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The Effect of Natural and Cultural on Poverty Reduction in Medan North Medan

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Abstract

Poverty is one of the main problems of development which is complex and multi-dimensional, where the phenomenon is influenced by various interrelated factors, including natural and cultural. Poverty is no longer understood as merely an economic incapacity, but also a failure to fulfill basic rights and different treatment for a person or group of people in living a life with dignity. The purpose of this research is about natural poverty which from the beginning was poor and cultural poverty is an attitude of life of a person or group caused by lifestyle. This research method is quantitative research with data collection by interviewing and using questionnaires directly and indirectly. The measuring instrument used is the validity and reliability test. From the results of this study, it was found that natural poverty has a negative and significant effect on poverty alleviation while cultural poverty on poverty reduction has a positive and significant effect on poverty alleviation in North Medan, Medan City. In formulating poverty alleviation programs in North Medan, Medan City.

Keywords
natural; cultural; poverty

I. Introduction

Poverty is one of the national development issues, marked by the large number of people living below the poverty line. Based on data from the Central Statistics Agency (BPS) of Medan City in 2010 the number of poor people reached 212,300 people or about 10.05 percent of the total 2, 102,105 residents of the city of Medan. Meanwhile, in 2009 the number of poor people reached 200,400 people or about 9.58 percent. The data shows an increase in poverty by 0.47 percent from 2009 to 2010.

Basic rights consist of rights that are understood by the poor as their right to be able to enjoy a dignified life and rights recognized in laws and regulations. Basic rights that are generally recognized include the fulfillment of the needs for food, health, education, employment, housing, clean water, land, natural resources and the environment, a sense of security from treatment or threats of violence and the right to participate in social life. – politics, for both women and men. Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Based on this perspective, the Medan City government must respect, protect and fulfill the basic rights of the existing poor through policies, programs and activities that are

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directed at the urban poor in urban areas. world (the Millennium Development Goals/MDGs agenda). At the national level, the National Strategy for Poverty Reduction in the regions has been established by referring to the existing SNPK and adjusting to the socio-economic conditions of each region.

II. Review of Literature

2.1 Factors that Cause Poverty

The forms of poverty that are at the same time a factor causing poverty (the origin of poverty). It consists of: (1) Natural Poverty. (2) cultural poverty, and (3) structural poverty.

1. Natural poverty
   Natural poverty is a condition of being poor because from the start it was poor. These community groups become poor because they do not have adequate natural resources (Baldson 2007); (Alwang, 2003); (Pegg, 2006); (Adeoti.et.al.2001); (Komnenic, 2009); (Madulu, 2005), human resources and development resources, or even if they participate in development (Fan and Connie, 2008), they only get a low income reward (Kim, 1997); (Rojas, 2008), natural factors such as disability, illness, old age or due to natural disasters, poverty that has been chronic or hereditary (Braitwaite, 2009).
2. Cultural poverty
   Cultural poverty refers to the attitude of life of a person or group of people caused by lifestyle (Otero, 1997); (Kan, 2002); (Eamon and Sandra, 2004), living habits (Elliot, et al, 2009) and a culture in which they feel that they live well and do not feel deprived (Krishna, 2007).
3. Structural poverty
   Structural poverty is poverty caused by human factors such as economic comparison (Kim, 1997), government policies (Sanchez, 2008) (Petrovici, 2005), the influence of corruption (Chetwynd, et.al, 2003), and the state of the international economy. (Rutherford, 2008). Furthermore, Sumodigningrat (1998) says that the emergence of structural poverty is caused by the effort to overcome natural poverty, namely by planning various programs and policies. However, because the implementation is not balanced, resource ownership is not evenly distributed, unequal opportunities cause community participation to become unequal as well, giving rise to an unequal community structure.

