

Creating social profiling to determine community needs and abilities in real work studies

Mhd Sarif Muda Nasution ^{a,1,*}, Lalu Indra Wadi Kuswara ^{b,2}, Budiman Dasrizal ^{c,3}

^a UIN Syahada, Jl.T. Rizal Nurdin Km. 4,5 Sihitang, Padangsidempuan, 22733, Indonesia

^b UIN Mataram, Jl Gajah Mada No.100 Jempong baru, Mataram, 83117, Indonesia

^c UIN Imam Bonjol, Jl Sungai Bangek, Kota Padang, 25174, Indonesia

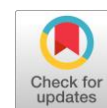
¹ syarifnasution350@gmail.com; ² indrawk678@gmail.com; ³ budimandasrizal@gmail.com

* Corresponding Author

Received 13 August 2024; accepted 8 November 2024; published 30 December 2024

ABSTRACT

Real work study in general in carrying out empowerment in the community students bring their respective work programs that will be implemented in the community. most of the student work programs do not see the needs and abilities of the community. so that from the work programs made there is no concept of community sustainability. This research uses Qualitative Methods with Descriptive Analysis. This activity was carried out in RW 02 Ciputri Hamlet, Cisantana Village, Cigugur District, Kuningan Regency, West Java. Data obtained related to research through observation and interviews with community leaders and residents who are included in the scope of RW 02 Ciputri Hamlet. such as RT 01 to RT 06. Analysis of the effectiveness of making Social Profiling was carried out after the Real Work study was carried out for 40 days. The results of making Social Profiling can be summarized for each RT according to the needs and abilities of its citizens. From the application of Social Profiling can provide the accuracy of the Real Work study work program through data obtained from the aspirations of residents. so that through the work program can be sustainable as an effort in social development.



KEYWORDS

Social profiling
Real work study
Ability
Needs



This is an open-access article under the [CC-BY-SA](#) license

1. Introduction

Real work study is an activity to carry out community service and empowerment in the community by implementing the knowledge honed and learned during lectures. Real work study is one of the study credit units included in the higher education curriculum. Generally, students have prepared work programs from each group later to be implemented in the community. However, is it in accordance with the needs of the community? Before carrying out the process of formulating, implementing and evaluating empowerment policies and programs, social mapping or social profiling must first be carried out.

Social Profiling is a very important activity that needs to be carried out to understand the social situation of a local community [1]–[3], because each community has different social conditions that can lead to different problems and needs [4]. In addition, social mapping can identify the community's basic needs, potential resources, and social capital. It is also used to get to know program stakeholders in the context of their presence and activities, to identify issues that the community feels regarding welfare improvement, and to analyze conflicts that may exist within the community.

Cisantana village has different social conditions from various aspects but it does not become a barrier to stay in harmony both from the aspects of belief and social. cisantana village consists of 6 hamlets including, Cisantana Hamlet, Ciputri Hamlet, Dano Hamlet, Malaraman Hamlet, Palutungan Hamlet, and Sukamanah Hamlet. The focus of this research is in Ciputri Hamlet RW 02, RT 01 to 03. Number of Family heads show in [Fig. 1](#).

