

Opportunities and Challenges of Poverty Alleviation and Independence of The Kubu Tribe Community in Merangin Regency

Lukman
Faculty of Business Economic, UIN Syarif Hidayatullah Jakarta, Indonesia
Email: lukman@uinjkt.ac.id

ABSTRACT

There are two main purposes of this study. First, this research aims to analyze the strengths, weaknesses, opportunities, and challenges of poverty alleviation and underdevelopment. Second, this paper analyzes the right strategies for poverty alleviation and underdevelopment of the Kubu Tribe. Data collection used questionnaires to respondents from the Kubu Tribe community groups. Data analysis used is SWOT analysis through a series of internal factor analysis strategy (IFAS) calculations, external factor analysis strategy (EFAS), and strategy factor analysis strategy (SFAS) by taking into account the weight and rating values. Which is then formulated into a Tows matrix table. The results of the SFAS strategy that are right for poverty alleviation and underdevelopment are the SO (strength opportunities) strategy which occupies the highest score of 3.557 which is in position I, with the Rapid Growth Strategy, increasing coaching activities, counseling, and providing appropriate skills training and maximizing all opportunities and stability. Growth Strategy, namely maintaining existing progress.

Keywords: Strategic management, Poverty Alleviation, Community Development, SWOT
JEL Codes: I32, O10, O18

Received: 12 December 2022

Revised: 12 January 2023

Accepted: 3 February 2023

Suggested citation:

Lukman. (2023). Opportunities and Challenges of Poverty Alleviation and Independence of The Kubu Tribe Community in Merangin Regency. *Indonesian Economic Review*, 3(1), 39-51.

INTRODUCTION

In Jambi Province of Indonesia, there is a socio-cultural life of people belonging to the minority of the Orang Rimba community, namely the Kubu, where they live on the margins, neglected, poor, and live in groups in the forests of Merangin, Bungo, Tebo, Batang Hari, and Sarolangun districts. The Kubu tribe in Merangin Jambi Regency, there are 1,134 people and 297 family heads with 15 tribal heads (temengung) who occupy the forest in the Bangko, West Bangko, Pamenang, Nalo Tantan, Renah Pamenang, and South Tabir District districts (Dinas Tenaga Kerja dan Transmigrasi Kabupaten Merangin Jambi, 2017).

The Regional Government of Merangin Regency, in collaboration with the Jambi Provincial government and the Ministry of Social Affairs of the Republic of Indonesia, has carried out coaching, counseling, training, and other programs. The housing procurement program for the Kubu Tribe community consists of 153 houses distributed in 6 sub-districts, namely: Bangko District 34 houses, Pemenang 24 houses, Renah Pemenang 15 houses, Nalo Tantan 19 houses, West Bangko Barat nine houses, Tabir Selatan nine houses. The government has also provided social package assistance in the form of a healthy Indonesian card (KIS), a smart Indonesian card

(KIP), a family hope program (PKH), a prosperous family card (KKS), poor rice (RASKIN) and has also conducted manpower training, counseling health, education, law, and social affairs and has coached children to enter elementary, high school and high school schools for free and free medical treatment for the Kubu tribe community. From this, what are the strengths, weaknesses, opportunities, and threats, and what is the right strategy in carrying out poverty alleviation and underdevelopment programs of the Kubu tribe in Merangin District, Jambi.

Lukman (2015) categorized the life of the Kubu Tribe (Anak Dalam Tribe) in Merangin Regency, namely: (1) The Kubu Tribe group lives wild in groups of 71 families and 384 people; (2) The Kubu ethnic group lived in a Sundung house in the bush on the plantation in groups and moved around 94 families and 325 people; (3) The Kubu tribe who has lived in a very simple settlement of houses made of wood built by the government, totaling 161 families and 527 people, but their lives are still hunting and gathering to meet the necessities of life for their families and (4) the Kubu tribe who are already living join with The local community, from this it can be said that the Kubu tribe began to feel uncomfortable living in the forest without a house to live in and found it increasingly difficult to get food because the forest habitat where they lived had been turned into plantations.

The life of the Kubu tribe relies on and depends on the natural forest, hunting deer, deer, forest goats, lizards, snakes, squirrels, weasels, wild boar, turtles, tangling, poultry, mouse deer, and fishing in the river. Besides hunting, men and women, housewives, are experts in gathering and utilizing forest products for their daily needs such as bamboo shoots, gadung, palm sap, cempedak, rambai, forest honey, medicinal ingredients, such as various types of roots. -Frozen, leaves, fruits, and so on are limited to the hunting area. Living in the forest is a very worrying, backward, poor life, not knowing the outside world (Israhmat, 2016).

