COMMUNITY EMPOWERMENT BASED ON LOCAL WISDOM
(Study of Globalization’s Idea in Community Empowerment)

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Abstract:
This article provides an overview important concepts of activities and conditions in the environment around us sociologically related qualitative content analysis. In fact, the community is flourishing, can not be separated from the influence of globalization. The use of technology and the jargon of modernity has haunted the community. Whereas the existing development is not always "fit in" with the presence of noble values of this society. This condition requires community empowerment format with a series of systematic and based on local wisdom as lofty ideals of this nation.

Keyword: Community Empowerment, Local Wisdom, Globalization

A. Preliminary
The development can not be inevitable. The development of science and technology, thought patterns

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and trends become a necessity of life. Issues that have entered the worldwide nature throughout the world, including Indonesia. Recognized or not, the people of Indonesia can not be separated from the influence of globalization. Globalization is seen as modernization as a response to the times. The pattern of community life "used to be" full of values and norms, gradually eroded along with the times all modern. Sticking to the traditional values are considered old-fashioned, not modern, miss, and so on.

Underdevelopment value is considered incompatible with modernity is an obstacle to the passage of globalization. The phenomenon of globalization can be seen from the way the community association, the development of science and technology, information, culture dish another entity different from the culture of the society. The community behavior such as this is considered as a positive value and adaptive to the times. On the other hand make its own problems for the preservation of customs - traditions of community life, which is considered as the culture of the people "indigenous" Indonesian. Society has been affected by another idea that somewhat change the mindset and the way berkehidupan. Western culture is raised and distributed to the entire country in the world for all to emulate. Finally, the current perspective spawn terms to map the world as the center and the periphery region, metropolitan area and satellite, because globalization has clearly led to a gap.2

One of the gaps associated with popular culture is a culture that is opposed to the use of the original culture. The original culture of the community as local knowledge is an integral part of the area where people live, has eroded in such a way in order to reach the idea of "pseudo" which he

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regarded as contemporary trends. For example, a culture of mutual respect between teachers and students, not to eat while standing, culture is not denied on the orders of parents and so on have been considered old-fashioned. The cultural change is then a question of (pros and cons) in the community.

Authors who do not understand any of this? and why did this happen? Were government "lost" in the constellation of bilateral and multilateral relations with the master globalization, or is the free market, free communities, and cultural globalization has penetrated into the country across the aisle. Presumably, this problem emerged along with the arrival of social change comes as a result of the industrialization process and the system of market economy and globalization of information.³

Statement on top as the author blames the development of community life and the sociological view that local knowledge is the best way. Actually not a question of right and wrong, but this is an anxiety writer after seeing phenomena in which this nation has been "colonized" by the West as the originator of globalization. In 1945 this country has gained its independence from the Netherlands, but in fact the mind set of society can not be separated from colonization efforts undertaken by Western countries in many ways, better education, economic, social, political, and even religious.

If in fact that this nation was colonized by the yoke of globalization, it is related to community development, then whether the public will be directed to empowerment-based globalization. Or whether to return to the issue of empowerment of local knowledge is better? This paper is an

3. The fact that the west dominates the world has been expressed by the historian Toynbee, with the effect that not only in the economic and political aspects, but also the culture and behavior. See Arnold J Toynbee, Civilization on Trial, in Somervell (ed), Western Civilization, (Nottingham: International University Society, 1999), p. 21-26.
attempt to look at the level of "severity" of society as a result of globalization and westernization. After the data on the phenomenon of Western civilization are packed in the groove of globalization is obtained, the authors wanted to see how the community empowerment is done based on people who "value-free" on globalization. The concept of globalization and westernization not shunned everything, but no attempt to filter and analyze where it is appropriate or not in accordance with the elements of local wisdom.

B. Discourse of Globalization

Change is *sunnatullah* (causality law). In cultures we also know the name changes in each line of cultured human life. Haviland (1999), stated that there are four fundamental change in culture that marks the change ordinary life to a civilized life. The first innovation is in agriculture, the diversification of work, three emerging characteristics of city life were marked by the concentration of power in the city, and the four emerging characteristics of civilization characterized by social stratification or the birth of social classes.  

Cultural changes through the various phases of the above would be to imply a shift in the dynamic of this life. In ancient times people use the ax as a *totem* tribal implies or symbolize their power. Now a tribe would be judged to have virility or power that counts if it has considered a powerful weapon to control his enemies. It turned out that a change of culture can not be separated from the other parties who saw it from the outside. In short, cultural change significantly strengthened from outsiders who are competent in this

field. This condition will eventually create new attitudes and norms in society, then it will eventually bring civilization thereafter.

