Participatory communication strategies for poverty alleviation in remote indigenous communities

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Abstract This study investigates the poverty alleviation approach employed by social services in Medan and the influence of remote indigenous community projects. Poverty results in several social and economic issues, underscoring the importance of identifying and implementing effective strategies to alleviate these challenges. This study investigates the impact of moral communication and social support on poverty reduction. It assesses the effectiveness of social support for communities using integrated data on prosperous families (in Bahasa called DTKS). The study employed a descriptive qualitative research methodology. The researchers obtained data by conducting interviews, observations, and analysing documents. Social services employ Islamic communication strategies to address poverty, encompassing various forms of social assistance. Only localities with integrated data on prosperous families can receive this funding. Social services employ this approach to diminish poverty and empower the community. For isolated indigenous tribes, social services extend beyond Islamic communication to implement policies that provide practical vocational training programmes that promote work integration and technical oversight. This study examines the utilisation of Islamic communication and social agencies' assistance to combat poverty. It also provides guidance for policies and activities specifically targeted towards indigenous communities. These discoveries can provide valuable insights for shaping future social service practices and regulations.

Keywords: communication strategy; remote indigenous communities; social welfare

INTRODUCTION

The issue of poverty in Indonesia, particularly in areas like North Sumatra, poses a multifaceted challenge that involves interconnected economic, social, and cultural aspects(Elfriede & Suryawan, 2023; Reviza Rachmawati et al., 2023; Silaban & Susiana, 2023). North Sumatra, characterised by its heterogeneous population and substantial rural regions, encounters distinct challenges when it comes to addressing poverty (Alfikri, 2023; Azhari et al., 2023; Larashati et al., 2020; Safitri, 2021). The poverty challenges in the region extend beyond inadequate income, including limited access to education, healthcare, and employment prospects (Elfriede & Suryawan, 2023; Reviza Rachmawati et al., 2023). The agriculture sector, which serves as a key source of income for many people, is frequently affected by swings in prices and meteorological circumstances that worsen the vulnerability of rural populations. In addition, poverty is also prevalent in metropolitan areas, where persons working in the informal sector and those underemployed face difficulties in meeting their basic needs (Mittal et al., 2023; Xu & Li, 2023).

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Development communication experts are crucial in evaluating and addressing poverty in locations such as North Sumatra. To effectively manage poverty dynamics, their strategy needs to have a thorough awareness of the local environment, which includes considering the socio-economic and cultural nuances that influence these dynamics (Susilo, 2022). These scholars can assist by formulating communication techniques that facilitate social transformation, empowerment, and development activities customised to the particular requirements of the community (Awad, 2023; Dzator et al., 2023; Gu et al., 2023).

Creation communication scholars should prioritise the use of participatory communication strategies, which actively engage local communities in problem identification and solution creation (Hidayat et al., 2023; Nugraheni & Widyaningrum, 2019; Widyaningrum & Nugraheni, 2019). This strategy, which starts from the bottom and moves upwards, guarantees that interventions are pertinent and enduring, thereby promoting a feeling of ownership among the community members (Widyaningrum & Nugraheni, 2019). Interacting with the community can also aid in dismantling social obstacles and establishing trust, which is essential for the prosperity of any development endeavour (Choudrie & Papazafeiropoulou, 2006; Newig et al., 2023).

Furthermore, these researchers ought to promote the integration of conventional wisdom and contemporary technology into development initiatives (Alfikri, 2023; Hidayat et al., 2022). This involves utilising indigenous knowledge in agricultural methods, medicinal treatments, and community mobilisation while also assimilating technical advancements that can improve efficiency and market accessibility (Allawi & Al-Jazaeri, 2023; Luo et al., 2023). By recognising and integrating indigenous knowledge, development communication can provide a connection between traditional and modern aspects, guaranteeing that development initiatives are both culturally sensitive and future-oriented (Gómez-Carmona et al., 2023).

Furthermore, scholars in the field of development communication must strive to improve the capabilities of local media and communication platforms (Tanko et al., 2023). Enhancing the capabilities of these platforms can have a crucial impact in spreading information, enlightening the public about important matters, and giving a voice to marginalised people. Media literacy initiatives, local radio stations, and internet platforms can enhance awareness, mobilise resources, and push for legislative reforms that target the underlying factors contributing to poverty (Abdulai et al., 2023; Dahiya et al., 2023).

