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# Collective Interpretation Sessions

## West Java, Indonesia

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Social Innovation Platform

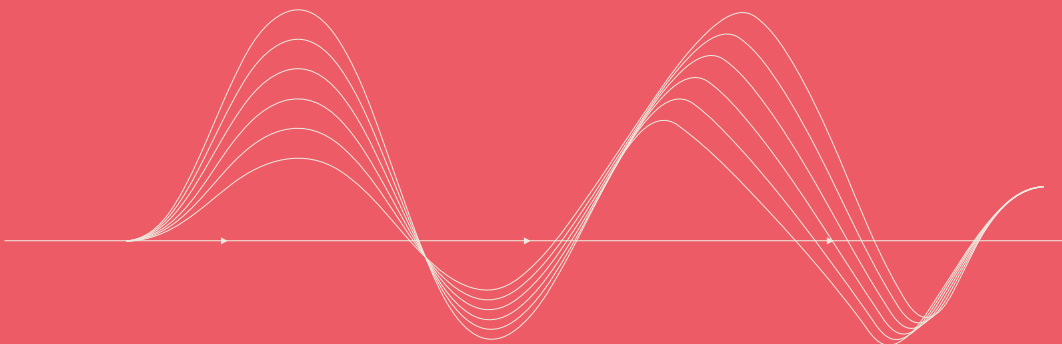
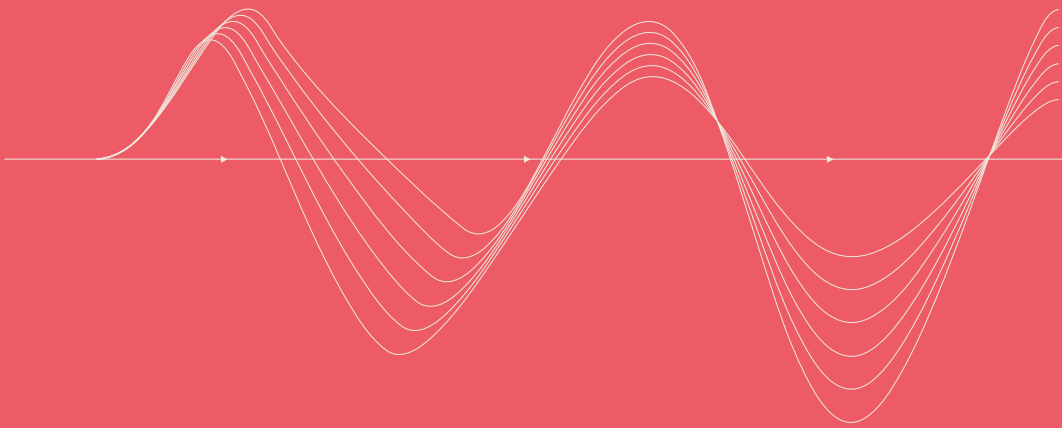
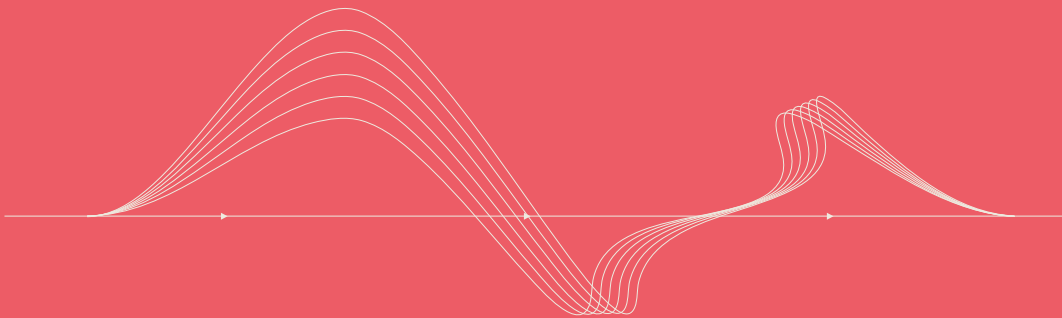
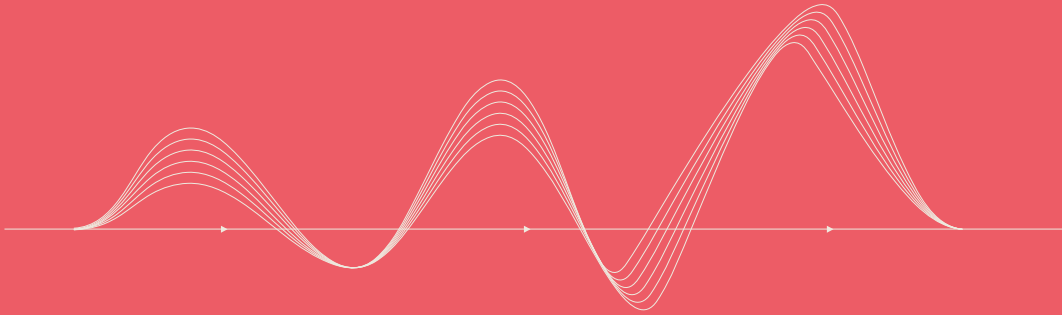
Among all participants, the narratives, challenges and opportunities identified during the listening processes are reinterpreted through personas, highlighting similarities and discrepancies, as well as possible solutions. Through the collective interpretation sessions, it has been confirmed that **West Java** has the capacity to transform and, more importantly, that citizens are collectively committed to achieving this.



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Building new movements for change

## 1 — Approach

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- Why collective interpretation?
- What is the logic of the collective interpretation?
- What are the goals of the collective sensemaking session?
- How are the narratives identified presented?