In this life the evolution of behavior fragrant dyeing conditions of the times. Human life has gone through various phases ranging from traditional, modern to the postmodern. This fact significantly make serious progress in the composition of human life. Systemic change that characterizes the lives of this community is a symbol that society is dynamic or non-static. In that regard, a major question is how to maintain that these changes remain in the corridor as a manifestation of positive ideals ideal life. Then, whether the ideals and have a shared understanding between the ideology of globalization with local wisdom ?.

The term globalization is the power of social relationships around the world that has its own chain located in a place where local events are formed by events that appeared a few miles away. 6 Meanwhile, Robertson (1992), defines globalization as the pressures of the world and power over the whole world awareness 7 Thus the advent of globalization is a process of major state intervention against small countries in the region dominance. Great country had an impact on other countries with different schools of which is agreed to be applied to others.

The word "globalization" has grown rapidly and responded to all parties. In the Oxford Dictionary (1991), Globalization regarded as environmental slogan, where its presence is an acceptance and understanding of other cultures, such as what social-economic and environmental issues. Globalization became famous in the early 1980s in the

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entire universe. This proves that globalization has penetrated to the relationship between the state and understood as a global community. Yet according to the Oxford Dictionary, the term globalization has been around since the 1960s.8

No doubt, that the revolution in 1960 had an important effect in some parts of the world. Developments include the global economy, where the holder is deemed to have no control over worldwide. Globalization is also connected (equated) with various terms, one of which modernity. In the view of sociologist, modernity is understood as a transfer of "rural" to "urban community". 9 Despite the debate both the pros and cons, but globalization can indeed be interpreted like this. In fact, close to the modernization of society towards industrial development of life (post-industrial). Characteristic of this kind of community is very strong in the problems of third world countries.

Industrial society is characterized by Durkheim (1982) with the division of labor and various matters relating to its development. 10 Given this, bring up the complexity of the division of labor, so that this process raises an individual's personality. Specifically, the hallmark of industrial society characterized by urbanization, agricultural sector shift to industry, the function of the family position is replaced by

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9. Suggests this issue, Robertson agreed with the idea of Wallerstein, where the rural communities required the addition of understanding of their views on the development of the world, so that they are able to face the transition from a rural society to the urban community. He added that the outlook for measuring modernity Giddens, based on local conditions, an opinion that can be used. Modernity is not measured on a common scale, but on improving local living conditions. Furthermore, he stated that the analysis of globalization (Globalization analysis) is different from the analysis of the world system (world-system analysis). See Roland Robertson, (1992), *Globalization ...,* p. 9-15.
social institutions and the state apparatus, society is governed by the state (bureaucracy), and the division of labor.

Based on the above characteristics, means that the general culture of Indonesian society has arrived at this stage with a variety of characteristics. Globalization has been established exceeded various long process. The process of civilization which is often used as the basis for Western civilization is coincident (marked) with the business renaissance in XVIII century. Renaissance as a manifestation of resurgent Western countries surged by three well-known slogan, namely, Gold, and Glory Gospel. With this movement ultimately led the Western world in a favorable position on one side and restore the spirit of expansion to countries that are still small (development country) on the other side.

Chronology of globalization journey is realized by the expansion of the West deterring other countries. Growing arrogance and even brings passion to "dominate" other countries. Being associated with the growing presence of "colonial" Southwestern is ultimately meimbulkukan excesses for the development of modernization, in addition to civilization in a country that was the object of expansion, imperialism and colonialism. Embodiments it turns out also can be felt to this day. Did not our country are also affected by this expansion?

Western colonialism to globalization, modernization resulted in people "contaminated" and was forced to follow suit. The more so with his power in the economic field is projected to have the nation gripped by the magnitude of the three organizations. All three are the IMF (International Monetary Fund), WB (World Bank) and the WTO (World Trade Organization). It is recognized that these three agencies have

become invaders profile in the economy on a third country, although the sweet seduction begins with the name of aid. One thing you need to do is complete the country's debt dependents could then "set" state without the domination of the West. Hopefully this can be done by the organizers of this state bureaucracy.

C. Globalization Hegemony Community

Starting the discussion in seeing how the hegemony of globalization on society, which must be done is to assume that globalization is "world system" that has penetrated throughout the universe. Society can not escape from this influence, because the disease has infected the entire structure of the life of society and the state. This mindset which then will distinguish between public perception that 'pro' about globalization and the 'cons' to it.

The word "hegemony" comes from the English language, which means the highest authority.\(^{12}\) In relation in life processes colonial hegemony is a deliberate and well-planned against something. If you look at the meaning of the terminology contained in the above can be said that the existence of hegemony menyelisihi of human nature that loves freedom without restraints of any party. This means that such hegemony trying eliminated its existence on earth. The question is whether it is possible to be realized, while the understanding of globalization has penetrated throughout the veins of life ?.

