
Psychology in Individual and Community Empowerment to Build New Normal Lifestyle

Psikologi dalam Pemberdayaan Individu dan Masyarakat Membangun Gaya Hidup Normal Baru

Tokie Anme
University of Tsukuba Japan

ARTICLE INFO

Article history:

DOI:

[10.30595/pssh.v2i.124](https://doi.org/10.30595/pssh.v2i.124)

Submitted: June 11, 2021

Accepted: Aug 11, 2021

Published: Sept 24, 2021

Keywords:

Psychology, Individual,
Community,
Empowerment

ABSTRACT

What is Empowerment? Empowerment is to give people dreams and hopes, encourage them, and bring out the wonderful power of life that they originally have. Everyone is born with great power. And you can continue to exert great power throughout your life. Empowerment is to bring out that wonderful power. Just as gushing out from the spring, it is critical to bring out the vitality and potential of each person. In practices such as psychology, health, medical care, welfare, education, administration, management, and community development, the wonderful potential that each person originally has is brought up and manifested, and through activities, can create positive change for the development of people's lives and society. We will make use of it. In addition, in groups such as organizations and communities, the vitality and abilities hidden in each person are effectively drawn out, and this power is used as energy to support the growth of people and the development of the community. This is the empowerment required of organizations, communities, and people.

This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).



Corresponding Author:

Tokie Anme
University of Tsukuba, Japan

1. EMPOWERMENT PRINCIPLES

There are eight principles for empowerment:

1. A person chooses his or her own objectives.
2. The person takes initiative and the authority to make decisions.
3. The person considers his or her issues and the ways by which to resolve them.
4. Successes and failures are analyzed as opportunities to learn and build capacities.
5. Inner elements within the person and their supporters are discovered and fortified to change behaviors.
6. The person is prompted to participate in the process of resolving issues to boost their sense of responsibility.
7. Improvements are made to networks for supporting the process of resolving issues and their resources.
8. Motivation is boosted toward improving conditions for the person (such as the achievement of his or her objectives or their well-being).

2. TYPES OF EMPOWERMENTS

There are three types of empowerments: self-empowerment, peer empowerment, and community empowerment (Anme,2009).

Self-empowerment means bringing out one's own capacities. Examples of this might include the use of a certain method for building motivation or to absorb oneself in a favorite pastime to relieve stress. **Peer empowerment** is to draw out individual capacities through peers, such as by dining together or talking with one another. **Community empowerment** is the leveraging of communities, organizations, the workplace, or their systems to invigorate such groups. Examples of community empowerment include activities undertaken by the entire community to organize something together, such as an event or a local festival.

The combined use and leveraging of these different types of empowerments are essential in order to realize

something that is both sustainable and effective and are called **empowerment synergy models** (Figure 1).



Figure. 1 Empowerment synergy model (Anme, 2012)

3. PREREQUISITES FOR EMPOWERMENT

There are three prerequisites' conditions for all three types of empowerments: self, peer, and community. They are:

1. Hope: the presence of a visible goal that leads to hope
2. Faith: an individual's ability to believe that they have the capacity to head toward their goal. Self-efficacy and group efficacy (a sense that it is possible for an individual or a group to take approaches toward external matters)
3. Meaning: the ability to find meaning in aiming for and working toward a goal

What is necessary is that all three of these prerequisites are in place. For example, let's say that a cancer has been detected in your body. You might get upset and ask, "why me?" or deny that such a thing could happen to you. Or perhaps you would be overwhelmed with shock and fall into a state of depression or start praying to the god to save you. However, once you have settled down from the initial impact, you will probably face reality and take some sort of action to try to resolve the issue. What is necessary to do that? First, you need to have hope that you will recover. Next, you need to have faith that you have the strength and ability to endure treatment and recover. In addition, by believing that such efforts have meaning, you will be able to inspire yourself.

The same applies to peer or community empowerment. How do you cope when faced with a major crisis? You will probably establish a goal opening the future, have faith in your own capacities, give meaning to the efforts for moving forward a step at a time, and attempt to overcome situation.

4. LINKING EMPOWERMENT BETWEEN INDIVIDUALS, PEERS, AND THE COMMUNITY

Three criteria to link self, peer, and community empowerment are necessary for its promotion:

1. A sense of pride in oneself
2. The ability to enjoy differences
3. Believing in the capacities of groups

First, it's necessary to believe in and have pride in yourself, as it is possible to have pride if you do not believe in yourself. Only by having sense of self-pride does it become possible to recognize others. The next requirement is to have the ability to enjoy differences with other people. Diversity is the basic for community development. In the theory of evolution, evolution is reported not as being rational but rather as the building of rationality over the irrational. It is from diversity and ambiguity that may be unclear that values and things with meaning are given birth. Therefore, it is necessary to cherish an unorganized and ambiguous world and objects that may appear briefly to be meaningless. It is also interrelated to a sense of playfulness and room for growth.

The next prerequisite is to believe in the capacities of peers and groups. A sense of trust, which among peers and communities, does not stop at trust between individuals. It is the ability to recognize various characteristics and to believe in the capacities of a group or community, which includes such diversity. One example is inclusive education where children with special needs spend time together with other who do not have disabilities. Each child can gain confidence in themselves and accept their differences as things that are simply natural while they enjoy growing together. As to adults, recognition from peers will lead reciprocal recognition for others, which will then tie into teamwork.

5. CONCLUSION

The principle of empowerment is that it is the people who are the focus. They should prepare environments in which they can continuously perform within their own power. In the case of businesses, the extents that consumers want to use a company product or feel that a product is usable are indicators for company-led measurements of the level for realizing its commercialization.

REFERENCES BOOK

Reference Book: Empowerment Based Co-Creative Action Research

<http://plaza.umin.ac.jp/~empower/eref/wp-content/uploads/2021/02/EmpowerActionResearch.pdf>