## 2 — Participants and Rationale

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### 5.1 — Deeper Listening

### 5.2 — Enriching Personas

### 5.3 — Related interesting interventions

### 5.4 — New solutions and ideas suggested for our portfolio

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# Our Theory of Change

## ALCK



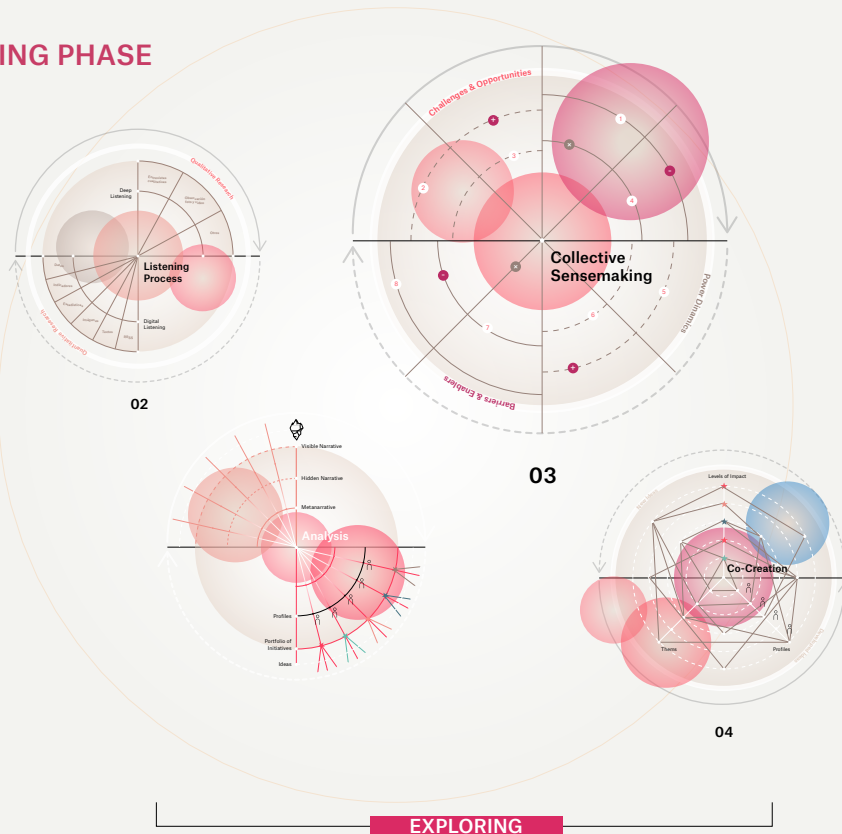
K= Cultural perspective

Systemic Transformation

From

Towards

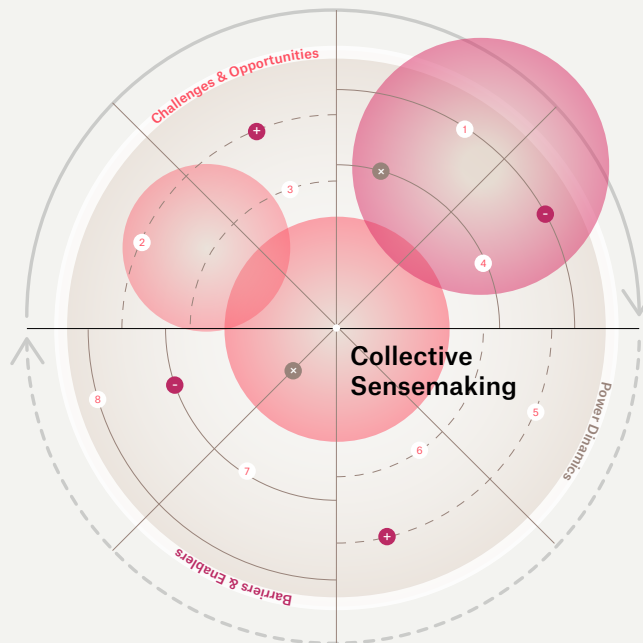
### EXPLORING PHASE



# 1 – Approach

Collective interpretation is defined as: *“the activity that extracts insights. It is a process that induces learning and creates more meaning from experience. A sensemaking process should clarify the intent of the CSP (rationale), the object (project, programs, activities), situation (context), socialization (networks), extraction (the forming of intelligence), iteration (recurrence), representation (communication) and effect (impact).”*

In a more simplified version, sensemaking can be described as a collective interpretation of the information generated by the systems mapping and the deep listening process. UNDP, public institutions, corporates and civil society organizations take part in the sense making process.



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## ★ Why collective interpretation?

Developing new tools to understand social dynamics and perceptions in greater depth and being able to connect this information to **collaborative construction processes**, are essential elements for the development of the Social Innovation Platforms. Therefore, by bringing the results obtained through the listening process: narratives, metanarratives and profiles, to the collective interpretation sessions, (sensemaking) will **complement and legitimize the information collected in the interviews** and provide a more complete analysis of the complexity of the challenges and opportunities perceived by people and organizations involved in these processes.

The narratives are subjective perceptions that people and the community have about their own lives. They might not be true or correspond to real facts; however, they decisively influence what is believed to be possible or impossible to achieve and may even determine the success or failure of initiatives for socio-economic change.

Therefore, the collective interpretation sessions consist in presenting the narratives identified, cross check these narratives and thus legitimize and back up the results of the listening process, promote encounters and dialogue among people and institutions that normally do not coincide spontaneously in areas for discussion and exchange.

## ★ What is the logic of the Collective Interpretation?

Since collective interpretation consists in sharing the results of the listening process with a wider community, in order to contrast and enrich them, these two steps (*listening process and sensemaking*) are naturally linked, hence each session of sensemaking should happen after the finalization of each listening iterations.

