

## ROLE OF SOCIAL SERVICES INCREASE IN BUSINESS RURAL COMMUNITY DEVELOPMENT IN VILLAGES MARANG

### PERANAN PELAYANAN SOSIAL DALAM USAHA MENINGKATKAN PEMBANGUNAN MASYARAKAT PEDESAAN DI KELURAHAN MARANG

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#### ABSTRACT

The purpose of this research are: 1. Want to know the implementation of social services in the Village Marang. 2. Want to know the implementation of social services in rural community development in the village of Marang. 3. Want to know the role of social services in rural community development in the village of Marang. The type of research used is descriptive research, while the data collection was done by using questionnaires, interviews and documentation. In this study the hypothesis that made no use hypotheses that are commonly used in research but the form of questions that need answers from the research. From the data obtained the conclusion is: (1) With the implementation of social services in kelurahan Marang, all the respondents, 14 people (100%) ever get / obtain better services from the private sector / government agencies and by the local community. As for the form of social services: guidance and counseling related to livelihood / employment, health care, capital / money, material assistance / goods and messages of other development. While social services are rendered is in the village hall (hall Basarah) and the statement of 13 respondents (92.85%) stated on cooperation with local authorities (village chief and his staff). (2) It is known that the implementation of social services in rural community development in Marang village, namely: (A) That the majority of respondents, 13 people (92.86%) understand about social services gained. (B) By obtaining social services 11 (70.57%) are the perceived benefits, the changes are positive (building) for themselves and in the presence of such changes can increase revenue / income, which in turn can improve the welfare of her / family even local communities. (3) Can be known to result from respondents and supported by the results of the documentation, the role of social services in rural community development in Marang village is quite a role, while in outline the role that is shaped: (a) Guidance and counseling related to livelihood. (b) Health services. (c) Capital / money. (d) Assistance material / goods, and (e) other development messages

**Key words:** Social Services, Improving Development, Rural Communities, Village Marang

#### ABSTRAK

Tujuan penelitian ini : 1. Ingin mengetahui pelaksanaan pelayanan sosial di Kelurahan Marang. 2. Ingin mengetahui Pelaksanaan pelayanan sosial dalam pembangunan masyarakat pedesaan di Kelurahan Marang. 3. Ingin mengetahui peranan pelayanan sosial dalam pembangunan masyarakat pedesaan di Kelurahan Marang. Jenis penelitian yang digunakan yaitu penelitian deskriptif, pengumpulan data dilakukan dengan teknik angket, wawancara dan dokumentasi. hipotesa yang dibuat berbentuk pertanyaan yang membutuhkan jawaban dari penelitian tersebut. Dari data diperoleh kesimpulannya : (1) Dengan adanya pelaksanaan pelayanan sosial di kelurahan Marang, semua responden yaitu 14 orang (100 %) pernah mendapatkan/memperoleh pelayanannya baik dari pihak swasta/masyarakat maupun dinas instansi pemerintah. berupa : bimbingan dan penyuluhan yang berkaitan dengan mata pencaharian/pekerjaan, pelayanan kesehatan, bantuan modal/uang, bantuan materi/barang dan pesan-pesan pembangunan lainnya. Sedangkan pelayanan sosial tersebut diberikan di balai desa (balai basarah) dan atas pernyataan 13 responden (92,85 %) menyatakan atas kerja sama dengan pemerintah setempat (kepala desa dan stafnya). (2) Dapat diketahui bahwa pelaksanaan pelayanan sosial dalam pembangunan masyarakat pedesaan di kelurahan Marang yaitu : (a) Bahwa sebagian besar responden yaitu 13 orang (92,86 %) memahami tentang pelayanan sosial yang diperolehnya. (b) Dengan diperolehnya pelayanan sosial 11 orang (70,57 %) terdapat manfaat yang dirasakan, adanya -perubahan yang bersifat positif



