

Social Motivation And People's Participation In Development Of Rural Development In District Of West Of Nias Province North Sumatra

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Abstract: Poverty is the problem of social related to the development. Some of the province in Indonesia which is North Sumatera consisting of 8 cities and 25 districts. Most of the populated shows a number poverty are still relatively high. According to the Susenas, in North Sumatera Province particularly West of Nias is the county that classified as having a number of high poverty, and decrease in the number of poverty was only 1% each year. To that, local governments West of Nias make the implementation of the building area shaped participative which stems from the social motivation sociated in the West of Nias. In this study formulated to the problem is the social motivation and community participation is a factor objectify the construction of underdevelopment area. This research using a combination of a quantitative approach and qualitative approach by the combined method. This method can be done in together, turns even combined with starting from the framework exploration, then inditifty and classifying data with soursched from the questionnaires development and depth interviews. In this research also used technique of population and research sample. Management of the data could be done by 3 statistics techniques : (1) Product Moment Correlation, (2) Partial Correlation, (3) Analysis of the line. The result of research suggests that through the work of social motivation and community participation can positive affect towards underdeveloped area. The level of community participation appears through an increase participation degrees towards the development of underdeveloped area. The working of community participation could a achieved development in its area with shows a sense of empathy from members of society, So it can be concluded that the high participation facilitate the realization of the development of underdeveloped area.

Index Terms: Social Motivation, Community Participation, and Development of Underdeveloped area

1 INTRODUCTION

Indonesia is one country in this part of the World covers several provinces consisting of 400-450 districts and have varying socio-economic conditions. Socio-economic conditions of diverse illustrate that not all districts can grow and thrive, but there are some areas that are still lagging behind. According to The Ministry of Rural Development of the Republic of Indonesia Year 2004 setting up criteria disadvantaged areas is done by using an approach based on the calculation of the six basic criteria: (1) the economy of the community, (2) human resources, (3) infrastructure and facilities (infrastructure), (4) fiscal capacity (fiscal gap), (5) accessibility and characteristics, and (6) based on the districts in the border area between countries and clusters of small islands, disaster-prone areas, and areas prone to conflict. Those criteria are processed using data Village Potential (PODES) of 2003 and the National Socioeconomic Survey (SUSENAS) of 2002. Based on these approaches, it was determined that 190 districts in Indonesia are categorized left with attributes of poverty. Some provinces in Indonesia include Province North Sumatra consists of 8 cities and 25 districts, and is predominately shows the number of poverty rate is still relatively high. The proportions between the cities and counties to one another there is a difference that varies. Some of the major project to poverty eradication programs since the New Order government on April 1, 1994 until the reign of President Sosilo Bambang Yudhoyono in 2013 has not produced adequate results, so that the number of poverty has not shown a significant reduction.

As a matter of comparison, the processed data of the National Socio Economic Survey (SUSENAS) about the number and percentage of poor residents of North Sumatra Year 2011-2014 illustrates in March of 2009 the number of poor people 1,436.4 or 10.83 per cent, in March of 2012 by 1,400.4 or 10.41 percent, in March 1,416.6 in 2013, a number or 10.39 per cent, then in March 2014 amounted to 1,286.7, or 9.38 per cent last September 2014 amounted to 1,360.6 or 9.85 percent. Moving on from National Socio Economic Survey (SUSENAS) about the number and percentage of poor people within the scope of Province North Sumatra, it can be placed sub-conclusion that the decline in the poverty rate in North Sumatra province have not been significant, and consequently there are no changes. The result of it also explained the reduction in the poverty rate is still relatively low, particularly in District of West of Nias. As an illustration of data about the number and percentage of poor people in the District of West of Nias can be seen in the following table such as:

Number and Percentage of Poor People in West of Nias Regency in 2010-2014 Year

No	Year	Total	Percentage
1	2010	25,100	30.89
2	2011	24,200	29.32
3	2012	23,500	28.56
4	2013	24,900	29.65
5	2014	24,900	29.65

Source: Central Bureau of Statistics (BPS) District of West of Nias (2015)

Analyzing rate and the percentage of poor people in District of West of Nias for five years, from 2010 to 2014 every year on average showed a declining of 1 percent, so that the poverty rate in the District of West of Nias is still high enough. The poverty rate of decline was only 1 percent per year, could be the target of the development program through empowerment members of the community and to

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allocate natural resources that exist to improve the welfare. In connection with the rate of decline in poverty in the District of West of Nias, the Human Development Index or HDI describe District of West of Nias is the lowest and below the standard of the national index of 70.00, while HDI District of West of Nias just show in 66.46 in 2011. Based on the reality on top to lift people in underdeveloped areas of the poverty problem needs to be applied equitable development. That is a way to improve the condition of the poor for the better. Based on it disclosed Rachel Winterton (2013) in his research entitled "Building Community and Organisational Capacity to Enable Social Participation for Ageing Australian Rural Populations: A Resource- Based Perspective", he revealed that the neo-liberal approach to the provision of rural services, the role of community organizations in creating social opportunities for older residents in a country that has long been recognized. However, the recorded only a few stakeholder village community resources that provide support. Implementation of development can drive social motivation and related to participation. The strong willing community involvement is an important aspect to be able to realize the equitable development of disadvantaged areas in District of West of Nias. In order to embody the government's policy in District of West of Nias. On socio-economic development through the empowerment and welfare of the community, either simultaneously or variable cannot be ruled out the participation of the local community to contribute to the implementation of the development. Community participation is defined as a contribution, involvement, participation of community members in various development activities. Community participation has enormous benefits, so it needs to be cultivated. According Ma'rof (2009) in his research entitled "Participation as a medium of empowerment in community development" describes the relationship between the participatory approach of community development and empowerment. Community participation and empowerment are two important concepts of community development. The final goal of community development is to empower people and improve their quality of life. However, it is not possible to achieve this goal without the participation and involvement in specific projects. He concluded that the empowerment and participation as a destination type of bottom-up approach of community development and as a result of certain communities have access to sustainable development. Implementation of participatory local development shaped as implemented in District of West of Nias must begin from motivate means impulse, desire, passion and force other drivers to do something. The elements in that sense it illustrates that motivation is a drive from the heart of a person to perform or achieve goals. Similarity motivating members of the community is the main characteristic of a community. Moving on from some of the propositions presented in the background, it can be formulated two basic problems in conceptual questions are summarized as follows: Is social motivation and participation are two factors which realize the development of disadvantaged areas? And How the motivation to social and community participation in the realization of the development of disadvantaged areas?