One of the keys to take into account in this step is the choice of the materials and visualization tools we use: since we cannot present a complete and detailed report to a wider audience, for operational reasons, time and dynamism, we will use tools such as **profiles (personas)**. The work in detailing and building those profiles is key in the process, as they must be adjusted to the results of the listening.

Therefore, the narratives, challenges and opportunities identified in the listening processes are reinterpreted, mostly through these personas, highlighting similarities and discrepancies, as well as possible solutions.

## ★ What are the goals of the Collective Sensemaking session?

- ① Extract insights, induce learning and create more meaning from experience.
- ② Adding new focuses and, if necessary, reworking these findings through new interviews or new approaches.
- ③ Strengthening the network of participants.
- ④ Validate our analysis and make participants feel part of the process.
- ⑤ The ultimate goal is to share with key stakeholders and community representatives the challenges and opportunities that have been identified and to gather ideas about what is missing.

## ★ How are the narratives<sup>1</sup> identified presented?

There are many tools for presenting the findings from the listening process. In this SIP we use the **“personas” (profiles), who are a simplified representation of people and their main problems and needs.** During these sessions, the ethnographic profiles are put forward for consideration by the community and key stakeholders at collective interpretation sessions to be validated, extended, corrected or rejected.

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<sup>1</sup> Narratives are the perceptions that people and communities have about their own lives. Narratives describe aspects of individual experiences that can help re-interpret the past and guide present actions in anticipation of a different future (Wittmayer et al., 2019). Identified narratives can reframe the status quo, confronting dominant norms, values and belief; form collective identity by developing a shared sense of belonging which structures actions and meaning based on a common outlook on social reality and a desired future; guide action by inviting people to imagine alternative futures. al., 2). Identified narratives can reframe the status quo, confronting dominant norms, values and belief; form collective identity by developing a shared sense of belonging which structures actions and meaning based on a common outlook on social reality and a desired future; guide action by inviting people to imagine alternative futures.



## West Java

1. These personas are **patterns of narratives** that are repeated or operating.
2. The personas/profiles are based on the narrative analysis. They are not merely based on demographic data or quantitative analysis: they represent **unified perception, behavioral and thinking patterns**.
3. These personas try to represent the diversity of age, social background and occupation as **a personas set**, but the narratives on corn farmers do not solely represent a 40 year old men from Ponelo Village, but also younger ones, even women. Actually, many of them share perceived opportunities and challenges.
4. Each persona has an **underlying key idea**, a series of opportunities and challenges perceived and a relevant quote.
5. All this information represents **perceptions**. This means that they are not necessarily true and sometimes even they are contradictory between each other. However, all of them are operating and ultimately conditioning the success / failure of the activities in the area.

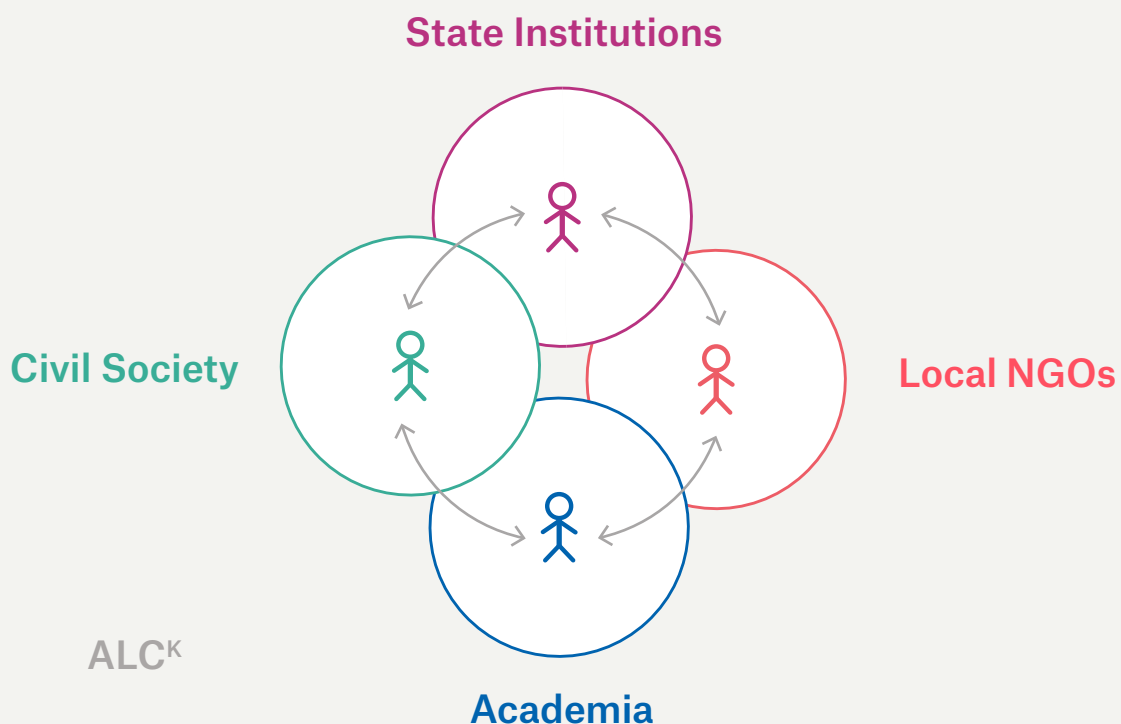
Guiding questions of these sessions:

- What do you think? Why?
- Do you agree? Do you recognize these patterns? Why?
- What are we missing? Why?
- Who else should we talk to? Why?

## 2 – Participants and Rationale

The collective interpretation activities in West Java were divided into two days and gathered opinions from up to **50 local people**.