2.2 Poverty alleviation

To overcome the problem of poverty, efforts are needed to integrate various development policies and programs spread across various sectors. According to Sumodiningrat (1998), poverty alleviation policies can be categorized into 2 (two), namely indirect policies and direct policies. Indirect policies include (1) efforts to create peace and stability in the economic, social and political situation; (2) controlling the population; (3) preserving the environment and preparing poor community groups through training. Meanwhile, the direct policies include: (1) the development of basic data (database) in determining the target group (critical); (2) provision of basic needs (food, clothing, food, health, and education); (3) creation of job opportunities; (4) regional development programs.

III. Research Methods

Population is all values both calculated and measured, both quantitative and qualitative, rather than certain characteristics regarding a complete and clear group of objects (Usman, 2004).

The population in this study is the entire poor community in the sub-districts of Medan Belawan, Medan Labuhan, and Medan Marelan (North Medan). In this study, the intended population is the poor who are recorded according to data from the Medan City BPS as target households (RTS) recipients of poverty reduction program assistance spread across three administrative areas of the three sub-districts as follows:

Table 1. Target Households (RTS) recipients of poverty reduction program assistance spread across three administrative areas of the three sub-districts

No	Subdistrict	Number of Members Household	Number of Houses Target Stairs
1	Labuhan Field	25,143	5.544
2	Marelan Field	32,533	7.309
3	Belawan Field	50,972	11.360
Amount		108.648	24,213

Source: Central Bureau of Statistics of Medan City 2012

Samples are some members of the population taken using a certain technique called a sampling technique (Usman and Akbar, 2004). The sample size was determined using the Supranto (2000) formula:

$$N = \frac{\text{NPQ}}{(N-1)D + PQ}$$

Where:

Q = 1 – P
D = $B^2/4$
n = Number of Samples
N = Total Population
P = population proportion (P value is unknown, p value = 0.5)
B = Tolerable sampling error (5%)

Thus the sample size can be calculated as follows:

Q = 1 – 0.5
= 0.5

$$D = \frac{0.00^5}{4}$$

= 0.000625

$$N = \frac{(142717)\ (0.5)\ (0.5)}{((142716)\ (0.000625) + (0.5)\ (0.5))}$$

N = 398.5 rounded up to**399**

Based on the calculation, the number of samples obtained is 399 people, with the number of samples in each sub-district determined proportionally in each sub-district.

To draw samples from each sub-district, the researchers used a proportional allocation with the formula:

$$n_{ps} = \frac{N_1}{\sum N} xn$$

Information:
nps = Sample size for each sub-district
N1 = The size of the population of each District
N = The population size of 3 sub-districts in North Medan
N1 = Total Sample Size

IV. Result and Discussion

4.1 Validity test

The validity test is intended to examine the extent to which the measuring instrument is believed to be used as a tool to measure the items in the study. The technique used to measure the validity of the items is the Product Moment Correlation technique from Karl Person (content validity). The correlation number of the total part obtained must be compared with the critical number of the product moment r value.

In this study, a significant level of 1% was used. Determination of whether a statement or item is valid is determined by the magnitude of the correlation coefficient. If r is positive and r is>r table, then the score of the question items is valid. On the other hand, if r count is negative or r count<r table, then the question items are declared invalid.

Table 4. Summary of Natural Variable Validity Test Results

Indicator	**r Count**	**Condition**	**Information**
SDA state	0.422	>0.361	Valid Question Items
Clean Water Difficulty	0.573	>0.361	Valid Question Items
Food Insecurity	0.681	>0.361	Valid Question Items
Sanitation	0.553	>0.361	Valid Question Items
Geographical Condition	0.510	>0.361	Valid Question Items
Level of education	0.465	>0.361	Valid Question Items
Technology Master	0.552	>0.361	Valid Question Items
Health	0.620	>0.361	Valid Question Items
Nutritional status	0.633	>0.361	Valid Question Items
Entrepreneurial Ability	0.567	>0.361	Valid Question Items
Knowledge level	0.365	>0.361	Valid Question Items
Physical limitations	0.637	>0.361	Valid Question Items

