

Analysis of Community and Village Official Commitment to Village Government Identity Based on Local Wisdom in Cibunar Tarogong Kidul, Garut Regency

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Abstract. The management of collective activities in villages rooted in the will of community members and the authority of locally respected figures determined through deliberative meetings represents a level of commitment increasingly rare in today's public service. Such commitment is vital for sustaining governance and development without eroding the village's unique identity as a dignified place for its inhabitants. This study aims to examine the influence of both community and village officials' commitment on the preservation of village identity based on local wisdom. Using a descriptive qualitative method, data were gathered from 54 participants, including village officials, community leaders, grassroots cadres, MSME actors, and youth organizations. The findings reveal that the combined commitment of community members and officials can significantly strengthen the identity of the village rooted in local wisdom. The study further provides local governments with a conceptual model of a village identity framework anchored in local cultural values.

Keywords: commitment, village officials, village identity, local wisdom

Introduction

Tarogong Kidul District, Garut is located at JL. RSUD Dr. Slamet, No. 8, Sukakarya, Tarogong Kidul, Garut Regency, West Java 44151. located in the city center. The population density of Tarogong Kidul District in 2019 and 2021, the population of Tarogong Kidul District was 112,076 people, the area of Tarogong Kidul District: 20.16 km² with a population density of 5,559 people / km². with the highest population density occurring in the Village / Sub-district: Desa Kersamenak. 7.967. 8 RW dan 36 RT

1. Cibunar Village . 6.120. 7 RW and 31 RT
2. Sukabakti Village . 4.511. 6 RW and 23 RT
3. Sukakarya Subdistrict . 6.375. 12 RW and 40 RT
4. Sukajaya Subdistrict. 15.977. 19 RW and 69 RT
5. Jayawaras Subdistrict. 13.597. 19 RW and 65 RT
6. Haurpanggung Village. 18.597. 21 RW and 86 RT
7. Jayaraga Village. 16.067. 16 RW and 72 RT
8. Pataruman Subdistrict . 11.995. 15 RW and 63 RT
9. Sukagalih Subdistrict . 16.801. 9 RW and 57 RT
10. Mekargalih Village . 9.434. 9 RW and 37 RT
11. Tarogong. 7.377. 19 RW and 36 R. (BPS 202)5

Cibunar Village is a village in Tarogong Kidul District, Garut Regency, with a fairly large neighborhood association (RW) and neighborhood association (RT). Administratively, the village is

divided into several hamlets, including Cibunar Hilir, Cibunar Girang, and Paku Haji, as well as residential areas such as.

Table 1: Jati Putra Housing Complex

Conditions in the village of Cibunar Tarogong Kidul, Garut, West Java, Indonesia				
1	Potential to have area	1. residential area	3 hamlets	1. Lower Cibunar 2. Cibunar Girang 3. Paku Haji 4. Perum Jati Putra
2	Number of Pillars	7 RW	32 RT.	is a division of Kersamenak Village on April 4, 1984
3	Award	Family Village	Quality in the area of RW 04 RT 15,16,17,18,19, Kp. Cibunar Hilir hamlet 01.	On October 31, 2016, the first launch of the Quality Family Village took place.

Source: Documentation and Cibunar, 2025

However, in this case, the condition of Cibunar village still has problems, namely that there are still many Cibunar residents who do not live in the village (informants) and the village has the last village criteria which are not good according to the conditions in the area, namely:

Table 2. Cibunar Village Infrastructure

Cibunar Village Infrastructure				
No	Type of activity	No	Status	
			There is	There isn't any
1	Resident	2	Man 2.716	Woman 2.690
3	Village Accommodation	-	-	V
4	Trading facilities	-	-	V

Sumber : data BPS 2024

Furthermore, several of the best tourist villages in Garut in 2023, which could be attractive vacation options, include Saung Ciburial Tourism Village, Situ Cangkuang Tourism Village, and Samida Tourism Village. (Wikipedia, 2023)

This is due to the low commitment of the community and officials to the village/institutional identity. Commitment has been found to be associated with various attitudinal and behavioral consequences among employees, such as motivation levels, organizational citizenship, and turnover rates (John P. Mayer, 1997). In turn, the positive benefits of a committed workforce are recognized as a crucial determinant of organizational effectiveness (10.1.1.572.6716) in the book "Antecedents of Commitment among Public Employees in China." This ultimately indicates how, in general, every villager can voluntarily join and leave group memberships in Cibunar village (research data: 2025). Many even do not return but settle outside the Cibunar village area. This calls into question the institutional identity of Cibunar village, which is crucial for achieving effectiveness in Local Wisdom-Based Village Government.