- The first one was a hybrid session on the 28th of June and there were presented **district and village government, villagers, local NGO, and the Ciletuh-Palabuhanratu Geopark office**. In this session, each persona with their respective challenges, opportunities, and metanarratives (key idea) have been presented, discussed, and validated. Moreover, the participants added more missing issues and have appointed some suggestions which will be presented in this report.
- The second session was held virtually on the 29th of June, and there were more than **30 representatives from the government agencies at the district and provincial levels, Inter-village Coordination Board, the Ciletuh-Palabuhanratu Geopark office, and universities**.



The participants were divided into **three thematic groups**, determined by the main areas highlighted during the listening process.

### 1. Tourism



Naneng

The CGG has given women economic empowerment, even with lack of skills



Rahamt

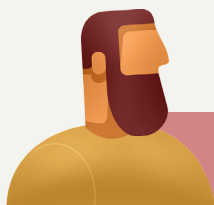
There is value in food as a driver for development

### 2. Agriculture and Fisheries



Ujang

Local assets are the key for development



Ahmad

The lack of infrastructure is a barrier to growth



Rahamt

There is value in food as a driver for development

## 2. Food systems and SMEs



Nurul

West Java needs to be able to develop from the bottom up



Irfan

Local assets are the key for development

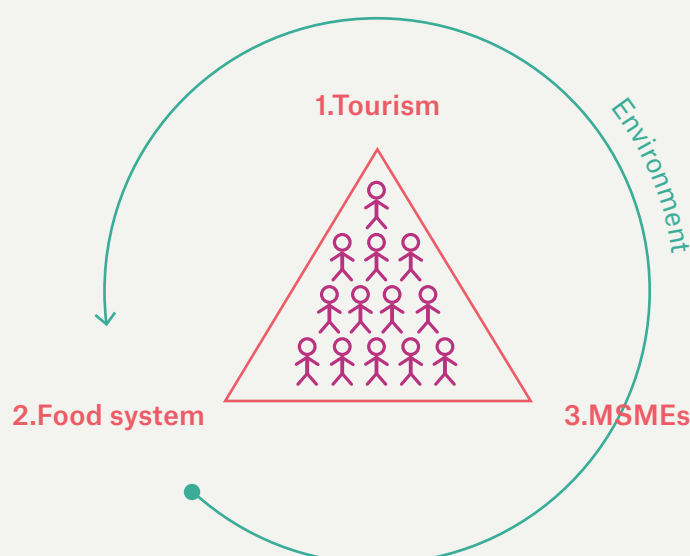
Each session was facilitated by members of a local partner, **the West Java Community and Village Empowerment Office (DPMD) and the Featured Program Supporting Team (TP2U), supervised by the UNDP Country Office.** In this session the participants have gone through the challenges and opportunities from the profiles as well as throughout the main points from the previous sensemaking session, and some inputs and responses have been made.

### 3 – General Conclusions

During both collective interpretation sessions, the community and key stakeholders in West Java confirmed what has been identified during the deep listening process: that West Java have a big economic potential due to the establishment of the CGG.

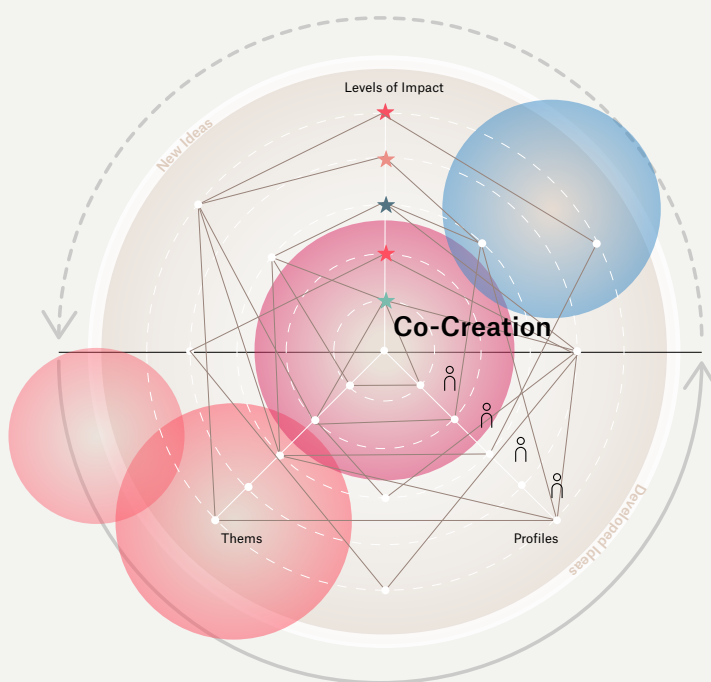
However, the quick development and the lack of proper infrastructure have caused environmental damage and a **barrier for growth**. The public perceived that **Food System and agriculture, MSMEs (food system)** and **Tourism (CGG Park)**, are the main entry points for this process.

Based on the results from the first listening iteration and the validated challenges and opportunities from the sensemaking session, UNDP and the Ministry of Villages have identified that the main entry points for the Social Innovation Platform in West Java province is a **green economy triangle: food system, MSMEs and tourism**, with a special focus on MSMEs and with the local people and environment at the center. The next sessions on co-creation should be divided into the following three areas:



### 3 – General Conclusions

However, it's important to mention that all the issues raised by the two processes (listening and contrast) will be addressed through the portfolio of initiatives. For instance: when we tackle the agricultural issues, it would be also tackling infrastructure, SMEs, tourism, livelihood etc. Therefore, the next step is to conduct **co-creation sessions**, which would be focusing in on these main entry points. The participants already pointed out **potential solutions**, that will be annexed to this report and tackled in the next phase of the process.