The community is now live in an era of globalization\(^{13}\) marked by a wide range of behavior requiring

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13. Globalization according to Manfred Halpern involves the transformation of all the systems that people use to organize their communities - both political systems, social, economic, cultural, intellectual, religious and psychology. That is globalization include public interest is very complex. See Manfred Halpern Toward Further Modernization...
Attitude was accurate. Conversely, if there is no accuracy in attitude was this era, will give a serious impact on the survival and adaptation of life's journey. Globalization is defined as the development of communication technology, transformation and information indicates that the civilization which is characterized by the development of information-technology appeared there as a consequence of these developments.

At the times today, the West is seen as more advanced and is considered a "god" in science and technology than any other country in the wilderness of this world. The roots of Western progress was once often associated with the claims as orientalis derived from the Judeo-Christian tradition. Furthermore, this perception began to shift and change. Last rebuttal put forward by scientists United States, Abu Rabi' (a professor at Hartford Seminary). Without prejudice to the substance of the change this perception means the embryo of Western progress is still a debate among intellectuals. What matters is how we can use technology and mutually beneficial in dealing with the West.

In the context of globalization can be said West was the personification of a country that has a strategic space to master this era of globalization. Now there are almost no barriers to the flow of American world domination. Through media channels (press, radio, TV and other) with his American West has influenced the mindset of non-Western


14. Flows Globalization is marked by forms meteiriil makes the phenomenon of civilization. The material is constructed in such a way characterized by keajuan times is something that can not be denied. This reality will slowly ease someone in judging a civilization construction. See Akbar S.Ahmed and Hastings Donnan, *Islam, Globalization and Postmodernity*, (New York: Routledge, 1994), p 1.


countries and parts of the West itself. Mastery that there is a logical consequence in light of the law of causality.

In addition to the advanced tools above, in order to strengthen his position in control, specifically Bassam Tibi (1994), stating that the West uses scientific technology, so that other countries are subject under the auspices of the West. It would be naive if we truly defeated and subdued in front of the West, as seen from the history we know how the West adopted a massive repertoire of Islamic scholarship.

One thing that is considered very irony of all is that if causality is interpreted as unlimited power, even interpreted as something normal. Abuse of "consequences" excessive eventually be perceived as a form of "colonization" of globalization. The colonization to globalization would be fatal for the survival of the interaction between countries both bilateral (one state), all the more multilateral (relations with many countries).

Such conditions, if still it is grown will lead to abuse of the prestige of the West in order to fulfill his ambition, namely putting other countries under his control. Still remembered in our minds how the West with his American symbol, devastated the country of Iran, Japan, Haiti, China

17. Such conditions by Cak Nur interpreted as a symptom of the "Americanization" go hand in hand and rests on globalization. Globalization is used as a tool to strengthen its presence in world domination. See Nurcholish Madjid, cosmopolitanism and the formation of the society community, in M. Nasir Tamara and Elza Taher (ed), Religious and Inter-Civilization Dialogue, (Jakarta: Paramadina, 1996), p. 39-41.

18. Causality in analogical control of the West against the existing development because the West does have the power, which in turn can be used as a weapon to strengthen its position at the top of the global arena.

19. Overview specifically described by him is an implied meaning set forth to see and remind people that Islam is a defensive culture to science and technology. Furthermore, he hoped that Muslims do not lose in this field. See Bassam Tibbi, The Crissis of Modern Islam: a Pre Industrial Culture in Scientific Technological Age (trans), Yudian W Asmin, (Yogyakarta: Tiara Discourse, 1994), p. 8.

20. Observing that it is not we can see at once from the crusade, learning Europeans in Cordoba, Seville and other Muslim countries and then they set up colleges and translating the great works of our predecessors. Is not the West lost to Muslim?. Then if the Muslims will forever mind set like this ?.
and even Indonesia. What an event like this is not the embodiment of Western hegemony?.

In the perspective of globalization, sociologically has put the West as the holder of hegemony on all aspects of real life humans. Bias of hegemonic globalization then enters all dimensions of human life in this world. The fact that such fine tune the West (in this case the United States and its allies), is the only holder of the legality of politics and law to define the meaning of social action across the country in the world. Legality of Western (American) acting on behalf of the United Nations (UN) is often used as a forum to justify anything that became her country's political decisions.

