



## Strengthening Community Organizations through Social Service (Building Synergy and Participation in Bintan Urban Village)

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**Abstract.** Community participation in social service activities is a crucial indicator of community-based social development. However, the level of participation is often influenced by various structural and cultural factors, including the role of community organizations as key mobilizers of collective action. This activity aims to identify factors affecting community participation in social service activities in Bintan Sub-district, analyze the role of community organizations in facilitating and organizing these activities, and assess their impact on strengthening synergy and collaboration among residents. The method employed included a socialization session on the importance of community organizations in community empowerment, followed by social service activities in the form of collective environmental clean-up and greening programs through tree planting around public facilities. The findings indicate that increased collective awareness, local leadership, and organizational support significantly enhance community participation. Furthermore, social service activities contribute to strengthening social cohesion, fostering a sense of togetherness, and promoting stronger synergy and collaboration among community members in Bintan Sub-district.

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## 1. INTRODUCTION

The community constitutes a primary asset in the process of regional development, particularly within the context of community-based social development. Development success is determined not only by the availability of physical resources but also by the capacity, participation, and social awareness of the community as the subject of development. *Kelurahan* Bintan, as one of the continuously developing areas, possesses considerable human resource potential that can be fostered toward independence and social welfare. However, this potential has not yet been fully and optimally actualized due to various social and economic challenges, such as limited access to resources, low levels of knowledge and skills, and the lack of participatory spaces for community involvement in collective development activities.

One strategic approach to addressing these challenges is through social service activities (*bakti sosial*) designed not merely as charitable actions but as instruments for sustainable community empowerment. Conceptually, social service activities can serve as a medium for social learning that fosters collective awareness, social solidarity, and active citizen participation in resolving shared problems. In line with the views of Mardikanto and Soebiato, community empowerment requires processes that actively involve communities in identifying problems, planning actions, and implementing solutions relevant to local needs (Mardikanto & Soebiato 2019).

In the context of *Kelurahan* Bintan, the implementation of social service activities is particularly relevant given the still-limited synergy among the community, community organizations, and government in promoting participatory-based development. Low levels of community involvement in social activities are often caused by limited awareness of the long-term benefits of collective action and the suboptimal role of community organizations as facilitators and social mobilizers. In fact, community organizations hold a strategic position in building social networks, mobilizing local resources, and strengthening collaboration among residents (Ife, 2016).

Various studies indicate that community participation in social activities, such as social service and mutual cooperation (*gotong royong*), contributes significantly to strengthening social cohesion and community resilience. Through collective activities, communities are not only involved in solving practical problems but also in building more inclusive and trust-based social relations. Panuju (2018) emphasizes that intensive social interaction in community activities creates effective communication spaces to build shared awareness and encourage social behavior change.

Based on these conditions, *Kelurahan* Bintan was selected as the subject of community service due to its tangible need for strengthening social participation and the role of community organizations in local development. The focus of this community service is directed toward identifying factors influencing community participation in social service activities, analyzing the role of community organizations in organizing such activities, and assessing their impact on enhancing synergy and collaboration among residents. This approach is expected to address the gap between the community's social potential and the still-limited practice of participation.

Through this community service activity, the expected social changes include not only increased community involvement in social service activities but also the formation of new awareness regarding the importance of collective action, the emergence of local leadership, and the strengthening of social networks among residents. More broadly, this program is expected to contribute to sustainable social development by positioning the community as the main actor of change, in line with the paradigm of participatory and community self-reliance-oriented development (Suharto, 2017).

Conceptually, this community service activity through social service also represents a paradigm shift in development from an instructive approach toward a participatory and collaborative approach. The community is no longer positioned merely as an object or beneficiary, but as an active subject with the capacity to formulate needs, manage resources, and create social solutions independently. Within the framework of community-based

development theory, active community participation is a fundamental prerequisite for achieving sustainable social change. Therefore, this community service program in *Kelurahan* Bintan is directed not only toward producing short-term outputs in the form of social service activities, but also toward building a foundation of collective awareness, strengthening the role of community organizations, and fostering a sustainable culture of mutual cooperation as social capital in regional development.

## 2. METHOD

The implementation of the community organizing-based program was carried out in *Kelurahan* Bintan by involving community organization administrators, social cadres, and local residents as assisted subjects. The selection of the service location was based on considerations of social conditions indicating relatively high participation potential, yet still requiring strengthening in community organizing, local leadership, and synergy among stakeholders. In its implementation, the community was positioned as the main actor, actively involved from the planning stage through to the evaluation of activities.