2. Literature Review

Social Motivation

Basically, motivation is the driving force of one's heart to do or achieve something that starts objectives of the plan or desire for success. He said the (2008) stated motivation is as much power (energy) someone who can cause the level of persistence and enthusiasm in carrying out an activity, whether sourced within the individual's own (intrinsic motivation) and external individuals (extrinsic motivation). Furthermore, Kim, et al (2011:98) explained that the motivation that are intrinsically is when the nature of the job who make someone's motivated, people can do the job and not because of others compulsion, like the status, or can also said a do his hobby. In on the motivation extrinsic is when were elements outside of work attached to the work into a major factor that makes one's motivated like the status or even compensation. The form of another is give you a present or even the punishment is one step in motivates someone, in line with opinion above, Purwanto, et al (2013) confirmed motivation intrinsic economics tutor is good enough, although not meeting all aspects. Next motivation extrinsic economics tutor is good enough just in the study less development. This behaviour motivated are likely to continue until the goal is reached or until the intervention of another behaviour motivated. Kjeldsen, Anne Mette and Lotte Bogh Andersen (2012) revealed that social motivation affect job satisfaction in the context of institutional widely. Another study conducted by Sorhun Engin (2011) look at the migration patterns of the Turkish people to the EU (Germany) was not based on purely economic motivation but is also based on social motivation. Then, the characteristics of a country is a particular factor in migration and immigration are the main results are; (I) follow the local customs cause accelerated migration but slow immigration, (ii) although Turkey acted slowly in adopting the reform of the European Union, the European Union appears to reduce the process of economic reform and social pressures Turkey on migration and immigration, (iii) the reunification of German creates a restriction on the Turkish immigrant flows towards the German area. The High activity affected the attitudes of the individuals who has high motivation. The behaviour motivating that on going, in the long term can lead to a change in society. Changes that occur causing the individual to imagine an event or situation and herselfs in a situation of others, then these individuals will have more real attitude to take action against the circumstances that felt. Each individuals as members of the community will compete to improve their lives first, because it forms the low empathy due to a strong motivation. However, this attitude is usually done by a group of people or organizations and individuals associated with the group enough to show his empathy.

Empathy

There are many definitions of empathy in the literature, and there are some among this definition more or less similar, and there are also some differences. The domain from which the definition appears, be it philosophy, psychology, neural science (neuroscience), mutually influence each other. Historically, the concept of empathy was first used as a way to describe ourselves into the project work of art, continue transferred to the social psychology to describe an interpersonal phenomenon. Field of neuroscience

(neuroscience), and more specifically neuroimaging, began to contribute to the characterization of the phenomenon of present conditions, towards the development of various models of the functional design of empathy (Beatrice Tousignant et al (2015). Gerdes & Segal (2011) defines empathy as the ability of a human being that is innate to the very strong and knowing the purpose of them. In line with the understanding empathy has described above, According to Zoll & Enz (2010) empathy can be defined as a person's ability and inclination (observer) to understand what the other person (the target) thoughts and feelings in certain situations. Empathy was first introduced by Titchener (1909) as an English translation of the German word "Einfühlung" where the original used in aesthetic subjects to describe the relationship between a person and an object of art. During the late 20th century the term is applied to human relationships, with approximately two emphases arise, one of which refers to the affective component of empathy, and the other refers to the cognitive component empathy. Beatrice Tousignant et al (2015) describe empathy involves two processes information that is:

- 1) The process of bottom-up information (i.e, processing by automatic sensory input, such as resonance)
- 2) and top-down process affective information (i.e, the highest level of cognitive processing, such as managing emotions)

Beatrice Tousignant et al (2015) and then conceptualizing empathy into 5 things containing component dimensions of development, namely:

- 1) Sharing affective: a bottom-up process that leads to vicariously experiencing another person's emotional state.
- 2) Self-other distinction: the ability to distinguish self-possessed feelings and the feelings that others, involves a sense of self-awareness.
- 3) Perspective-taking: deliberately imagining or projecting themselves into another person, see viewpoints in order to understand / her feelings.
- 4) Regulation: a top-down emotional process that allows a down-regulation or up-regulation of emotions themselves right channel empathic response.
- 5) Sincere motivation: the desire to improve the welfare of others resulting from the interaction of the four other components.