The Indonesian Remote Community Development Program (PMT) uses a resettlement pattern, namely moving indigenous people or isolated tribes to new settlements. With the new settlements, it is hoped that isolated tribes, such as the Kubu, can be socialized like developed societies. The government has made residential housing settlements in stages in Merangin Regency with planning based on a neat ideal concept, with the technical person in charge is the Ministry of Social Affairs. However, this "coaching" program was not entirely successful. Some Kubu people did not like to live permanently because of their changing habits. The "coaching" program they hoped for was not by reality (Syuroh, 2011).

From those explanations, it can be concluded that the life of the Kubu tribe is poor and marginalized, but the government and society always strive to provide guidance and take an approach so that they do not live in the forest and teach better ways of life without being dependent on hunting and gathering in fulfilling daily consumption. In guiding the Kubu tribe, of course, they experience many difficulties and challenges because their character and habits of life in the forest are migratory.

LITERATURE REVIEW

Bracker and Pearson (1986) explained that strategic planning needs to pay attention to several main steps to develop a quality business, namely. A good mission statement has a fundamental and unique purpose to be able to distinguish it from others. Internal and external environmental analysis is used to determine the strengths, weaknesses, opportunities, and threats of the organization (Ommani, 2011; Sammut-Bonnici & Galea, 2015). According to Okumus (2003); Rani (2019), strategic formulation aims to achieve the goals desired by the organization. The strategic implementation aims to realize strategies and policies through the development of programs and procedures owned by the organization. Control and follow-up aim at the organization to always supervise the existing strategy so that it is implemented properly.

According to David (2015); Gürel (2017); Tuncay (2015), SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats in a business or business speculation. These four factors make up the SWOT acronym (strengths, weaknesses, opportunities, and threats). SWOT will be better discussed using tables made on large paper so that the relationship from each aspect can be properly analyzed. This process involves determining the specific goals of the business or project speculation and identifying internal and external factors that support achieving these goals. SWOT analysis can be applied by analyzing and sorting various things that affect the four factors, then applying it in the SWOT matrix image, where the application is how strengths can take advantage of existing opportunities, how to overcome weaknesses. Weaknesses that prevent the advantages from existing opportunities, then how strengths can deal with existing threats, and finally how to overcome weaknesses that can make threats make threats. the threat is getting weaker and absent.

Parawansa (2015) argued, Kubu Tribe Guidance is directly related to the government's productive programs to help poor people in Indonesia, such as social assistance packages in the form of KIS, KIP, PKH, KKS, this social program package has not been obtained by the Kubu tribe as a society that is not able, but the package of rice for the poor (Raskin) has been distributed even though a small portion. This social assistance package is constrained and prevents them from getting the package because generally they live not permanently and do not have identity cards and family cards so it is very difficult to identify and distribute Social Assistance Packages

Salim (1984) explained that the PMT program in Indonesia uses a resettlement pattern, namely moving the original inhabitants of the Kubu tribe to new settlements. With the new settlements, it is hoped that isolated tribes, such as the Kubu or Anak Dalam Tribe, can be socialized just like an advanced society. The government has made residential housing settlements in stages in Merangin District with a plan based on a neat ideal concept, with the technical person in charge is the Ministry of Social Affairs. However, this coaching program was not entirely successful. Some Kubu tribes did not feel comfortable living in a habit of moving around. The "coaching" program they hoped for was not by reality. PMT is no longer appropriate to use a coercive approach, it is hoped that it will be sustainable in new ways that touch and also so that the Kubu can get out of the shackles of underdevelopment and poverty.

The "guidance" program with the resettlement pattern of isolated tribes, including the Kubu or Anak Dalam Tribe, is a process of isolation for isolated communities who have local and traditional wisdom values that may be able to rebuild a modern society that guarantees more respect for humanity. The program to promote the Kubu tribe must be changed from a "coaching" pattern to an "empowerment" pattern with various policies that pay more attention to the aspirations and values of their local culture (Syuroh, 2011)

Soetrisno (2001) explained that empowerment to teach or educate to be better, can be interpreted as a process towards a better life, or a process to gain power, strength or ability. The process leads to a series of actions or steps that are carried out in a systematic chronology which reflects the stages of efforts to change a society that has not met the standard of living worthiness. Empowerment should not trap the community in a dependency trap, empowerment should lead to a process of independence.

According to Handoko (1999), underdevelopment causes prolonged social unrest and unrest, which is caused by a process of conflict resulting from differences in opinion of a certain community or group, with solutions and solutions to problems that do not satisfy the community or group of these groups. Social vulnerability can be formed in various forms such as economic, political, socio-cultural, ideological, defense, security, and legal vulnerability. In general, social vulnerability is interpreted as a problem or problem that disturbs the balance of social life. Social Norms, general habits that become a benchmark for behavior in a community group and certain

territorial boundaries. Norms involve appropriate behaviors in carrying out their social interactions.

