilitators from PT Jakarta Propertindo (Jakpro). The empowerment of the Kampung Bayam community in the Resettlement Action Plan (RAP) program is carried out through the process of enabling, empowering, and protecting. Empowerment is carried out in the form of the formation of organizations as a tool for empowering the people of Kampung Bayam through the RAP Program, which involves the formation of community cooperatives and the opening of business stalls managed by the community. There are efforts to increase community capacity by utilizing relationship development and synergizing empowerment with the DKI Jakarta Provincial Government.

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