

# VIA WHICH STAGES, COMMUNITY DEVELOPER WILL LEAD COMMUNITY TOWARD SOCIAL CHANGE

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## ABSTRACT

*Community development workers often act as a link between community and local government. The role of the community developer is not to do the work or control the social and economical project but to help all participants of the project take part in the process of development in community. The community developer focuses more on organizing the involvement and direction of community members and less on being the person who does the actual tasks. The main question of this paper is that how community developer will be able to mobilise people to affect change in their lives? In other words; who is the community developer? What is the role of community developer in the process of social change? This is theoretical research that method of collection of data is document method. The community development worker's role is to work with particular communities in order to collectively bring about social change. Community development workers mobilise community members to empower them to identify their needs, plan what they want to achieve, organise themselves and take action to achieve to social change in theirs community.*

**Keywords:** Community Development, Developer, Social Change, Stages of Change

## INTRODUCTION

How community developer leads the community through a number of stages toward social change. In order to explain this subject, need to define the community developer, social change and discuss about the stages which community developer needs to bring social change in the community.

### Community developer

Responsibility for the community development process usually rests upon one person or upon several. What is a descriptive name for the person or role? Many names have been advanced by spokesmen for community development. We have come to prefer "encourager" rather than many others as we seek to avoid certain implied meaning. "Teacher" implies the determination to instruct. "Change Agent" may suggest a prior decision on the changes to be brought about. "Catalyst" implies no change in the worker who brings about development in the participants. "Consultant" suggests the expert who supplies the "correct" answers. "Village Level worker" seems to limit the process to rural environments. We shall use as synonymous with this, such terms as "community developer" and "nucleus level worker" (Biddle & Biddle, 1965).

The developer is the director of the development project who develops strategies and alternatives, acquires resources as needed, and hires other team members to help turn a concept into reality (Norman & David, 2007). What is his/her role? He/she has several roles that indicate

many of them. The emphasis on multi purpose workers, skilled in group dynamics and working with people, though with only a few specific skills useful in more tangible development programmes must now be revised (Alldred, 1979). He has a thorough knowledge of group organizing techniques, is an astute observer, plans with people, not for them, consults the users, summarizes and integrates group efforts, builds others' leadership skills and group capacities, and graciously withdraws as the group becomes self-directed (Christenson & Robinson, 1989). A community development worker's role is to work with particular communities in order to collectively bring about social change and justice. They work with individuals, families or whole communities to empower them to:

- Identify their needs, opportunities, rights and responsibilities;
- Plan what they want to achieve, organise themselves and take action;
- Evaluate the effectiveness and impact of the action.

Within the broad role of community developer, there are several sub-roles to be chosen, depending upon the developer's judgment of the people's needs. The sub-roles are encourage, friend, objective observer, analysts, participant in discussion, participant in some action, process expert, adviser and flexible adjuster to varying needs for prominence. Developers mobilize people. They pay attention to the least vocal and most disadvantaged group who are not readily inclined to take part in local community meeting or public gatherings (Hautekeur, 2005). Community development worker had to measure success, not by what they did, but by what the citizens and missionaries did (Biddle & Biddle, 1965).

## **Social change**

One of the central issues of our time is social change. How should we define social change? There is a sense in which everything changes, all the time. Every day is a new day; every moment is a new instant in time. The Greek philosopher *Heraclitus* pointed out that a person cannot step into the same river twice. On the second occasion, the river is different, since water has flowed along it and the person has changed in subtle ways too (Giddens, 1997).

Social change is the visible change in chronologically that it isn't provisional and momentary process. It affects not only on the individual but also on the social structure and organisation of the society (Azkia, 2002). There are major societal changes underway in the world that impact directly on community development. The changing world economy is, perhaps, the most important of these (Christenson & Robinson, 1989). Individuals in process of development were expected to change themselves as a result of meaningful experiences (Biddle & Biddle, 1965). For defining social change, we can consider several elements. The important elements of them social change are group activities, structure, functions, and social relationships. Based on different group activities, social change means that large numbers of people are engaging in group activities and relationships that are different from those in which they or their parents engaged in some time before. Social change as a change in the structure and functioning of society means as comprises modifications in social systems or subsystems in structure, functioning, or process over some period of time in social organization. Social change based on social relationships means as the changing ways in which human beings relate to one another. The main aim of social change can consider as an effort to solve a problem or to rectify a

situation. The problem and situation relate to individuals, organizations, communities, and societies. We can illustrate the goals of social change at three aspects such as individuals, groups, and societies. In other words, the individuals, groups, and societies are as social change targets (Vago, 1999).

