

INTERVENTION STRATEGY FOR COMMUNITY EMPOWERMENT IN THE 3T REGION THROUGH THE FIVE MAIN OUTCOME AREAS (5 BHP) METHOD

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ABSTRACT

The Village Potential Economic Empowerment Program in the Agriculture and Livestock Sector in Bukit Permata Village, East Kutai Regency faces complex challenges as a frontier, outermost, and underdeveloped area with infrastructure limitations, geographical isolation, and low human resource quality. This study aims to analyze the intervention strategy of PT Bina Swadaya Konsultan in empowering the local community in Bukit Permata Village through PT I's Corporate Social Responsibility program. The method uses descriptive qualitative with data collection techniques through in-depth interviews and observations of program implementers and assisted groups. The results of this study indicate that the intervention strategy using the Five Main Result Fields method consisting of strengthening organizational, administrative, capital, productive business, and acceptance aspects has been successfully implemented systematically. The strategy begins by building trust through live-in approaches, door-to-door visits, and participation in community activities. The formation of Community Self-Help Groups becomes an effective forum for collective learning and developing productive businesses that provide real economic benefits to members.



INTRODUCTIONS

Poverty is a complex social problem that is not only related to low income and the fulfillment of basic needs, but also powerlessness from economic, social, cultural, and political aspects. In East Kutai Regency, East Kalimantan, BPS 2024 data shows an increase in the poverty rate from 36.84 thousand people in 2022 to 37.04 in 2023, and 37.11 thousand people in 2024. This condition is exacerbated by social welfare disparities, especially in remote and marginalized areas or known as 3T areas (frontier, outermost, and disadvantaged). The existence of gaps in infrastructure, geographical, economic, and basic services such as education and health is the main challenge in efforts to improve the welfare of the people in the region.

In the context of social welfare science, there is a term of welfare in a broad sense that includes various actions to achieve a better standard of living (Adi, 2023). One of the concrete actions is the implementation of Corporate Social Responsibility (CSR) which has been regulated in Law No. 40 of 2007 concerning Limited Liability

Companies. East Kutai Regency itself is rich in natural resources, especially minerals and energy and many mining companies manage them, so that the company's role in the implementation of CSR is very strategic as an effort to alleviate poverty, especially in the 3T area.

The implementation of CSR can be carried out through community empowerment as an effort to improve the welfare of local communities. Empowerment is defined as an effort to increase the power of disadvantaged groups (Ife & Tesoriero, 2016). Empowerment is also defined as a process to become independent of the community so that they can improve their own standard of living by using and accessing local resources as well as possible (Mardito & Soebianto, 2020).

However, research (Saputri, Yulianingrum, & Prasetyo, 2024) in East Kalimantan related to the implementation of CSR in community empowerment, found a discrepancy between CSR programs and the real needs of local communities because many programs are top-down without involving community participation in planning. Similar conditions were also found by (Rusmadi & Zaini, 2022) which identifies the lack of optimal coordination between companies, governments, and non-governmental organizations in East Kutai Regency, resulting in overlapping programs and inappropriate targets.

These various challenges, CSR outsourcing is one of the alternatives that companies can do to implement their social responsibility by involving third parties such as consulting institutions. Consulting firms have deep expertise and experience in understanding trends, challenges, and needs of the community and have intervention strategies that can be applied in community empowerment. Intervention strategies are important because they can offer a systematic approach to identifying and implementing CSR programs so that they are relevant to the needs of local communities and can improve program outcomes.

PT Bina Swadaya Konsultan (BSK) is a national consulting service company engaged in improving community empowerment with a Non-Governmental Group (KSM) development approach. Since 1983, BSK has been experienced in collaborating with government agencies and companies in the field of CSR by applying the 5 Areas of Staple Results (5 BHP) method as its intervention strategy. The 5 BHP method consists of five main areas, namely organization, administration, capital, productive business, and acceptance, which are parameters in developing the independence of KSM (Bina Swadaya Konsultan, n.d.).

PT I is a coal mining company that partners with BSK on an ongoing basis from 2019 to 2025 in implementing CSR programs in East Kutai Regency. One of the program locations is in Bukit Permata Village, Kaubun District which has unique characteristics, namely as a transmigration village with cultural diversity and is categorized as a 3T area. Based on field observations, the village faces various infrastructure limitations where 60% of the roads are still rocky and gravel, there is no public transportation, and limited internet signals. From a geographical aspect, Bukit Permata Village is 12 km from the sub-district, 150 km from the district, and 300 km from the province, so it is isolated from the center of government and economy. Limited access to education has an impact on the inadequate quality of human resources, while local potential has not been fully utilized by the community and lacks access to a wider market.