Empathy this far is the most important for the general public who are worried about the political situation and the difficult socio-economic situation. Over the past 10 years, a number of large studies conducted to highlight the mechanisms and functions of empathy. According to Zoll and Enz (2010) empathy aspect consists of:

- 1) Cognitive Empathy Understanding the differences in the cognitive process observer ranging from associative process relatively simple learning mechanism to the point of taking over other people's perspectives firmly. To achieve this, the observer should focus attention on the target, read expressive signals and also signals an altered state, and try to understand the reaction of the flow of the target. The process is running based on what he

knew about the emotional expression in general, the meaning of the situation in general, and the reaction of the previous target. In addition, a prerequisite motivation, as well as the perception accuracy is also required. While personal experience is the basis of all understanding of empathy (acting as a knowledge base for detecting and identifying the internal reactions to external stimuli), the cognitive ability to distinguish between self and others become important in empathy. Cognitive empathy in this sense is very closely linked to the concept of theory of mind. Theory of mind means (1) The ability to develop an understanding of the mental states of others, which cannot be seen directly (eg recognize that people can express certain emotions when feel differently) and (2) draw conclusions with respect to the reaction and another people behavior. To make these predictions is assumed that the observer has a "theory of mind" over others.

- 2) Empathy Effectively Dealing with the process by which emotions arise because of the observer (conscious or unconscious) perception of the internal state of the target (either emotions or thoughts and attitudes). Affective empathy may thus be a result of cognitive empathy, but can also arise from the perception of behaviour expressive that is immediately removed the emotional state from one person to another (emotional contagion). In this case, the affective state observer raised the same height as the target. As a result of a direct relationship between the emotional state or transfer of individuals through verbal (words), pre-verbal and non-verbal cues. This relationship becomes a function of biology in fostering social identity and adaptation in a group, for example, when it is important for the herd of animals to react quickly from predators which was only detected by one or more members of a group. In terms of affective empathy reactive arise because cognitive processes (empathetic), a more complex mixture of affective state (like a snob) resulted in conflict with a very similar emotional state resulting from emotional contagion.

Based on the model out of the functional design of empathy, Tousignant Beatrice, Fanny Eugene & Philip L. Jackson (2015) reviewed the evidence fundamental components of any major nerve, and the development of a person from childhood. Developing empathy is rooted in early infancy, before the advent of verbal ability. Together with age, perfecting the mechanism from top to bottom can better cultivate empathy appropriate responses, thereby empowers sincere motivation and proportional behavior. Empathy is important, especially in social work activities. Empathy Practitioner as a social worker is more effective and better able to balance their role. Practitioners of social workers should be able to learn about empathy emerging research and use the information to better serve their client population. (Gerdes, Karen, Segal Elizabeth, 2011). Apart from an overview of the functions and mechanisms of empathy as mentioned above In another study conducted by Parks Elizabeth S (2015) showed that empathy and listening is generally regarded as the characteristics of the speaker

and competent leaders. Although overshadowed by talking, listening and organizations holding personal focus empathy associated with positive organizational culture. In his essay, Parks saw fifty years of history of communications research organization associated with the relationship between listening and empathy: empathic listening. Parks argues that scholars must improve their organizations who work innovative and ever increasing empathy listening by theoretical discussions back and research currently underway. The result of others result about empathy that can be placed as of an affirmation of the study conducted Goldstein, Thalia R. (2012) which titled "Enhancing Empathy and Theory Of Mind". Journal of Cognition and Development. In this study explained that cognitive skills social like the theory empathy and though that is important for the relationship everyday, cooperation, to learn and culture, so the deficit and skills interns of this has been involved in the pathology like autism abnormality, sociopath, and learning a verbal. This study has examining how much they thrive in early childhood and how she could trained. We examine they hypothesis in experience in acting, activities where to go into the shoes others, leading to the growth in the second empathy and the theory of mind. In the two of the investigation, we followed (children ages elementary school) and the teen (secondary school) receive the student 1 year good act or of art other training (visual, music) and considered empathy and theory of mind before and after exercise. The two students, those received a (but not art other) training sound significant advantage in the value of empathy; in the study, two teen receive a training also show significant advantage in a device. Calculate the theory of mind, empathy paradigm right. The discovery of the soft show in empathy and the theory of mind long past the age of 3 to 4 years old and indicated that both is enlarged again with capacity to play a role. It is associated with empathy, in study Carvita, Simona C.S, Paola Di Blasio, C.R.I.d.e.e. (2009) trying to check the relationship between affective and empathy cognitively, the choice of social and perception popularity and any involvement in the situation bullying by the bullying others or sva the children. The participants where is 266 elementary school students and 195 students secondary school. Affective and cognitive empathy as well as variable status, having some of the effects of the main in significant about bullying. In addition, some of the impact of the interaction appear. For example, positive relationships between affective empathy and defend the behavior of the more powerfull between boys who had the status of high (is, feel very preferred) in the group. The result of the highlights the importance of studying the modal of the children, considered the characteristic of children and variable interpersonal in predicting adjustment social. Others studies about empathy that can be used as material reference to be done by Akgun, Ali. E & Halit Keskin, A. Yavuz Cebecioglu, Derya Dogan (2014) entitled " Antecedents and Consequences of Collective Empathy in Software Development Project Team". The results of this study which found that the collective empathy influence of this study and the product to markets the results of a project quickly under its development. In addition, the existance of the growth of the norm moderate that collective empathy can accelerate to markets products that there are under the its development. In order to formulate a research tool to assess empathy, the use of factor analysis of a combination of measures to check

the consensus report itself and developed a common denominator to measure their own reports. Toronto empathy questionnaire (TEQ) represents empathy as a particularly emotional process. In the three studied, TEQ shown strong convergent validity, connecting positive social behavior that build, own report measure of empathy, and that negative symptom of autism. Meanwhile, the good personal consistency and high reliability for a retest. TEQ is a brief, reliable, and valid instrument for the assessment of empathy. (Spreng R. Nathan, Margaret C. McKinnon & Raymond A. Mar, and Brian Levine, 2009).