## 4 – Key points and Ideas

### 1 Lack of communication as a barrier: need for connections

The contrast sessions have brought some new inputs and suggested ideas that will be explained in the following pages. Overall, the first one is related to lack of coordination and role clarification between the stakeholders operating in the area.

The participants pointed out that there are many initiatives, actions and projects that might have been designed and implemented at some point, but they have not continued, either due to the lack of resources (financial, manpower and capacity) or due to the lack of coordination. In this sense, we are not starting from scratch and they saw the sensemaking session as well as the whole implementation of the SIP as an opportunity to build connections between the different level of stakeholders and to strengthen the community empowerment.

“Synergy is important, and it seems we are not connected. So, the important thing is that there should be clear activities, management, that should start from the existing products first.”

This also highlights that there might be a need of adding the role of **community connectors or social brokers**<sup>2</sup> that serve as bridges or connectors between different administrations.

“When it comes to post-harvest issues or crop yields, etc., a Bumdesma-managed storage should be established so that it can be used to store the crops. However, until now we have not been able to feel what was agreed upon from the start.”

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<sup>2</sup> New social contexts and innovative methodologies bring with them the creation of new figures and the inclusion of new actors. The SB works to ensure inclusion and promote social cohesion in a specific territory in a cross-cutting manner in the projects carried out, always at different scales and dimensions: the community, social services, public and private agents and institutions. Its ultimate goal is to create resilient networks and communities linked to specific needs. The social broker, or innovation broker, must go to the field, helping to move from theory to practice, from the abstract to the concrete. He or she must serve as a hinge between the community and public administrations. It is responsible for creating and empowering social networks to support and respond to the narratives perceived and internalized by the community.

Additionally, it has been added that the Covid-19 pandemic has caused disruptions and the funding, initially allocated for these initiatives, have been reassigned to its mitigation. Also, the change on government and the constant shift in policy, causes delays and the projects and plans are mostly postponed or left out. For example, it has been mentioned, that there is no clear role of the BUMDESMA. Maybe the community connectors role could be the basis to rethink the institution.

### 2 Food system and agriculture

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● ● ● *Personas: Ahmad / Ujang / Rahmat*

“Human resources in our village still need to be educated, trained, and given support regarding motivation, encouragement to them, which may include communication and coordination with clear access to regulations. Our community needs direction and guidance because they are shocked by the rapid progress.”

#### 2.1 Lack of training

More specifically related to the agriculture sector and the development of the agricultural economy, the Villages leaders reinforced that the lack of coordination, socialization, and capacity building between the farmers and the key stakeholders to market and to distribute local crops, generates frustration and lack of motivation:

“I think there needs to be a restructuring of the BKAD and several village institutions that support the cooperation program between these three villages. I hope this is a serious concern for policy makers to immediately reactivate BKAD and other village institutions.”



## 2.2 Lack of infrastructures

It has been confirmed by the farmers participants and the villages heads that investment in infrastructure is needed, such as access to roads and bridges, irrigation system and better access to seeds and crop diversification.

“The district road connection from Nyomplong to Ciloa which spans about 8 kilometers has not been repaired, although it is part of the road leading to the Geopark. Now it cannot be passed through because the bridge has been damaged and collapsed.”

## 2.3 Irrigation systems as an opportunity

The agriculture fields are mostly rain-fed and depend on the weather. Yet, there is still insufficient irrigation system, so that the farmers cannot optimize their crop yield.

“Dams should be built which is planned to direct water from Curug Puncak Manik and Curug Awang. This dam will benefit farmers in many ways, not only for irrigation, but also for tourism object, power plant, and fishery. And it should be implemented as soon as possible because there are around 1100 hectares of rain-fed rice fields that need to be irrigated.”



## 2.4 *Lack of proper tools*

The participants stated the importance to consider the specific needs of each region to implement actions and initiatives. Some villages may need dams, but other villages might need drill wells (Mekarsakti Village). However, in general, the lack of agricultural tools such as tractors, modern dryers (post-harvest tools) and better village barns is needed to speed up the planting season, the harvest season and post-harvest season.

“The problem is, in my opinion, because our farmers often borrow money to cover operational costs, and when the harvest time comes, they tend to be sold their crops immediately at any price to avoid rotten crops. We are lacking of post-harvest tools, such as modern dryers, or other tools. We also need to revitalize our village barns. If all of those are provided, farmers can sell their crops at any time.”

## 2.5 *Farmer card and fertilizer prices*

Regarding the Kartu Tani (Farmer’s card) the farmers participants endorsed the challenges pointed in the Ahmad profile and re-affirmed that there are many problems at the implementation level and brings no benefit at the moment. According to them, it brings harms, as the fertilizers price has risen, the socialization of the program is not broad enough (it has left behind many farmers), and it can’t be used anywhere.

“Kartu Tani (Farmer Card), it’s a national product that is supposed to bring prosperity to farmers, but farmers haven’t felt it yet. In fact, there are many problems around the realization of Kartu Tani. It may solve the scarcity issue of fertilizer, but the price is still very high.”

## 2.6 On fishing

During the deep listening process, one of the main challenges identified was regarding the lack of a fish storage, however it has been explained that this is not an issue anymore, because they already have been provided with a cold storage:

“In the past, a lot of fish overflow were usually thrown away to Palabuhanratu. Now there is cold storage in Palangpang which has been very helpful for fishermen. We don't throw fish away anymore. We can accommodate all types of fish with large volumes, from small to large fish in this cold storage from the Ministry of Maritime Affairs and Fisheries (KKP).”

Additionally, it has been pointed out that the App Fish-on, although that there has been socialization, it is still not appropriated to the fishermen because they still use traditional methods and smaller boats.