Accordingly, the issue of poverty in North Sumatra and other similar places in Indonesia necessitates a sophisticated and multidimensional approach from experts specialising in development communication. These researchers can contribute substantially to poverty reduction initiatives by promoting participatory communication, combining traditional and modern knowledge, and enhancing local media platforms. Their work guarantees that development projects are culturally sensitive, community-led, and sustainable, ultimately resulting in a fairer and more prosperous society (Abdulai et al., 2023; Awad, 2023; Dahiya et al., 2023; Gu et al., 2023; Mittal et al., 2023; Newig et al., 2023; Safitri, 2021; Tanko et al., 2023).

The correlation between the communication strategies utilised by social services in Medan and their efficacy in addressing poverty is complex and nuanced. An essential strategy emphasised is the utilisation of Islamic communication, which plays a crucial role in executing social support programmes (Briandana et al., 2020; Rubawati, 2018). This culturally sensitive approach effectively resonates with local people, hence boosting the receptivity and effectiveness of poverty reduction activities (Awad, 2023; Dahiya et al., 2023; Dzator et al., 2023). To establish a better bond with the community and ensure that the aid supplied is effectively used to reduce poverty, social services align their communication methods with the prevailing religious beliefs (Azhari et al., 2023).

In addition, the communication plan includes the organised distribution of information on the accessibility of social assistance, with a particular focus on communities enrolled in the integrated data on prosperous families (DTKS). This focused strategy guarantees that aid is directed towards individuals in the greatest need, maximising the effectiveness of the resources supplied for reducing poverty. The registration procedure within DTKS is a crucial element of the communication strategy, as it entails actively interacting with the community to identify and record families residing in poverty. This proactive involvement not only enables the efficient dissemination of assistance but also contributes to the establishment of trust and rapport

between social services and the community (Bandyopadhyay & Younas, 2011; Freeman & David, 2022; Gessese, 2020; Reviza Rachmawati et al., 2023).

The effectiveness of these communication strategies is especially apparent in the initiatives targeted at distant indigenous groups. These programmes have a broader focus than simply reducing immediate poverty; they aim to empower these communities by providing practical job training and technology support (Dahiya et al., 2023; Luo et al., 2023). By integrating Islamic communication and customising programmes to the unique requirements and cultural settings of the indigenous people, social services can enhance their degree of involvement and efficacy. This comprehensive strategy not only tackles the community's immediate needs but also provides them with the expertise and understanding essential for achieving sustainable development and long-term poverty reduction.

Ultimately, the communication strategies utilised by social services agencies in Medan, including implementing Islamic communication and focused information distribution, are vital in ensuring the effectiveness of poverty reduction endeavours. The focused strategy guarantees that aid is specifically aimed at those with the most urgent requirements, while the cultural awareness of the communication methods improves community involvement and the programme's success. The efficacy of these tactics is particularly evident in the initiatives aimed at isolated indigenous communities, as they effectively address both short-term poverty reduction and long-term community empowerment. The effective communication tactics employed by social services in Medan highlight the considerable capacity to combat poverty. Remote Indigenous Communities (KAT) are one of the community groups that are often neglected in development. They often receive unfair treatment in policy making. So, it is not surprising that their socio-economic living conditions are very far behind that of other community groups (Alfikri, 2023; Dzator et al., 2023; Mittal et al., 2023). Until now, the government's attention to this group of people has been relatively limited. This is indicated by their very limited access to basic public services, such as education, health, transportation, and other socio-economic facilities. Thus, they are always left behind in every step of development.

In alleviating poverty, the social service carries out several programs as follows through a series of efforts and activities to improve the role and performance of social organisations/Non-Governmental Organisations (NGOs) and professional organisations, empowering Remote Indigenous Communities (KAT), utilising social funding sources and meeting needs. basis for People with Social Welfare Problems.