The action planning process was conducted through a participatory, community-based approach involving community organizations and local leaders in identifying needs, formulating objectives, and determining the forms of activities. Initial discussions and coordination were conducted to agree on the roles of each party and to ensure program alignment with the real conditions and needs of the community. The active involvement of assisted subjects in community organizing was aimed at fostering a sense of shared ownership and strengthening the community's social capacity to manage development activities independently.

The implementation strategy integrated methods of socialization, education, and collective social action. Socialization was carried out through the delivery of materials on the importance of the role of community organizations in community empowerment and strengthening synergy between the community and local government. Subsequently, social service activities were realized in the form of mutual cooperation to clean the environment, roads, and public facilities, as well as greening activities through tree planting around the village hall. This approach was chosen because it effectively links knowledge enhancement with practical action that encourages changes in social attitudes and behaviors.

The stages of activities included the preparation stage, implementation stage, and evaluation-reflection stage. The preparation stage encompassed social mapping and joint activity planning with the community. The implementation stage involved socialization

activities and mutual cooperation-based social service actions. Meanwhile, the evaluation stage was conducted through joint discussions to assess the level of community participation, the effectiveness of activity implementation, and opportunities for program sustainability. The entire planning and implementation process is presented in the form of a flowchart or diagram illustrating the systematic interconnection among stages.

Through methods emphasizing participation and collaboration, this program is expected to strengthen the capacity of community organizations, increase citizen involvement in social activities, and build sustainable synergy in supporting local development in *Kelurahan* Bintan. In addition, this approach is expected to encourage the growth of local leadership and adaptive collective working mechanisms responsive to future community development needs.

### 3. RESULT

The implementation of the mentoring process in *Kelurahan* Bintan demonstrated fairly positive dynamics, particularly in encouraging the active involvement of the community and local organizations at every stage of the activities. The range of activities carried out including socialization of the roles of community organizations, participatory discussions, and mutual cooperation based social actions served as spaces for collective learning for the community. This process functioned not only as a means of knowledge transfer but also as a medium for strengthening social relations among residents and among organizations that had previously tended to operate sporadically and with limited coordination.

From the program implementation perspective, the social service activities carried out in the form of environmental clean-up, maintenance of public facilities, and greening around the village hall proved effective as technical actions to address environmental problems while simultaneously increasing collective community awareness. These activities encouraged changes in community behavior, particularly with regard to concern for environmental cleanliness and shared responsibility for public spaces. Increased community participation indicates a shift from passive attitudes toward active engagement in efforts to improve social and environmental conditions.

The results of the mentoring process were also reflected in the strengthening role of community organizations as social institutions that function not only as implementers of activities but also as drivers and facilitators of community participation. Community organizations began to play a role in coordinating activities, managing resources, and bridging communication between residents and the village government. This strengthening of function serves as an initial indicator of the formation of social institutions that are more adaptive and

responsive to community needs.

In addition, the mentoring process gave rise to local figures who demonstrated leadership capacity in organizing residents and initiating follow-up activities. The emergence of these local leaders is reflected in the ability of several cadres and community figures to mobilize community participation, assume strategic roles in decision-making, and maintain the continuity of activities after program implementation. This phenomenon indicates a transfer of leadership capacity that constitutes important social capital for community development.

At the level of social awareness, mentoring activities contributed to the growth of new understanding among community members regarding the importance of synergy, collaboration, and self-reliance in local development. The community began to view social service activities not merely as temporary actions, but as part of a long-term process to strengthen social resilience and collective quality of life. This awareness forms the foundation for more sustainable social transformation.

Overall, the results of the mentoring process indicate that a community-based participatory approach is capable of encouraging gradual social change, both at the individual and institutional levels. Behavioral changes, the strengthening of social institutions, the emergence of local leadership, and increased collective awareness serve as indicators that community service activities produce not only program outputs but also social outcomes with the potential to continue in supporting the sustainable development of *Kelurahan* Bintan.

In addition to qualitative changes, the mentoring process also demonstrated a tendency toward increased community participation that was more structured and sustainable. Community involvement at every stage of the activities from planning and implementation to evaluation reflects the strengthening of social capacity building, as evidenced by increased attendance frequency, involvement in decision-making, and the willingness of the community to independently initiate follow-up activities. This pattern indicates a shift in social relations from dependence on external parties toward the strengthening of internal community social capital, which is a crucial prerequisite for the sustainability of community-based development in *Kelurahan* Bintan.