### 3

## Food system and SMEs

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● ● Personas: Nurul / Irfan

### 3.1 Potential and uniqueness of local products

Participants highlighted that there is a lot of potential to invest in local products as added value such as banana peel crackers, Gandung crackers, Rengginang (cake made by rice), handicrafts made with recycled coffee sachets, ranging from mats, etc. However, to make these products profitable and reach other villages and buyers, it is necessary to invest in better infrastructure, marketing, financing, and human resources skills.

“Before we made banana peel products, we also processed products made of Gadung and did marketing to the surrounding villages. But Gadung production depends on weather. Because gadung was harvested in the summer, so every rainy season we couldn't do it. Our tools are also not sufficient.”



*Gadung crackers and handcraft mat from recycled coffee sachets*

### **3.2 Lack of proper equipment and tools**

According to the local entrepreneurs present at the sensemaking session, the lack of proper equipment and tools makes business continuity very difficult. A small entrepreneur shared that in 2019, they have marketed 14 packs of Gadung crackers per day online, costing Rp 25.000 (each). However due to lack of equipment the business couldn't go on.

### **3.3 Digital infrastructure**

Also related to the SME sector and community empowerment in Ciletuh, there are relevant issues related to digital technology in the development of the business. Digital illiteracy has been mentioned during the sessions as one of the main challenges faced but the entrepreneurs, together with the lack of accessibility and good internet connection.

*“We hope that the activities we carry out can be a stimulant for them to be able to develop businesses in the digital field in their respective villages through their BUMDes so that people who need an internet connection can simply go to BUMDes to subscribe, such as the village's Indihome.”*

The Department of Communication and Informatics in Sukabumi, informed the Ciletuh Geopark area is one of blankspot areas in Sukabumi, so digital infrastructure still needs to be improved. For information, the Sukabumi Regency area has around 115 blankspot points.

### 3.4 Access to market and initial capital

Another important aspect related to the development of the SMEs confirmed by the participants is due to marketing constraints and the difficult to sell their products and reaching out potential buyers (tourists for example). Moreover, how to develop agricultural and fishery products that could be packaged better and sold as tourism products.

“We are very open to SMEs who need packaging tools, legal facilitation starting from P-irt or brand rights, or nutritional content analysis, and guidance for marketing. Our focus now is processing salted fish in Simpenan District, Ciemas, then processed fish in Palabuhanratu, coconut sugar in Ciracap District, then turmeric in Ciemas District (Mekarjaya Village), mango processing in Ciwaru and Mekarsakti villages.”

Additionally, it was mentioned that, thanks to Pak Yana’s help, they were able to bring some geopark products to Thailand for promotion.

### 3.5 Access to finance

One of the obstacles for the community to develop their business is the access to initial capital, which is needed in order to obtain licenses and permits that have a high cost. A major issue confronting SMEs in West Java is the difficult to access to finance and the lack of initial capital to buy crops, the necessary equipment and tools, license and permits and marketing to sustain their business model:

“In addition to producing banana peel crackers, women in Mekarsakti village processed their agricultural crops such as rice into snack, such Rengginang and Rengginang. However, we are constrained with financial capital to sustain our bussines.”

### 3.6 Access to skills

The main challenge faced by the profile of Irfan (who design clothes using the Batik technique) contrasted in the sensemaking session is the difficult to knowledge transfer and training for the youth.

“Maybe today, in this millennial era, young people would prefer technology for making batik over traditional methods. This is a heritage that is unique to Sukabumi. If this can be developed and can become one of the prime products, later it can be combined with tourism activities at the Ciletuh Geopark.”

The Indag ESDM Sukabumi highlighted that there were some trainings facilitated by BIOFARMA on Batik Purwasedar making in Ciracap, but today there is almost no activity, and the Batik house is abandoned.



*Batik Purwasedar*

Another important point raised by some of the participants is that instead of focusing on training new entrepreneurs, it should be directed to training for those who are already doing entrepreneurial activities:

“At first we saw that Ciwaru and Mekarsakti were mango centers. It’s a shame if the mango that is harvested once a year is wasted, so we (Department of Industry and Energy and Mineral Resources) tried to initiate community training to make syrup, but unfortunately it didn’t continue on.”



*Candied and mango syrup*

4

## Sustainable development and Tourism

● ● Personnas: Naneng / Rahmat

The challenges and opportunities emerged during the deep listening process regarding the tourism sector have been confirmed during this collective interpretation sessions with additional issues and proposed solutions to solve the existing obstacles.

It was agreed within all the participants that the tourism sector faces the same infrastructure problems to improve the business development as the other sectors. The discussion was around some indicators: facilities, attractions, accessibility and environmental impact.

### 4.1 Access to tourist locations

According to the participants, the area is very rich in potential attractions, arts, culture, and many other activities that can become attractive to tourist, nevertheless the facilities must be improved. For example, the accessibility to Ciwaru is done via the main road from Kab. Sukabumi which is deliberately not too wide so that buses cannot enter the Village, in this way the so-called odong-odong vehicles managed by residents can take the tourists to certain locations.

“Usually, guests who come to visit Curug Sodong, also go to Curug Cikanteh. However, the crossing facilities there are still very minimal. During the rainy season, the hanging bridges that we made several times to cross to Curug Cikanteh would collapse. We need funds to construct better bridge in the future. So far, the bridge was built independently by the residents of Sodong.”



The perceived problem is that there are still many damaged roads and bad accessibility within the rural areas. For example, there is one location in Mandrajaya, a mangrove forest area, where there are no facilities from the Tourism Office (Dispar) and the bridge is almost collapsing.