Having a commitment to a single identity will make someone more confident and responsible for their life choices. The identity of village officials begins with the Village Head, who serves as the head of the Village Government and leads the implementation of Village Government. He is tasked with organizing Village Government, implementing Village development, fostering village community development, and empowering the village community. By understanding one's identity, one will be more easily able to face various challenges. (Nouval, n.d.).

In carrying out his duties, the Village Head has the following functions: Organizing Village Government, such as administrative governance, establishing village regulations, fostering land

issues, maintaining peace and order, implementing community protection efforts, population administration, and regional planning and management; implementing development, such as the construction of rural infrastructure, and development in the fields of education and health; and community development, such as the implementation of community rights and obligations, community participation, community socio-cultural, religious, and employment, all of which are fully related to the village apparatus.

Village officials play a crucial role in organizing government, development, and providing services to the village community, ensuring a comfortable living in Cibunar Village. Formal institutions and informal social norms are crucial in achieving efficient and stable governance. Efficiency in village governance can be understood as a condition in which village governance is able to achieve optimal results with minimal resource use. David and Newstrom (1985: 5-7) emphasized that "bureaucratic or organizational behavior is broken down into four dimensions of organizational needs: people, structure, technology, and environment."

This efficiency is not merely technical and administrative, but also reflects the village government's ability to respond to community needs, build trust, and optimize citizen participation in village development. (Institutionalism (North, 1990); Social Capital (Putnam, 1993) as part of village competitiveness. Competitiveness is the ability of an entity (individual, company, region, or country) to generate added value and maintain a relative advantage in competition. This involves the ability to compete effectively, generate sustainable income and employment, and adapt to environmental changes.

With capabilities according to (Robbins, 1989) , among others; Individual Initiative. The level of responsibility, freedom, and independence possessed by individuals; Identity. The extent to which members identify themselves as a whole with their organization rather than with a specific work group or with a field of professional expertise in managing together with the community and officials in competitiveness through communication, and structure and social sharing to support the identity or organization of Cibunar village.

Methods

The method used was descriptive qualitative research with a sample of 54 people consisting of officials, community leaders, village cadres, MSMEs, and youth organizations.

The sample was randomly and proportionally clustered, representing 10% of the village population.

Tabel 3. Sampling

1	Resident	2	Man 2.716	Woman 2.690
2	10% active	540	271,6	269,0
3	Random samples with clusters from village officials, community leaders, cadres, MSMEs and Karang Taruna	54	Village officials, community leaders, cadres, MSMEs, and youth organizations 10% of 540	

Researcher Data, 2025

Data were obtained through observation, questionnaires, documentation, and interviews. Data processing involved taking the highest average from the questionnaires and interpreting them descriptively to produce an analysis based on the highest and lowest average data as descriptive analysis material to produce final conclusions.

The data were then synchronized with the questionnaire items to produce an in-depth analysis supported by interviews with six informants: Village Officials, Cultural Community Leaders, Religious Community Leaders, Cadres, Village-Owned Enterprises (Bumdes), and Youth Organizations (Karang Taruna) who were considered capable of explaining the things they felt, implemented, and accepted, considering the variables of commitment and identity in line with the conditions accepted as part of their identity in the Cibunar village community.

