

Level of community satisfaction on online community empowerment activities in Special Region of Yogyakarta

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Abstract. During covid-19 pandemic, empowerment program was carried out by online. The Community Service Institute (LPM) of Universitas Muhammadiyah Yogyakarta has implemented an online empowerment program through *Kuliah Kerja Nyata* (KKN). Online media such like social media, video conference, and messaging application are used to support the implementation of online empowerment program. It is necessary to know the level of community satisfaction of online community empowerment programs as an evaluation material for future empowerment activities. This study aims to analyze the level of community satisfaction and the factors related to the level of community satisfaction towards the village community empowerment program. The location determination was conducted Proportionate Random Sampling in Province of Special Region of Yogyakarta with 84 respondents selected through Random Sampling method. The result shows that (1) The level of community satisfaction on program suitability, program implementation, and problem solving classified at satisfying level due to the average number at 2,34. (2) Factors related to community satisfaction such as accuracy of innovation and mentoring process have significant correlation with community satisfaction with a 99% confidence level.

1 Introduction

The process and efforts to change towards a more prosperous condition is a reality that is always found in people's lives. These efforts can be done by empowering. Efforts to empower the community are important in development activities[1]. Community participation in national development is important because the community is the real development actor. Community empowerment is one of the efforts to involve people who are relatively lagging in development activities and programs, so that they can improve their standard of living[2]. Empowerment has a nature that is not forever, but the target is until the community is able to become an independent society, as well as a control process so that it does not fall again (powerless again)[3]. From this opinion, we can conclude that empowerment is through a process of making plans in which there is a learning process to become a more independent society, but in achieving the status of becoming an independent society, it is still necessary to maintain the spirit, condition, and ability continuously so that it does not experience a process of setbacks again

One of the empowerment activities can be carried out by students through the Student Community Program/*Kuliah Kerja Nyata* (KKN) program. KKN reflects the implementation of the Tri Dharma of Higher Education which specifically implements one of the points, namely community service (Kusuma). KKN can also be called as a community service activities in special form because it integrate with education, teaching, and also research and community service that involve several students and teaching staff plus community elements [4]. In general, KKN is carried out by students by going directly into the middle of community groups. However, Covid-19 requires restrictions on social interaction which causes students to not be able to interact directly with the community so that KKN must be carried out by online[5]. Online activities are an alternative to prevent mass transmission of Covid 19, due to gatherings activities (crowd)[6]. Implementation of online empowerment can be supported by various online media through video conference platform (Google Meets, Zoom, and Microsoft Team), instant messaging application (WhatsApp), and social media (Facebook, Instagram, etc)[7].

Community empowerment programs in Special Region of Yogyakarta have been widely implemented, especially in rural areas where in fact rural communities are vulnerable. With the powerlessness on matters relating to the economy, health, and others. Community empowerment programs do not only go through the government but through institutions. Community Empowerment Institution/*Lembaga Pengabdian Masyarakat* (LPM) that establishes in universities is one of institutions that play a role in empowerment program through KKN program where this program involves students taking an active role in facilitating the community with aim of changing the quality life of these communities by empowering individuals and groups of people through capacity building (including awareness, knowledge and skills)[8]

The success of community service program can be measured by the level of community satisfaction through empowerment program's planning, implementation, and result. From these activities, of course, the community satisfaction's level will vary. So it is necessary to know about the level of community satisfaction

So, it is necessary to know the level of community satisfaction with the community empowerment program in Special Region of Yogyakarta, as well as what factors affect the level of community satisfaction with the community empowerment program. This study has the objectives of 1) Analyze the level of community satisfaction with the empowerment program, 2) Analyze the factors related to the level of community satisfaction with the empowerment program.