The Village Potential Economic Empowerment Program in the Agriculture and Livestock Sector implemented by BSK as a CSR outsourcing in Bukit Permata Village in 2022-2025 is interesting to study for several reasons. First, the implementation of the program is more focused on the village level so that the application of the 5 BHP method can be analyzed specifically and in detail. Second, Bukit Permata Village as a 3T area and a transmigrant village offer its own challenges in the implementation of CSR.

Previous research has shown the importance of intervention methods in community empowerment such as the Participatory Rural Appraisal (PRA) method which emphasizes the active participation of the fostered groups (Muslim, 2007; Mardiana, et al., 2020), the Participatory Learning and Action (PLA) method emphasizes joint learning and participatory practice with a percentage of material or theory of 25% and practice of 75% (Silmi, 2017; Sururi, et al., 2020), the SWOT method can be applied to communities with underdeveloped conditions and minimal

human resources (Mayliza, 2019; Ismail, 2015), an andragogy method that places the fostered group as a partner (Amelia AP, et al., 2023; Yamin, et al., 2021; Suprihatiningsih, et al., 2023), and social intervention methods by applying assessment strategies, program planning, action plans, implementation, evaluation, and termination in improving the social functioning of the assisted communities (Achmad, et al., 2019; Sumarni, 2022; Pasaribu, et al., 2022). However, there are still research gaps related to the innovation of methods that have proven effective for remote areas, variations in the implementation of methods in 3T areas, and lack of empirical data on appropriate methods applied to these regions.

Based on these gaps, the problem that arises is that the intervention strategy in community empowerment in the 3T area is not optimal in accordance with the local context and the specific challenges faced by the community. This study is intended to analyze in depth the intervention strategy of the 5 BHP method applied by BSK in empowering local communities through PT I's CSR program in Bukit Permata Village. The purpose of this study is to produce a comprehensive analysis conducted by PT Bina Swadaya Konsultan related to the implementation of community empowerment intervention strategies through PT I's corporate social responsibility program.

METHOD

This study uses a qualitative approach as a strategy to understand intervention strategies in implementing community empowerment programs. The qualitative approach was chosen because it is able to describe phenomena that cannot be explained by numbers, especially related to intervention strategies applied in the context of the 3T region. This study also uses descriptive to provide a specific picture of how intervention strategies are implemented in empowering local communities. The data collection method is carried out through two main techniques, namely in-depth interviews and observations. In-depth interviews were conducted to obtain direct information from the parties involved in the program about their experiences, perceptions, and understanding of the intervention strategies implemented. The interview technique uses open interview guidelines that are adjusted to the informant's answers at the time of the interview.

The selection of informants uses purposive sampling techniques to strategically take samples that are relevant to the research question. The informants in this activity consist of project managers, team leaders, experts, and facilitators from PT Bina Swadaya Konsultan who act as agents of change and live with the community to provide assistance, then CSR managers and superintendents from PT I as owners and supervisors of CSR programs, as well as non-governmental groups as participants in community empowerment activities. The observation technique is carried out to gain in-depth insights by observing the events, places, and activities of the implementation of the empowerment program directly. The purpose of observation is to adjust the interview data to the field events and to document activities that support the research objectives. (Mustanir, Hamid, & Syarifuddin, 2019) emphasizing the importance of observing the implementation of empowerment programs to understand the strategies implemented comprehensively.

Data analysis uses a coding method consisting of three stages, namely open coding to identify and label data themes, axial coding to compile and construct themes into more general concepts, and selective coding to select data that supports the conceptual categories that have been developed (Neuman, 2018). Research validation uses triangulation by examining evidence findings from various participant perspectives and data sources to improve accuracy, as well as thick descriptions to produce in-depth and contextual descriptions of intervention strategies implemented in empowering local communities.

RESULT AND DISCUSSION

Results

PT Bina Swadaya Konsultan's Intervention Strategy in Empowering Local Communities in Bukit Permata Village

PT Bina Swadaya Konsultan in empowering local communities uses the Five Areas of Staple Results (5 BHP) method as its intervention strategy. In its implementation, BSK uses a group approach or called Non-Governmental Groups (KSM) as a forum for empowerment. The empowerment of KSM is seen from the group's ability to meet the five aspects of BHP which are the parameters of group independence. The initial stage of implementing the BSK intervention strategy is trust building and training on the basics of the group. The next stage is the formation of groups and the implementation of the 5 BHP method.

