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## **EDUCATION ON THE IMPLEMENTATION OF *ORGANIZATIONAL CITIZENSHIP BEHAVIORAL* HEAD OF HAMLET IN THE MANAGEMENT OF SITULEUTIK TOURIST DESTINATION IN CIBEUREUM VILLAGE, BANJAR CITY**

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**Abstract:** The behavior is carried out without coercion or expecting any reward. The extraordinary quality of service and the dedication to work with high standards are clear signs that OCB's behavior is present in every village apparatus in the organization. This behavior describes the added value of employees, a form of prosocial behavior, namely positive, constructive, and meaningful social behavior that helps the village organization progress. The approach method used to achieve the output, the community involvement PKM program in the Organizational Citizenship Behavior (OCB) mechanism taught, will be adapted through socialization. These goals can be achieved through 2 (two) approaches. The PkM team accompanied the PkM participants to make a presentation related to the importance of OCB being understood to reach an understanding regarding the authority and implementation of programs carried out by Village Heads, Urban Villages, and related agencies, including the Banjar City Youth, Sports, and Tourism Office. This understanding is related to OCB because it can increase the effectiveness and welfare of the

organization. This voluntary behavior creates a positive work environment, reduces conflict, and increases team collaboration. The discussion of OCB usually involves the application of this concept in the context of human resource management (HRM) and organizational strategy. Understanding and managing OCB can help organizations create a productive and positive work environment.

**Keywords:** Education, OCB, Destination, Tourism, Village

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## INTRODUCTION

Banjar City is located in the eastern part of West Java Province and borders Cilacap Regency, Central Java Province. It is often referred to as Banjar Patroman to distinguish it from Banjarnegara in Central Java. The city of Banjar functions as the gateway to West Java from the southern route, becoming an essential route for the movement of goods and people between provinces in the southern part of Java Island. Cibereum Village, geographically, is located between 108° 26' – 108° 40' E and 7° 26' LS on the west side of Banjar City, which is directly adjacent to Ciamis Regency. With an average altitude of 56 meters above sea level, most of the area of Cibereum Village is located in the highlands within the urban area of Banjar Village, Banjar City.

Village community empowerment is an effort to improve the community's quality of life and welfare at the village level. The performance of the village apparatus is seen from the results of the work achieved by the village apparatus following the duties and obligations given to them. This motivation is manifested in OCB's behavior, where village officials and hamlet heads are ready to empower the community so that they voluntarily, joyfully, and sincerely contribute beyond their main duties. The behavior is carried out without coercion and without expecting any reward. Outstanding participation and dedication to working with high standards is a clear sign of OCB's behavior in the village community. This behavior describes the added value of the community, which is a form of prosocial behavior, namely positive, constructive, and meaningful social behavior, to help achieve the village program that has been launched.

The community empowerment approach aims to give villagers active involvement in decision-making that affects their lives.

To achieve the desired vision and mission, several strategic problems must be solved. One of the main problems is increasing the role of Cibereum Village as a government that makes improvements and innovations to increase community participation in government and development. Some strategic issues to consider are:

1. Social Conflicts and Community Conflicts related to the development of Situ Letik tourist attractions
2. Stunting Reduction
3. Community participation in development is not optimal
4. Regional Authority
5. Service quality is not optimal

It is essential to consider various strategic issues when making development planning policies. This is especially true when setting a vision, mission, goals, and objectives for the next six years, which must be discussed by the village government. The head of Cibereum village needs assistance and guidance to improve their problem-solving ability to support development. The priority area is the area that has a strategic position in the community layer, namely elements of community leaders, housewives, and youth who can disseminate the results of community service activities.

## **METHOD**

This community service partnership adopts an educational approach, which consists of collecting knowledge to help the community understand the issues emphasized in the service programs and activities. In addition, a participatory approach is also implemented, which emphasizes the community's involvement and active participation in carrying out the service program.

