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Intensification of social behavior in community development: An approach to applied social psychology

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Abstract

Purpose - This article aims to: First, identify social behavior in community development both as knowledge and action. Second, analyzing social behavior in community development through an applied social psychology approach.

Method - research type used library research.

Result - The results of the discussion show: First, today's social behavior in community development is facing various challenges along with the social dynamics themselves. In order to maintain and develop the existence of community development, it is necessary to involve other scientific disciplines. The involvement of other scientific disciplines, one of which is intended in an effort to intensify social behavior in the development of society itself. Second, the applied social psychology approach can be used in the realm of understanding social problems, identifying factors that influence social attitudes and behavior, interventions, designing social change, and evaluating activity programs.

Implications - This study the impact on the development of applied social psychology approaches can be applied to the realm of understanding social problems, identifying factors that influence social attitudes and behavior, interventions, designing social change, and evaluating activity programs. In addition, applied social psychology can also be used as an approach in strengthening attitudes and behavior in intensifying community development.

Originality - This research is strengthening intensification of social behavior in community development to applied social psychology.

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Abstrak

Tujuan - Artikel ini bertujuan: Pertama, mengidentifikasi perilaku sosial dalam pengembangan masyarakat baik sebagai pengetahuan maupun tindakan. Kedua, menganalisis perilaku sosial dalam pengembangan masyarakat melalui pendekatan psikologi sosial terapan.

Metode - jenis penelitian yang digunakan adalah penelitian kepustakaan.

Hasil - Hasil pembahasan menunjukkan: Pertama, perilaku sosial masyarakat dewasa ini menghadapi berbagai tantangan seiring dengan dinamika sosial itu sendiri. Dalam rangka menjaga dan mengembangkan keberadaan pengembangan masyarakat, perlu melibatkan disiplin ilmu lain. Keterlibatan disiplin ilmu lain, salah satunya dimaksudkan dalam upaya mengintensifkan perilaku sosial dalam pembangunan masyarakat itu sendiri. Kedua, pendekatan psikologi sosial terapan dapat digunakan dalam ranah memahami masalah sosial, mengidentifikasi faktor-faktor yang mempengaruhi sikap dan perilaku sosial, intervensi, merancang perubahan sosial, dan mengevaluasi program kegiatan.

Implikasi - Studi ini memiliki dampak terhadap pengembangan pendekatan psikologi sosial terapan dapat diterapkan pada ranah pemahaman masalah sosial, mengidentifikasi faktor-faktor yang mempengaruhi sikap dan perilaku sosial, intervensi, merancang perubahan sosial, dan mengevaluasi program kegiatan. Selain itu, psikologi sosial terapan juga dapat digunakan sebagai pendekatan dalam penguatan sikap dan perilaku dalam mengintensifkan pembangunan masyarakat.

Originalitas - Penelitian ini memperkuat intensifikasi perilaku sosial dalam pengembangan masyarakat terhadap psikologi sosial terapan.

Introduction

Along with the social dynamics that continue to develop today, community development, *both* as a science *and* as an action/movement, always faces various challenges. According to Zubaidi (2013); Barret and Marsh (2001) community development as a science is currently facing challenges to scientific development methodology. On the other hand, as an action/movement for community development, it faces challenges in strategy due to the complexity of the problems that must be handled.

Maintaining and developing the existence of community development as a science and action in the midst of today's social dynamics is a joint responsibility of both academics and practitioners. Academics have a responsibility to constantly develop concepts, theories and methodologies through scientific research, while practitioners have a responsibility to implement concepts, theories and

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methodologies as well as strategic innovations according to conditions in the field (Barret and Marsh, 2001; Mardikanto and Soebiato, 2013).

The existence of a science cannot be separated from the development and progress of other sciences. The development of a science can mutually support one another. The link between one science and another can be traced from the concept, theory, methodology, as well as its application in practice (Lubis and Adian, 2011). Based on this frame of mind, the intensification of community development (both in the realm of science and practice) needs to involve other disciplines in order to produce better and beneficial effects for improving people's welfare. Therefore, to solve problems in the field of community development, a multidisciplinary approach is needed *by* using a review of various relevant scientific perspectives.