Result and Discussion

The changes that occurred through various phases from the start of covid-19, post covid-19 to the Industrial Revolution 5.0 influenced the development of public administration from time to time in

accordance with the demands of life and the development of societal progress accompanied by changes in the paradigm of thinking. (Kasim, 1995) stated that: many countries are influenced by the dynamics of their society and public administration, is one aspect of government activities. This opinion was emphasized by A. Dunsire as quoted by Donovan and Jackson (1991: 9) regarding variations in the understanding of Administration which can be interpreted as government direction, government activities, directing activities, creation of principles for implementing public policy, activities of analyzing, balancing and presenting decisions, policy considerations, as individual and group work in producing public goods and services, and as an arena for academic and theoretical work. (2008:2)

This was stated by Nigro and Nigro in Suradinata (1993:33) who stated that in the 20th century, public bureaucracy had become part of public policy and a differentiating factor for the process of advancing civilization. This could be realized through efficient governance, or in other words, officials in government administration could be made more professional. This opinion is supported by Gordon in Henry (1988:21-22) who stated: Government bureaucracy is increasingly required to implement elements of efficiency so that the use of resources takes place optimally in the public sector, such as organizational culture. The essence of a strong organizational culture provides stability for the organization, organizational members feel conducive, provide comfort, and peace in carrying out tasks, thus motivating to increase work effectiveness. Gibson (1994: 420) Further views on organizational culture, Hofstede in Tosi (1990: 120) divides culture into four dimensions of organizational cultural values which include: "power distance, individuality, tendency of uncertainty avoidance and masculinity". Furthermore, these dimensions are explained by Hofstede in Tosi (1990: 120) as follows, among others: Individuality. The individual dimension has an opposing dimension, namely collectivity. This dimension describes the relationship between individuals and communities in a society. Robbins (1989: 467-468); among others; Individual Initiative. The level of responsibility, freedom and independence that individuals have, Identity. The degree to which members identify themselves as a whole with their organization rather than with a particular work group or with a field of professional expertise as part of a commitment. Commitment has been found to be related to various consequences of attitudes and behaviors among employees, for example, the level motivation, organizational citizenship, and turnover rate (Meyer & Allen, 1997). The opinions and studies above are concepts to sharpen the foundation of the discussion of the results of this research which contains descriptive qualitative in terms of:

1. The analysis of commitment variables is related to community commitment to the implementation of the program not involving all levels of society in the 3-point table that must be built because of the low level of community participation in carrying out activities, tourism product programs feel that men have better results in carrying out work than women because of the barriers built in society or the lack of openness of activities in the village to all residents regardless of gender because the composition of the Cibunar village community, the number of female and male residents is almost the same so that if this is done together it will produce a good work commitment.

Table 4. Analysis of respondents' opinions on average from the lowest condition

Average data from research results in Cibundar village						
No	Number of Samples	Number of items			variabel	Analysis
		No	Statement	Status		
1		2	Residents can enter and exit Group membership in the village voluntarily.	Lowest	Identity (Y)	The village does not have the attraction of being a prosperous place to live.
2	54	2	Village administrators are able to encourage their members to achieve economic prosperity	Lowest	Competitiveness (X1)	Low competitiveness because village officials do not encourage people to live better lives.
3		4	Mothers/sisters feel that	Lowest	Communication	The implementation

Average data from research results in Cibundar village						
No	Number of Samples	Number of items			variabel	Analysis
		No	Statement	Status		
			when carrying out tourism product activities and programs, men produce better results than women.		and Sharing (X2)	of the program does not involve all levels of society.
4	68		Village officials report activities regularly and the public reporting or complaint mechanism is equally high in fighting spirit.	Lowest	Social Sharing (X3)	The village does not provide transparency in terms of program reporting and public complaints.

Source: Researcher data, 2025

- The village apparatus or bureaucracy variable is an individual who helps the community with public services in a professional manner who is able to build a strong organizational culture habit that provides stability for the organization, organizational members feel conducive, provide comfort, peace in carrying out tasks, so that it is a motivation to increase work effectiveness in Cibunar Village, namely having to have a sense of duty and function as a village apparatus by reporting activities periodically and reporting mechanisms or public complaints with the same high fighting spirit in table 3 point 4 which is depicted in the ability to transparently/openly report programs and public problems so that through social sharing for handling problems in the community.