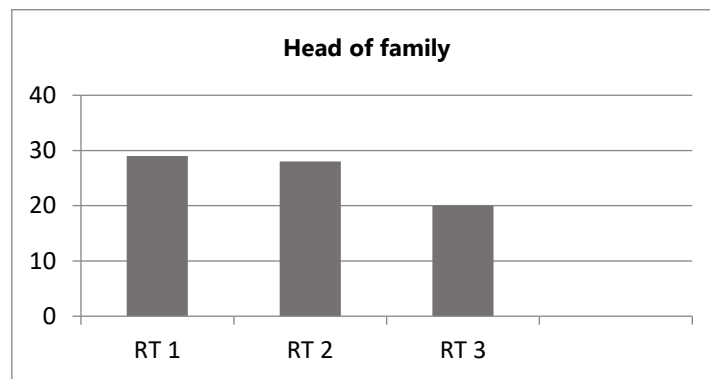


Fig. 1. Number of Family heads

From the data obtained, of course, the abilities and needs of the community are different. making Social Profiling or social mapping is closely related to geography and social science. One of the forms or end results of social mapping or social profiling is usually a regional map formatted to produce a picture of the concentration of community or social problem features (such as the number of poor people, slum houses, abandoned children, etc.) marked with certain colors depending on the level of concentration. When conducting social mapping or social profiling, it is important to remember that there are no rules or even one method that can be considered systematically better. The main principle for social work practitioners in conducting social mapping is to collect as much information as possible on a particular area so that it can be used as input to make the best decisions in the assistance process.

Community service is closely tied to empowerment and service [5]. Empowerment means increasing the independence and welfare of the community through improving knowledge, attitudes, skills, behavior, abilities, and awareness, and by utilizing resources through the establishment of appropriate policies, programs, activities, and support for the development of the people they serve. This is an attempt to develop them. Understand the core problems and priority needs of village communities.

Service is a concept that involves applying the knowledge, skills, and resources of an educational or academic institution to directly solve problems faced by the community [6]. Over time, the role of community service is increasingly recognized as an integral part of the mission of higher education to improve the welfare of society. The main theme or implementation of the program is real work college participation and will focus on four main pillars: community economic empowerment, health programs, education and ecopreneurship. These key themes are developed based on the characteristics of each region's work area [7].

in making social profiling, we will divide the time from the real work study. 10 days for house-to-house interviews by dividing large groups into small groups that are responsible for handling each RT assignment. after that, conduct a community gathering to voice their aspirations and then summarize them by looking at the capabilities and priority needs of the community. from the data obtained, Social Profiling can then be made using the Geographic Information System (GIS) Platform so that it can group the needs of each RT. Planning is then carried out when the problem points of each RT have been finalized which will later be made as a real work lecture program. The purpose of making Social Profiling in Real Work Lectures is to be able to clearly analyze the priority needs of the community and the ability of the community to realize work programs from community aspirations through ideas and innovations from students.

2. Method

2.1. Target audience

The target of making this social profiling is the residents of RT 01 to RT 03 Ciputri Hamlet, Cisantana Village, brass. RT 01 to RT 03 has about 77 family heads.

2.2. Method

The method used in this research is first, interview method: as a way to collect data from each resident as a reference material for making social profiling. This method is done by visiting residents' homes one by one and organizing each RT. Second, Participatory approach method: by conducting community

gatherings and giving residents to express their aspirations regarding their respective social problems. Residents then provide the main problem of the problem which will then be summarized. Third, the mentoring method: Where from the aspirations of social problems which are then summarized and finalized, made into a Real Work Lecture work program. Students play an active role in realizing the Work Program as facilitators in the community.

3. Results and Discussion

3.1. Data Collection

Data collection begins by conducting door-to-door interviews with several questionnaires that have been compiled in google form. Questionnaires were created and used to obtain data from respondents. Surveys are the best technique for obtaining data from a large number of geographically dispersed respondents [8], [9]. This data collection will later become an early stage reference which is then synchronized later at the community gathering. The researcher used google forms, documentation, and recording devices as data collection instruments during the interview. Research instruments are written guidelines using interviews, observations, or questionnaires designed to obtain information. Depending on the method used, these instruments are called observation guides, interview guides, questionnaires, document guides, and others [10]. At this stage, the data collected is generally in the form of identity. In particular, questions about infrastructure that needs to be improved, constraints experienced in the social field, problems related to the RT and future expectations in improving the RT. Community interviews show in Fig. 2.



Fig. 2. Community interviews

Through interviews that have been conducted, researchers can make a summary of the data obtained such as expensive fertilizer prices, assistance is not on target, inactive youth and others. from the problems that have been described, researchers have an idea to make animal manure as organic fertilizer as renewable energy and as a solution to the problem of expensive fertilizers. Researchers also get a lot of data from public opinion. Subjective data from sources, such as opinions, attitudes, and behaviors regarding the phenomenon being studied are collected through interview techniques [11]–[13].