### **Activity Stages**

The stages of this partnership service activity are:

#### **1. Preparation Stage**

The first phase is the preparation stage. The community service team conducted a brainstorming session related to the theme, implementation, and resource persons who will provide material. The theme is linked to the Organizational Citizenship Behavior (OCB) mechanism, which its followers will teach and adopt through socialization. The activity plan is prepared by preparing an agenda that includes team coordination meetings, written communication, determination of criteria, number of companions, activity schedules, implementation of mentoring programs, evaluation of the implementation of PKM programs, planning for the preparation of reports, submission of activity reports, as well as agendas for writing and publishing scientific articles in international journals and other output achievements. The preparation of socialization materials was also carried out as a first step in OCB education. The preparation of the activity schedule for the PKM program involving apparatus in the Organizational Citizenship Behavior (OCB) mechanism that is taught and will be adapted through the socialization process is planned to last for eight months, starting from the preparation stage, program implementation (counseling), to the reporting process (evaluation, preparation, and submission of activity reports, as well as writing international scientific articles and other output achievements).

#### **2. Phase II. Implementation of Activities**

The target of community service implementation is the head of Cibeureum village hamlet, who needs assistance and guidance to improve their ability to solve problems to support development. The priority areas have a strategic position in the community layer, namely elements of community leaders, housewives, and youth who can disseminate the results of community service activities. The implementation is adjusted to a predetermined schedule. The implementation of socialization is planned to be educational, with two meetings.

#### **3. Phase III. Monitoring**

The Community Partnership Service Monitoring activity aims to monitor and evaluate the implementation of Community Partnership Service (PkM) activities. The results of this process are used as an indicator of success in achieving the goals of PkM and as a basis for determining the continuity of the program. Monitoring is carried out during the implementation of activities to ensure that the program runs under the plan that has been prepared. This involves monitoring and supervision activities to ensure compliance with the implementation and the plan that has been set. In the context of Community Partnership Service, this monitoring is a concrete example of efforts to ensure that the program runs according to the plan that has been set. The Community Service Evaluation refers to the process of collecting information about the program's progress and results on a regular basis. This evaluation aims to assess the quality of Community Service Partnerships both in terms of the process and the results achieved.

### **Activity Method**

The approach method used to achieve the output, the community involvement PKM program in the Organizational Citizenship Behavior (OCB) mechanism that is taught will then be adapted through the socialization process. These goals can be achieved through 2 (two) approaches as follows:

#### **Extension**

During the socialization stage, the assessment of the PKM program will be adjusted to the level of community involvement in the Organizational Citizenship Behavior (OCB) mechanism taught. This behavior shows added value for the apparatus and is a positive, constructive, and meaningful prosocial behavior. Thus, this behavior helps improve the community's ability to implement village government programs under the role and function of the village. In carrying out village government programs under village functions, namely: Public Service Function (community service function), Development Function (development function), and Protection Function (protection function).

As seen in the diagram of the extension process above, the process of involving village communities in the Organizational Citizenship Behavior (OCB) mechanism is carried out through the following stages:

1. The extension team conducts counseling which stands from three aspects as follows:
  - The extension team provides knowledge about the importance of up-to-date information about the Organizational Citizenship Behavior (OCB) mechanism
  - The extension team then allowed community members to ask questions, discuss, and deliberate on matters that are expectations and obstacles faced.
2. The extension team provided examples of the results of the attitude of Hamlet Heads, who have understood the importance of OCB in a positive and productive life and organization.
3. After the counseling that was carried out, the extension team observed the expected change in behavior, namely the community's understanding of the importance of OCB in life.
4. The extension team observed these behavioral changes, which are expected to be applied to real actions in the field.
5. The extension team periodically observed the improvement of the quality of work of the village apparatus through positive and productive OCB measurements.

#### **Socialization**

The socialization method is intended so that partners can apply the results of the behavioral approach method so that they work sincerely and happily so that the village government program can be followed; in this case, the socialization includes:

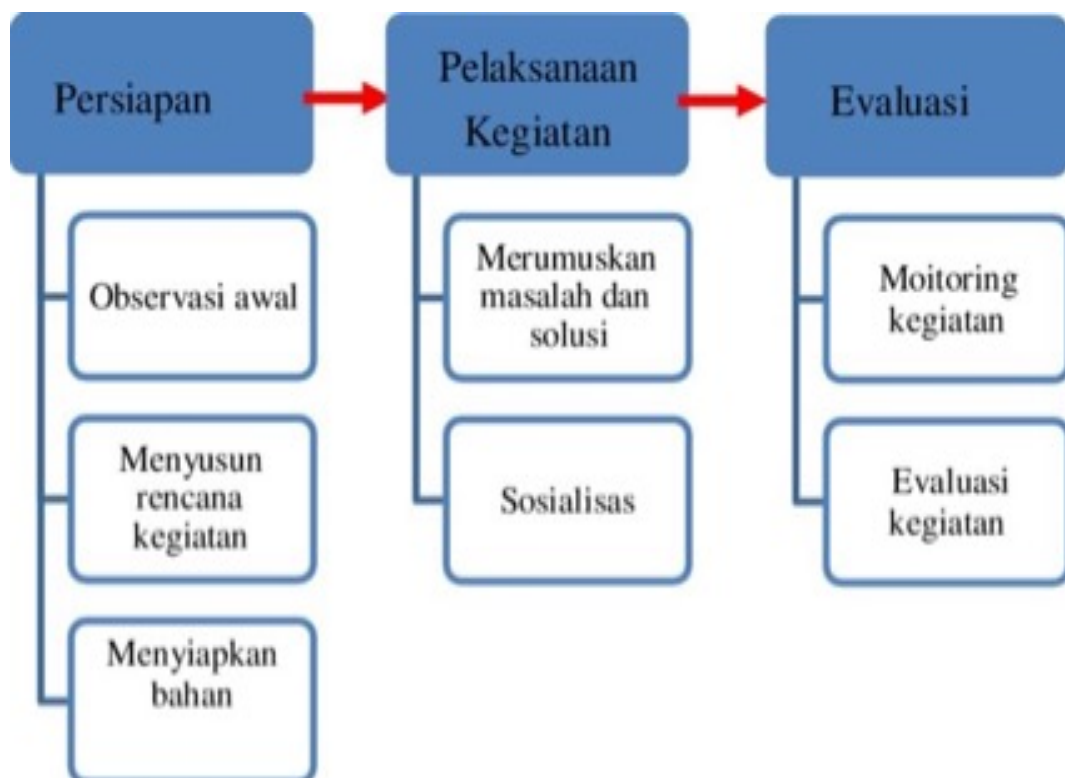
1. Socializing the role of partners in carrying out the Organizational Citizenship Behavior (OCB) mechanism taught will then be adopted by its followers through socialization.
2. Socialize the supporting factors provided by partners to support the implementation of extraordinarily high participation and dedication to work with high standards with the OCB method
3. Socialization on how to create the ability of voluntary behavior carried out by village communities outside of their actual duties.
4. Socialization creates behavioral impulses that go beyond the formal obligations listed in their job descriptions.

### **Solution Steps and Partner Problems**

The steps as a solution proposed to partners are as follows:

1. Partners conduct scheduled socialization that explains their role in implementing the Organizational Citizenship Behavior (OCB) mechanism, which community members will later adopt through socialization. The team will facilitate access to partners by identifying schedules that match the village apparatus' schedules.
2. Partners prepare added value from community empowerment as a form of prosocial behavior. This includes positive, constructive, and meaningful social behaviors to help improve the community's ability to manage village government appropriately.
3. Conducting socialization about village governance programs that include village functions, such as Public Service Functions, Development Functions, and Protection Functions, which are under the role of villages in serving, building, and protecting their communities.

The plan of activities or steps for the solution to the partner is depicted in Figure 2. The following:



**Figure 1. Stages of activities**

**Partner Participation**

The goal of this PKM program is to increase the active participation of hamlet heads in supporting village programs following the duties and responsibilities given to them. This increase in involvement illustrates the work of community groups in supporting village programs through their roles and responsibilities. This motivation is reflected in OCB's behavior, where village communities voluntarily, joyfully, and sincerely contribute beyond their primary duties. This is done without coercion and without expecting anything in return.

The level of partner participation will significantly affect progress, especially in increasing partners' understanding of the economic value of waste management. The success of this goal depends on good involvement and cooperation between partners, proposing teams, and village communities who significantly contribute to the program's

implementation. Partners participate, starting by determining problems to be overcome, priorities, planning solutions, choosing solution methods, and selecting the time and place of the activity. With the active participation of partners, the proposer team is confident that the program's implementation will be by the established plan.

### **Evaluation of Program Implementation and Sustainability**

The evaluation of the PKM program is a comprehensive assessment process of implementing activities that includes all methods used. The results of this evaluation are the basis for recommendations for continuing the program.