2 Research method

Descriptive analysis is used as the method of this research. Descriptive analysis is a research method that formulates itself in solving problems that exist in the present, data is collected, compiled, explained, and then analyzed. This method is not only describe the phenomenon, but also explain the correlation, examine the hypothesis, make a prediction and get the meaning and implication the problem to be solved[9]. The empowerment program by KKN UMY was implemented by online. Online media such like social media (Instagram), video conference application (Zoom, Google Meet, and Ms. Team), and messaging application (WhatsApp) are used to support the implementation of online empowerment program. The location determination was carried out using the Proportionate Random Sampling method, in the Province of Special Region of Yogyakarta (Sleman Regency, Kulon Progo Regency, Bantul Regency, Gunungkidul Regency) where they have collaborated and received empowerment programs from the Community Service Institute (LPM) Universitas Muhammadiyah Yogyakarta. Determination of respondents in this study using a purposive method (deliberately) who are actively involved in empowerment activities as many as 84

respondents. The data analysis technique used is descriptive analysis, scoring analysis for knowing the level of community satisfaction with community empowerment programs in the Special Region of Yogyakarta, and Rank Spearman correlation analysis using SPSS to identify correlation of the level of community satisfaction with factors related such as accuracy of innovation and mentoring process.

3 Result and discussion

3.1 Profile of respondent

In this study, there were 84 respondents from regencies spread across the Special Region of Yogyakarta who were actively involved in the Community Service Program. The complete profile of respondents can be seen in Table 1.

Table 1. Profile of Respondents.

Description	Total (Person)	Percentage (%)
Gender		
Male	50	59.52
Female	34	40.48
Total	84	100.00
Age (Year)		
18 – 27	15	17.86
28 – 37	14	16.67
38 – 47	28	33.33
48 – 57	23	27.38
>58	4	4.76
Total	84	100.00

From the Table 1, it can be identified that the respondents were dominated by male respondent as many as 50 respondents or 59.52% while female respondents were 34 people or 40.48%. This is because men mostly play a role as community leaders who are directly related to community empowerment programs while the female respondents involved are usually only a few people who are active in village’s activities through village-based community organization, such as Welfare and Family Empowerment (PKK) and Women Farmer Group (KWT).

Based on the Table 1, the age category of community respondents who received the empowerment program ranged from 18 to 65 years. This is because people aged more than 20 years are usually people who are on productive age, understand empowerment activities at that location, and can operate online media appropriately.

3.2 The level of community satisfaction in community empowerment

The level of community satisfaction in this study is defined as the result of the community's opinion and assessment of what they have received from the empowerment program that has been implemented in their village. As stated by Supranto in his theory that satisfaction is the level of one's feelings after comparing the perceived performance or results with his expectations[10]. The indicators of the level of satisfaction which are included in the factors that influence this level of satisfaction are the accuracy of innovation and the mentoring process. Meanwhile, the level of community satisfaction itself is measured by indicators of program suitability, program implementation, and problem solving.

In the discussion about the level of community satisfaction, it will also be accompanied by tabulated data from the community who became respondents, the researchers' arguments and what the researchers got while in the research location. The community that became the research source was 84 people who were online KKN programs' receiver in districts in the Special Region of Yogyakarta. In measuring the level of community satisfaction using a score ranging from 1 which means less satisfied to 3 which means very satisfied to answer the questions that become the benchmark in determining whether the community is very satisfied or dissatisfied. From the explanation above, it can be seen in the Table 2.

Table 2. The Level of Community Satisfaction in Community Empowerment

Indicator	Distribution of Respondent Score			Score Range	Average	Category
	1	2	3			
Program Suitability	2	55	27	1 - 3	2.30	Satisfied
Program Implementation	1	59	24	1 - 3	2.27	Satisfied
Problem Solving	2	42	40	1 - 3	2.45	Very Satisfied
Total					2.34	Satisfied

Note:

Less Satisfied	1.00 – 1.67
Satisfied	1.68 – 2.34
Very Satisfied	2.35 – 3.00

The level of community satisfaction consists of several indicators 1) Program Suitability, 2) Program Implementation, and 3) Problem Solving which in this study is defined as the result of the assessment of the community who received the empowerment program in the hamlet. The results of the analysis of each indicator are as follows:

3.2.1 Program suitability

The suitability of the program in this study is defined as the result of the community's assessment of the suitability of the empowerment program carried out through online KKN activities. Determining the suitability of empowerment program can be identified by doing observation[11]. In the empowerment activities carried out by KKN UMY students, empowerment programs were formed which were determined based on information obtained from the community regarding the potential and problems that existed. So that the suitability of the program is one indicator of community satisfaction with empowerment activities. Based on the results in the Table 2, it is known that the suitability of the program that has been implemented to people in community-based is in accordance with what is expected by the community so that the community categorizes its assessment with an average score of 2.30 which means it is in the satisfied category.