So to be able to see how the process of Western hegemony is done we can see from the light of the issues of globalization of information, cultural universality, pluralism vigorous through the ideology of globalization and westernization. All are used as the main tool the West, in addition to using its authority as a reinforcement of the attack. Besides, the use of the ideas, such as liberal democracy (although in the West's own shift back and forth to apply it), there is tension between the church and Western governments. 21 Learning from the Western hegemony filled with manipulation it can be seen there has been a significant strain the West's own body, but why non-Western countries can not take a lesson from him ?. Is not Western countries are also not immune from flaws that can not be ditambalnya own.

If the non-Western societies can read the situation of Western conditions that do not also escape from the opposition, then why should be a role model is the West with the understanding of globalization and the like ?. This fact has not been able to give the consciousness of the people of

Indonesia in releasing the confines of Western hegemony globalization, including some countries in other continents.

To be in control of the world, expected in the West (America) can position itself as desperate countries in the world to provide an alternative solution in the "help" of other countries. How real conditions ?. As one example After Iraq against Kuwait movement is suspected as the gulf crisis volume II, visible US presence who uses his power to react to unilateral military maneuvers. While on the other hand claimed American actions as a manifestation of the United Nations for international security as well as the judge of the world.

On the pretext on behalf of international organizations, such as the UN, human rights, the IMF, aiming America countries in their capacity still can not be taken into account existence. While having something upon itself, as is the case in the WTC (World Trade Centre) and the Pentagon on 11 September 2001, American (West) did not heed the "advice" of other countries, even be arrogant in action that will be, is being and has been done to Afganistan, including in some Middle Eastern countries.

Observing these conditions, then the civilization clash predicted by Huntington apparently began to shift from scientific prediction predictive ideological inspire social behavior, economics, politics and culture are utilized by the West (America). 22 This fact raises the emotional inner less proportionately, so that when these conditions exist prolonged, then life will flourish in the arena hegemonic relations between the West and other countries.

Huntington's clash of civilizations as forecast between West and East, also has begun to shift and can not be

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22. Abdul Munir Mulkhan, Theology of Culture and Democracy Modernity, (Yogyakarta: Student Library, 1995), p. 120.
interpreted as a clash of civilizations in the sense of an actual civilization. The impact has entered an area of interest in a reductive materialism. Knowingly or not, to hide behind the civilization and globalization as if "conceit" West culturally legitimate. Conditions such as these lead to prolonged hegemony. State-non-Western countries stuck in the shadow of conflict between civilization itself.

Noteworthy now is how to create a civilization of competition and globalization in the true sense. But the next question is, possible it is realized well ?. The answer lies in each country who idealize it. This means that if there is a joint commitment of the various countries that in fact "colonized" with Western civilization, the civilization of the idealization of the competition will be matched latent craving for this.

One of the ideas that need to be "heralded" is the universal view, the existence of which is expected to eliminate the position of the West increasingly arrogant. The first solution using the usual terminology homogini same as interpreted as something against public opinion. The idea of globalization is measured through public opinion, and not unilateral. This means that in case of an unfair vote will be at the counter by public vote.

Once this condition is conditioned properly, will lead to an objectivity of the assessment that is not one-sided and expected significant in the global world. Ideas like this according to Huntington are more related to universal civilization.23 Civilization universal on the other hand will also

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23. In the grouping terminology universal civilization, Huntington put forward four thesis on universal civilization, first in basic concepts of morality are the same, the two communities that have been civilized, the three values and doctrine developed in the West, and the four forms of Western culture which later popular around the world as the universal civilization. Historically Huntington admits that the idea of universal civilization comes from the West to position civilization as a civilization that has more value and still maintain hegemony. On the other hand he agreed to wear terminology universal civilization because it will provide an objective assessment accompanied by moral standards. To know more exposure Full View, Samuel. P, Huntington, The
lead to positive and negative impacts. That is not always this concept will have a positive impact for the West (though as originators), especially for non-Western countries.

Practically see the existence of a universal civilization, globalization, then there should be a variety of research and "general agreement" to use these terms. That the use of universal globalization must be returned to the human needs proportionately and positive. For that homogini must be sorted and selected in different corridors. Most important is the use of the moral basis in the context of globalization homogini so that a balance can be achieved votes.

As something that is entrenched, globalization has a very strong influence in establishing a modern paradigm for society. For those who agree with globalization will bring attitude and thinking global. They agreed that something can be generalized in such a way, although sometimes difficult to be adopted by her. Sometimes they do not realize that the culture of this nation is not in accordance with the idea of globalization. But because of the demands and needs for development, finally received the halfhearted.