Society participation

In the development of lagging regions, community participation in development activities is essential for change in the region. Participation is often known by participation. Participation defined as a mental and emotional involvement and physical participants to give a response to the activities that carry out the teaching and learning process and to support the achievement of goals and take responsibility for his involvement. According to Zadeh, B Saheb (2010) participation is a vehicle for community development. In order to achieve development in the community, community members should be involved directly in the development process. Participation is participating in the decision to choose a community project, plan, implement, manage, monitor, control it. According to Isbandi (2007) community participation is community participation in the identification process problems and the potential that exists in society, elections and decision-making about alternative solutions to address these problems, the implementation of problem solving, and community involvement in the process of evaluating the changes that occur. Participation involves more mental and emotional than physical person, so personal is expected to be more involved than on its own. Participation is driven by mental and emotional so it is called as the participation of "voluntary". Meanwhile participation with force called mobilization. Participation encourages people to take responsibility in an activity, because what is donated on a voluntary basis so that the resulting sense of responsibility to the organization. There are several forms of participation that can be given in a community development program, can be grouped into two types, namely the form of participation is given in the form of real (tangible) and also forms of participation are given in the form of intangible (abstract). Of real participation such as money, possessions, power whereas the forms of participation that are not real is the brainchild of participation, decision making and representative participation. According to Holil (in Isbandi, 2007: 21) suggests the existence of some form of participation, among others:

- A. Participation within the form of power is a given community participation in the form of personnel for the implementation of efforts to the success of a program.
- B. Participation within the form of money is a form of public participation given to make sure the efforts for the achievement of a development program. This participation can be either cash donations but are not enforced given by some or all of the community to an activity or program.
- C. Participation in the form of property is public participation is given in the form of donated

property, usually in the form of working tools or utensils

Ma'roo and Hidayat (2009) describe the relationship between the participatory approach of community development and empowerment. Participation and empowerment are two important concepts of community development. The final goal of community development is to empower people and improve their quality of life. However, it is not possible to achieve this goal without the participation and involvement in specific projects. Related to the explanation about community participation which have been raised above, Research Zadeh. B Saheb & Ahmad Nobaya (2010) about the participation describe that participation is a vehicle for the construction of a society where the member of the public should be involved directly in the development process. The participation is participation in decision to choose a project community, plan it, manage it, administer and control it. This research focused on the development definition of the community and participation in order to outline them. The main arguments are participation is a vehicle to reach the construction of the community members can directly involved in the development process. The results of the other research referring to the explanation about the participation above raised by Wojtek Tomaszewski (2013) in his research titled "Living Environment, Social Participation and Wellbeing in Older Age : The Relevance Of Housing and Local Area Disadvantage" shows that the quality of the environment plays an important role in shaping the participation and social welfare in old age based on longitudinal data methodologies are robust and reliable. He explores the relationship between environmental quality, participation and social welfare in old age using data from household surveys, income and labor dynamics in Australia (HILDA). Findings penalty which opened a discovery of luck associated with life in housing or in remote areas in some of the critical aspects of social participation, such as the frequency of contact with others, and access to social support, as well as on the overall improvement of the quality of life of people who older. Community participation in the development projects as has outlined above, expected to overcome the problems of poverty. Handling the poverty is one of the issue of who became the attention of the government in any country (Putra, I Gusti Putu & Budhi, Made Kembar Sri, 2015). Various strategy had been carried out by the government to improve the lives of those who didn't show results that satisfy like still the number of poverty. Similarly, the issue of poverty in the district Abiansemal, one of the efforts made by the prevention of poverty based empowerment community through PNPM. The goal is to assess the effectiveness of and the impact of the program PNPM to the welfare and a chance to work subjected to the household in the district Abiansemal. The results of the other research related to the public participation done by Contantino et al (2012) titled "empowerment local community through the monitoring the research based society: comparison Brazil and Namibia". In the study Constantino et al (2012) said the system of the study of the biological be implemented in various countries and often relies on the participation of the local community. Suggested that this system has empowered the local community while promote conservation. The supervision of wildlife on the ground culture and reserved sustainable development to those Brazil and Amozonia and one caprivi

conservation Namibia people, analyzed strategy adopted and conditions facilitate the empowerment of local, as well as the impact of potential conservation they rate 4 dimensions empowerment in level individuals and the scale of the psychology, social, economic and politics. The facility given to the local community including the value of natural resources, the right to trade and manage resources, the organization political society and work together between interests people. Various strategy empowerment local including intensifies empowerment local, connecting them with local education, to provide information to the public, deliberately choose participants, pay the services supervision, monitoring the marketing resources and insert local people in politics is more spacious. Other research is "empowerment social and participation people with disabilities through the activities NGOs" (Barauskiene et al, 2011) said a strategy of learning of lifetime of the approved by education ministry and science, social services, the security and the workforce countries should strive to involve NGOs and social partners in the development of adults education. According to the Rutkiene Trepule (2009) in Barauskiene, et al (2011), learn paradigm of lifetime cover all areas of the lessons human, provide opportunities people to learn of lifetime. It is very important for those who have never or not have access to the education for various reasons, such as comes from the labor market etc. Learn to all the time emphasized the importance of both the European Union and Lithuania in the context of the policy of education and the practice of education. In line with the explanation above, elements other in empowerment according to the Edi Suharto (2009) is:

- A. Empowering is the strengthening knowledge and ability of the public in solving the problem and meet its needs. Empowerment should be able to develop all the capabilities and the confidence, one of them through exercise/education. The context of education is in sociology is how the individual do transformation values in teach people to be able to meet its needs as being individuals and social creatures.
- B. Supporting is provision of guidance and support to the weak community to be able to run the role of and function of his life. Empowerment should be able to help community so as not fell into the situation getting weaker and marginalized. The need guidance against the community conducted through socialization. Socialization done with the right then it will be given birth to strengthen in a society itself.