Research Methods

This study uses literature review (*literature review*). Data were obtained through a literature review related to the topic of discussion, namely the intensification of social behavior in community development and applied social psychology theories. The steps taken in this literature study are analyzing the problem, determining keywords according to the research topic, choosing the main literature used in the research, choosing terms according to the field of study, conducting searches, sorting the search results, and finding references as material reference.

Results and Discussion

Intensification in the Big Indonesian Dictionary comes from the word *intense* which means great or very strong (about strength, effect, and so on) while intensification means about increasing more intense activities; intensify (Ministry of Education and Culture, 2016). According to the Oxford Advanced Dictionary of Current English, the word *intense* means *very great; very strong* while *intensification* means *the action of making or becoming more intense* (Hornby, 1986). Furthermore, the term intensification has been used in various fields of science and practice such as agriculture, economics, taxation and so on. As for the

context of community development, what is meant by intensification is an effort to increase community development in order to achieve a better effect.

Community development in the practical realm can be understood as a process of activity. According to Suharto (2010) community development is an active and sustainable process of community strengthening based on the principles of social justice, equal participation and cooperation. Community development in this context is carried out with the aim of developing the ability of the grassroots community to identify needs, access resources to meet needs and empower them together. With this movement, the grassroots can have strong control over their own lives.

Community development as a movement is based on certain ideas or ideals. The idealism that underlies a community development movement is that people can and must take responsibility in formulating needs, seeking welfare, managing resources and realizing their own goals in life (Rubin and Rubin, 1992). Community development is directed at building supportive communities, namely a community structure whose life is based on the development and distribution of resources fairly as well as social interaction, participation and efforts to mutually encourage one another (Ife, 2006).

Community development is the initial stage towards the community empowerment process (Zubaidi, 2013). There are at least two trends in empowerment, namely: *First*, the process of giving or transferring some power, strength or ability to the community so that individuals become more empowered. This process is complemented by efforts to build material assets to support their development of independence through the organization. This type of empowerment tendency is called the primary tendency of the meaning of empowerment itself. *Second*, do awareness (*conscientization*). Concentration is a process of understanding and raising awareness of the current situation, both in terms of political, economic and social relations. Someone is already in the conscientization stage if he is able to analyze their problems, identify their causes, set priorities and gain new knowledge independently. Within this framework, empowerment is identified with the ability of individuals to control their environment. Critical awareness in a person can be achieved by looking inside

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oneself and using what is heard, seen and experienced to understand what is going on in one's life (Zubaidi, 2013; Adi, 2008).

The most important aspect of a process is the involvement of the community itself. Community involvement will never be achieved without proper participation full (Adi, 2008). The process of community development must be a community process that is owned, controlled and carried out by themselves. This is not always easy to achieve, as people are used to being burdened, and conforming to basic guidelines (Ife, 2006). Even though there is no possibility of community development by giving burdens. Every society has a different character in terms of social, economic, political and cultural. Everything that goes on in one society, will not be the same as other societies because of the differences in these characteristics including carrying out the same activities and intervention methods (Rubin and Rubin, 1992).

Society as an important aspect in the empowerment process is currently experiencing dynamics. The dynamics of the community is caused by several factors. Mikkelsen (2001) identified factors that influence community dynamics, namely: Dissemination of information; social capital both human resources and natural resources; advances in science and technology; understanding of ideology both political and religious; government policy; and individual initiative. The dynamics of this society often have certain excesses that cause social inequality. Some of the social inequality caused by the dynamics of society is the strengthening of certain social groups and classes; domination by power; inequality of gender equality; domination by certain ethnic groups; domination by role models; and inequality due to the interests of certain groups (Mikkelsen, 2001).