Trust Building and Group Fundamentals Training

The initial stage of implementing the BSK intervention strategy in the community empowerment program is to build trust with the community through a door-to-door approach, participating in community activities, positioning the BSK team as counselors, and live-in. Building trust is a challenge in itself considering the characteristics of the people of Bukit Permata Village who are used to charitable CSR programs so that measuring program assistance must be in concrete or visible form, so that the benefits can be felt immediately. This is as stated by the Chairman of the Rimba Raya Farmers Group that:

"Most of the people don't understand, what coaching is, mentoring, anything, they don't understand. If the community wants help, the type of assistance is in the form of goods, that's what he meant. If the assistance of training assistance is not visible." (Chairman of the Rimba Raya Farmers Group; August 11, 2025)

The first approach applied is a door-to-door approach, aiming to build emotional bonds and personal closeness with the community. The BSK team conducted a house-to-house visit to introduce themselves, listen to stories, complaints, and hopes of the community. The information obtained is the basis for adjusting the intervention strategy according to the real needs of the community, not based on assumptions or top-down program design. The second approach is the active participation of the BSK team in community activities to strengthen social ties. The BSK team actively participated in mutual cooperation to build residents' houses, and participated in routine recitations. (São Paulo et al., 2024)

The third approach is to position the BSK team as counselors who can help the community in various aspects of life. The BSK team opened a space to provide counseling related to agriculture, animal husbandry, child education, family health, and household financial management. The fourth approach is that live-in or living with the community is the main key to the success of trust building and the success of empowerment programs. The BSK team lived in Bukit Permata Village during the program, thus being able to assist the community more intensely, respond to community needs at any time, understand directly social conditions, and be able to adjust interventions according to the local context, so that the empowerment program can run optimally.

After trust was built, the BSK team conducted group basic training as a preparatory stage before the formation of the assistance group. This training aims to provide an understanding of the benefits of grouping, the purpose of group formation, basic principles, the role and function of the group, the rights and obligations of members, and the rules in the group. The training was delivered informally with light discussions so that participants not only listened, but also understood and internalized the group values conveyed by the BSK team.

Group Formation and Implementation of the Five Areas of Staple Results Method (5 BHP)

The formation of Non-Governmental Groups (NGOs) is an important point in BSK intervention because groups are an effective forum for empowerment. The formation of the group is carried out right after the training on the basics of the group is carried out. The community is given the freedom to join or not, as the membership of each group is based on personal awareness and choice. The role and function of groups in the BSK intervention strategy is very crucial, namely acting as a forum for cooperation, learning classes, and communication media. Meanwhile, the group function for education is knowledge transfer, social function to strengthen togetherness, economic function as a production unit, and evaluative function for learning and improvement. This is as conveyed by the Team Leader in his interview, namely: "Because it's one of the strategies or easy ways to provide various things. Groups are containers. If we do something without a container, it's difficult. That's why we are a group, because the role and function of the

group is very strategic in the concept of empowerment. Because one easily gathers people. Then it is more effective for mentoring." (Team Leader; August 7, 2025)

In the first year of the program, four assistance groups were formed, namely the Rimba Raya Farmers Group (30 people), KSM Sejahtera Bersama (19 people), KSM Berkah Makmur (14 people), and KSM Bukit Makmur (15 people), with a total of 78 members. After the program ran for one year, the community took the initiative to form a new group called the Asoka Bukit Mulya Women Farmer Group (KWT) (15 people). The formation of groups alone is not enough to help the community become independent. The efforts made by the BSK team to make the group independent and sustainable by applying the Five Areas of Staple Results (5 BHP) method. The 5 BHP method is a non-governmental organization (KSM) independence tool applied by BSK as an empowerment framework since 1983. The 5 BHP method consists of (1) Strengthening the organization, (2) Strengthening administrative management, (3) Strengthening group capital, (4) Forming and strengthening the group's productive business, (5) Strengthening group acceptance and business network development.

