ABSTRACT

The Local Institution in Bone Regency are the local governance and society organization, its existence expected can solve the poverty problem through the empowerment of poor family in rural area. Without the institution involvement (local governance and society organization), it is impossible to alleviate the poor family in rural area, and the poverty problem will increase and become more complex.

The aim of this research are: (1) to study the social responsibility socialization towards poverty in the society, (2) to elaborate the good governance implementation in local institution, especially in local community and local government, (3) to explain the society knowledge towards poverty and belief of the overcoming of poverty, (4) to elaborate the actualization level of the community attention and social responsibility in handling poverty, (5) to explain the empowerment level of poor community, (6) to identify the community potencies which can developed in empowering the poor family, (7) to analyze the relationship between characteristics, process of social responsibility socialization, good governance perception in local institution, and poverty knowledge with level of actualization of the attention and social responsibility in empowering the group of poor family.

This research was designed as the survey research with descriptive correlation. The sample selection is using cluster method. The selection of the unit area covers sub district and village as a cluster. The steps of the sample selection: are as selectin follow 3 (three) sub districts which cover (1) Palakka, (sub district which is closed to the regenscy boundry), (2) Kajuara village sub district (coastal sub district area) and (3) Patimpeng sub district (inland sub district). Furthermore, from each three district, 1 (one) village (smallest unit) selected by randomly. The selected area covers (1) Lemo Ape village, Palakka sub district, (2) Aneu village, Kajuara sub district, (3) Maddanreng Pulu village, Patimpeng sub district. The sample selection based on the result calculation from the actual population condition of the research location, and 276 respondents has been selected from those three villages. The obtained data was analyzed by frequency, cross tabulation and correlation.

The result show that (1) the social responsibility is a form of the solidarity and obligation, (2) the appraisal of accountability, transparency, participation, responsiveness and commitment, from the respondent still on lower and middle level, (3) the social awareness in handling the poverty is common responsibility and should be done collectively, (4) there are two effective ways in increasing the empowerment of the poor people, family, (a) to increase the implementation of good governance principles in social organization, especially transparency and participation; (b) to increase the attention and social responsibility, especially in collective/group activities.

Keywords: community potential and local institution, empowerment, poor family.