### **Stages, community developer, and social change**

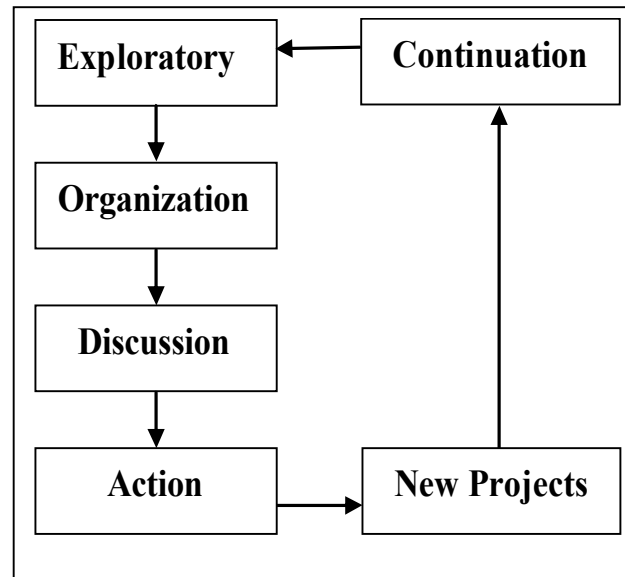
Social change as an effort to solve a problem of community happened via community development project. Every community development project needs to be interpreted in terms of the particular population involved and of the problems it faces. From the point of view of community development encourager, the outstanding problem with the people was the achievement of habits of initiative and cooperation for the common good; the problem was to move the people from attitudes of despair to those in which they realized their ability to help themselves. This change was to be sought by the people's working together to achieve new ways of living together (Biddle & Biddle, 1965). Each community development project has to be appraised by posing the following questions:

1. Is the project acceptable to the society for whom it is meant?
2. Is the project economically viable to ensure adequate returns commensurate with the investment?
3. Do we have the required technology to undertake the project? In other words, is it technically viable?
4. Would such a project generate sustainable employment opportunities?
5. Do we have the competent agency to implement the project (Ramesh & Ramana, 1978)?

In bringing change to a community, a community developer leads the community via a number of stages. The community developer can consider six stages (phases) for bringing change to a community through a community development project. These stages are:

- Exploratory phase
- Organizational phase
- Discussional phase
- Action phase
- New projects phase
- Continuation phase

**Figure.1 - Stages for bringing change to the community**



The first stage (exploratory phase): In the beginning of community development project, it is important to focus on issues that have a good possibility of being resolved. Every community developer arrives upon a local scene in midst of processes of community development projects that were going on before he appeared and that will continue after he leaves. He may influence those processes favorably. But he dare not ignore them. He should inform himself about the background of the population of the area about the conflicts, the frustrations, and triumphs, about the hopes and fears of the people he hope to encourage. Also, he needs to be aware of events that have taken place a short time before and in the near future. Community developer doesn't wait in his/her office for an invitation. He often finds that it's necessary to speak to friends who will speak to friends, who will let it be known that help is available for those who would like to seek for social improvement. When the encourager does come upon the local scene, he is likely to be introduced as a representative of some employing agency or program and encourager of people by informal conversation. Conversation starts with simple human sharing. It proceeds toward the discovery of ideas for cooperative self-help.

The second stage (organizational phase): What is the problem? Several people will indicate that there is some problem upon which they are willing to work and that they see some way of starting to make progress upon it. He determines the problem based on the local citizens' interesting. During such a period of informal meetings, an attempt is made to focus the area of interest under consideration. As a result of the informal meetings, a demand frequently arises that group is organized in a way that will facilitate the work upon the proposed improvement. When a structure has been agreed upon, and the group is ready to move ahead, it is important that a commitment be agreed upon. Commitment is consist of the citizens to continue working on problem.

The third stage (discussional phase): Few people are skilled in the art of creative discussion. Discussion is order to define problem. The purpose of definition is to lead up in discussion to a decision for an action of improvement. The termination of separate discussional stage is marked by a decision to take some steps designed to contribute to the solution of the problem.

The fourth stage (action phase): Action follows decision. In this stage, the decision carries into action. The action is followed by a report that what happened and how effective it was judged to be. This statement from several participants leads to an analysis of the action. And when the groundwork has been laid in previous discussion, an evaluation can be expected to begin spontaneously.

The fifth stage (new projects phase): After the first project, community developer tends to move on to other interests and problems of increasing complexity. For each project that follows, he tends to repeat the previous two stages of the process, the discussional and action phases. Also there tends to be an increase in outside contacts with power figures in the wider community and with the structures of authority. In the progression to more complex problems, it is not surprising to discover that community developer becomes more and more aware of controversy increase. There is always the possibility of pressure action if the milder approaches to authority prove ineffective. Finally, need for coalition contacts with outside powers call for working with other community developer.

The sixth stage (continuation phase): If the community development project carries out accurately, it should produce on-going that will continue indefinitely. As he gains in self-confidence and takes on a life of its own, the need for outside encouragement diminishes. This means that he should anticipate withdrawal, the time and rapidity being matters of judgement. Withdrawal may refer to a variety of changing relationship. Every community developer can expect to achieve an increasing responsibility to contented with problem after problem of increasing complexity (Biddle & Biddle, 1965).

## CONCLUSION

Community developers are frequently involved in addressing inequalities, and projects tend to target communities. They help individuals work together to change in their social and economical life. The role of the community developer not only is to do the work or control the project but also to help all participants take part in the process of change. Social change affect on the individual and the structure of community. The community developer leads the community to social change if the whole of stages of change happened in the community.

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