Prior research has explored the significance of development communication in addressing poverty, particularly in the context of managing impoverished regions (Abdulai et al., 2023; Dahiya et al., 2023; Luo et al., 2023; Tanko et al., 2023). This research combines ideas from participatory communication, social capital theory, and the diffusion of innovations theory. This framework offers a thorough methodology for understanding and addressing the complex difficulties faced by slum regions, utilising successful case studies from nations such as Singapore and the Philippines (Bustos et al., 2023; Dobbs & Loh, 2023; Ferdous, 2023; Kataoka & Darangina, 2023; Owais & Ali, 2023; Roche et al., 2023; Sanglay & Abanto, 2024; Zhao & Rasoulinezhad, 2023).

Participatory communication emphasises the significance of engaging community members in the communication process, ensuring that development projects are influenced by the needs, aspirations, and cultural settings of the people they intend to benefit (Akbar et al., 2020; Gibson, 2023; Jenkins, 2013; Widyaningrum & Nugraheni, 2019). Participatory Communication signifies a departure from conventional hierarchical communication approaches towards a more comprehensive and democratic approach (Servaes, 2022; Waisbord, 2020). It highlights the significance of dialogue, as community members are not just passive receivers of information but active contributors to the communication process (Gil de Zúñiga et al., 2021; Nekoto et al., 2020). This method is based on the concept that sustainable development and successful poverty reduction can only be achieved when the communities affected actively identify issues, create solutions, and implement development projects. Participatory communication promotes a feeling of possession and empowerment among individuals in the community, which is essential for the long-term success of development initiatives. An example of participatory communication in action is the Community Mortgage Programme (CMP) in the Philippines (Magno-Ballesteros et al., 2022). This programme involves poor people in a community-based strategy to obtain legal land tenure and enhance their living

conditions. The CMP has effectively enhanced access to affordable financing for homes in impoverished regions by actively engaging people in decision-making processes, thereby making a substantial impact on poverty alleviation.

Meanwhile, Social Capital Theory emphasises the significance of networks, relationships, and trust in accomplishing collective action and community development (Swanson et al., 2020). In slum communities, social capital plays a crucial role as a valuable resource, especially since the needs of people are often neglected by official structures (Choirul Saleh et al., 2023; Mindarti et al., 2021). In Singapore, during the initial years of independence, the government utilised social capital to address slum redevelopment by actively engaging communities in the planning and executing housing projects (Dobbs & Loh, 2023; Forsyth, 2014). This not only guaranteed that the newly constructed public housing fulfilled the requirements of previous slum residents, but also preserved social connections, which are crucial for community strength and assistance.

Alternatively, the Diffusion of Innovations Theory explores how new ideas, behaviours, or products are disseminated within a group or society. Within slum management, innovation diffusion is evident through the acceptance and implementation of sustainable construction technologies and community-driven trash management projects. For instance, Singapore has established a standard for economical and high-quality living environments by employing inventive construction designs and materials in its public housing developments. Similarly, in the Philippines, the Payatas Tricycle Operators and Drivers' Association (PTODA) exemplifies how community-led waste collection and recycling efforts may effectively contribute to environmental sustainability and poverty reduction (Ibita & Ibita, 2023).

Effectively managing slum areas with development communication requires the integration of participatory communication, the utilisation of social capital, and the facilitation of innovation diffusion. This comprehensive strategy guarantees that development endeavours are focused on the community, promoting social unity and originality while also tackling the underlying factors of poverty and enhancing the quality of life in impoverished regions (Bustos et al., 2023; Dobbs & Loh, 2023; Kataoka & Darangina, 2023; Luo et al., 2023; Mittal et al., 2023; Newig et al., 2023; Safitri, 2021; Xu & Li, 2023).

This theoretical framework provides useful insights into the possibilities of development communication in addressing poverty by analysing the approaches taken by Singapore and the Philippines in managing their respective destitute regions. The statement highlights the significance of community engagement, social connections, and creative approaches in developing sustainable and efficient solutions to the difficulties encountered by residents of slum communities.