(1) Strengthening the Organization

The organization plays a crucial role because it is a forum for the group to run, so group strengthening must be carried out through several aspects in the organization, namely membership, management, member meetings/meetings, work programs, and basic rules and regulations or AD/ART. The condition of the assistance group in Bukit Permata Village reflects that the capacity of human resources is still weak in the management of their organization. The membership aspect is seen from the activeness of members in participating in program activities, activeness in regular meetings of members held once a month, and exercising their rights and obligations as members of the group. The management aspect is strengthened by group management training and filling out administrative books so that administrators have the capacity to manage the group. The management is also given group management training to be able to carry out their duties and functions. The Chairman of KSM Sejahtera Bersama explained that in group management training, administrators are educated to learn to lead meetings and express opinions. In the interview, the Chairman of KSM Sejahtera Bersama said:

"Like learning mentally, we are taught to talk in front of what it is like. All the administrators. Yes, at first I was shy, scared, didn't want to say anything, but they gave me a chance. Indeed, the beginning was a little forced because it was to get us used to it." (Chairman of KSM Sejahtera; August 6, 2025)

The next aspect in strengthening the organization is member meetings/meetings that function as a forum for delivering material and discussions. All members have the same opportunity to express their opinions, propose ideas, discuss problems, and make decisions by deliberation and consensus. Through regular meetings, members practice public speaking, crafting arguments, listening to others' opinions, and reaching mutual agreement. The following is an illustration of a member meeting/group meeting described in figure 1 below.

Figure 1. Member Meeting/Meeting of Farmers Group of Rimba Raya



Source: Researcher Documentation, 2025

Based on figure 1 above, the activity is a member meeting/meeting conducted by the Rimba Raya Farmers Group. Members' meetings/meetings are held regularly once a month. The implementation of the meeting/meeting is carried out in a structured manner starting from the secretary opening the event, the group leader giving a speech, discussing the meeting topic, and closing. It is not missed to fill out the attendance list book and the meeting minutes book as evidence and administrative archives of group activities. All groups or KSMs have their own monthly meeting schedules according to the members' agreement.

Furthermore, aspects of the group work program are prepared every year through a member meeting involving all members. The work program adjusts to the local potential documented in the AD/ART and becomes a reference in group activities. The aspects of the Articles of Association and Bylaws (AD/ART) are prepared as group rules that bind all members through a joint deliberation process accompanied by the BSK team. The running of AD/ART is seen from the group understanding and implementing the rules that have been stated in AD/ART well.

(2) Strengthening Administrative Management

Strengthening the administration is carried out through intensive training and assistance for administrators on the procedures for filling and managing the group administration properly and correctly. The field of administration consists of organizational administration and financial administration. The organization's administration includes guest books, attendance list books, minutes books, member and administrator list books, activity books, and inventory list books. Financial administration includes member books, cash books, recap books, deposit books, loan books, business books, and financial statement books. Every monthly regular meeting, the management reads the financial statements as a form of accountability and transparency to members. The administrative books are provided by the BSK team and learning to fill out the administrative books is carried out in stages according to needs. The completeness and ability of the management to fill out administrative books is an aspect of assessment by the BSK team.

(3) Strengthening Group Capital

Strengthening the group's capital is carried out through capital raising and capital utilization. Capital raising is carried out in three ways, namely internal, external, and third-party capital. Internal/independent capital collection is principal deposits, mandatory deposits, and voluntary deposits. The principal deposit is paid when you first join the group. Deposits must be paid at every monthly regular meeting. The amount of principal and mandatory savings is based on group agreement. Principal deposits are usually larger than mandatory deposits, such as for example a principal deposit of Rp.100,000,- while a mandatory deposit of Rp.10,000,-. Voluntary savings are personal savings with an unrestricted nominal, and are paid at every member meeting/meeting.

External capital gathering, namely assistance from companies or donors, can be in the form of goods according to the group's needs such as production tools, cattle to be raised or cash. Third-party capital raising is capital obtained from third parties through cooperation such as financial institutions or assistance that is non-binding. Capital objectives are the main resource to support the running of group activities. Internal and external capital utilization is used for the group's productive business capital and operational costs in accordance with the group's needs. Productive business adjusts the capacity of the group. The group's productive businesses are usually in the form of savings and loan activities, MSMEs, cattle, compost, and other businesses.

(4) Formation and Strengthening of Group Productive Businesses

The productive business sector is a form of capital utilization owned by the group to encourage the development of economic activities. The implementation of productive business aims to show the tangible benefits of the existence of the group for its members. Productive business is judged by the ability to obtain profits and the usefulness of productive business for the group. Productive businesses are not only limited to the scale of the group, but can be replicated and developed independently by their members. Productive business activities that use capital from the group, using a profit-sharing system, which is 70% for managers or business actors and 30% for group cash

or also known as Residual Business Results (SHU). SHU will be distributed at the end of each year to all individual group members.