That poverty is a condition in which a person or group of people has not fulfilled their basic rights (minimum standard of living) to maintain and develop a dignified life. The absolute inability of an individual to fulfill the minimum basic needs for a decent life such as food, clothing, health, housing, and education needed to live and work, means that people who are unable to meet these minimum basic needs can be considered poor (Chambers, 2006; Palmer, 2011; Pinilla-Roncancio, 2015).

Meanwhile, Rahmah (2016) states that poverty is a series of circular forces that interact with each other in such a way that it puts the poor region or group in a poor state. Therefore, poverty is like a vicious circle that is interrelated so that it makes poverty both the cause and the effect, just like the life of the Kubu tribe, poverty lives like a vicious circle that is interrelated, making poverty both the cause and the result of their underdevelopment.

METHOD

Data collection in this study was carried out by distributing questionnaires to respondents who were surveyed as many as 170 people in 17 villages in 7 sub-districts of the Kubu tribe in Merangin Jambi Regency. Filling in the questionnaire using the Explorative method, which is accompanied by the Manpower and Transmigration Office, village officials, Temengung (head of the Kubu tribe), and community leaders in the Kubu tribe community groups based on the location of their settlement. Data analysis used is the SWOT analysis, which is an analysis tool that examines internal strategic factors (strengths and weaknesses) and external strategic factors (opportunities and threats). and to record the main factors and translate them into values (Coman & Ronen, 2009). SWOT analysis is carried out through a series of IFAS, EFAS, and SFAS calculations using the Threats, Opportunities, Weaknesses, Strengths (Tows) Matrix by referring to the Table 1.

Table 1. Matrix Tows

IFAS EFAS	STRENGTH (S) Determine 5-10 factors for the internal strength factor	WEAKNESSES(W) Determine 5-10 factors for the internal weaknesses
OPPORTUNITIES (O) Determine 5-10 chance factors external	STRATEGIC S-O Create a strategy that uses the strengths to capitalize on opportunities	STRATEGIC W-O Create strategies that minimize gaps to take advantage of opportunities
THREAT (T) Determine 5-10 external threat factors	STRATEGIC S-T Create a strategy that uses your strengths to overcome the threat	STRATEGIC W-T Create a strategy that minimizes gaps to keep weaknesses from becoming strengths

Source: Rangkuti (2013)

RESULTS AND DISCUSSION

IFAS Analysis

Internal factors, the strengths, and weaknesses of poverty alleviation and underdevelopment of the Kubu tribe, as shown in Table 2.

Table. 2. Internal Factors of Strengths and Weaknesses of the Kubu tribe

No		Weight	Rating	Amount	Description
A Strengths					
1	Kubu tribe live in groups in the forest Kubu tribe lives in groups in the forest	0.120	5	0.600	Kubu tribe live in groups in the forest so that it becomes a strength and makes it easier to hold meetings for counseling and providing social assistance
2	The Kubu Tribe is obedient and obedient to the group leader (Temengung)	0.098	4	0.392	The Kubu tribe is obedient and obedient to the group leader (Temengung). With this compliance and obedience is a strength and makes an opportunity for the validity of information one door in providing information.
3	The Kubu tribe has a strong banana and can live in the forest	0.092	4	0.368	The Kubu tribe has a strong banana and can live in the forest, which is an easy strength to do skills training
4	The Kubu tribe can run very fast, diving for a long time	0.055	3	0.165	The Kubu tribe has super strength, from the ability to run very fast, to dive for a long time, so that it can be used as an athlete.
5	Kubu Tribe housewives have the expertise to gather and assemble plants for food and medicine	0.065	3	0.195	The Kubu Tribe housewives are experts in concocting and assembling plants for food and medicine, in this case, the Kubu Tribe housewives can be used and trained to mix herbal medicines.
6	The Kubu tribe has a desire to change its life from living in the forest to living like the people usually have	0.043	2	0.086	The desire of the Kubu Tribe to change their life from living in the forest to living like the people usually are is the power for the government to invite and foster the Kubu Tribe to be able to change their life from underdevelopment and poverty
7	Kubu tribe men provide for their family's living needs by hunting	0.027	1	0.027	Kubu tribe men carry out their search by hunting animals in the forest in the river to fulfill their family's needs
	Amount	0.5		1.833	
B Weaknesses					
1	The life of the Kubu tribe is very dependent on the forest	0.173	4	0.692	The life of the Kubu tribe is very dependent on the forest, This weakness can be overcome by a strategy of inviting and provide the understanding that life in society permanently much better, safe, and secure than live depending on the forest.
2	The Kubu live in poor conditions and are isolated from the outside world	0.096	3	0.288	The Kubu live in appalling conditions and are isolated from the outside world, these weaknesses can be overcome by inviting the Kubu to mingle and join the common people in community activities
3	The Kubu tribe cannot write-read	0.091	3	0.273	The Kubu tribe cannot write-read. This weakness can be reduced and