3.2.2 Program implementation

The implementation of the program in this study is defined as the result of the community's assessment of the implementation of the empowerment program carried out through online KKN activities. The implementation of community empowerment programs must be innovative; therefore, the program can run effectively and efficiently in terms of decision making [12]. Program implementation can be viewed from the suitability of the methods applied during program implementation. Students implemented the program by doing online socialization, training, and mentoring by online media such as Zoom, Google Meet, and Ms.

Team. Each type of empowerment activity has different objectives, which must be in accordance with the conditions of the beneficiary community or the target community of empowerment. Empowerment activities in the form of counseling are aimed at increasing community knowledge. Training activities are aimed at changing community skills. Mentoring activities are aimed at changing people's behavior. In the implementation of the program

Based on the results in the Table 2, it is known that the implementation of the program that has been implemented is in accordance with what is expected by the community. Most of KKN UMY did program implementation for more than 3 times. Students also often bring in experts to help and provide input or solutions in solving problems or developing existing potentials on implementing programs so that the community categorizes its assessment with an average score of 2.27, which means it is in the satisfied category. The success of program implementation are program suitability, communication, and resources. This is related to research of Aristi et al about empowerment program implementation which mention that policy, resources, communication, economic and social condition are program implementation success factors [13].

3.2.3 Problem solving

Problem solving in this study is defined as the result of community assessment of problem-solving during empowerment activities carried out through online KKN activities. In addition to focusing on regional potential development, community empowerment activities also focus on solving problems that are channeled through empowerment programs. In this pandemic era, The COVID-19 pandemic has created problems for the community. Government policies in the form of social distancing and PSBB have a negative impact on the community's economy. Lack of knowledge, strategy, and readiness to face the pandemic period has made business actors out of business and many workers have lost their jobs due to the COVID-19 pandemic. So, during the pandemic, the community really needs assistance so that they can rise-up to develop entrepreneurship through community empowerment activities. Cooperation with higher education institutions through community service activities is an alternative that can help the community in alleviating the burden of the impact of Covid-19. In the implementation of empowerment activities, KKN UMY students act as facilitators who facilitate the community in overcoming problems through empowerment activities.

Based on the results in the table, it is known that problem solving during empowerment activities is in accordance with what is expected by the community. The existence of empowerment program can solve community problem. One of community problems during pandemic is economy. Empowerment program carried out by students of KKN UMY targets Micro Small Medium Enterprises (MSME) by organizing training related to digital marketing, attractive packaging, etc. the sustainability of the program is expected to be able to revive the community's economy and become solution for the community's economy problems. The community categorizes their assessment with an average score of 2.45 meaning that it is included in the very satisfied category. This result is in line with previous research of Nurazizah that empowerment program in form of waste bank also play a role as problem solver to community problems[14].

3.3 The Perception of Community Satisfaction's Level in Community Empowerment

The direct response of community related to program that has been received can be a perception of community regarding the satisfaction level of community empowerment

program. According to Slamento, perception is a process that involves the entry of messages or information in the human brain continuously in contact with the environment[15]. In this research, the perception of community satisfaction’s level when viewed from the factors related can be seen from the following Table 3 and Table 4.

3.3.1 Accuracy of Innovation

Community perceptions related to the level of community satisfaction based on the accuracy of the KKN program innovation can be seen in Table 3.

Table 3. Accuracy of Innovation

Indicator	Distribution of Respondent Score			Score Range	Average	Category
	1	2	3			
Accuracy of Innovation	1	62	21	1 - 3	2.24	Accurate

Note:
Less Accurate 1.00 – 1.67
Accurate 1.68 – 2.34
Very Accurate 2.35 – 3.00

Based on the Table 3, it can be known that the accuracy of innovation variable has an average score of 2.24 and is included in the accurate category. KKN UMY students as facilitator provide program innovations that are tailored to the potential and needs of the community such as online-based MSME development and tourism innovations by creating websites and social media accounts as media for introduction and promotion. The existence of accurate program innovations also shown by the attitude of the community who feel that there is new information from empowerment program in the form of innovation that can develop the potential of the village. In addition, innovation also helps the implementation of empowerment activities to be more efficient.