It is associated with the presentation above, an explanation community participation according to the Hoe Kwok Chin & Wahab, Haris Abd (2013) expressed in the research see following the long in the crushing poverty implemented in the area Song, Sarawak. The following long in the skim studied based on following in making decisions, cooperative benefits assessment of the program. The understanding study collected through intersection of structure using the goods about inquired and analyzed using the SPSS program. Therefore, efforts need to be hold community the long involved in the activity of making decisions, and assessment of the crushing program poverty implemented in their place. The results of the other can be showed as the strengthening

is empowerment socio-economic family succeeded in improving income family or empowerment effort productive farmers traditional managed to boost household disposable income farmers (Rahim, Rumbia, 2014). Poor is a problem social welfare society (Prihantoro Satya, 2013). Poor people is a society in the condition of deprived like: the need to eat, housing, clothes, health, education, unemployment and income. Therefore, Prihantoro (2013) doing research to know how thw profile of poor people in the Bandung village Purworejo and how strategy empowerment poop people in the increased its income. A strategy empowerment done, among others: training manufacture contractors followed by people who do not have a job, making the organization KSM maskumambang are taking care of the activities empowerment, guidance in the implementation of the activities empowerment like oversight and guidance in the implementation of the activities of the empowerment of society.

Involvement

Engagement is one of the key elements required in development. Person that involved in activities to create course must be driven by a desire or motivation. As stated in the Implementation Guide participatory approach or involvement compiled by the Department for International Development (DFID) (in Monique Sumampouw, 2004) are:

- a. Empowerment (Empowerment): The involvement of various parties cannot be separated from all the strengths and weaknesses of each party, so that through active involvement in each process activity, there is a process of mutual learning and mutually empower each other.
- b. Cooperation: It takes the cooperation of all parties involved to share excess in order to reduce the weaknesses that exist, especially with regard to human resource capacity.

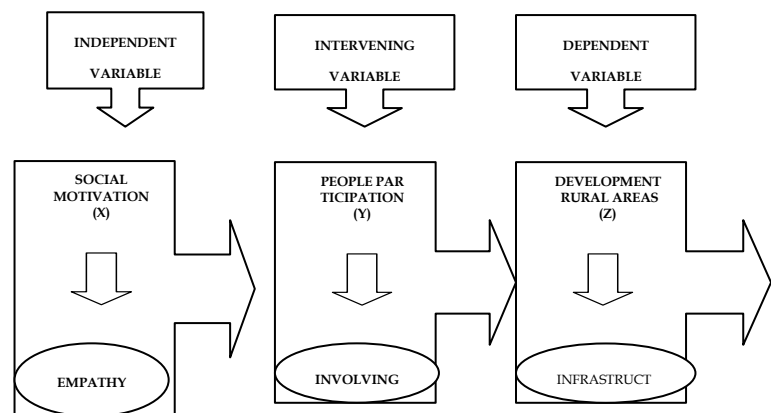
Associated with which had been presented above Zhang Ye, Shu T. Cole and Charles H. Chancellor (2013) in a study of community involvement in the development of tourism, said tourism is an interesting subject that attracted the researcher principally due to the potentially unfair distribution of tourism between residents and interest groups are strong. The study's findings should help all people with various needs considerable involvement represented in community involvement. Typology of public engagement with new content on an ongoing engagement scope, this study identifies four types of options of involvement:

- (1) Involve all residents in decision-making;
- (2) Involving several people in decision-making;
- (3) Donot involve the people in decision-making; and;
- (4) Do not involve residents in the planning of tourism businesses.

Another study conducted by Menzies, Teresa V, Louis Jacques Filion, Gabrielle A. Brenner, and Susan Elgie (2007) tried to develop an index of involvement of ethnic communities. Index ethnic community involvement is very strong emphasis on capital of social theory. Index ethnic engagement that when fully developed, is useful to assist in planning, education and training programs, initiatives and policy planning in accordance with the level of involvement of ethnic communities. The prevailing cultures among social

group influence the social engagement and social social development. The involving group members are aware of the culture of the social group social experience in community environmental produced development in four dimensions: (1) social competence of inter-personal and active collaboration and friendship skills new; (2) competence Practical time management, organization, negotiation, decision-making and leadership; (3) intellectual competence openness ways of thinking and independent judgment; (4) personal competence and responsibility to self-confidence (Yang Min, Albert Chau Wai Lap 2011). Result of others research about the complicity which can be placed as a material of affirmation in this research is done by Rowat, David & Udo Enngelhardt (2007) titled "Seychelles: A Case Study Of Community Involvement in The Development Of Whale Shark Ecotourism and Its Socio-Economic Impact". The result of this research said that the complicity process of manager interests in Seychelles is diver and operator ship, organization activist and government organization who took nation widely to monitor and protect the existence of the shark-pope as one of a resources who will produce feedback to people and other manager interests. The estimated published from shark-pope as a property in Seychelles ecotourism that value through a number of the potential to 4,9 million US dollars in 14 weekends. Along with the results of research explained that in Kelurahan Pasir Putih and Kelurahan Sawangan has the potential to be developed into the village tourist with some consideration, as follows: support the program of the Depok City government in the development of tourism by providing attractions alternative, and digging the potential of the village through the community engagement for the result will be used in the development of the village is certainly in accordance with the needs of the community.