Considering the extensive and comprehensive nature of our discussion regarding the involvement of a government agency in Medan in Participatory Communication, specifically in relation to poverty alleviation and slum management, a concise research question that encompasses the essence of our investigation could be: "In what manner does Participatory Communication contribute to the empowerment and long-term progress of slum communities, and how can it improve the efficacy of poverty alleviation strategies?" This issue prompts an in-depth examination of the diverse and complex role that Participatory Communication plays in empowering marginalised communities, promoting social inclusion, and encouraging the collaborative development of sustainable solutions to poverty. This study aims to comprehend the mechanisms by which participatory communication approaches empower residents of slum communities to participate in the development process actively, therefore improving the durability and effectiveness of poverty alleviation initiatives. This research seeks to analyse the principles, processes, and outcomes of Participatory Communication to discover practical insights and strategies that can be used to tackle the intricate challenges faced by slum communities. Ultimately, this research aims to contribute to developing more fair and efficient initiatives.

METHODOLOGY

This research is divided into two main parts in the methodology section: the gathering of primary data and the obtaining of secondary data. Both of these components play a crucial role in comprehending the influence of Participatory Communication on reducing poverty in isolated indigenous communities (KAT). The main data, which is essential for this research, will be gathered through organised interviews and participatory observations (Denzin, 2016; Denzin &

Lincoln, 2011). Interviews will be carried out with important individuals involved in the distant indigenous community programme section focused on reducing poverty, including the program's leader, section members and staff, and several community inhabitants who are part of the KAT group (Susilo et al., 2021). The purpose of these interviews is to collect direct observations on the efficacy of Participatory Communication tactics that have been put into practice within their respective communities. In addition, participatory observations will be carried out to observe the communication dynamics and community involvement processes in action, allowing for a more comprehensive comprehension of their practical applications and effects.

The secondary data for this study will be carefully collected from a wide range of academic literature, such as books, peer-reviewed journals, and reliable online sources. This data will be crucial in developing a theoretical framework for the research, allowing for a thorough comprehension of the current knowledge and deficiencies within the subject of Participatory Communication and poverty reduction. The secondary data will provide supplementary information to contextualise the primary data findings within the larger framework of discussion. It will emphasise how the experiences of the KAT communities either correspond to or deviate from established ideas and practices. A systematic review methodology will be utilised to guarantee that the secondary data gathered is pertinent, reliable, and makes a significant contribution to the study goals (Neuman, 2014; Poynton & Lee, 2000).

By integrating primary and secondary data, a comprehensive understanding of the impact of Participatory Communication on poverty reduction in distant indigenous communities can be obtained. The technique aims to not only reveal the intricacies of the implementation and perception of Participatory Communication by the KAT communities but also to place these findings within the broader framework of development communication theory and practice. The data analysis will utilise a mixed-methods approach, integrating qualitative insights obtained from interviews and observations with the theoretical foundation supplied by the secondary literature. This detailed research is to provide a thorough understanding of the strategy, difficulties, and results of utilising Participatory Communication in the context of poverty reduction. It offers significant insights for policymakers, practitioners, and communities.

RESULTS AND DISCUSSION
Cultivating the People: Social Services Agency Praxis

The research conducted in Medan has uncovered valuable insights into the communication strategies utilised by social services to mitigate poverty. During an insightful conversation with Mr. Feri Suheri, the Secretary of the Social Services Agency, who has held his position for almost five months, it became clear that a crucial approach to reducing poverty is the provision of social support. This support is specifically available to communities enrolled in the integrated family prosperous data (DTKS). This discovery highlights the need to possess precise and thorough information regarding families in need, as it directly affects their qualification and availability of crucial social support programmes. The utilisation of social assistance programmes demonstrates a focused strategy in addressing poverty, with the objective of offering immediate aid to the most vulnerable individuals while simultaneously addressing the underlying socio-economic issues that contribute to poverty.

Nevertheless, the execution of these techniques is not without its difficulties. Mr. Suheri identified three notable barriers that impede the efficacy of social assistance and community empowerment initiatives. An important problem that has been noticed is the lack of synchronisation of data, which is caused by unprofessional activities during the data collection process. This problem highlights the urgent requirement for meticulous and precise data collection methods to guarantee that aid is provided to individuals who truly require it. Furthermore, the dearth of personnel, the lack of a system for community groups to report and be held accountable, and the uneven allocation of aid among different business groups in different sub-districts exacerbate the challenges in effectively implementing strategies to alleviate poverty.