For example in the practice of life is the concept of ISO 10000, ISO 26000, 17025, certifications in any particular field and so on is an idea that globalization sometimes do not correspond with the mindset of this nation. However, again the community followed and resigned to this situation, without any significant resistance. The irony again, precisely this is done by making additional provisions to reinforce this understanding. Indeed, the idea is good, but if the community is aware of the background that underlies the emergence of this case, where they (the West) have prepared the material

"occupation" is packaged in certification and other forms of hegemony.

This example illustrates how in this life, confines of globalization and modernization as well as Western civilization has gotten into this nation. We were born as a nation weakened by the dominance of Western hegemony and other developed countries. This nation has not been able to align itself with other nations, so it is always "oppressed" by the willingness they were packed in globalization. If anything it should have a positive value, but if it is contrary to environmental conditions, would be kept up-imposed and even always idolized?

Not to mention if it is linked to the readiness of our society in the receiving process or the idea of globalization. The public will be hobbled follow this case that ended up actually lead to problems of social stratification (differences in social structure) which effeknya on aspects of social jealousy. Society will only fragmented and lacking respect and understand each other. Nuance togetherness, mutual assistance and the values of other local wisdom will gradually be eroded in the life of this community. 24

Meanwhile, for people who are 'cons' with the idea of globalization would be marginal communities and tends to stagnate, where only road in place. They will be considered as the 'katrok' and 'rustic'. This phenomenon will be found in rural areas near the mountains and far from the urban atmosphere. But now it is difficult to find people who still traditionalist culture by the dominant local wisdom. Many among rural communities (urban communities) became the

24. As proof of the erosion of social values is the existence of a system of neighborhood that is different between those who live in a residential neighborhood with those who live in the village, in the area adjacent. Residential community culture tends to individualized and based on the idea of privatization than the villagers were open.
This is a phenomenon that occurs communities, where those who are still holding the customs and other knowledge and wedged into a corner with the reverberations of globalization. In his heart there is a wedge, but not the power to stem the swift currents of globalization stronger. 26 This condition must be understood as a reality, where social control has not been able to stem or refine new ideas. Effeknya they are stuck at a value that is not clear source. Does civilization to be built this nation is a legacy of global civilization that we do not know its history?

Civilization comes from the Latin *civis*, which means people who lived in the town, and *civitas* meaning communities where people live. Thus, the term *civilization* (civilization) contains the notion of "citification" or "the coming-to-be-of-cities". 27 Based on the definition of civilization is analogous to the condition of the city as a premise mayornya make the standards of civilization is measured from the prevailing culture within the urban community. Does the context of such a civilization which we use as a destination in the dynamics of the forward, or there are other standardization related to the patron of civilization.

In addition to the above standard of civilization, the civilization also mean or connote the condition of society that has advanced with such force. This means that the powers

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25. The phenomenon of domestic workers (domestic helpers) who have lived in the city when the return home is always changing looks, attitude, way of looking at life and patterns of thought. They are influenced by the culture of the city as the excesses of globalization. Hospitality, *andap ashor, relented* and other values not shown anymore, even eroded away due to his association with the 'city'.
26. Another description is a widespread phenomenon bear the inscription "WEST " which are sold alongside a road. The consuming public sticker, affixed to various parts of the house, motorcycles, cars and other tempt without knowing what it means. They believe that such a great sticker with attractive design. And this is the West's address communication patterns that are trying to infiltrate into the public mindset.
that be are not only manifested in the form of high culture, but also science and technology, accompanied by an ethical component in the running. The definition of civilization such as this indirectly will be signed complexity of civilization embracing all areas of life, from politics, culture, economy, art and more. In contrast to this, Robertson (1992), it makes modifications and connecting civilization with the development of globalization, in the realm of its weaknesses and strengths.

It was realized that civilization is very diverse and has its own characteristic between one region to other. That is because human creativity is very supportive for the creation of a civilization. Meaning a "race" between individuals, groups, tribes, nations and countries in terms of their creativity are ultimately up to the culture of the works and peradaban as cultural accumulation.

This becomes very important in order to eliminate the condition of miss understanding within the community. Civilization was understood in the urban condition according to the author they can be criticized in such a way. There are things that in urban communities is difficult to serve as a target civilization essentials. As a step to realize this is how we strive to be able to contribute to civilization, so that cultural evolution is happening significance can really feel for the progress of civilization itself.