Table 5. Analysis of the average respondent's opinion from the highest condition

Recapitulation of the Highest Values of Items for Each Variable					Analysis
No	Variable type	No item	Statement	Highest	
1	Y (Self Identity)	1	This village was founded, cared for, maintained, and managed by the residents and employees.	v	The Village Model That Is Built Must Have This Village Established, Maintained, And Maintained, And Managed By The Residents And Employees (Of The Village)
2	X1(Competitiveness)	1	Every year the village always holds training for both administrators and members.	v	Human Resources Improvement. Village Officials and Members Through this, They Will Have Competitiveness
3	X2 (Communication Sharing)	2	In running the village program, you prioritize the quality of service over physical/material benefits.	v	The highest median ranking also scored highest in communication sharing. Improving Service Quality in Building Loyalty Does Not Depend on Profits
4	X3 (Social Sharing)	100	The open attitude of individuals/personal to informally share information and experiences about culture, history, or local rules with the surrounding area in harmony and mutual cooperation.	v	Silih Asah Silih Asih Silih Asuh; the attitude of monopoly holders Silih Simbeuh: economics, mindset; establishing relationships with security and other business actors Silih Simbeuh Economy: No One Monopolizes, But Thinks About Establishing Relationships with Security and Other Business Actors (Investors)

3. Identity variables are usually formed from a combination of internal factors (genetics, personality, etc.) and external factors (school, home, surrounding environment, etc.). A person's identity develops through various roles in different environments. This provides an opportunity to explore their own values, beliefs, ethics, spirituality, and sexuality. Based on the research results in table 4, in general, most of the people think that Cibunar village does not have the attraction as a residential identity in improving welfare and village administrators or village officials do not encourage people to have a better life, therefore they will help form a village that has an attraction if there is a high desire together with village officials in the Village Model that is Built Must Have This Village is Established, Maintained, and Maintained, and Managed by Residents and Employees (of the Village) table 4 point 1. In fact, according to the community, most are willing to establish, maintain the village into a village that can be managed together between the entire community and village officials (table 5) below, therefore, there is a strong desire to always improve human resources and officials to conduct training so that human resources have competitiveness no. 2 in table 5, then loyalty will be built and together they will sharpen each other's compassion by building a community economy that is not monopolistic, meaning everyone participates in moving the wheels of the village community's economy no. 4 in table 5.

Conclusion

Based on a qualitative descriptive study, the research on the influence of community and apparatus commitment on the identity of Cibunar Village, Tarogong District, Garut, with a sample of 54 respondents from village officials, community leaders, cadres, MSMEs and youth organizations is as follows:

1. Community commitment is characterized by attitudes and community behavior that is built because the community in carrying out activities and product programs must be open to all residents regardless of gender so that if this is done together it will result in a good work commitment. Community commitment is characterized by attitudes and community behavior that is built because the community in carrying out activities and product programs must be open to all residents regardless of gender so that if this is done together it will result in a good work commitment.
2. Village officials must have a sense of duty and function as village officials by reporting activities regularly and the reporting mechanism or public complaints with a high fighting spirit which is reflected in the ability to transparently/openly report programs and public problems so that through social sharing to handle problems in the community.
3. Identity variable that Cibunar village must have an attraction as a residential identity in improving welfare and village administrators or village officials do not encourage many people to have a better life, therefore they will help form a village that has an attraction if there is a high desire together with village officials in the Village Model that is Built Must Have What This Village Was Established, Maintained, and Maintained, and Managed by Residents and Employees so that loyalty will be built and together they will sharpen each other's compassion by building a community economy that is not monopolistic, meaning everyone participates in moving the wheels of the village community's economy.
4. To further foster commitment between the community and officials towards the identity of Cibunar Village, Tarogong Kidul District, training for village officials, particularly on digital technology, is recommended. The research findings indicate that community and official commitment can enhance village identity based on local wisdom and provide input for the local government. A model for a village identity based on local wisdom should be developed. This should begin with open joint program activities with the community, fostering mutual respect and mutual understanding with minimal conflict. For example, a joint picnic is the final outcome of the program.

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