Additionally, it was discovered that the degree of community involvement in empowerment programmes was minimal, presenting a substantial obstacle to the long-term viability and achievement of these endeavours. The lack of involvement may be determined by several aspects, such as the perceived relevance and impact of the activities, as well as the

capacity and inclination of community members to participate actively. Moreover, the geographical obstacles linked to reaching remote and inaccessible areas worsen the constraints of direct observations and delivering continuous assistance to empowered groups. These obstacles emphasise the logistical and operational limitations that social agencies encounter when implementing their poverty reduction techniques with efficiency.

When analysing these findings, it becomes evident that social assistance plays a crucial role in Medan's social services plan. However, there are other intricate factors that must be addressed to improve the efficiency of poverty alleviation efforts. Various factors, including data accuracy, human resource limitations, accountability, fair distribution of help, community involvement, and geographical accessibility, influence these tactics' outcomes. To tackle these issues, it is necessary to adopt a comprehensive strategy that involves improving data-gathering methods, expanding the skills and capabilities of human resources, promoting active community involvement, and devising creative ways to overcome geographical obstacles. Addressing these challenges will enhance the execution and effectiveness of poverty reduction initiatives in Medan's social services, hence fostering more sustainable and inclusive development results.

Adopting a poverty alleviation policy within a regional government framework indicates the establishment of well-organised, deliberate initiatives that collaborate with the business community and society. This suggests that the government implements policies to reduce poverty and that these programmes cover several sectors. The government's poverty reduction policies can be broadly classified into two primary objectives:

First, the strategy targets persons who belong to the lowest income bracket or those who are truly impoverished, encompassing both the elderly and children. This population necessitates immediate involvement to deliver essential services such as education, healthcare, and sustenance. The government often offers direct aid through cash assistance, school assistance funds, and rice subsidies to assist the impoverished.
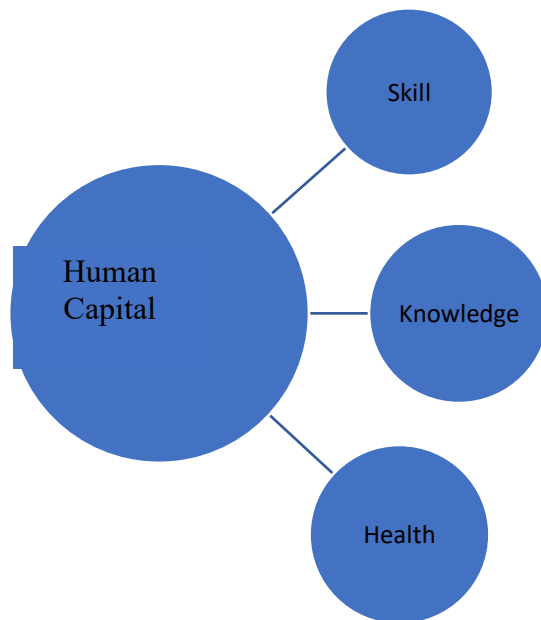
Furthermore, the strategy is aimed at persons who belong to the economically active poor category or those involved in economic activity within the micro sector. Typically, this group requires resources to improve their ability and expand their firm, such as funding, technical support, etc. Respondents noted that the social services programmes implemented were similar to the Joint Business Group Programme (KUBE), based on interviews. KUBE refers to a collective of individuals or families who receive social assistance and engage in social welfare and economic initiatives with unity and mutual support. The objective is to enhance the well-being and ability to recover families, improve the role and effectiveness of social organisations or NGOs, empower specific funding sources, and address the fundamental needs of individuals facing welfare issues.

These ideas exemplify the government's many strategies in addressing poverty challenges. One strategy entails offering immediate assistance by directly addressing urgent needs, while the second strategy focuses on promoting long-term self-sufficiency by expanding economic prospects. However, the successful execution of these policies relies on precise identification, adequate allocation of resources, and strong cooperation with the community. The poverty alleviation initiatives in the city prioritise two primary approaches: providing direct assistance and promoting the growth of economic prospects.