28. To find out more'll coverage should be owned by a civilization, so its presence can be used as a civilization which has its own value compared with other civilizations. View Mustafa al-Siba'i, Islamic civilization, Past, Present and Tomorrow (Jakarta: Gema Insani Press, T.th), p 37.
29. Robertson, Globalization, p. 115.
30. The author is of the view that civilization should be built upon a good deal, so things concerning people’s behavior can be reflected on the culture of all-an earlier good. Now we see that not all cities have exaggerated praise the behavior of people as a target of the accumulation of the dominant culture. Materially likely analogy to the city as the standard of civilization can be justified, but non-substantive questions have been raised.
Regarding the scope of civilization can be said that the civilization covers a large number of people or a community, even a state or nation. With this limitation civilization is very broad and requires linkages with the quantity of people who lived or live in a certain area. This territorial differences will ultimately provide the hallmark of civilization which is owned by a particular group of people with diverse cultural results. It is the antithesis to globalization is echoed, often not the same as the culture of our society.

In an effort to build a civilization vs. globalization, one thing you need to put forward is how to make a good living standards in society, leaving no culture of origin. Something 'new' as a global idea filtered in such a way. It is important to do in order to bridge imaging and creation of civil society. Civilization of this nation must be arranged based on the original value, so they can differentiate with other nations. Of course, in a positive mainstream. Hope can be implemented.

D. History of Community Empowerment

Discourse community development and empowerment was first launched by the Harry S. Truman when delivering his inaugural address as president of the United States on January 20, 1949. In his speech, he introduced the term- under-development for the former colonial countries or the third world.\(^{31}\) From this speech then many third world countries are aggressively doing development in various fields to align itself with the modern world. Many attempts were made to match the growing global standard among major countries.

\(^{31}\) Anik 31 Farida, “Developmentalism, the Women in Development (WID) and Gender and Development (GAD)”, within, Group Female UI Study On line, (Jakarta: UI, 2000), p. 2.
Alternative model of development is done by emphasizing the community-driven development (community based development). The emergence of this development model as an alternative option which is based on the motivation to develop and encourage people to be more empowered structure and oppose oppression through the regulatory structure which is based on the principle of justice. This is then used as the basis of empowerment to the community. Society is positioned as the object of realizing development potential.

In addition to the above reasons, there are other reasons, namely: first, the state is part of the problem of development so that an alternative should be put out and even had to fight against the state, second, people can do no wrong and the public is an independent association. Third, community actions had capable and sufficient to merealisaikan alternative development without state interference. Views Friedman is an alternative development efforts are now equated with community empowerment. This proposition negates production and profits, but a source in the development community.

Empowerment approach emphasizes the fact that the people experienced a different emphasis according to race, social class, colonial history and its position in each period of government. Thus, community empowerment against the structure and emphasis on the situation of different levels (caste). This fact signaled that empowerment is an attempt perception and position of society, so that they are able to contribute equally among the other members of society.

The term community empowerment emerged in the country since there is the term "poverty" through programs

that directly use the presidential intervention, such as the Presidential Instruction No. 5/1993, known as IDT (Presidential Instruction for Underdeveloped Villages). Poverty alleviation efforts done by launching several programs, among others: the promotion opportunities (promoting opportunity), facilitating empowerment (facilitating empowerment), and enhanced security (encabanging security). Empowerment in Indonesia is very thick in order to meet the needs of the individual and the group.

Empowerment articulated in service delivery economics (food security), social welfare (education and health), freedom from oppression, guaranteeing security, guarantee of human rights by freeing themselves from fear. This is a standard of empowerment, but the focus remains empowerment refunded on the condition of society as stakeholders. Thus the history of censure that community empowerment-ketimbpangan thick with inequality in society. Empowerment is one of the means used to parse the existing imbalances.

By empowering in many ways expected to provide value changes of traditionalist be modernist, from poverty to prosperity and so on. Empowerment is an expectation suggests blindness to the value of globalization. With empowerment, the community expected to see the world as a development entity, which the demanding alignment. Empowered society and able to carry out a decent life as enshrined in the ideals of this country. "Creating a fair and prosperous society" is the mandate of the constitution is expected in 1945. Through the empowerment of its manifestations is able to be felt by all components of the nation.

E. Empowerment Build-Based Local Wisdom

The development of globalization brings positive and negative impacts. As an example of negative impact is, Western civilization is characterized by materialism has penetrated into people's lives around the world, including Indonesia. In the context of the positive impact of, among others, the concept of democracy in the community empowerment is a Western concept that later adopted by other countries and does not cause problems.34 Understanding this will give the impression of give and take between the West and other countries. The course of these conditions are sustained and sustainable world peace can create conditions that became a common goal. Despite the fact that not all Western concepts adopted by other countries. An example is the Western liberal democracies are not used by our country and other countries in the world.

From the field experiences like this that need to be worked on is the people, the culture born equipped with different characteristics than countries that dominate globalization. This is necessary as the elimination effort slogan and insults that are truth claims. With this then escape from the hegemony of globalization is a work soon to be solved first. That is a concrete effort from every layer of society was very helpful in elimination of its impact on society of the concept of globalization.