Source: Data processed

Table 5. Summary of Cultural Variable Validity Test Results

Indicator	r Count	Condition	Information
Wasteful Life	0.498	>0.361	Valid Question Items
Crime Rate	0.268	>0.361	Valid Question Items
Alcohol Use	0.494	>0.361	Valid Question Items
Smoking habit	0.401	>0.361	Valid Question Items
Juvenile delinquency	0.521	>0.361	Valid Question Items
Income Level	0.452	>0.361	Valid Question Items
Number of children	0.538	>0.361	Valid Question Items
Wage Difference	0.607	>0.361	Valid Question Items
Stress level	0.561	>0.361	Valid Question Items
Living Culture	0.427	>0.361	Valid Question Items

Source: Data processed

Table 6. Summary of Validity Test Results for Poverty Indicator Variables

Indicator	r Count	Condition	Information
Income	0.439	>0.361	Valid Question Items
Number of children	0.384	>0.361	Valid Question Items
House Area	0.667	>0.361	Valid Question Items
Home Floor Materials	0.449	>0.361	Valid Question Items
Building roofing materials	0.543	>0.361	Valid Question Items
home wall materials	0.798	>0.361	Valid Question Items

4.2 Reliability Test Results

The reliability test is carried out to measure the level of consistency of a measuring instrument used at different times. The test was carried out using the Alpha method from Cronbach. The instrument is declared reliable if the calculation results show that the Alpha coefficient is greater than or equal to the standard alpha of 0.5 or$\alpha \geq 0.5$ which was done using the SPSS version 12.0 computer program.

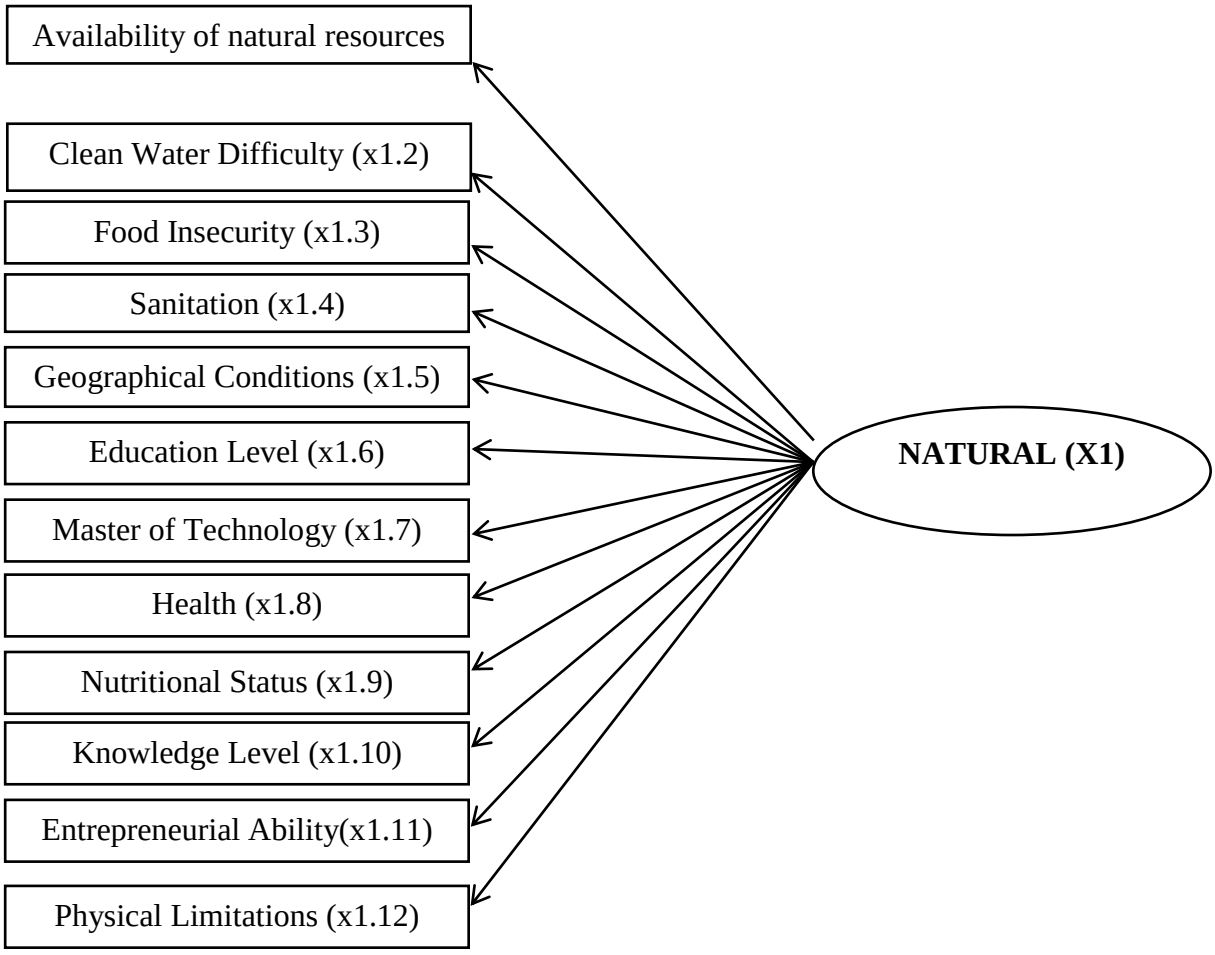
Table 7. Summary of Reliability Test Results