Social psychology is part of psychology that examines human psychological symptoms in a social context. According to Taylor et al. (1994) social psychology is the scientific study of social behavior. Shaw and Costanzo (1995) state that social psychology is the scientific study of individual behavior as a function of social stimulus. Baron and Byrne (1984) define social psychology as a field of scientific study that examines the origins and causes of individual behavior and thoughts in a social context. More concisely it can be concluded that social psychology is a scientific study (*scientific study*) of individual behavior (*individual behavior*), social

behavior (*social behavior*), social stimulus (*social stimulus*), and social interaction (*social interaction*).

According to Brown and Samuel (2006) psychological symptoms that are the scope of social psychology studies include intrapersonal, interpersonal, intragroup, and intergroup processes. Intrapersonal processes refer to conditions that occur in individuals such as making decisions or rational choices, individual appreciation of himself such as self-assessment (*self-esteem*), self-concept (*self-concept*), self-confidence (*self-efficacy*), self-regulation (*self-regulation*), and so on. Interpersonal processes include symptoms of individual interaction with other individuals such as attitude , love , prosocial behavior , conflict , and so on. Intragroup processes are related to individual behavior in groups and group influence on individuals such as conformity , personal obedience , compliance , group dynamics , and so on. The intergroup process is the relationship between one group and another such as prejudice , *stereotypes* , discrimination , conflict , coalition , cooperation , and social *identity* .

Based on the perspective of the philosophy of science, social psychology can be classified into pure (basic) social psychology and applied social psychology (Lubis and Adian, 2011). Basic social psychology (*basic social psychology*) is a social psychology that seeks to develop a basic theory of human behavior in a social context. Basic social psychology's focus is on developing and testing theory. The basic social psychology approach used is deductive, departing from a particular theory and examining how far this theory can assist in understanding various types of social behavior. Fundamental social psychology contributes to scientific understanding and psychological intervention (Fitriah, 2014).

Applied social psychology (*applied psychology*) is social psychology that applies concepts, theories, research results, psychological constructs to address social problems (Hanurawan, 2018; Fitriah, 2014). The scope of applied social psychology includes social behavior *engineering* ; solving social behavior problems (*social behavior problem solution*); social behavior empowerment (*social behavior empowerment*); and help community development (*helping community development*). The goal of applied social psychology is to apply the theory and results of social psychology research and contribute to improving human welfare

both on an individual, group, organizational and community scale (Hanurawan, 2018; Fitriah, 2014).

The development of applied social psychology at this time has reached the stage of synchronization between science, technology and utilization to improve human welfare. Applied social psychology in the 21st century has penetrated into important fields that are crucial issues for humanity (Hanurawan, 2018). These important fields are for example in the fields of international relations, politics, economy, environment, communication, education, family, health, community, and development policy.

Applied social psychology has different characteristics from basic social psychology. Oskamp and Schultz (1998) have explained the characteristics of applied social psychology in detail, namely: Problem-oriented; values oriented; have social uses; focus on social situations; have a broad approach; field *settings* ; and has practical benefits. Roles and activities that can be carried out by applied social psychology practitioners include: 1) Researcher: Makes plans, designs, implements, evaluates/interventions processes and results; 2) Consultants: Provide training based on research results; 3) Policy advisor: Provides direction in making policies; Social activist: Acts as an agent of change and accompanies activities (Fitriah, 2014).

Table 1
Behavior in Social Psychological Theory Approach

realm	Behavior	Construct/Theory
intrapersonal	Motivation	Self-concept (<i>self-concept</i>)
	Individual	Self-knowledge (<i>self-knowledge</i>)
	participation	Self - esteem
	Support	Self-comparison (<i>self-comparison</i>)
	Performance	Self-presentation (<i>self-presentation</i>)
	Be healthy	Personal & social identity (<i>personal & social identity</i>)
	Clean behavior	
	Pro-environmental	Personality
	behavior	Traits
	Entrepreneurship	
	Corruption	
	Terrorism	