BASIC CONCEPTUAL FRAMEWORK OF SOCIAL MOTIVATION AND PARTICIPATION IN REGIONAL DEVELOPMENT BACKWARD



- X = Social Variable Motivation
- Y = People Variable Participation
- Z = Rural Areas Variable Development

3. Methodology

This research method using a combination of qualitative and quantitative approach known methods combined (mixed methodology). According to Gray (2009) both methods can be used together, alternately or together, starting with the exploration of a framework that can help the identification and classification of themes and concepts that are useful for the development of a questionnaire on quantitative methods. The questionnaire was developed, deepened and carried out a pre-test in the field of qualitative research. Both models can be listened combined methods such as the following scheme.

Combine Model Method (According to Gray, 2009 : 206)

QUALITATIVE QUANTITATIVE QUALITATIVE
Exploration → Questionnaire → Explore and access the
result

This combination of studies aimed at obtaining data that have validity and reliability, which is eventually to produce an adequate report. In addition, some data processing techniques, the method of analysis, data interpretation until the description to overall finding which is conducted accurately, expected to contribute to the full, so as to produce a valid report. This research will conduct in District of West of Nias, Province North Sumatra. District of West of Nias were targeted for regional development because most of the population lives in the categories below poverty line as described in the CPM, 2013.

Population and Sample

Population and Sample Population is the object of research in the form of humans, animals, plants, air, symptoms, values, events, attitude to life is the source of data. The population in this study were residents in District of West of Nias which lives below the poverty line, in respect of the region are lagging Science and Technology (Science and Technology) which is parallel with the socio-economic social status, as well as being targeted development programs. The sample is part of the population which are relatively accordance with established after evaluation (Bungin, 2011). Evaluation of sampling carried out with the purpose of (1) Generate a picture that can be trusted from the entire population studied (2) determine the precision of the results to determine deviations raw from the estimates obtained (3) Simple to be easily implemented (4) Provide information as much as possible with the lowest cost (Signed, 1968: 38) in (Efendi and Tukiran, 2012). Analyzing to research site conditions related to socio-economic status of its citizens is homogeneous, the sampling using proportion sample, meaning the technique of taking a data source with a certain considerations which data sources are considered most know about what to expect, thus simplifying the building think respondents explore the objects on social situation being studied (Soegiono, 2008). In the meantime, sample collection techniques with the following formula:

$$n = \frac{N}{N.(d)^2 + 1}$$

Description Formula:

n = amount of sample

N = Number of population

d = value specified precision

Data collection technique

- (1) Observe the conduct direct observation of the activities of the citizens into objects of research.
- (2) The questionnaire that collects information from the interview process to address concerns and explain the phenomenon (Cholil and Barus, 2014) Operational provide a set of written questions to the respondent to answer objectively.
- (3) In-depth interviews that the interview should be done many times and takes a long time informants in the study site (Bungin, 2010). Implementation held informant interviews with top answers were undoubtedly some questions.
- (4) the appreciation of data collection through the deepening of the respondents think building awareness and understanding based on the culture logical, due to the behaviour pattern and attitudes of each of the respondents are influenced by the culture possessed.

Research Variables

Some variables in this study consisted of three, the first independent variable is certain traits considered both a cause and generally in the order and time frame occurs first, so that the role affected to dependents research. Within this research independent variables affecting is social motivation. Second, the intervening variable is a variable which is seen as the result rather than the independent variable. In this research intervening variable is people's participation. This three variable dependent are certain characteristics that are generally in the order specified time occurs later. In this research the dependent variable is the regional development of rural areas. If these three variables together, the role to prove the relationship and the positive impact of each variable to another variable.

Statistics Data Processing Technique and Interpretation

In this research, processing the data using several statistical strategies, among others:

- (1) Product Moment Correlation, this technique is used to find the coefficient of correlation between variables (Sinulingga, 2011). Correlation between social motivation variable and people's participation variable and rural areas development variable. The formula is as follows:

$$r_{xy} = \frac{n \cdot \sum xy - \sum x \cdot \sum y}{n \cdot \sum x^2 - (\sum x)^2 \cdot n \cdot \sum y^2 - (\sum y)^2}$$

- (2) Partial Correlation, to determine the stability of the relationship between variables would require exclusion of one or more variables (Siegel, 1985). The relationship between the variables of social motivation with rural areas variables development, exclude people variable participation. The relationship between the

people variables participation with rural areas variable development exclude social variable motivation.

The formula used as follows:

$$r_{xy.z} = \frac{r_{xy} - r_{xz} \cdot r_{yz}}{\sqrt{(1 - r_{xz}^2)(1 - r_{yz}^2)}}$$

(3) The Path analysis, is used to determine the causal relationship between variables or to know the logic of the relationship between variables (Riduwan, 2007). In the meantime, path analysis technique used also to validate and simultaneously quantify the positive effect of a variable against another. Further usefulness of this technique aims to calculate the degree of dependence of one variable against another by calculating and then displays the path coefficients.