### **Implementation Solutions With Partners**

The solution to implementing the Community Partnership Program (PKM) is to increase the participation of Hamlet Heads in the sustainability of the Situ Leutik Tourism Destination. The specific solution is divided into four parts as follows:

1. Partners can adapt to the Service and Village officials carrying out the Organizational Citizenship Behavior (OCB) role, which is taught according to the established mechanism.
2. Increased dedication and awareness from partners working with high standards so that togetherness is achieved in managing Situ leutik by using the supporting facilities provided by the management, namely the Office.
3. The community must be able to engage in voluntary behavior outside of its actual duties in the organization.
4. Encouraging behavior exceeding the formal obligations in their job description.

## **RESULTS AND DISCUSSION**

The suggested answer to overcoming partners' difficulties is to provide related partners with information and insight about counseling or socialization. The authorities managing this Situleutik Tourism Destination must work together. The team carried out counseling activities for partners at the village hall under the guidance of the Village Head.





**Figure 2. Meeting of the process of implementing activities**



**Figure 3 Socialization of Activity 1**

They used counseling and socialization methods (lectures, discussions, questions and answers). The counseling session took place at the Cibereum Village Hall, Banjar City. Another problem faced by partners is the lack of understanding of authority following the Banjar City government regulations related to the management of the Situ Leutik Tourist Destination it is necessary to seek scheduled counseling through partners so that the people of Cibereum Village understand this institutionally with a high sense of sincerity and awareness. So, the proposed solution is partner assistance in the form of Focus Discussion Groups (FGD) to equip partners with institutional understanding and explain the main tasks and functions of each position in the institution. As shown in the picture above.

Based on the observations and discussions with partners, another problem is the partners' lack of knowledge and attention in understanding the authority of the governance of Situleutik tourist destinations in Cibereum Village, Banjar City. There are still disputes about the location of the destination, in Cibereum village, which has a history that the

community never wanted to let go of at the time of its creation. So, the community feels that they do without understand the authority that has been regulated based on the regulations made by the Banjar City government through the Banjar City Youth, Sports, and Culture Office.

The next stage is field surveys with partners so that the main problems with the existing conditions are seen. The Banjar City government has issued APBD funds for the development of Situleutik tourist destinations with the aim of increasing the economic potential of the Cibereum Village Community in particular and the surrounding community in general.



**Figure 4. Problem mapping survey at the Situleutik Tourism Destination in Cibereum Village, Banjar City**

Practice Stage or Provision of counseling related to OCB; At this stage, the PkM Team accompanied the PkM participants to make presentations related to the importance of OCB being understood to reach an understanding regarding the authority and implementation of programs carried out by the Village Head and by related agencies including the Banjar City Youth, Sports and Tourism Office with the Head of Cibereum Village, Banjar City. This understanding is related to OCB because it can increase the effectiveness and welfare of the organization.



Figure 5 A series of activities with Hamlet Head Partners, Village Heads

This voluntary behavior creates a positive work environment, reduces conflict, and improves team collaboration. The discussion of OCB usually involves the application of this concept in the context of human resource management (HRM) and organizational strategy. Understanding and managing OCB can help organizations create a productive and positive work environment. The *Organizational Citizenship Behavior* (OCB) method refers to voluntary behavior carried out by employees outside of their actual duties in the organization. This behavior goes beyond the formal obligations listed in their job description.

Evaluation Stage: to increase adaptation, dedication, and awareness from partners to work with high standards so that togetherness is achieved in managing Situ leutik by using the supporting facilities that the Banjar City government management has provided. Create the ability to engage in voluntary behavior the community performs outside their actual duties in the organization. Encourage behavior that exceeds the formal obligations listed in their job description.

## CONCLUSION

There were no significant obstacles during PKM's efforts to carry out the team's activities with partners. The team with partners discussed many problems that occurred in the process. The team provided counseling related to OCB, which was offered as a tool that partners could use to resolve problems in managing situ leutik tourist destinations and conflicts of interest and desires of the Cibeurum Village Community, Banjar City regarding its management.

The process of implementing counseling went smoothly because of the support of partners from village officials, sub-districts, and the Banjar City government. The team hopes that what has been done can provide positive value, and this understanding is related to OCB because it can increase the effectiveness and welfare of the organization. This voluntary behavior creates a positive work environment, reduces conflict, and increases team collaboration. OCB Discussion

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