Bappeda also felt that the journey to Ciletuh was still monotonous, tedious. Apart from being far away, there is also no rest area, no attractions that can be used as resting places or stalls to sell souvenirs. The hot atmosphere is also still felt during the trip to the Ciletuh Geopark.

### ***4.2 Quality of tourist areas and homestays***

Another important aspect raised by the participants is the availability of toilet amenity because it's useless if the tourism object is good, but the toilet is undermaintained. In some places, the toilets are not even available.

Moreover, the problem does not only occur in the destination, but also in the management of the homestays, where the quality control is still low. Many houses are used as homestays, but their knowledge regarding the maintenance is still very minimal. Indeed, there have been several trainings from relevant stakeholders and agencies but the training was only limited to a day or two and there is no continuous assistance.

*“As for Ibu Neneng’s profile, she has her own homestay which has 3-4 rooms, so they tidy up two rooms and turn them into homestay rooms. However, those who provide homestay training only provide bed linen, but there is no assistance on how to manage the homestay. So, the guests, usually prefer to stay at the hotel, because they may feel that the sheets (from the homestays) have not been changed from the previous guests. It’s a common case.”*



Another factor that hinders the homestay development is regarding the human resources, generally the homestays are managed by elderly people with limited education access and a low level of English language skills. In addition, there is a need to bring young people more involved in the village business opportunities to reduce their migration to the big cities.

“In the previous year there was a program to provide 100 toilets in the Ciletuh Geopark area from the provincial and district governments. However, the problem is that the maintenance is still very lacking, so there is a need for special cleaning staff. Also regarding the availability of clean water in the toilet.”

### **4.3 Mangrove as a culinary and touristic opportunity**

Also, regarding to the mangrove forest area there is the opportunity that, in addition of being a tourist attraction, there will be utilization of the mangrove plant itself for culinary or other products, such as mangrove chips. But villages must be prepared to offer local art, cuisine, and other unique characteristics to keep being attractive to tourists. If possible, there should be a cultural space in the villages, so that tourists can participate in practicing local culture such as angklung, fish cultivation, or batik.

### **4.4 Waste management**

It has been highlighted their awareness regarding the problem with waste management, although there are trash bins, there is no final disposal site. Uncollected waste is a significant source of pollution and health problems for communities. Open dumping is still the most widespread practice for solid waste disposal in Indonesia. The effects of uncollected waste will reflect directly into the rivers and waterfalls.

“How to manage waste from the household, tourism, etc., so the waste can be managed properly at the source and it doesn't end up in the sea? Because this village cluster is located very close to the sea. When garbage is dumped in waterways then into rivers, then falls in waterfalls. Could we imagine Curug Sodong with garbage from households and sewers in it? The beauty of Curug Sodong will vanish.”

## 5 – Specific Suggestions

### Deeper Listening

#### ★ New profiles suggested for interviews and engagement

- Forestry or Environmental Agencies
- Breeders
- Education: Education facilities, such as elementary school and junior secondary school
- People working in the cultural sector
- Young people
- The participants in these sessions should also be interviewed in depth

#### ★ New listening channels

- Apart from engaging new people, the pandemic situation suggest that we could communicate with other channels. ALC<sup>K</sup> suggest digital ideas, such as using **Whatsapp** for digital ethnography. We could select a representative from each narrative pattern / perception and follow them through audios and digital diaries over the phone. We could accompany them in their troubles while moving around the area without bridges / connections in real team, while also engaging them in **observation** (with proper training / tools) and **pictures**. Over the course of the developing of the prototypes, we could use their stories of the **most significant change**.

## 5 — Specific Suggestions

- Monitoring local and national media coverage of the areas could also.
- **Find our “post office”.** In many areas and cities, post office is the place in which elderly people socialize. It’s also a place of intergenerational encounter. What are these places in West Java? (fishing spots, markets, pharmacies, buses, hairdresser salon and laundry businesses that located in Katialada village?. These kinds of businesses are quite adequate there...). We could identify key spots and observe and talk to people there.



Enriching personas

1— Adding cultural sector

To obtain a comprehensive picture of the social and cultural aspects from the community it was pointed out by a stakeholder from the cultural sphere (PALAPAH), that we are missing the cultural and arts aspects.

When the geopark was created the cultural potential in the area seemed to be awakened and there were hope that the tourism activities around the park could coexist with the development of the cultural sector. Therefore, to make culture as one of the potentials or foundations for development of this geopark, many factors should be addressed.

**ALYA**

Age\_ 36  
Job\_ Palapah (culture agents)  
Area\_ Sukabumi

*"What we really hope is how the potential of these cultural assets can be mapped properly and can become an avenue to improve the economy of the community. Because looking at it from the tourism perspective, cultural assets will definitely have an impact on the local economy. But beyond that, the actors and activities are still scattered all over the region."*

**Local assets are the key to development**

**CHALLENGES**

- ▲ At first the community was active and engaged in cultural activities, but these activities had no benefit (economic) for the people, and consequently they get bored and abandoned the efforts. culture can be an added value to tourism and regional development.
- ▲ **Lack of financing** and a proper space to develop the cultural activities

**OPPORTUNITIES**

- **Culture** can be an added value to tourism and regional development.
- **Encouraging the empowerment of young people in cultural activities.** The PALAPAH is currently forming a group and carry out a diverse program, ranging from agriculture (identifying orchid species in Ciletuh forest), goat farming, culinary and handicrafts. However, we are still constrained by the economic impact of these activities that will keep these young actors motivated.
- **Public space for cultural performances**, or other things, so that cultural activities can be accommodated, expressed and benefit economically. If everything goes well, culture can also be developed as a regional identity that will support the development of geopark tourism in the long run.