The Formula:

$$\begin{aligned} r_{14} &= p_{41} + r_{12} \cdot p_{42} + r_{13} \cdot p_{43} \\ r_{24} &= r_{12} \cdot p_{41} + p_{42} + r_{23} \cdot p_{43} \\ r_{34} &= r_{13} \cdot p_{41} + r_{23} \cdot p_{42} + p_{43} \end{aligned}$$

$$\begin{pmatrix} r_{14} \\ r_{24} \\ r_{34} \end{pmatrix} = \begin{pmatrix} 1 & r_{23} & r_{24} \\ r_{32} & 1 & r_{34} \\ r_{42} & r_{43} & 1 \end{pmatrix} \begin{pmatrix} p_{41} \\ p_{42} \\ p_{43} \end{pmatrix}$$

Interpretation

All the data that has been collected through observation, questionnaires were processed with some statistical technique, continued to next step is interpreted based on the observation and in-depth interviews and appreciation.

5. Results and Discussion

A. Social Motivation Relations (X) against People's Participation (Y) Calculation Relations Social Motivation (X) against People's Participation (Y)

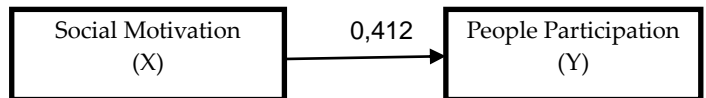
In this study will see whether there is a link to the Public Participation Social Motivation. The process of calculation is as follows:

Coefficient^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Collinearity Statistics	
		B	Std Error	B		Tol	VIF
1	Constant	18.293	4.716		3.879		
	X	.140	.026	.412	5.370	1.000	1.000

a. Dependent Variable: Y

From the calculation results obtained figures variable frequency relationship of social motivation (X) on community participation variable (Y) community members for 0412 means that the influence of these two variables is low. The influence between these two variables shows that the influence of social motivation variable frequency (X) on community participation variable (Y) direction. If motivation inside the community being higher, so that the participation level of people also increasing. To determine the relationship between frequency of social motivation variable (X) on people variable participation (Y) is significant or not, it can be seen from the probability numbers (sig) of 0.00 is less than 0.05, the provision says if the probability numbers <0.05 then no influence very significant between the two variables. But if the probability numbers > 0.05 so that the two variables having no significant effect. To answer whether social motivation variable frequency (X) affects community participation variable (Y) of the members of the community and how much, will be analyzed following table. To calculate the effect of social motivation variable frequency (X) on community participation variable (Y) will then be used figures R Square (figures influences are squared). Figures R Square called the coefficient is terminated in the above calculations amounted to 0,154. The figure shows the value of 15.4%. This means that there is a strong enough relationship social motivation variable (X) on community participation variable (Y) members of the community to influence the direction of the pattern, so the higher motivation in the community, the higher the level of community participation. One indicator that embodies empathy motivation is to grow and increase the level of motivation. Flow chart social variable motivation to people variable participation.



Model Summary^b

Mo	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson	
					R Square Change	F Change	df 1	df 2		Sig. F Change
1	.357 ^a	.127	.123	4.80595	.154	28.841	1	198	.000	1.693

Listen to the explantation above about social motivation which significantly growing community participation, therefore it suit witch research result Sudrajat (2008) who explained that motivation is a strength (energy) someone who can cause the level of persistence and enthusiasm in carrying out an activity which is sourced both within the individual's own (intrinsic motivation) and external individuals (extrinsic motivation). Motivated behaviour was likely to continues until the goal is reached or until the intervention of another behaviour motivate. Motivation comes from the Latin word "movere" which means "impulse or motive power". This motivation is only given to humans, especially to the followers. Motivation questioned how encouraging passionate community, so that they want to participate take part in a process of development. This can be seen by the

public's willingness to provide what the government wants to achieve development goals.

B. Relations Public Participation (DIY) to Rural Development (Z)

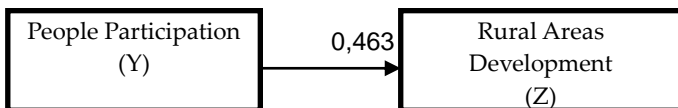
In this study will be seen whether there is a link to the Public Participation Development of Disadvantaged Areas. The process of calculation is as follows:

Calculation of Variable Relations Public Participation (Y) against variable Rural Development (Z)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	10.352	3.222		3.212	.002		
Z	.127	.018	.463	7.109	.000	1.000	1.000

To see the effect of variable frequency society participation (Y) to variable development of lagging regions (z) members of the community are significantly or cannot be seen from the figures the probability (sig) of 0.00 is less than 0.05. The provision says if the number probability <0.05 then there is a very significant influence between the two variables. If the probability numbers > 0.05 then there is the influence of the two variables are not significant. To answer whether public participation variable frequency (Y) to variable development of lagging regions (Z) members of the community and how much, the answer we will analyze the following table: To calculate the effect of variable frequency society participation (Y) to variable development of lagging regions (z), then it will use the numbers R Square (figure correlation are squared). Figures R Square called the coefficient is terminated in the above calculations amounted to 0.251. The calculation results show the value of 25.1%. This means that there is a relationship that is strong enough community participation variables (Y) to variable development of lagging regions (Z). The results of calculations which show the relationship is strong enough, meaning that participation (Y) community will help realize the development of underdeveloped regions (Z). Flowchart people variable participatin to rural areas variable development.