4	The Kubu tribe does not have personal legality	0.055	2	0.110	eliminated by providing education, both formal and non-formal education such as education packages A, B, and C The Kubu tribe does not have personal legality, this weakness can be overcome through data collection on the making of KK and KTP as their legality
5	The Kubu do not understand and do not understand about cleanliness and health	0.023	1	0.023	The Kubu do not understand and do not understand about hygiene and health, such as lack of showering and not brushing their teeth so that body odor is less pleasant.
6	The Kubu do not understand and do not obey the law	0.062	1	0.062	The Kubu do not understand and do not obey the law, this weakness can be overcome by providing counseling about legal norms and norms of social life
Amount		0.5		1.448	
Total		1.000			

EFAS Analysis

External factors, opportunities, and threats to alleviate poverty and underdevelopment of the Kubu tribe are shown in Table 3.

Table 3. External Factors, Opportunities, and Threats

No	External Strategic Factors	Weight	Rating	Amount	Description
C Opportunities					
1	Religious Da'wah	0.053	3	0.159	Through Religious Da'wah Experts have the opportunity for the Kubu tribe to embrace and worship according to their religious beliefs and beliefs
2	Guidance Program and granting of cultivated land	0.082	4	0.329	The government carries out a Guidance Program in the form of providing agricultural, plantation skills training and granting arable land to the Kubuagar Tribe to be able to live independently properly.
3	Housing Assistance	0.089	4	0.356	The government provides shelter assistance to the Kubu Tribe gradually so that they can live permanently
4	Education	0.073	2	0.146	The government has the opportunity to provide formal and non-formal education to children and parents from isolated tribes.
5	Social Assistance Packages	0.109	5	0.545	The government has the opportunity to provide Social Assistance Packages to Cuban Tribe, such as rice assistance for the poor (RASKIN), Healthy Indonesia Card (KIS), Smart Indonesia Card (KIP), Family Hope Program (PKH), Prosperous Family Card (KKS)
6	Sports	0.062	2	0.124	The government has the opportunity to introduce various sports to the Kubu.

7	Training	0.032	2	0.064	The government has the opportunity to hold various kinds of training in providing skills for the Kubu
	Amount	0.5		1.724	
D Threats					
1	Forest habitat where settlements are decreasing over time and gradually running out	0.132	2	0.264	The reduction of the forest for settlements, due to forest conversion to plantations, is a threat to the Kubudan Tribe and this threat can be used by the government to make the Kubud tribe live farming and gardening by cultivating cultivated land provided by the government so that they can live independently, not depending on the forest anymore.
2	Food shortages in the forest	0.053	3	0.159	With a shortage of food in the forest, this threat is exploited by the government forcing the Kubudese to participate in agricultural and plantation training and to cultivate arable land for agriculture and plantations provided by the government for their property
3	Moving (Awakening)	0.161	1	0.161	The Habits of the Kubu tribe to live moving to another place leaving their settlements when there is death (Awakening), The threat of leaving due to death can be overcome by giving counseling about life and death as God's creatures.
4	Image of the Kubu Tribe of people who are stupid, poor, and behind	0.072	2	0.144	The Image threat of the Kubu Tribe community is stupid, poor, and underdeveloped, through the Government Program to guide the Kubu Tribe to live independently and to be independent and educated gradually The Image of the Kubu people who are stupid, poor, and underdeveloped is reduced and can be overcome
5	Do not have a house to live in.	0.082	1	0.082	Threats do not have a house to live in. Threats Do not have a house to live in for isolated tribes, with a government policy they can give houses to live in stages for the Kubu Tribe so that the Kubu tribe already has a place to live.
	Amount	0.5		0.810	
	Total	1.000			

Position of Internal and External Factors on Poverty Alleviation and Underdevelopment of the Kubu Tribe Community

The strategic factor analysis summary matrix compresses and combines these external and internal factors, strengths, weaknesses, opportunities, and threats so that the Grand Strategy is a matching stage in the strategy formulation process, located in quadrant-1, quadrant-2 quadrant- 3, and quadrant-4. From the calculation of the EFAS matrix (external factor analysis strategy) above the value of the strength factor (strength) is 1.833 and the value

of the weakness factor (weakness) is 1.448, the difference in the value of the strength and weakness factors of 0.385 is used to determine the X-axis and the results of the EFE table above, where The value of the opportunity factor (opportunity) is 1.724 and the value of the threat factor is 0.810, the difference in the value of the opportunity and threat factors of 0.914 is used to determine the Y-axis. The results of the analysis of the development strategy in poverty alleviation and underdevelopment of the Kubu Tribe community in Merangin Jambi Regency are as shown in Figure 1.