Enriching personas

2 Adding breeders

Although the population of livestock is not intensive yet, in Citamansakti, many farmers are cattle laborers. However, livestocking is still considered as savings, more than as a revolving business.

**FAISAL**

Age\_ 26  
Job\_ Cattle labourer, breeder  
Area\_ Citamansakti

*"The problem is, the land is wide, but it is not allowed for released livestock because of land designation, such as protected areas and tourism. In addition, there are still not enough technical personnel to serve from the department."*

Younger people don't see the value in an area like this

**CHALLENGES**

- ▲ "The lack of food availability and the habit of releasing livestock."

**OPPORTUNITIES**

- "It may be possible to carry out a transformation to an intensive husbandry model (Artificial Insemination); also, through cattle pen system if there is still available land."
- "If the community can see this as a main business as well and synergized with agriculture, it can be a diversification of income sources. From the West Java Horticultural Crop Agriculture Office, highlighting the issue of agricultural socialization, it is necessary to communicate with people at the millennial age to bridge senior farmers to get information through IT."

### ★ Related interesting interventions

- The Department of Communication and Informatics in Sukabumi is planning to improve this process and facilitate the access for licensing such as NIB, IUMK, and industrial business permits.
- Ongoing plan to build a dam in Ranca Genyer, by directing water from Puncak Manik and Awang Waterfalls. This dam is approximately 150 ha and can potentially be utilized for irrigation, power plant, tourism, and floating fish nets. With BUMDESMA (Joint Village-owned Enterprises).


### New solutions and ideas suggested for our portfolio

- **Construction of a jogging track**, for the convenience of guests to be able to cross Curug Cikanteh.

 *With Ministry of Maritime Affairs and Fisheries (KKP), and managed by BUMDES Mandarajaya.*

- **Improving solid waste management** (Mechanical and biological treatment infrastructure) in the villages along the coast and adjacent to rivers, to address marine debris.

- **Agro-tourism opportunity** can be optimized for productive farmers to develop sustainable agriculture through agricultural socialization with schools, so it can be introducing in early age to school children.

 *And together with the West Java Horticultural Crop Agriculture Office, agriculture and animal husbandry can collaborate to utilize organic fertilizers.*

Tourism (CGG Park)

Food System, agriculture and services

- **The construction of the Cikalong bridge** (at the borderline between the Tamanjaya-Mekarsakti villages), also the Nyomplong and Cibadak bridges need to be elevated, due to the possibility of being affected by settlements during heavy rains.

 *With the Department of Public Works, or Human Settlements, or also through a CSR scheme to repair or build the bridge, whether it is a semi-permanent construction or a suspension bridge.*

- **A Bumdesma-managed storage for crops** should be established so that it can be used to store the crops, when it comes to post-harvest issues or crop yields, etc.

 *With BUMDESMA (Joint Village-owned Enterprises).*

- **Mina Padi (fish farming in rice fields) as way to diversify the farmer's nutrition intake.** There are a lot of assistance from the central government which should be channeled to farmers for fisheries. There has been training for mina padi from PPL (Field Extension Officer). But, there is still a shortage of manpower, and limited knowledge of agricultural technique and skills.

 *With Agricultural Field Extension Officer (PPL) – they have been providing training for Mina Padi, but there is a shortage of manpower limited knowledge of agricultural technique.*




*Mina Padi*




“In this ancestral technique it’s possible to grow rice and cultivate fish like tilapia, catfish, or carp at the same time. In this way it permits farmers to diversify their crops and their nutrition intake, as well as add value to the production and the farmers could supply to restaurants in the area.”

- **A collaboration with the Sukabumi Animal Husbandry Service to get information about fertilizers** and on how they can use organic fertilizer and become a motivation for farmers to process their livestock waste into organic fertilizer. In this sense, the livestock and agriculture sectors can be synergized. This should be accompanied by the **PPL reactivation to control the fertilizers prices.**
- **Products division by specific region like in Thailand with the OTOP (One Tambon One Product) system:** the products are different for each village. So, when, for example, in Ciwaru the product is mango, it means that tourists who want to buy mangoes will go to Ciwaru, the ones that want to buy black rice would go to Tamanjaya, and so on. Each village will have its own uniqueness and market.
- **Training on digital devices and platforms.** Training with people unfamiliar with the use of digital devices and platforms on how to use platforms to market and develop their business. There are areas of application and public communication that can help in terms of marketing MSME products in the Citamansakti area.

 *This would be a public service with Department of Communication and Informatics in Sukabumi.*

- **Fiber optics in geopark.** Provincial level can also encourage providers in Indonesia that have decent infrastructure, such as Telkom and Indosat, to invest in geopark areas because up to now, fiber optic networks are still limited. And maybe in addition to some points in the Citepus area and Cisolok hot springs, it has been also intervened by installing WMS (Wifi Management Service) from the district budget so that the public or visitors can surf the internet for free there.



 *With the The Department of Communication and Informatics in Sukabumi.*

- **Replicating East Java pilot.** In East Java there was a UPT (Technical Implementation Unit) for the manufacture of a hygienic and attractive packaging for MSME products, it could also be applied in West Java.

 *With Activation of the BUMESMA- Joint Village Owned Enterprise.*

- **More information about free licensing.** So, if there was a Nurul profile who found it difficult to take care of legality, today the legality process can be done through WA by including a photo of the TIN (Tax ID Number).

## 6 – Next Steps

- ★ **Deeper listening**  
A second iteration of interviews and enriching channels
- ★ **Systematize collective interpretation spaces in West Java**  
Once a month or every other month, open deliberation spaces should be part of the SIP
- ★ **A cocreation process based on these enriched personas**  
In order to build a people-centered portfolio of multilevel initiatives