No	Variable	Test results	Information
1	Natural	0.6711	Good / reliable
2	Cultural	0.6065	Good / reliable
3	Poverty Indicators	0.798	Good / reliable

Source: Data processed

4.3 Natural Variable (X1)

Natural variables are latent variables measured by 12 indicators, namely the availability of natural resources, natural resource degradation, water shortages, food insecurity, sanitation, geographical conditions, education level, technology mastery, health, nutritional status, entrepreneurial ability, knowledge level, physical limitations.



The test results can be presented in the table below which shows that the loading factor value for each indicator of the Natural variable.

Table 8. Natural Variable Loading Factor Value

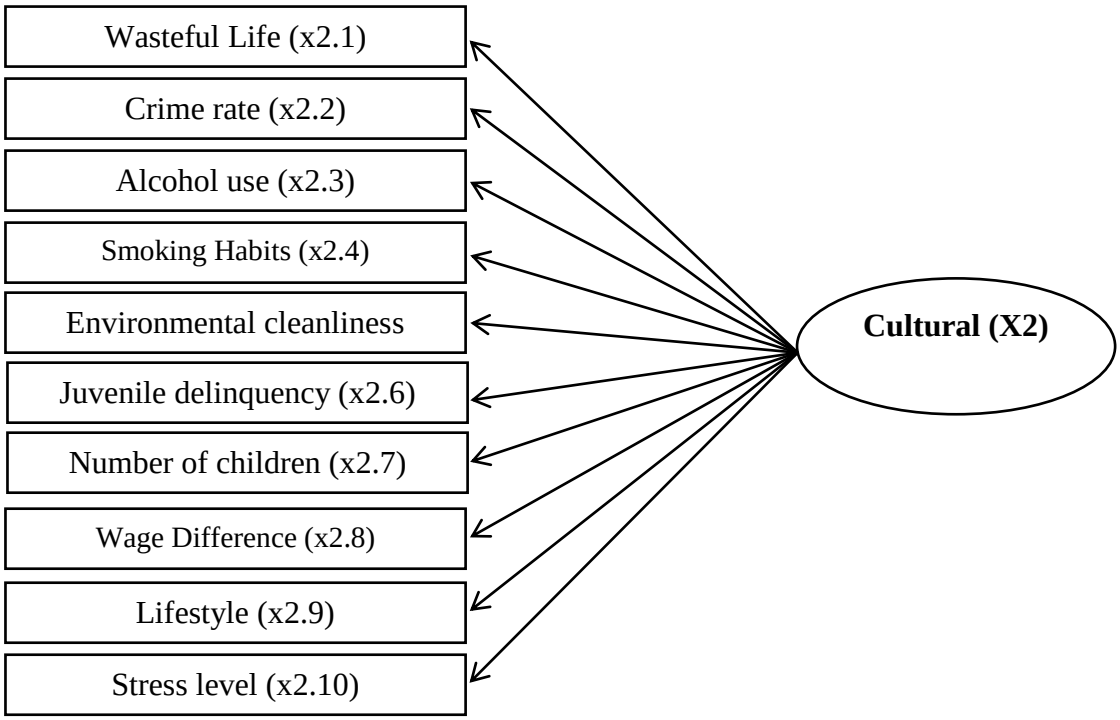
Indicator	Estimate	p
x1.1	.515	0.000
x1.2	.615	0.002
x1.3	.751	0.000
x1.4	.880	0.078
x1.5	.763	0.000
x1.6	.772	0.000
x1.7	.788	0.000
x1.8	.092	0.000
x1.9	.661	0.001
x1.10	1.009	0.000
x1.11	.773	0.000
x1.12	.507	0.000