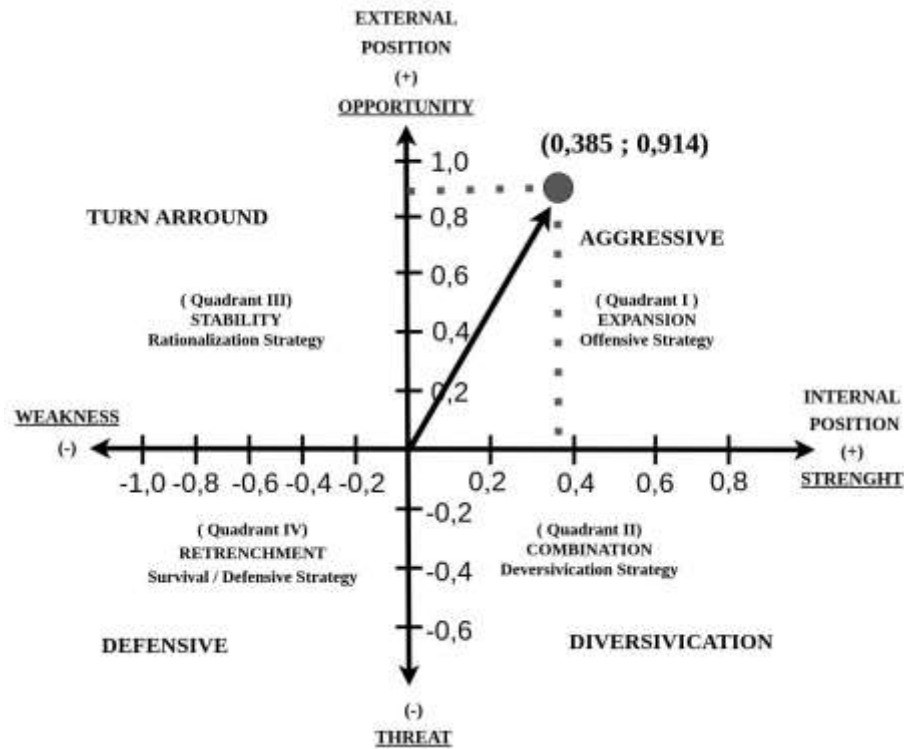


Figure 1. SWOT Matrix

The position of the quadrant strategic strategy for guidance in alleviating poverty and underdevelopment of the Kubu Tribe community in Merangin Jambi Regency is in quadrant I, precisely at the coordinate point (0.385; 0.914). This position shows the poverty alleviation strategy and backwardness of the Kubu Tribe community in Merangin Jambi Regency in a strong position and has the opportunity to succeed in alleviating poverty and underdevelopment of the Kubu Tribe. The recommended strategy given is Progressive, which means that the development strategy in alleviating poverty and underdevelopment of the Kubu in Merangin Jambi Regency is in the prime and steady condition so that it is very possible to succeed and continue to guide alleviating poverty and underdevelopment of the Kubu in Merangin Jambi Regency and increasing training by taking an emotional approach by providing social package assistance.

The position of the guidance quadrant in alleviating poverty and underdevelopment of the stronghold tribes lies between external opportunities and internal strength (growth strategy), namely strategies designed to maximize guidance to alleviate poverty and underdevelopment of the Kubu. The strategy for fostering poverty alleviation and underdevelopment of the Kubu tribe is included in the Rapid growth strategy, which is a strategy to increase the rate of poverty alleviation and underdevelopment of the Kubu Tribe by improving the quality of guidance and assistance which is a strong factor to maximize the use of all available opportunities.

Strategy for the Eradication of Backwardness and Poverty for the Kubu

The poverty alleviation strategy of the Kubu Tribe community in Merangi Jambi Regency with SFAS (strategy factor analysis strategy) is the S-O strategy (strength opportunities), W-O strategy (weak-opportunities), S-T strategy (strength-thread), and W-T strategy (weakness-thread) such as table 4.

