

## Strategic Management of Rural Community Empowerment: Based Local Resources

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<b>Abstract</b>	<p>The real meaning of empowerment of rural communities can be understood as a process of increasing the capacity utilization of the autonomy of every individuals for utilizing local resources in a productive and creative way in the rural community. Every community development efforts based on local resources need to be oriented to favor the interests of poverty alleviation in various typologies of rural areas. The empowerment of rural communities which are pro poor and sustainable requires systematic planning in order to avoid the effects of culture shock. This study aims to formulate management strategies of community empowerment based on local resources. This study showed that strategic management empowerment of rural communities have strong links with policy makers in regulating the ability of the balance principle of natural resources and human resources synergistically. Culture shock can be reduced in a planned manner through social adjustments between the problems and the real needs of the poor in the rural development program goals and objectives. Evaluation and monitoring objective and are required to determine the achievement of goals and predict the chances of a culture shock as early as possible. The partnership and mutual trust among various parties have contributed to the empowerment pro-poor. Beside economic improvement, it can be showed that social cohesiveness can be better and culture shocks are able to be reduced. Pro poor development activities based on local resources must be integrated and minimizing cultural shock. Nevertheless, the implementation of strategic management require systematic steps to all aspects and accommodate social, cultural, political and technological interests.</p>
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