Interviews are inseparable from our daily lives because everything we do to get information from something is done by interviewing. even talking is also an interview. Interviewing is the process of communicating or "chatting" with someone [14].

3.2. Community Gatherings

Citizen participation in community gatherings, which are consultation forums held with to resolve issues related to community development in order to progress development. The Community Development Plan is a forum for incorporating the wishes of residents into the creation and development of the community Development Plan, due to residents' engagement and experience with development policies, as agents of development, participation is the main focus in the villagers' association activities [15].

Researchers in carrying out community gatherings were held at MDTA Miftahul ulum Cisantana Ciputri Hamlet. which was attended by residents of RT 1 to 3 Ciputri Hamlet who provided a forum for

residents regarding the problems in the hamlet. Where the community gathering was opened directly by the head of Cisantana Village, Mr. Ano Suratno. Community gatherings show in Fig. 3.



Fig. 3. Community gatherings

The aspirations of the residents will then be analyzed and synchronized with the data obtained from interviews conducted from house to house as an effort in development. Residents' aspirations obtained from the community association include inactive youth, how to make animal manure dry quickly to be used as fertilizer, and the inactivity of the women farmer group. Village development actually does not only refer to the physical development of the village, paving roads, building markets and dams, renovating schools and health centers, and others. Physically building the village is important, but socially the village community is accustomed to a simple life that has been passed down from generation to generation [16].

3.3. Social Profiling

Making social profiling aims to make an analysis of the data obtained by presenting the data so that it can draw conclusions for real college work programs that will be implemented according to the needs and abilities of residents. Every resident must have different needs and abilities. Such as, physical, economic and social abilities and needs, for example, fertilizer for crops but the cost of fertilizer is expensive, agricultural seeds for the women of the Women Farmers Group as a source of income. The scope that is empowered as a real work study program consists of 3 RTs. To provide convenience, social mapping and social profiling are made for each RT to classify the needs and abilities of each RT.

Fig. 4 is a mapping made using the Geographic information system platform. The purpose of this mapping is to find and obtain in-depth information and data about the state of community development [17], [18]. researchers use Google earth as a means of making it. and in the mapping there is data about the residents of each RT which is a form of social profiling



Fig. 4. Social Mapping & Social Profiling. Created with : Google Earth

3.4. Assistance And Implementation Of Work Programs

This stage is the stage of mentoring and implementing work programs, where researchers chose one of the problems that did not require a long time to implement. Because, the real work college time is only forty days which is divided for completion of each stage. Researchers are interested in reactivating Women

Farmers Group. We know that agriculture is the source of staple foods needed by We know that agriculture is the source of staples needed by the Indonesian people such as rice. can contribute to the country to not importing staples from other countries and can provide independence to women. independence to women. One of the main benefits of working independently is the ability to utilize time by doing permitted activities. This activity is clearly better than than sitting idly by, idling or joking around, which can weaken your mental sensitivity [19]. Reactive the farmer women's group Fig. 5.



Fig. 5. Reactive the farmer women's group

Farmer groups are usually led by a group leader who is elected based on deliberation and consensus among farmer group members, and each member has clear duties, authorities, and responsibilities and can be understood by each leader [20]. researchers in an effort to reactivate the farmer women's group first repair and provide ideas about the structure of the farmer women's group and make group rules. It is hoped that it can maintain the sustainability and role of the farmer women's group in the future and provide counseling on how to solve problems regarding agriculture. Empowerment through extension has a significant impact on farmer behavior. One of them is the ability to manage and solve various types of problems in agriculture. In the past, actions were based on experience, but now they are based on learning outcomes obtained through extension activities that utilize a variety of new knowledge and skills.