Source: Appendix

Based on the table above shows that the magnitude of the loading factor value on the twelve indicators is above 0.5, thus indicators of natural resource availability, natural resource degradation, water shortage, food insecurity, sanitation, geographical conditions, education level, technology mastery, health, nutritional status, ability Entrepreneurship, Knowledge Level, Physical Limitations can be used to measure Natural Variables.

4.4 Cultural Variables (X2)

Natural variables are latent variables that are measured by 12 indicators, namely: wasteful living, crime rate, alcohol use, smoking habits, environmental cleanliness, teenage wear, number of children, wage differences, lifestyle (clean or dirty life) and stress levels.



The test results can be presented in the table below which shows that the loading factor value for each indicator.

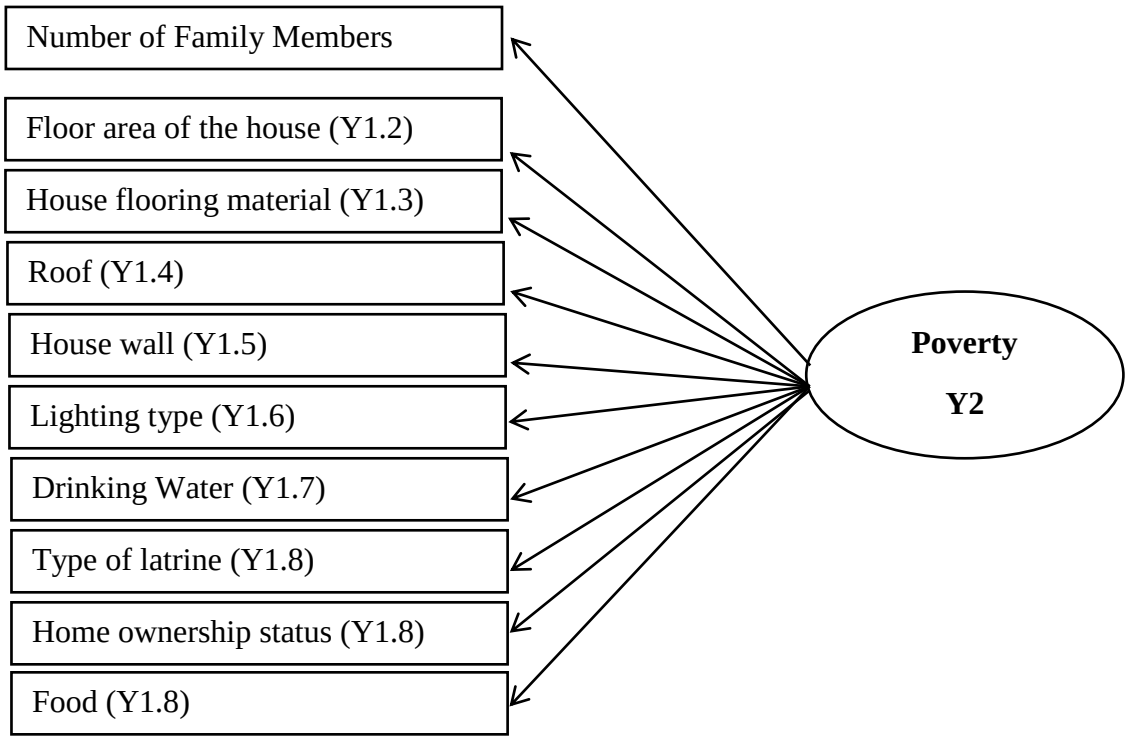
Table 9. Value of Cultural Variable Loading Factors