#### **4. DISKUSI**

The community service activities in *Kelurahan* Bumi Ayu indicate that a social development approach based on environmental awareness is capable of encouraging gradual behavioral change and strengthening community capacity. This finding is consistent with Chambers' (1997) view that community-based development places residents as the main

subjects of change rather than merely objects of intervention. Active community involvement from the socialization stage through environmental action demonstrates that participatory mentoring processes can strengthen a sense of ownership of programs, thereby encouraging the sustainability of social initiatives at the local level.

Theoretically, the increase in environmental awareness observed among the Bumi Ayu community can be understood through the framework of social behavior change theory. According to Ajzen (1991), behavior change is influenced by attitudes, subjective norms, and perceived behavioral control. In the context of this community service activity, environmental education and hands-on practices such as waste management and greening helped shape positive attitudes, while collective activities such as mutual cooperation and group work reinforced new social norms that support environmentally friendly behavior. This demonstrates that social change does not occur instantaneously but through a continuous process of value internalization.

The strengthening of human resource capacity identified in this activity also reinforces community empowerment theory. Zimmerman (2000) argues that empowerment encompasses increased knowledge, skills, and the ability of communities to control decisions affecting their lives. The technical training and mentoring provided to Bumi Ayu residents created opportunities for the community to develop practical competencies as well as self-confidence in environmental management. Thus, community service activities not only resulted in increased knowledge but also fostered the growth of social independence.

Furthermore, the emergence of environmentally conscious community groups and local change agents reflects a process of institutionalizing social change. This phenomenon can be explained through the perspective of social capital proposed by Putnam (2000), where social networks, trust, and shared norms constitute an essential foundation for the success of collective action. Cooperation among residents, youth involvement, and the role of community leaders indicate that social capital in *Kelurahan* Bumi Ayu has been strengthened, which in turn accelerates the process of community-based social development.

Ultimately, this discussion affirms that the community service process in *Kelurahan* Bumi Ayu not only generated practical changes in environmental aspects but also contributed conceptually to the understanding of social change dynamics. The participatory approach applied demonstrates that sustainable social transformation can occur when supported by strengthened human resource capacity, community involvement, and the formation of new social norms and institutions rooted in collective community awareness.

## 5. CONCLUSION

From the initial planning stage, a participatory approach involving community organizations, social cadres, and residents directly created a dialogical space that enabled the community to articulate its own needs and aspirations. This aligns with Chambers' view that community-based development is more effective when communities are positioned as active subjects rather than merely objects of development intervention. This approach strengthened program legitimacy while also enhancing social ownership of the implemented activities.

From a theoretical perspective, the increase in community participation observed during the community service process can be understood through the framework of social capital theory. Putnam emphasizes that trust, social networks, and collective norms are essential prerequisites for the success of collective action within communities. In the context of *Kelurahan* Bintan, mutual cooperation activities, greening initiatives, and cross-generational collaborative work strengthened social relations among residents and built horizontal trust. The social capital formed serves as a foundation for more solid and sustainable collaboration, both among residents and between the community and local government.

Another significant finding is the emergence of social behavior change characterized by increased environmental awareness and voluntary community involvement in social activities. This change did not occur instantly but through a process of social learning that took place throughout the mentoring activities. Bandura explains that behavior change is influenced by interactions among knowledge, experience, and the social environment. Education combined with concrete actions such as waste management and greening encouraged the internalization of environmental care values, allowing new practices to be accepted as social norms in daily community life.

In addition, this community service process also revealed early indications of the formation of local leadership. Several cadres and community figures demonstrated increasingly active roles in coordinating activities, mobilizing residents, and facilitating communication with the village government. This phenomenon supports Zimmerman's community empowerment theory, which asserts that empowerment involves not only enhancing individual capacity but also strengthening the community's ability to organize itself and control development processes that affect its life. The presence of local leaders thus becomes a strategic element in ensuring program sustainability after the mentoring period.

Overall, this discussion confirms that community service activities in *Kelurahan* Bintan produced theoretical findings in the form of strengthened relationships among participation, social capital, and community-based social change. The mentoring process beginning with

community organizing, followed by collective action, and culminating in joint reflection demonstrates that social transformation can be achieved through inclusive and collaborative approaches. These findings enrich the community service literature by affirming that sustainable social change depends not solely on program interventions, but on the community's capacity to build collective awareness, local leadership, and social structures that support development self-reliance.

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