Table 4. Strategy Combination

	EFE	IFE	Strenghts (S)	Weaknesses (W)
Opportunities (O)			Strategy S-O (<i>Aggressive</i>) $1.833 + 1.724 = 3.557$ I	Strategy W-O (<i>Turn-Around</i>) $1.448 + 1.724 = 3.172$ III
Threats (T)			Strategy S-T (<i>Diversification</i>) $1.833 + 0.810 = 2.643$ II	Strategi W-T (<i>Defensive</i>) $1.448 + 0.810 = 2.258$ IV

From the results of the swot matrix in table 4 above, it occupies the Growth-Oriented Strategy with the main strategy of S-O because it is in position I with the highest value of 3.557, this shows the use of all strengths to make the most of opportunities with the Rapid Growth Strategy. Increasing coaching activities and providing skills and maximizing the use of all opportunities and the Stable Growth Strategy (stable growth strategy), maintaining existing progress (stable improvement of coaching, not to decline). This is a favorable situation in guiding with the opportunities and strengths that exist so that there is rapid progress in alleviating poverty and underdevelopment of the Kubu in Merangin Regency, Jambi.

S-O Strategy

Creating a strategy that uses strengths to take advantage of the following opportunities: (1) Providing guidance and assistance in carrying out activities with various approaches that are liked and liked, so that it becomes an attraction; (2) Increasing and using various methods in providing education on poverty alleviation and underdevelopment; (3) make use of the group leader (Temengung) in visiting the Kubu tribe settlement locations to carry out an extension approach in poverty alleviation underdevelopment; (4) Make better use of the role of the surrounding community and Temengung in facilitating assistance and guidance and (5) assisting in the form of food and clothing to facilitate various training in providing skills for the Kubu Tribe.

W-O Strategy

Creating strategies that minimize weaknesses to take advantage of opportunities, namely: (1) the need for more attention by the government to carry out a coaching program in the form of providing training in agricultural, plantation skills and granting arable land to the Kubu Tribe so that they can live independently properly; (2) the government has the opportunity to provide formal and non-formal education to children and parents in the form of education packages A, B and C; (3) the government provides housing assistance to the Kubu tribe in stages so that they can live permanently and no longer live in the forest; (4) through a Religious Da'wah Expert in providing counseling to the Kubu Tribe so that they can embrace religion and worship according to their religious beliefs and beliefs; (5) the government can provide Social Assistance Packages to Kubu Tribe such as RASKIN, KIS, KIP, PKH, KKS Cards to alleviate poverty and backwardness of the Kubu Tribe.

S-T Strategy

Creating a strategy that uses strength to overcome threats as follows: (1) Kubu tribes have cohesiveness and are obedient to their group leader (Temengung), this is a strength to overcome threats in providing training in providing skills to live independently; (2) The custom of the Kubu tribe to move to other places (Melangun) to leave their settlements when there is death, the strategy to overcome this is by giving religious education about life and death as creatures created by God, which must be experienced by every human being, so they will not feel unlucky and afraid. with death; (3) with the reduction of the forest where the settlement is, due to the conversion of the forest into plantations, is a threat to the Kubu Tribe and this threat can be used by the government to make the Kubu Tribe live by farming and gardening by cultivating cultivated land provided by the government so that they can live independently not depending on the forest again.

W-T Strategy

Creating strategies that minimize understanding to avoid threats to become strengths, namely: (1) The life of the Kubu Tribe is very dependent on the forest with poor conditions and isolated from the outside world, the forest habitat where the life of the Kubu tribe is increasingly depleted because many forests are made into plantations, This is a weakness and at the same time a future threat to their lives and generations, the strategy for overcoming it by inviting and giving understanding to the stronghold tribes that life in society permanently and can work in their daily lives is much better, safer and more peaceful than life dependent on forests. ; (2) The Kubu do not understand and do not have personal legality, this is a weakness and at the same time a threat to them and the next generation, the group's emotional approach strategy to get data collection and making KK and KTP as personal legality for the Kubu tribe.

Discussion

From the results of the analysis of the dominant strength in alleviating poverty and underdevelopment of the Kubu tribe, namely living in groups in the forest with a weight (0.120) and a weighted amount (0.600). This is a major strength, so this power makes it easier to hold meetings for guidance and counseling by providing social assistance to isolated tribes, besides that the second strength factor is that the Kubu are compact, obedient, and obedient to the group leader (Temengung) with a weight of (0.098) and total weighted (0.392).

With cohesiveness, obedience and obedience are strengths in providing improvements to isolated tribes in providing counseling to provide skills to achieve poverty alleviation and underdevelopment, so that the strength of the stronghold tribes have super physical strength, the ability to run very fast, dive for a long time, so that become a force in procurement used as altlit. Women of the stronghold tribe are experts in concocting and assembling plants for food and medicine, this power can be utilized and trained to mix herbal medicines.