Indicator	ektimate	p
X2.1	.515	0.000
X2.2	.615	0.002
X2.3	.751	0.000
X2.4	.880	0.078
X2.5	.763	0.000
X2.6	.772	0.000
X2.7	.788	0.000
X2.8	.092	0.000
X2.9	.661	0.001
X2.10	1.009	0.000

Source: Data processed

4.5 Poverty Variable (Y1)

Poverty is another variable that is measured by 10 indicators, namely number of family members, floor area of the house, house floor material, roof, house walls, type of lighting, drinking water, type of latrine, home ownership status and food.



The test results can be presented in the table below which shows that the loading factor value for each indicator of the program variable.

Table 10. Poverty Loading Factor Value

Indicator	Estimate	P
Y1.1	.735	0.000
Y1.2	.645	0.002
Y1.3	.806	0.000

Y1.4	.879	0.078
Y1.5	.870	0.000
Y1.6	.728	0.000
Y1.7	.606	0.000
Y1.8	.718	0.000
Y1.9	.865	0.000
Y1.10	.815	0.002

Source: Data processed

Based on the table above, it shows that the Loading Factor value for the six indicators is above 0.5. Thus, the indicators of the number of family members, the floor area of the house, the floor material of the house, the roof of the house, the walls of the house, the type of lighting, drinking water, the type of latrine, the status of home ownership, food and sanitation, the small and medium business program, the roof and floor program (Aladin) can be used as a tool for measuring poverty constructs.

4.6 Discussion

Based on the results of the analysis of research that has been done in chapter five. The results of the analysis will then be discussed. The discussion is made by looking at the relationship that occurs as a proof of the hypothesis raised in this study. The theories or empirical research results that have been carried out by previous researchers will be used in discussing research results, whether the theory or empirical research results support or contradict the results of hypothesis testing carried out in research and will also present the limitations of the research. this.

a. The Effect of Natural Factors on Poverty

The concept of poverty is very diverse, ranging from simply the inability to meet basic consumption needs from improving the situation, lack of business opportunities, to a broader understanding that includes social and moral aspects.

Natural poverty is a state of poverty because from the start it was poor. These community groups become poor because they do not have adequate resources, both natural resources, human resources and development resources, or even if they participate in development they only receive low income due to natural factors such as disability, illness, old age or due to natural disasters. declining poverty.

The results of the research in the previous chapter, show that moral factors have a negative and significant effect on poverty. This can be seen from the path coefficient value of -0.078 with a CR value of 3,000 with a significance probability value (p) of 0.033. This value is smaller than the significance level (α) which is determined to be 0.05.

Based on the path equation, the equation coefficient can be interpreted, namely the natural variable coefficient value of -0.078. This negative natural variable coefficient value indicates that natural variables have a negative effect on poverty. This means that if natural conditions (natural conditions) decrease then poverty will increase, the regression coefficient of -0.078 indicates that every time there is a decrease in natural conditions by one unit it will increase poverty by 0.078 units.