Development is done should be based on meeting the needs of society, not a "surrogate" country western. Society is understood as entities that have needs and are expected to develop according to their original culture. With development

34. Conditions that do adopted concept although not necessarily the same as the original concept is an interesting phenomenon and that could need to be maintained. In the context of the adoption of democracy as a political element predicted by Robert A. Dahl that its existence would not be the same as the original. But at least so will be reflected how positi relations between countries. See. Robert. A. Dahl, Democracy and it's Critics, (London: Yale University Press, 1989), p. 213
in harmony with the original condition, not least out come-it also can be felt directly and not contrary to the basic state, including religion as a guide of life. Synergy between the authorities and the social capital of community participation in community development.\textsuperscript{35}

Development is carried out can not be separated from several elements, among others: \textit{first}, community development is an evolutionary process, \textit{both}, of community development is the process of creating a harmonious relationship between the needs of people with potential, resources and opportunities, \textit{third}, community development is a process of capacity building to respond to a growing problem, and \textit{the fourth}, development is a process that is multidimensional.\textsuperscript{36}

Observing these four elements illustrate that community development or community development is an attempt granting authority and capacity. It was later revealed by Korten (1984), that the granting authority could not distributive, but generative.\textsuperscript{37} In this respect it is known that in the process of empowerment to the people, he was not used as an object, but as a partner who embraced to empower themselves and their ways of thinking.

If empowerment is returned to himself, then empowerment should be based on the needs of himself, his environment and mindset. It borrows the language Kisia (2010) referred to as the local wisdom. This is interpreted as a source of knowledge that is dynamic, evolving, and forwarded by certain populations that are integrated with their understanding of the natural and cultural surroundings. This is


the basis for decision making at the local level in various fields including local culture.\textsuperscript{38}

In line with this definition, Gobyah (2003), defines local wisdom as truth that has been a tradition, or steady in an area, a blend of the values of the sacred word of God and the values that exist.\textsuperscript{39} Local knowledge is an advantage of local culture and is a product of the cultural past that continually should hold onto life. This statement is reinforced by the proposition, Puguh (2010) which states that local knowledge is a way of life and science as well as various life strategies that intangible activities undertaken by local communities in addressing the various problems in the fulfillment of their needs.\textsuperscript{40}

Of the two operational definition of local knowledge, it can be said that local knowledge is a barometer that can be used to see the level of influenced community towards local values. People still trust and believe that he will survive and in accordance with the remains of the past with the quality of the value contained therein. As the value of a positive and necessary development, local knowledge can then be used as guidelines for the development of social life.

Concern to community development based on local wisdom, we can say it is important to implement, given the public have long wrestled with him. The new social practices (as a matter of empowerment), which is a repetition of earlier or if the packaging is different, but the substance is the same then there would be the strengthening of the structure.\textsuperscript{41}

\begin{footnotes}
\item[41] Opinion is consistent with that issued by Gidden in structuring theory, View B. Herry Priyono, \textit{Anthony Giddens: An Introduction}, (Jakarta: PT. Gramedia, 2002), p. 20.
\end{footnotes}
Based on this proposition, the local knowledge has its own value in strengthening the mindset and community power against him. Empowerment is still very important to be done in creating a strong community situation and aware of the potential for him to progress and civilization as well as to compete with the outside world.

In terms of realizing empowerment of communities based on local wisdom, then there are some things that need to be done, namely: first, respect and uphold human rights, secondly, the global commitment to the social development of indigenous peoples, third, environmental preservation to avoid urgency indigenous and exploitation of natural resources is excessive, fourth, negating the marginalization of indigenous peoples in national development, and the fifth, reinforcing the values of the local community by integrating knowledge in the design of development policies and programs. Fifth important thing is a reference needs to be made as signposts in the community empowerment is based on local wisdom. one more thing that is probably most important is to add this discourse with the paradigm of making the community as actors (community based). All the activities carried out by considering the opinions and the condition of society as originators.

People who understand the surrounding environment and knowledge in it is the community itself. Knowing the needs of his local knowledge to then use it as a medium of empowerment. There are times when someone who knows about the local culture is not considered important, as evidenced by bringing in outside consultants. Though they are not more knowledgeable wider than the indigenous people of

the area were present. It is irony, thus empowering local knowledge-based society is an attempt to get closer to the community empowerment to local conditions.43

In the idea of community development, globalization along with the idea that development should be adjusted to the society by making indications and sharp structure in providing 'meaning' against him. This is important, because it is the intellectual interpretation umbrella 'cultural studies'. This does not mean to say that the economy, politics is not important, but the important thing is how to make a good analysis of the relation between culture and the economy, political structure of the global society. Culture that has existed in society as part of the wisdom preserved and enhanced development to it.