The Human Capital Theory asserts that allocating resources towards enhancing individuals' education and health, commonly called 'human capital', is essential for promoting economic development and reducing poverty (Abdulai et al., 2023; Kataoka & Darangina, 2023). This idea advocates for the direct assistance approach towards the most vulnerable people, highlighting the significance of granting them access to education and healthcare (Allawi & Al-Jazaeri, 2023; Luo et al., 2023). From this viewpoint, allocating resources towards developing human skills and knowledge enhances an individual's efficiency and capacity to earn, resulting in a gradual decline in poverty rates. Implementing policies such as school assistance funds and health services for the poor is in accordance with this philosophy, with the goal of augmenting persons' abilities and possibilities for economic engagement and better living standards.

The Social Capital Theory highlights the significance of social networks, relationships, and trust in attaining economic and social goals. This idea is consistent with the economic empowerment strategy for economically engaged but disadvantaged. It emphasises the significance of community involvement and cooperation. Initiatives such as the Joint Business Group Programme (KUBE) are based on the concepts of social capital, promoting collaboration

and assistance among community members to improve economic strength and long-term viability (Hikichi et al., 2018; Kim, 2022; Nhon et al., 2018). These programmes seek to establish social capital to create an atmosphere where economically disadvantaged individuals can utilise communal resources and networks to enhance their economic status and break free from poverty(Elfriede & Suryawan, 2023; Gu et al., 2023). Incorporating these theories into the development and execution of poverty reduction strategies provides a thorough strategy that addresses the current and long-term requirements of the impoverished. Governments may assure individuals' effective economic participation by prioritising human capital, which encompasses skills, knowledge, and health (See Figure 1). Simultaneously, by cultivating social capital, communities can develop stronger bonds and provide greater support, creating a conducive atmosphere for economic endeavours and reciprocal aid.

Figure 1. Individuals' effective participation
Source: Author Data Processed (2023)

These findings emphasise the significance of implementing a comprehensive strategy for reducing poverty that integrates direct assistance and programmes that promote economic self-sufficiency (Gu et al., 2023; Newig et al., 2023). It emphasises the necessity of implementing policies that offer immediate assistance and allocate resources towards the long-term growth of individuals and communities (Susilo et al., 2021). This strategy has the potential to actively contribute to the long-term elimination of poverty in a way that is environmentally and socially responsible. It also aims to foster a society that is fair and provides equal opportunities for all individuals.

Applying the Human Capital Theory and Social Capital Theory within a theoretical framework to analyse poverty alleviation programmes offers useful insights into the mechanisms by which these policies can accomplish their goals. It highlights the importance of adopting a well-rounded approach that tackles the urgent requirements and the long-term advancement of impoverished individuals, guaranteeing a comprehensive method to combat poverty.

Internalisation of Moral Value on Social Empowerment

Integrating such strategies into poverty reduction initiatives emphasises a comprehensive approach, acknowledging that poverty is a complex problem beyond just economic inadequacy. This comprehensive plan strives to address not just the financial element but also to enhance poverty's social, moral, and human capital dimensions.

A poverty alleviation initiative that incorporates ethical communication can substantially impact the community's work ethic and morale. Governments and NGOs should nurture values such as diligence, accountability, and community cooperation to build a more resilient and

motivated citizenry. Moral communication functions as both a means of motivation and as a means of enhancing social cohesiveness, fostering a more supportive and united community in their collective endeavours to combat poverty. This strategy necessitates actively involving communities through several channels, such as social media, community gatherings, and educational initiatives, to distribute messages that motivate and elevate.

Developing the fundamental skills and talents of those living in poverty is essential for achieving long-term poverty reduction. Enhancing health and education establishes the basis for individuals to attain improved work prospects and engage more extensively in the economy. In addition, this method empowers the impoverished by offering them business skills and technology training and strengthening their professional connections, thereby equipping them with the essential resources to navigate the contemporary market. These measures not only enhance individuals' ability to generate revenue but also enhance general productivity and innovation in the economy. Engaging impoverished communities in the process of reducing poverty empowers them and ensures that the efforts are better tailored to their specific needs and ambitions. The participatory approach, which includes planning, assessment, and decision-making procedures, cultivates a feeling of ownership among community members, leading to increased dedication to the success of poverty alleviation initiatives. The Social Services Agency in Medan shows compassion and initiative to internalise moral and value communication through multiple training. Additionally, community involvement in these programmes improves openness and accountability by establishing a direct avenue for receiving comments and suggestions.