The coefficient of the path equation for the natural variable is -0.078, the negative coefficient value which indicates that the natural variable has a negative effect on poverty. Thus the research hypothesis which states that natural factors have a significant effect on poverty is proven.

The results of this study, in accordance with research conducted by Madulu (2005) with the title "environmental poverty and health linkages in the wami river resources: A

search for sustainable water resource management". The construction of factories around this river causes the surrounding community to have difficulty in meeting their needs because their livelihood is as fishermen or sailors.

Sanjukta (2003) shows that the high level of education, especially for women, will greatly affect poverty, the higher the level of education, the less likely it is to live in poverty.

Balsdon's research (2007) with the title "poverty and the management of natural resources: A model of shifting cultivation." The results show that severe poverty causes investment to not develop, resulting in deforestation and other resource degradation.

Research conducted by Kaligi (2007) poverty is not only seen from the amount of income, but from the quality of the soil and the good irrigation system of an agricultural land. Even the quality of the soil and the irrigation system is the most important point in tackling poverty.

Research conducted by Edmund (2007) shows the relationship between poverty and conservation and natural resource management has a wide scope, not only in the final product but also in land and labor.

Research conducted by Braithwaite (2009) found a strong relationship between poverty and disability so that this greatly affects the fulfillment of family needs.

The theory of natural resources (resource endowment) as a natural factor of a region suggests that regional economic growth will be determined by its natural resources and the demand for commodities produced from these natural resources.

b. The Influence of Cultural Factors on Poverty

Cultural poverty refers to the attitude of life of a person or group of people caused by lifestyle (Otero, 1997) living habits (Elliot, et.al, 2009) and a culture in which they feel that they live well and do not feel deprived (Krishna, 2007).

Based on the results of the research in the previous chapter, it shows that cultural variables have a negative and significant effect on poverty. This can be seen from the path coefficient value of -0.293 with a CR value of -2.136 and a significance probability value (p) of 0.000. This value is smaller than the significance level (α) which is determined at 0.05

The path equation coefficient for cultural variables is -0.293. This negative coefficient value indicates that cultural variables have a negative effect on poverty. Thus, the research hypothesis which states that cultural factors have a significant effect on poverty is proven.

The theory of "cultural poverty" (cultural poverty) is poverty that can arise as a result of the values or culture adopted by poor people, such as lazy, easy to give up on fate, lack of work ethic and so on. External factors come from beyond the ability of the person concerned, such as bureaucracy or official regulations that can hinder a person from utilizing resources. This model of poverty is often referred to as structural poverty. According to this view, poverty occurs not because of the "reluctance" of the poor to work (lazy) but because of the "inability" of the system and social structure in providing opportunities that allow the poor to work (Suharto, 2009).

Research conducted by Harris (2008), the results show that poverty is caused by gender deviation and vulnerability to disease. Eamon (2004) poverty is very influential on the behavior of children who spend more time outside the home either with parents or without parents.

Research conducted by Lance (2005) with the title "Racial similarity in the relationship between poverty and homicide rates comparing retrains-formed coefficients".

The results of his research show that there is a relationship between poverty and the crime rate of death in black and white racial differences.

V. Conclusion

The conclusion will end the description of this research. The contents of the conclusions will be directly related to the formulation of the problem, the research objectives in the form of hypothesis testing contained in this study.

From the results of the study, it can be concluded that the influence of natural factors includes the availability of natural resources (SDA), the availability of clean water, food insecurity, sanitation, geographical conditions, education level, mastery of technology, health, nutritional status, level of knowledge, entrepreneurial ability and physical limitations. quite valid and reliable. For cultural factors including wasteful living, crime rates, alcohol use, smoking habits, environmental hygiene, juvenile delinquency, number of children, wage differences, lifestyle and stress levels, the effect is quite valid and reliable. family members, floor area of the house, house floor material, roof, house walls, type of lighting, drinking water, type of latrine, house ownership status, and food have a fairly valid and reliable effect.

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