4. Conclusion

From these stages, the real work study in implementing the work program can be structured and can provide sustainability. providing views and ideas for progress and directed towards community problems and the needs of the empowered community. empowerment carried out in real work study is not only looking at facilities but how to build and improve the social structure of the community environment. From social profiling we can analyze. like, whether we can make a work program about counseling about fisheries but from the data obtained most of the people work as cattle breeders. later there will be no sustainability, so that's where the role of social profiling as a tool for us to analyze and formulate something in empowerment that will be carried out in real work lectures. With the map created, it can also facilitate empowerment and provide effectiveness if the scope of the real work study is wide and we as immigrants know the geographical location to be empowered.

Acknowledgment

This research was fully supported by the Islamic Community Development Study Program; UIN Syahada Padangsidimpuan.

Declarations

Author contribution. All authors contributed equally to the main contributor to this paper. All authors read and approved the final paper.

Funding statement. None of the authors have received any funding or grants from any institution or funding body for the research.

Conflict of interest. The authors declare no conflict of interest.

Additional information. No additional information is available for this paper.

References

- [1] M. E. Mebane and M. Benedetti, "Community profiling focus group: An empowering tool for immigrant community groups," *J. Prev. Interv. Community*, vol. 50, no. 3, pp. 240–256, Jul. 2022, doi: [10.1080/10852352.2021.1918828](https://doi.org/10.1080/10852352.2021.1918828).
- [2] I. Gamayanto, H. T. Maulana, T. H. Sirait, and L. N. Prasetyo, "The Concepts of Gamification Profiling to Generate Smart City Maturity Level Mapping & Social Profiling (Smart Society)," *IJISTECH (International J. Inf. Syst. Technol.)*, vol. 7, no. 2, pp. 60–98, Aug. 2023. [Online]. Available at: <https://ijistech.org/ijistech/index.php/ijistech/article/view/304>.
- [3] Ž. Bjelajac, "The Concept Of Criminal Profiling In Contemporary Crime Suppression Policies," *Kult. Polisa*, vol. 21, no. 2, pp. 44–75, 2024. [Online]. Available at: <https://www.ceeol.com/search/article-detail?id=1280636>.
- [4] H. Nel, "A Comparison between the Asset-oriented and Needs-based Community Development Approaches in Terms of Systems Changes," *Practice*, vol. 30, no. 1, pp. 33–52, Jan. 2018, doi: [10.1080/09503153.2017.1360474](https://doi.org/10.1080/09503153.2017.1360474).
- [5] Malta, "The Concept of Strategy in Community Empowerment: A Literature Review," *Influ. Int. J. Sci. Rev.*, vol. 5, no. 3, pp. 24–34, Aug. 2023, doi: [10.54783/influencejournal.v5i3.179](https://doi.org/10.54783/influencejournal.v5i3.179).
- [6] P. S. Aithal and A. K. Maiya, "Development of a New Conceptual Model for Improvement of the Quality Services of Higher Education Institutions in Academic, Administrative, and Research Areas," *SSRN Electron. J.*, vol. 8, no. 4, pp. 260–308, Dec. 2024, doi: [10.2139/ssrn.4770790](https://doi.org/10.2139/ssrn.4770790).
- [7] I. Amiruddin, H. Hasniati, and M. Yunus, "Contextual Evaluation of Community Empowerment Program of PT. Ceria Nugraha Indotama in Wolo District, Kolaka Regency," *Kolaborasi J. Adm. Publik*, vol. 6, no. 3, pp. 351–364, Dec. 2020, doi: [10.26618/kjap.v6i3.4299](https://doi.org/10.26618/kjap.v6i3.4299).