interpersonal	Cooperation	Perception
	Wedding	Theory of love (<i>theory of love</i>)
	Affair	Interpersonal assessment (<i>interpersonal attraction</i>)
	Help	Prosocial behavior (<i>prosocial behavior</i>)
	Aggressive behavior	Aggressiveness (<i>aggressivity</i>)
intragroup	Hostility	
	Group member cooperation	Conformity (<i>conformity</i>)
	Leadership	Fulfillment of desires (<i>compliance</i>)
	Conflict	Compliance (<i>obedience</i>)
	Competition	conflict_ _
intergroup	competition	Group dynamics (<i>group dynamics</i>)
	Intergroup cooperation	Stereotypes (<i>stereotypes</i>)
	Intergroup conflict	Prejudice
	group dominance	Discrimination
	Intergroup competition	Social <i>identity</i>
	Intergroup competition	Ethnocentrism (<i>ethnocentrism</i>)

Table 2
Applied Social Psychology Approach

realm	Applied Psychology Approach
Understanding social issues	Attitude symptoms (cognitive, affective, conative) & individual and social behavior
Identify factors that influence social attitudes and behavior	Factor identification & factor influence test
Intervention	Strengthening & reduction of certain attitudes and behaviors
Designing social change	Changes in attitudes & behavior in the realm of individuals, social groups, communities & society
Program evaluation	Testing and theory development on empirical phenomena & identification of intervention effects

Community development action requires awareness from elements of *civil society* in sharing roles to build the quality of life of the community. There are two intervention models that are often used (Zubaidi, 2013; Ife, 2006; Rubin and Rubin, 2006). First, the model of social action (*social action*). this model emphasizing the community development movement that is carried out in a participatory manner (*collective action*). Community development activities are carried out as a moral movement that prioritizes the development of the quality of social capital, such as adherence to norms, values, attitudes, beliefs, civic culture, mutual trust. *social-trust*), *solidarity cooperation*, *cooperative behavior*, *roles and rules*, *networks*, *interpersonal relationships*, *procedures and exemplary procedures and precedents*), *social organization* (*social organization*), *horizontal and vertical linkages* (*horizontal and vertical linkages*).

Second, the sustainability model (*sustainable*). This model is carried out by paying attention to sustainability aspects. The purpose of sustainability is intended as an effort to develop community life which emphasizes the intervention of social capital, human capital, physical capital and natural capital (*environment*) in a synergistic and balanced manner. According to Rubin and Rubin's study (2006) the role of social capital is no less important than other economic infrastructure. The formation of social capital can contribute to economic development because of the existence of networks, norms, and trust *within* it which become social collaboration (coordination and cooperation) for the common good. Social capital assumes the importance of relationships *in* economic affairs. Companies, government agencies, industrial institutions both at the national regional level can function more efficiently if they *mutually* respect each other and have a trusting *relationship*.

Table 3
Strengthening the Capacity of the Intervention Model

Model	Intervention form	Strengthening
Social action (<i>social action</i>)	Participative (<i>collective action</i>)	Individual capacities (norms, values, attitudes, & beliefs).
Sustainability	Synergy of social capital	Capacity of knowledge (<i>knowledge</i>), skills (<i>skills</i>), and action (<i>action</i>).

Efforts to build social capital must start from education in family and school institutions (Rubin and Rubin, 2008). In addition, building social capital can also be carried out through various group trainings to build a shared vision and mission and foster mutual trust. Several researchers have shown that studying together in groups (*learning groups*) can improve the results of group work and feelings of unity in the organization. Each group member is able to combine knowledge *and* skills *which* can create even better businesses (Ife, 2006).

Conclusion

Community development, both as knowledge and action, is currently facing various challenges along with social dynamics. In order to maintain and develop the existence of community development, it is necessary to involve other scientific disciplines. The involvement of other scientific disciplines, one of which is intended to intensify the development of the community itself. Applied social psychology can be used as an approach in intensifying community development. This is because the discipline of applied social psychology has reached the stage of synchronization between science, technology and utilization to improve human welfare. Applied social psychology approaches can be applied to the realm of understanding social problems, identifying factors that influence social attitudes and behavior, interventions, designing social change, and evaluating activity programs. In addition, applied social psychology can also be used as an approach in strengthening attitudes and behavior in intensifying community development.

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