So that it can be concluded with the existing strengths and at the same time it is an opportunity to be used to carry out coaching and counseling on skills training to be free from poverty and underdevelopment. The highest weakness in guiding alleviating poverty and underdevelopment of the Kubu tribe is that the life of the Kubu Tribe is very dependent on the forest with a weight (0.173) and a weighting amount (0.692). Weaknesses must be corrected with a strategic strategy, namely by inviting and providing understanding and understanding to the tribal stronghold community that lives in the community permanently and not depending on the forest will be much better, safer, and more peaceful.

The second weakness factor is that the Kubu live in poor conditions and are isolated from the outside world with a score (0.096) and a weighted number (0.288), this weakness can be overcome with a strategy to provide counseling for the Kubu tribe to socialize and join ordinary people in community activities for a long time. At-Same time began to know the outside

world. Besides that the weakness is that the Kubu tribe cannot write and read, this weakness can be reduced and eliminated with a strategy of providing education, both formal and non-formal education such as education packages A, B, and C, and sending their children to school and the next weakness is that the Kubu do not understand and not obeying the law, this weakness can be overcome with a strategy of providing counseling about legal norms and norms of social life and the next weakness is that the Kubu do not have personal legality, this weakness can be overcome through a data collection strategy for making KK and KTP as personal legality

In the analysis of opportunities for poverty alleviation and underdevelopment of the dominant Kubu Tribe community, namely the Social Assistance Package for the Kubu Tribe with a weight (0.109) and a weighted amount (0.545), with this opportunity, the government can benefit from making better guidance accompanied by providing a Social Assistance Package in the form of rice assistance for the poor (RASKIN), Healthy Indonesia Card (KIS), Smart Indonesia Card (KIP), Family Hope Program (PKH), Prosperous Family Card (KKS) to take an approach to foster poverty alleviation and underdevelopment of Kubu tribal communities. Besides that, the second opportunity factor is housing assistance for the Kubu tribe by the government with a weight (0.089) and a total weighting (0.356) and the next opportunity is that the Government has the opportunity to provide formal and non-formal education to children and parents from isolated tribes. And the next opportunity is that a Religious Da'wah Expert can provide counseling for the Kubu tribe to embrace religion and carry out worship according to their religious beliefs and beliefs.

The results of the analysis of the strongest threats in poverty alleviation and underdevelopment of the Kubu tribal community, namely the forest habitat where the Kubu tribe settlements are decreasing over time due to forest conversion into plantations, and over time gradually exhausted with weight (0.132) and total weighting (0.264), threatening the settlement and foraging of isolated tribes is reduced. This can be overcome by the government's strategy of conducting counseling to make the Kubu tribe live farming and gardening by cultivating the provided arable land. The second threat factor is that the Kubu Hidup Melangun tribe moves to another place to leave their settlement if there is a death, with a score (0.161) and a weighted number (0.161).

This threat through the strategy of providing counseling about life and death is an absolute thing that occurs as God's creatures and cannot be made as something that is not impossible or bad luck. Besides that, the Kubu tribe community does not have a home to live in, so they are threatened not to live in their lives. Through the government policy strategy of giving houses to live in gradually, so gradually the Kubu Tribe community can live permanently with their own houses. Furthermore, the Kubu tribe community faces difficulties and a lack of food, because the majority of the forest has been turned into plantations, through counseling they provide training in agriculture, plantations, labor so that they can cultivate arable land for agriculture and plantations given by the government for their property, and can work on-site. Other places, so that by doing so it can create a life that does not depend on forest food and does not feel short of food.

CONCLUSION

This study aims to analyze the effect of inflation, interest rates and exchange rates on lending in the banking sector in seven ASEAN countries during 2012-2018. Based on the results of the analysis, it can be concluded that the inflation and interest rate had a negative effect on bank credit distribution in seven ASEAN countries. Meanwhile, in terms of exchange rate variables, it has a positive and significant effect on bank loans in seven ASEAN countries. These results suggest that for policy makers in each ASEAN country should be able to consider a lending regulation. For example, the interest rate, the central bank in each ASEAN country is expected to be able to control its benchmark interest rate because the benchmark interest rate can affect

bank interest rates or lending rates and strive to be stable over a long period of time so as not to reduce lending in the banking sector and not impact on other countries. The position of strengths, weaknesses, opportunities, and threats of poverty alleviation and underdevelopment of the Kubu Tribe community is located in quadrant I, is in a position between external opportunities and internal strengths with recommendations for progressive strategies, meaning that the development strategy in poverty alleviation and underdevelopment of the Kubu tribe in Merangin Jambi Regency in prime and steady condition. The main strategy in alleviating poverty and underdevelopment of the Kubu Tribe community in Merangin Jambi Regency with the Rapid Growth Strategy (fast-growth strategy), increasing coaching activities, outreach and providing training in appropriate skills and maximizing all opportunities and strategies Stable Growth Strategy (stable growth strategy), namely maintaining existing progress (increased coaching, stable counseling, not to decline).