- [8] A. Pani and P. K. Sahu, "Planning, designing and conducting establishment-based freight surveys: A synthesis of the literature, case-study examples and recommendations for best practices in future surveys," *Transp. Policy*, vol. 78, pp. 58–75, Jun. 2019, doi: [10.1016/j.tranpol.2019.04.006](https://doi.org/10.1016/j.tranpol.2019.04.006).
- [9] W. Shiyab, C. Ferguson, K. Rolls, and E. Halcomb, "Solutions to address low response rates in online surveys," *Eur. J. Cardiovasc. Nurs.*, vol. 22, no. 4, pp. 441–444, May 2023, doi: [10.1093/eurjcn/zvad030](https://doi.org/10.1093/eurjcn/zvad030).
- [10] O. T. Alhamid and B. Anufia, "Data Collection Instruments," 2019. [Online]. Available at: <https://osf.io/preprints/inarxiv/s3kr6>.
- [11] H. K. Mohajan, "Qualitative research methodology in social sciences and related subjects," *J. Econ. Dev. Environ. People*, vol. 7, no. 1, pp. 23–48, 2018. [Online]. Available at: <https://www.ceeol.com/search/article-detail?id=640546>.
- [12] S. M. Schaefer and M. Alvesson, "Epistemic Attitudes and Source Critique in Qualitative Research," *J. Manag. Inq.*, vol. 29, no. 1, pp. 33–45, Jan. 2020, doi: [10.1177/1056492617739155](https://doi.org/10.1177/1056492617739155).
- [13] S. Hansen, "Investigation of Interview Techniques in Qualitative Research of Construction Management," *J. Tek. Sipil*, vol. 27, no. 3, p. 283, Dec. 2020, doi: [10.5614/jts.2020.27.3.10](https://doi.org/10.5614/jts.2020.27.3.10).
- [14] A. M. A. Pangaribuan, "Interview Methods in Doctrinal and Socio-Legal Legal Research," *Undang J. Huk.*, vol. 6, no. 2, pp. 351–383, 2023. [Online]. Available at: <https://www.ujh.unja.ac.id/index.php/home/article/view/803>.
- [15] P. Studi, A. Publik, I. Sosial, and I. Politik, "Community Participation in Village Development Planning Deliberations," *Strukt. J. Ilm. Magister Adm. Publik*, vol. 3, no. 2, pp. 192–200, Oct. 2021. [Online]. Available at: <https://jurnalmahasiswa.uma.ac.id/index.php/strukturasi/article/view/749>.
- [16] A. Bhutoria, "Understanding 'Rural' and Village Society," in *Springer Geography*, Springer, Cham, 2020, pp. 519–534, doi: [10.1007/978-3-030-25879-5_23](https://doi.org/10.1007/978-3-030-25879-5_23).
- [17] J. Panek and R. Netek, "Collaborative Mapping and Digital Participation: A Tool for Local Empowerment in Developing Countries," *Information*, vol. 10, no. 8, p. 255, Aug. 2019, doi: [10.3390/info10080255](https://doi.org/10.3390/info10080255).
- [18] D. Geekiyanage, T. Fernando, and K. Keraminiyage, "Mapping Participatory Methods in the Urban Development Process: A Systematic Review and Case-Based Evidence Analysis," *Sustainability*, vol. 13, no. 16, p. 8992, Aug. 2021, doi: [10.3390/su13168992](https://doi.org/10.3390/su13168992).
- [19] A. Fathurrohman, "Profession and Economic Independence of Women in the View of Islam," *Ta'dib J. Pendidik. Islam dan Isu-Isu Sos.*, vol. 19, no. 1, pp. 96–115, Mar. 2021, doi: [10.37216/tadib.v19i1.425](https://doi.org/10.37216/tadib.v19i1.425).

- [20] F. D. Ardiani and M. C. Rusmala Dibyorini, "Empowerment of Women Through the Women Farmers Group (KWT) 'ASRI' Bendung Village, Semin District, Gunung Kidul Regency," *SOSIO PROGRESIF Media Pemikir. Stud. Pembang. Sos.*, vol. 1, no. 1, pp. 1–12, Dec. 2021, doi: [10.47431/sosioprogresif.v1i1.111](https://doi.org/10.47431/sosioprogresif.v1i1.111).