3.3.2 Mentoring Process

Community perceptions related to the level of community satisfaction based on the process of mentoring the KKN program can be seen in Table 4.

Table 4. Mentoring Process

Indicator	Distribution of Respondent Score			Score Range	Average	Category
	1	2	3			
Mentoring Process	5	47	32	1 - 3	2.32	Good

Note:
Bad 1,00 – 1,67
Good 1,68 – 2,34
Very Good 2,35 – 3,00

The mentoring process carried out during program implementation has a good category. The community gives the perception that KKN participants have cohesiveness in groups that can accompany every empowerment activity well. each student has their own role in running the program and the community feels that role in the given empowerment process. Although the mentoring process is carried out online, with an approach to the community, regular assistance, and the application of appropriate facilitation techniques in the empowerment process, it is easier for the community to understand the empowerment process.

Table 4 can be explained that the factors related to the level of satisfaction such as the accuracy of innovation on the success of the program and public perceptions related to the process of assisting empowerment activities that provide positive values in the form of new knowledge, changes in behavior and attitudes, and can improve the economy have an average score of 2.32 and included in the good category

3.4 Factors related on the level of community satisfaction in community empowerment

There are two indicators to analyze factors related to level community satisfaction with rural community, namely accuracy of innovation and mentoring process. These two factors are considered to correlate with community satisfaction on empowering program that had been implemented by students of KKN UMY. The result of data analysis can be seen in tabulated form on Table 5.

Table 5. Correlation of The Level of Community Satisfaction and Factors Related

Factors Variable	Accuracy of Innovation	Mentoring Process
Level of Satisfaction		
Rs	.715**	.600**
Sig	.000	.000

Note:
**) Significant at $\alpha = 1\%$

Based on Table 5 regarding the correlation of the level of community satisfaction and factors related in community empowerment program by KKN UMY in Special Region of Yogyakarta, it can be explained that:

3.4.1 Accuracy of Innovation with Level of Satisfaction

Based on Table 5, it can be explained that the innovation accuracy variable is positive with a significant number of 0.715 with an error rate of 1% ($0.000 < 0.01$). Accuracy of innovation variable also has a significant correlation on each indicator of community satisfaction, 0.638 on the program suitability indicator, 0.668 on the program implementation indicator, and 0.634 on the problem-solving indicator, with an error rate of 1%. It means that H_0 is accepted, and H_a is rejected, so there is a correlation between the innovations given through the UMY Community Service Program empowerment program with the level of community satisfaction and has a positive correlation, that means the relationship between the variables is unidirectional. The accuracy of innovation is good, such as the accuracy of the use of appropriate technology used in activities that are used appropriately, so that the community assessment of the program implemented are satisfied because the use of appropriate technology can facilitate people's work and the working time of the community becomes faster and more efficient especially in this pandemic era.

3.4.2 Mentoring Process with Level of Satisfaction

Based on the results of the data analysis above, it can be explained that the innovation accuracy variable is positive with a significant number of 0.600 with an error rate of 1% ($0.000 > 0.01$). The variable accuracy of innovation also has a significant relationship on each indicator of community satisfaction, namely 0.454 on the program suitability indicator, 0.446

on the program implementation indicator, and 0.509 on the problem-solving indicator, with an error rate of 1%. This means that H_0 is accepted, and H_a is rejected, so there is a correlation between the mentoring process and the level of community satisfaction. The result show that mentoring process satisfaction has positive correlation with the level of community satisfaction which means the variables have the same direction. The successful program is supported by mentoring process on the program started from planning, implementation, until having outputs that later the community can be more independent.

4 Conclusion

The level of community satisfaction of online community empowerment programs in the Special Region of Yogyakarta in the program indicators including the category of satisfied with the average score showing the result of 2.30, the indicator of the implementation of the community empowerment program is also said to be satisfied with the average score showing the result 2,27 as well as problem solving indicators which are said to be very satisfied with the average score showing the results of 2.45. Satisfaction of innovation and the process of mentoring as factors related to the level of satisfaction have a significant correlation with the level of satisfaction of the community both as a whole and in each indicator such as programs, program implementation, problem solving with a 99% confidence level.

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