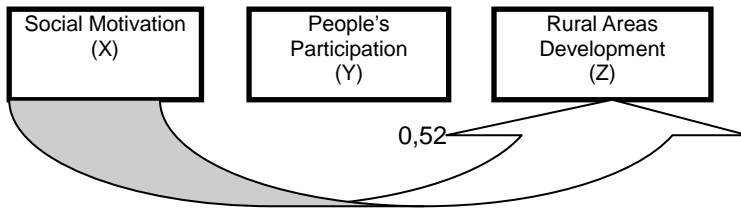
This is according to research conducted by Ma'roo and Hidayat (2009) entitled "Participation as a medium of empowerment in community development". In his research he described the relationship between the participatory approach, community development and empowerment. Participation and empowerment are two important concepts in the development of society. The final goal of community development is to empower people and improve their quality of life. However, it is not possible to achieve this goal without

the participation and involvement in specific projects. Because participation as a destination people directly involved in the project and they can take control of decisions that affect their lives. Thus, it can be concluded that the participation as a goal would lead to further development.

C. Positive Effect of Social Motivation (X) through Community Participation (DIY) to Rural Development (Z)

Positive Influence of social motivation variable (X) through the operation of community participation variable (Y) relating to the development of disadvantaged areas (Z). The process of calculation is as follows: From the data processing can be concluded that through the workings of the social motivation variable (X) through community participation variable (Y) positive effect on regional development lagged variable (Y) significantly with a coefficient of 0.502. Through the 'T' test showed 0.00 significantly smaller than tolerance of 0.05 means that social motivation variable positive effect on the variable development of lagging regions through the operation of the variable public participation is acceptable. There was a linear effect between the variables of motivation and participation variable to variable development of disadvantaged areas. To explain the influence between variables that have been translated statistically, there is the influence between variables empirically and dynamically, so the analysis that has been done should be continued with path analysis. Path analysis technique serves to determine the contribution (contribution) shown in each diagram of causal effect between endogenous variables to exogenous variables. Thus by calculating the path analysis can determine where the operation of the variables that contributes relating to this study. In this research consisted of motivational variables and variable social development of disadvantaged areas. In the meantime, there is one variable that is known as an intervening variable (among) the variable participation (Y) which serves as a liaison of social motivation variable (X) in the direction of regional development lagged variables. Through the operation of these two variables, the variables of development in underdeveloped areas (Z) can be realized. A short description of the process logic deduction stems from the emergence of motivation that participation requires. At this stage the level of motivation appeared among the community members in the communities concerned through increasing degrees of participation to reform manifested development of disadvantaged areas. Basically the path coefficient (Path) linear regression coefficients have been standardized (standardized path coefficient) is used to determine the effect (not prediction) endogenous to exogenous variables (Riduwan and Engkos Achmad Kuncoro, 2007). Related to some variables that are formulated in this research, which were placed in an exogenous variable is the social motivation (X) and endogenous variables are the development of lagging regions (Z). In the meantime, in addition to exogenous and endogenous variables are intervening variables that community participation (Y) which serves as a link between exogenous variables and endogenous variables. Functioning as a variable intervening variable link between exogenous and endogenous variables has a meaningful function. Working of the exogenous variables affected to the emergence of an intervening variable and due to further realize the endogenous variables. The following three variables groove

which can be determined as follows:



Motivation is an impulse or motive power arising from the individual or from outside the individual self. Motivation encourages people or community to become involved or participate in a development project, and participation is a vehicle for community development. These three things are related, without any motivation then participation would not be accomplished also subsequently without the participation of the community development will not be conducted, and to achieve the participation each people should be involved in specific projects. The relationship between motivation, participation and development can be seen by the public's willingness to provide what the government wants to achieve development goals. (Ma'rof and Hidayat, 2009). Moving on from the calculation of these statistics, it is necessary to show a qualitative analysis which is a manifestation of in-depth interviews (depth interview), observations (observation) and the appreciation of the approach (einfuehlen) which reveals subjectively operations of reality respondents by the logic of culture. In the context of social motivation to the rural areas development, members of the community in District of West Nias gives response on the implementation of the procurement of facilities and infrastructure that indicate the realization of people's progress. Starting from the responses that submitted by community members in District of West Nias must be bridged by indicators which can assist the implementation of the rural areas development by growing level of people's participation in whole areas. The growth of a particular system in which there are various aspects of life will always be related to the aspects of the other aspects. Starting from changes in the economic, social, and cultural in a society characterized by well-being is a manifestation of the development of economically disadvantaged areas of life began adequate. Within socio-cultural aspects are characterized by enhancement of illustrating the dynamics of society. In this case works encourage from community to make that development in their areas shows empathy to each people in the community on the condition of their environment itself. In line with the encouragement or people desire would be running with the involvement of each member of the community which is strengthening in the framework of the application of the participation. High levels of participation facilitate the realization of the rural areas development.

6. Conclusion

Development of rural areas is basically an improvement of an aspect of life that is going hand in hand with an increase in another aspect to a change in society. One aspect to be considered in the rural areas development is the procurement of infrastructure or infrastructure is complete and sufficient. Development that will be realized in District of West Nias requires empathy and involvement of every

community that describes the extent to which the motivation and participation of the community. High activity affected attitudes at every member of the community who have the high motivation. Motivated behaviour is ongoing, in the long term can lead to a change for the better in society. The higher level of motivation and participation in rural areas means that the higher of embodiment in rural areas development.

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