F. Social Change and Community Empowerment Objectives

Community empowerment goals associated with the social life of the community itself. Change of mindset, attitudes, behavior and social conditions of the community is the goal of empowerment itself. In addition, community empowerment is also directed to enhance the dignity of the public walks of life, to escape from poverty, and is aware of its potential. When viewed from this empowerment objectives, undoubtedly closely connected with social change.

Social change itself is defined as the process of a shift or change in the structure or order in society, including the innovative mindset, attitudes and social life for a more dignified life. Social change is not a single, then sociologists

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43. This illustration is a growing phenomenon in society. The public is less aware of it. They appreciate and respect the external enabler who do not know the condition of the area. The system is awakened by globalization has become a "disease" in community empowerment. Further see Jim Ife and Frank Tesoreiro, Community Development: Community Development Alternatives in the Age of Globalization, (Yogyakarta: Student Library, 2006), p. 516.
much going perdapat differences which then are complementary. At least, to be noted, there are some indicators of changes in people's lives, such as: structure and function (Kingsley Davis), social relationships (Maclver), geography, culture, population, or new discoveries (Jl. Gillin), modification of human life (Samuel Koenig).

Social change itself historically departing from the industrial revolution in England (1760-1830) and France (1789-1794). The second depicts the revolution massive changes in the order, tradition and community structures. Social change is the inevitability of our society either intentional or accidental. But both are a fact which illustrates the dynamic values for the order of a society. Along with the times, then change is definitely there, especially with the development of globalization is accompanied by the development of science and teknologi result in social change is dominant.

Community empowerment as a social engineer activity is closely associated with social change. Empowerment is believed to be a deliberate process to change the society in various dimensions of life. Still, that social change will not be as equally between communities with other communities. Community empowerment is done with the least communicative action in shaping the social order.

The role and empowerment of communities in creating social change very dominant. Community development for the better in many ways is an attempt to increase the various factors of community life. The empowerment process that is followed directly by the public will have implications for the achievement of increased awareness in various aspects, which is then used as a reference in the expected development. Thus, empowerment is an appropriate strategy to perform and create social change are
relatively compatible, given that there are changes that will be made by the people as subjects as main actor.

Designing development programs with a strong social change must be harmonized with the preparation of a program that uses an ideal rule. Mechanism people development center is one of the ways that are still considered relevant for creating social change that is really expected. The question now is how to create sustainable social change by empowering, is there any constraints and efforts toward solutions. This paper would like to emphasize that the community empowerment is one pillar towards the desired social change. Any obstacles in the empowerment can be resolved, given the empowerment of individual actors have lost interest alike.

G. Conclusions and Closing

After the author describes many things about globalization, it seems there are some things that can be underlined as a pressure point to be developed as a further discourse. The discourse about globalization is considered to be interesting not for its function when projecting the future of mankind, but because society needs appreciation of his ability in the work, cultured and civilized. In other words, the talk about globalization is always used as a beneficial activity in giving a discourse forward for human life.

Conflict between different idea (globalization and local knowledge) would be more frequent than conflicts between groups that have similarities civilization. From here to note is the method for eliminating the need to be formatted in order to avoid a clash between them, in addition to creating a feeling of peace in a life among civilized same group. Methods in community empowerment should minimally be able to build the same perception of one another. The
perception of the equation is expected to contribute to the survival of empowerment in healthy competition and competitive. So, in the hold of the relationship between globalization and empowerment paradigm changes required of the community empowerment.

Local knowledge as a barrier material empowerment strengthened in such a way, so that people know who am I. Along with the knowledge of the community against itself will provide its own value in the form of motivation and reinforcement of cultural values in the neighborhood. Thus the community development activities is an activity that has always anticipated the community, society and empowered development run without external intervention "incompatible" with the culture of native communities.

Social changes in society are also part of the unity of desire among the people, whose existence as a consensus. The principals of consensus empowerment in social change are considered as a destination. From this purpose then empowerment is directed to the creation of social life is better in a variety of perspectives and sectors. Local knowledge will be an inspiration for people to customize the desire for change and empowerment, so that the synergy between both of them into a far more powerful.

Thus this brief article as an afterthought to photograph activities and conditions in the environment around us sociologically. In fact, the community is flourishing, the empowerment of communities are increasingly required to systematic series. The more the description given in this article, the more mistakes that will hold the author. Finally, the author based on awareness on existing faults, criticisms and suggestions for perfection awaited further reflections.
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