The group's productive business development is carried out in stages, starting from the identification of local potential and market needs. The BSK team provides group assistance to find superior products that will be produced as a productive group business. Product selection considerations include members' ability to produce, availability of local raw materials, market acceptance of the product, and production sustainability.

The Rimba Raya Farmers Group develops an organic compost/fertilizer business, KSM Sejahtera Bersama develops MSMEs with sour turmeric herbs and vegetable chips, KSM Berkah Makmur focuses on horticulture, KSM Bukit Makmur develops MSMEs rengginang and citrek, while KWT Asoka Bukit Mulya develops MSMEs with onion sticks and dumpling chips. To support the development of productive businesses, the BSK team provides technical training in product manufacturing, packaging, and marketing. Business plan training is provided to all groups so that they understand how to make a realistic business plan. The BSK team also assists the group in market surveys and the determination of marketing partners for MSME products through the consignment system.

Another productive business is savings and loan activities. Savings and loan activities are carried out based on the capacity of the group, needs, and agreements of each group. The following is an illustration of the savings and loan activities described in figure 2 below.

Figure 2. KSM Sejahtera Bersama Savings and Loan Activities



Source: Researcher Documentation, 2025

Based on figure 2 above, savings and loan activities are carried out once a month at the group's monthly routine meeting. The interest paid is 2% of the loan amount. The source of funds for savings and loan activities is internal capital, namely principal deposits, mandatory deposits, and voluntary deposits. The groups that held savings and loan activities were KSM Sejahtera Bersama, KSM Berkah Makmur, and KWT Asoka Bukit Mulya. The benefit of savings and loan activities is that it makes it easier for group members to get loans that are used as needed, and 2% of the interest on the loan amount will be the group's Remaining Business Results (SHU) which will be distributed to all group members at the end of each year.

A productive group effort that is replicated and developed independently by its members can provide significant benefits. Such as the application of organic fertilizers and horticulture. Before the assistance from the BSK team, the expenditure of chemical fertilizers for the needs of oil palm plantations ranged from 12 million to 15 million per six months. After applying the learning of making organic fertilizers, the expenditure dropped significantly to 1.5 million for investment in equipment and mixed materials that could be used for more than 1 year. In addition, the application of horticulture by group members and most of the people of Bukit Permata Village has implications for

the suppression of food expenditure. The following is an illustration of the application of horticulture as described in figure 3 below.

Figure 3. Application of Horticulture



Source: Researcher Documentation, 2025

Based on figure 3 above, the application of horticulture by utilizing the yard can support family food security and reduce monthly shopping expenses by up to 450 thousand. In addition, the application of horticulture as an alternative solution to food limitations in Bukit Permata Village. The types of vegetables planted include kale, spinach, eggplant, mustard greens, pakcoy, lettuce, long beans, bitter melon, leeks, chickpeas, gambas, tomatoes, chilies, and spices. Chairman of KWT Asoka Bukit Mulya in his interview said:

"Chili here is 80 thousand for now. If we have three trees, we don't have to buy them. Let's just assume that the need for chili peppers is 40 thousand a month, so you can save 40 thousand. From vegetable plants that we usually buy a bunch of 5 thousand times a month, we can save how much. For one family, one bunch of vegetables is not enough for one day. Yes, it's like for the kitchen we can save 450 thousand in a month, by implementing a vegetable garden in the yard of the house." (Chairman of KWT Asoka Bukit Mulya; August 7, 2025)

(5) Strengthening Group Acceptance and Business Network Development

The field of acceptance focuses on strengthening the sense of belonging to the group and the development of a cooperative network. A sense of belonging to members is fostered through a participatory process in every group activity, transparency of financial management, and the usefulness of the group for members. Team Leader explained that a sense of belonging is fostered through giving responsibility to members for group activities, such as dividing members into activity groups so that they can actively participate. The development of a cooperation network is carried out by connecting groups with various related institutions such as companies, agriculture offices, livestock offices, and marketing partners. This work network is important for the sustainability of productive businesses and the group itself after the BSK assistance ends.