REFERENCES

- Bracker, J.S. and Pearson, J.N. (1986). Planning and financial performance of small, mature firms. *Strategic Management Journal*, 7(6), 503-22.
- Chambers, R. (2006). What is poverty? Concepts and Measures. *Poverty in Focus*.
- Coman A., B. Ronen. (2009). Focused SWOT: Diagnosing critical strengths and weaknesses. *International Journal of Production Research*, 47(20), 4767-4784
- David, Freddy R. (2015). *Analisis SWOT teknik membedah kasus bisnis*. Jakarta: Gramedia Pustaka Utama. Personal SWOT Analysis. Jakarta: Gramedia Utama.
- Dinas Tenaga Kerja dan Transmigrasi Kabupaten Merangin Jambi. (2017). *Buku laporan suku Kubu (Suku Anak Dalam) Kabupaten Merangin Jambi*.
- Gürel, E. (2017). SWOT Analysis: A theoretical review. *Journal of International Social Research*. 10(51), 994-1006. <https://doi.org/10.17719/jisr.2017.1832>
- Handoko, T. H. (1999). *Manajemen personalia dan sumber daya manusia*. BPFE Yogyakarta.
- Israhmat, Fian. (2016). *Sistim kepercayaan suku anak dalam sarolangun Provinsi Jambi*. Yogyakarta: Universitas Islam Negeri Sunan Kalijaga.
- Lukman. (2015). Socioeconomic analysis and effect of house shelter aid, economic social package, education and norma assistance on life of "Anak Dalam" Tribe (Case Study on the "Anak Dalam" Tribe in Merangin District, Jambi Province, Indonesia). *Journal of Economic and Finance (IOSR-JEF)*, 7(2), 1-18.
- Okumus, F. (2003). A framework to implement strategies in organizations. In *Management Decision*. 41(9): 871-882. <https://doi.org/10.1108/00251740310499555>
- Ommani, A. R. (2011). Strengths, weaknesses, opportunities and threats (SWOT) analysis for farming system businesses management: Case of wheat farmers of Shadervan District, Shoushtar Township, Iran. *African Journal of Business Management*. 5(22): 9448-9454
- Palmer, M. (2011). Disability and poverty: A conceptual review. In *Journal of Disability Policy Studies*. 21(4): 210-218. <https://doi.org/10.1177/1044207310389333>
- Parawansa, K. I. (2015). *Paket bantuan sosial komunitas adat terpencil (KAT) Suku Anak Dalam*. Rapim Dewan Koperasi Indonesia (Dekopin) Direktorat KAT.
- Pinilla-Roncancio, M. (2015). Disability and poverty: Two related conditions. A review of the literature. *Revista Facultad de Medicina*. 63(1): 113-123. <https://doi.org/10.15446/revfacmed.v63n3sup.50132>
- Rahmah, A. (2016). *Lingkaran setan kemiskinan dalam masyarkat*. Jakarta: Badan Pusat Statistik.
- Rangkuti, Freddy. 2013. *Teknik Membedah Kasus Bisnis Analisis SWOT Cara. Perhitungan Bobot, Rating, dan OCAI*. Jakarta: PT. Gramedia Pustaka Utama.
- Rani, P. (2019). Strategy Implementation in Organizations: A conceptual overview. *Management*, 4(3), 205-218. <https://doi.org/10.26493/1854-4231.14.205-218>

- Salim, E. (1984). *Program PMT (Pembinaan Masyarakat Terasing) Suku Kubu di Indonesia. Pola permukiman penduduk asli Suku Kubu ke pemukiman baru*. Jakarta: Direktorat komunitas adat terpencil (KAT).
- Sammot-Bonnici, T., & Galea, D. (2015). SWOT Analysis In: *Wiley Encyclopedia of Management. Wiley Online Library*. Pp. 1-9.
- Soetrisno. (2001). *Pemberdayaan masyarakat dan upaya pembebasan kemiskinan*. Yogyakarta: Phylosophy Press.
- Syuroh, Mat. (2011). Evaluasi pelaksanaan program pembinaan masyarakat terasing di indonesia. *jurnal pendidikan sains sosial dan kemanusiaan*, 4(2), 229-248.
- Tuncay, M. (2015). SWOT analysis in strategic management and a sample application in public. *Universidad Azteca. Munich Personal RePEc Archive*. Pp. 1-22.