The empowerment method aims to facilitate the active participation of the impoverished population in the economy by promoting employment, entrepreneurship, and creative pursuits. This method seeks to diminish unemployment and improve the well-being and economic standing of individuals by granting access to public resources, fostering job creation, and boosting company productivity (Briandana et al., 2020; Newig et al., 2023; Swanson et al., 2020; Tanko et al., 2023). Empowerment encompasses more than just the provision of money. It also entails the elimination of systemic obstacles and the establishment of a conducive atmosphere that enables those living in poverty to utilise their abilities and expertise to enhance their quality of life.

These strategies emphasise the significance of a comprehensive strategy to reducing poverty, which extends beyond economic indicators to address poverty's ethical, societal, and participatory aspects. To effectively manage poverty and promote social resilience, governments and NGOs should prioritise moral communication, improve fundamental skills, engage communities, and strive for empowerment.

The Role of Remote Indigenous Community Program in Alleviating Poverty in Medan

Isolated traditional communities' primary focus is training, socialisation, and technical guidance. This strategy prioritises the enhancement of self-sufficiency, consciousness, and abilities among members of the community. The objective is to achieve an improvement in understanding and appreciation for one another's capabilities and indigenous knowledge within the community. Additionally, its objective is to promote rational discourse among members of the community in order to support mutual learning, thereby allowing the group to attain economic advancement collaboratively.

This approach aligns with Hidayat's idea on community empowerment, which primarily seeks to support the genuine and comprehensive human development of disadvantaged, vulnerable, and underprivileged communities (Hidayat, 2020). This encompasses individuals such as small-scale farmers, agricultural labourers, impoverished urban residents, underprivileged indigenous populations, young individuals seeking employment, disabled persons, and marginalised groups of women. Central to this approach is the empowerment of these community groups in meeting their fundamental living requirements and participating in community development, thereby enhancing their socio-economic status.

The training process frequently encounters numerous challenges. For example, participants may encounter difficulties comprehending or adhering to the directions and teachings presented by the resource individuals. This problem can hinder their ability to apply their acquired knowledge in real-life situations, thus impeding their progress towards achieving financial independence. This also applies to respondents Mrs Hema Hutapea and Mrs Elvfrida

Mega Waty, who are staff at Community Empowerment. They said that the role played in this remote indigenous community was only in the form of training or outreach and we did this for two days at the hotel. Regarding training, we prepare resource persons who are experts in improving the economy. and those taking part in the training are people selected from each sub-district.

Social services are essential in training and socialisation efforts to assist distant traditional populations. These activities facilitate community members' comprehension of the program's advantages and goals. Nevertheless, given that the current emphasis is on improving skills rather than offering financial resources, this prompts inquiries over the adequacy of this strategy in attaining economic self-sufficiency for all individuals within society. Although training and socialisation are crucial in isolated traditional communities, they may not be enough to completely tackle the economic difficulties these communities have.

CONCLUSION

This research has confirmed that isolated traditional communities substantially impact poverty reduction. The training and socialisation strategy primarily aims to improve community members' self-reliance, awareness, and skills through technical supervision. This technique seeks to enhance the recognition of indigenous knowledge and promote mutual respect for talents, creating a constructive conversation within the community to facilitate shared learning and cooperatively attain economic development. Although these efforts are critical initial steps, they may not be adequate to tackle the economic issues these communities encounter completely.

Hence, the study emphasises the significance of education and socialisation initiatives in pursuing economic independence for isolated indigenous groups. However, it also indicates that a more holistic strategy is required for economic self-sufficiency. Therefore, it is necessary to provide additional support, such as capital availability, in addition to talent training programmes. This will guarantee that community members have all the necessary resources to enhance their quality of life and attain sustainable development. In the end, by implementing a thorough strategy, we can reduce poverty and attain economic independence in isolated indigenous communities.

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