Discussion

PT Bina Swadaya Konsultan (BSK) uses 5 BHP as a community empowerment strategy for group independence efforts. However, the 5 BHP method cannot be applied immediately. This is due to the mindset of the community formed from their experience of receiving charity assistance in the form of goods so that they refuse assistance from the BSK team. Therefore, trust building as the foundation for empowerment in the early stages of

implementing community empowerment intervention strategies is crucial (Tschannen-Moran, 2001). The formation of the group after the training process of the fundamentals of the group shows that membership is voluntary and based on personal awareness, thus resulting in a strong group because it is built on the basis of internal motivation. The role and function of groups are very effective in community empowerment because as an educational forum, a space for collaboration and participation, it strengthens social solidarity, so that it can build and develop its members. This is as conveyed by (Natung, Awuor, Mall, & Mishra, 2025) That is, groups or so-called self-help groups can function as a forum for mentoring and play a role in building and developing social capital that can contribute to sustainable community development.

The Five Areas of Staple Outcomes (5 BHP) method is a comprehensive framework in an effort to achieve the independence and empowerment of the assisted groups. Every aspect of the 5 BHP has a clear contribution. First, strengthening the organization is a top priority because it is a key factor in the running of the group. Members and administrators learn to improve their capacity in managing institutions ranging from membership, management, regular meetings or meetings, work programs, and AD/ART. (Chaskin, 2001) posited that individual capacity building within local organizations can strengthen overall institutional capacity. This is shown by the findings that the group experienced an increase in speaking skills, namely the management was able to lead the group meeting and the members were able to convey opinions and suggestions. Second, strengthening administrative management is the basis for transparency, accountability, and decision-making.

Third, strengthening capital through capital collection and utilization as the main resource to support the running of group activities so that the group can run independently. Thus, a group that is able to collect and manage the resources obtained, will be more effective in achieving collective goals (Uphoff & L., 2000). Fourth, strengthening the group's productive businesses developed according to local potential provides economic benefits to the community. An interesting finding was a significant reduction in fertilizer expenditure from 12-15 million chemical fertilizer costs per six months to 1.5 million per year after using organic fertilizers. In addition, the application of horticulture can strengthen family food security and be able to save up to 450 thousand per month. Savings and loan activities provide convenience for members to meet their living needs without being burdened by loan costs.

Fifth, strengthening acceptance by fostering a sense of belonging to members towards the group will increase their commitment to maintaining the sustainability of the group. This is in line with the concept of the need to belong, how the sense of belonging increases commitment to the group because the sense of belonging is based on two things, namely positive personal contact and relationships that can provide stability, affective care, and provide benefits for the future sustainability of group members (Baumeister & Leary, 2017). The development of business networks with various related parties can expand access to resources, information, opportunities, and productive business development. The concept is in accordance with what is conveyed by (Adler & Kwon, 2002) that cooperation networks can increase access to information, economic opportunities, and external support.

The implementation of the 5 BHP method is divided into two focuses. The focus of the first year on strengthening the organizational, administrative, and capital aspects ensures that the group has a clear organizational structure, transparent administrative and financial management, and sufficient start-up capital. These three aspects are to build a strong group foundation before developing a productive business. The second year focuses on developing productive businesses that provide real economic benefits for members and strengthening acceptance through a wide work network. In both the first and second years, the 5 BHP aspect is still carried out, but the emphasis is different. Thus, the 5 BHP method applied by BSK is effective in increasing the independence and empowerment of the assisted group.

In the framework of community empowerment through the 5 BHP method, there are factors that drive and inhibit the implementation of community service. The driving factor is the active participation of the community in every activity because group membership is based on personal awareness and choice. The inhibiting factor is seen from the elements of the organization's BHP, namely the low quality of human resources in the management of the

organization so that they do not understand and do not carry out their roles and functions as administrators or group members. Other inhibiting factors of the BHP element of productive business are the inability of the assisted group to utilize natural resources and the weak skills to carry out productive business caused by the community's mental dependence on charitable assistance. Nevertheless, the intervention strategy implemented by BSK is able to overcome these various obstacles through intensive training, assistance, and mentoring, as well as a participatory approach that involves the community in every stage of the program.

CONCLUSION

The intervention strategy for community empowerment, especially in the 3T area carried out by PT Bina Swadaya Konsultan through the 5 BHP method, is effective in encouraging the independence of the assisted group. The application of the 5 BHP method requires a holistic approach ranging from building trust, training on the basics of the group, forming a group as a basis for strengthening capacity, to strengthening aspects of the 5 BHP itself through intensive training, assistance, and mentoring for two years. The empowerment carried out produces mental, social, and economic transformations so as to increase the empowerment of the community to be independent and sustainable.

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